AI & Data Solutions

Service Offerings from Artizen Inc.

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Who is Artizen?

ARTIZEN

Boutique Firm Specializing in Large Program Management

Our Agile coaches bring decades of experience in large-scale program management, as well as deep agile transformation experience. More than just Agile acolytes, we're accustomed to delivering huge multi-million dollar enterprise software programs for large global tech companies.

Business Transformation & Analytics Management Consulting

We bring seasoned analytics executives and cloud/data science practitioners across Hi-Tech, Supply Chain, Manufacturing, and Operations. Our people have led digitization / analytical / process / transformation programs with clients globally.

Specialists in a Wide Range of Industry Sectors and Specializations

Artizen has extensive experience working with executives across the business to accelerate value outcomes. In business since 1991, Artizen has both team leaders and individual contributors, serving 50+ clients in Hi-Tech, Banking, Automotive, Hospitality and Gaming, Energy and Utilities, and Media and Entertainment.

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Select Artizen Clients

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How Will AI Impact Your Business?

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The question is not **Whether** AI will impact your business … it is **How**

What:
Versatile AI models use natural language and adapt to new tasks

Why:
Differentiate your business with data, AI customization, or new models

How:
Can AI help create the experiences (including ethics, security) you want?

That said … :
You don't have to let new technology tell you what your strategy should be ..

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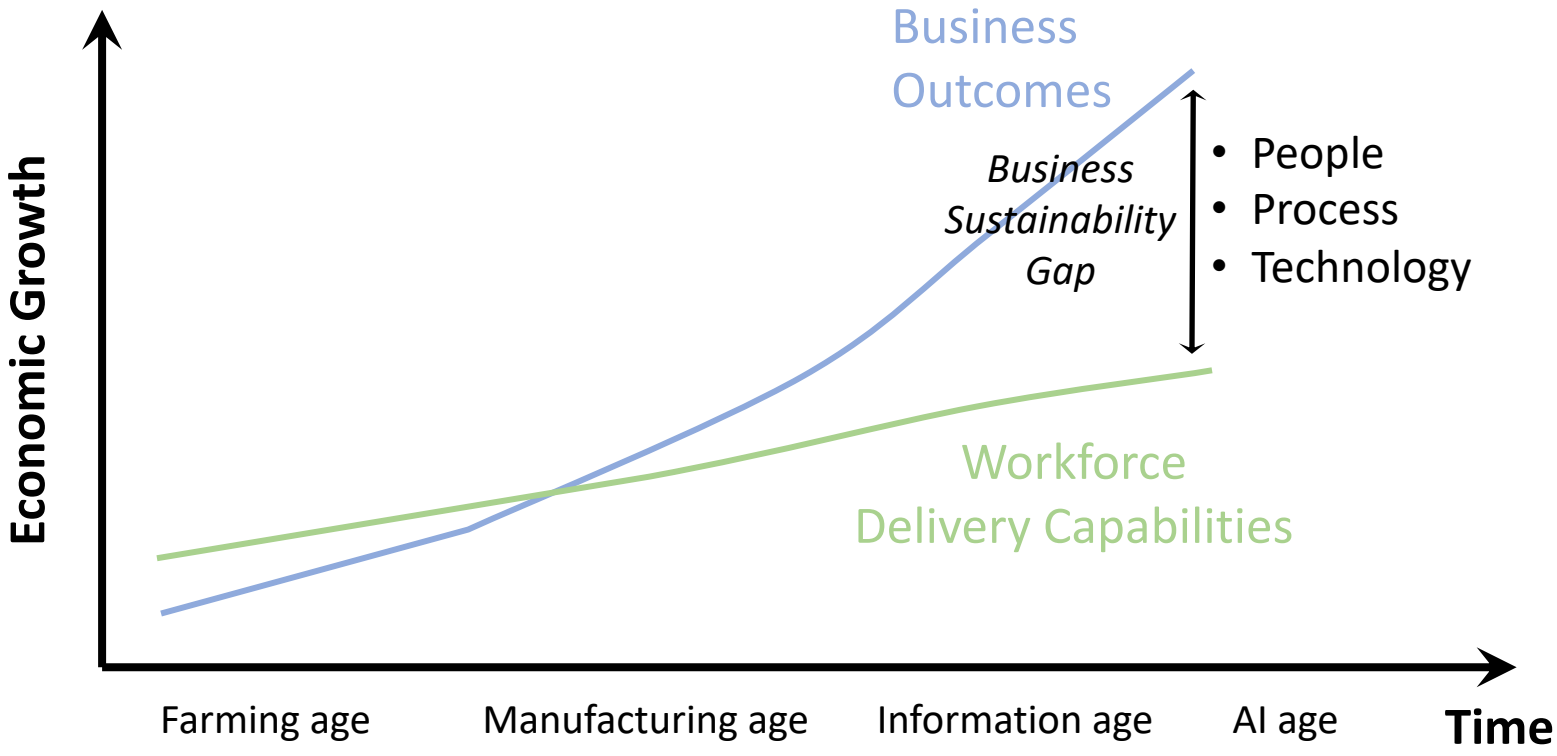
AI & Data Solutions

72% of business leaders believe that AI will be a significant business advantage in the future (PwC)



However:

- *Do we have the right strategy?*
- *Do we have the right people?*
- *What technologies enable success?*
- *Where are the largest impacts?*
- *What are the risks?*
- *Where should we start?*

Artizen can help your organization succeed with value-added practical AI & Data solutions

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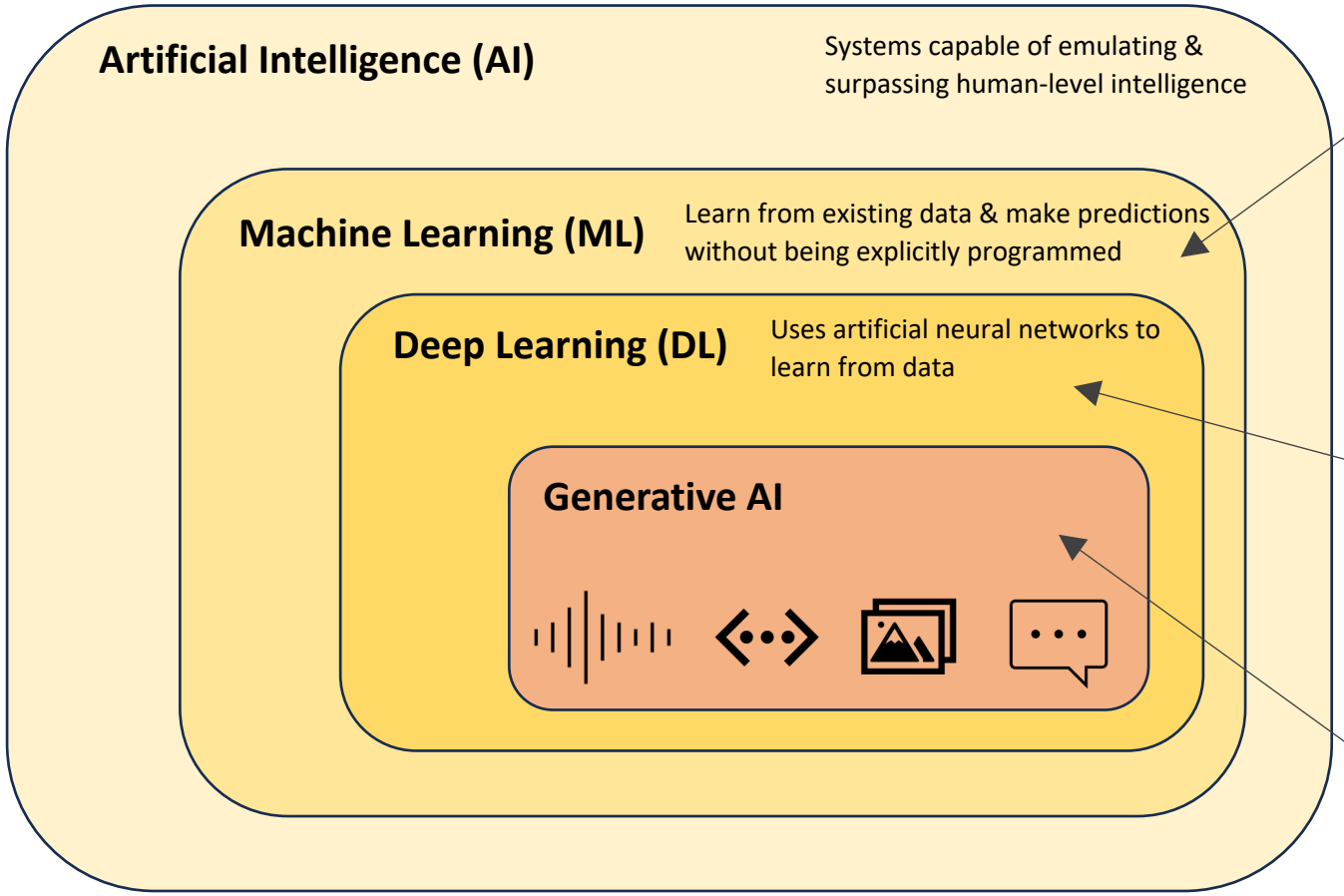
AI & Data Science - Technical Perspective & Usage



Pattern recognition, trends, forecasts, classification, business insights, predictive analytics

Customer Service, Leads/Retention Scores, Prod Mgmt, Demand sensing, Predictive maintenance,…

Process unstructured data, image/speech recognition, Natural Language Processing

Computer vision, Sensors, Autonomous vehicles, Factory Robots,…

Generate new content (LLMs)
Images, video, text, code, synthetic data

Q&A, Summarization, Virtual Assistants, Personalization, Story-telling, Translation,…

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AI & Data Solutions - Example Client Benefits

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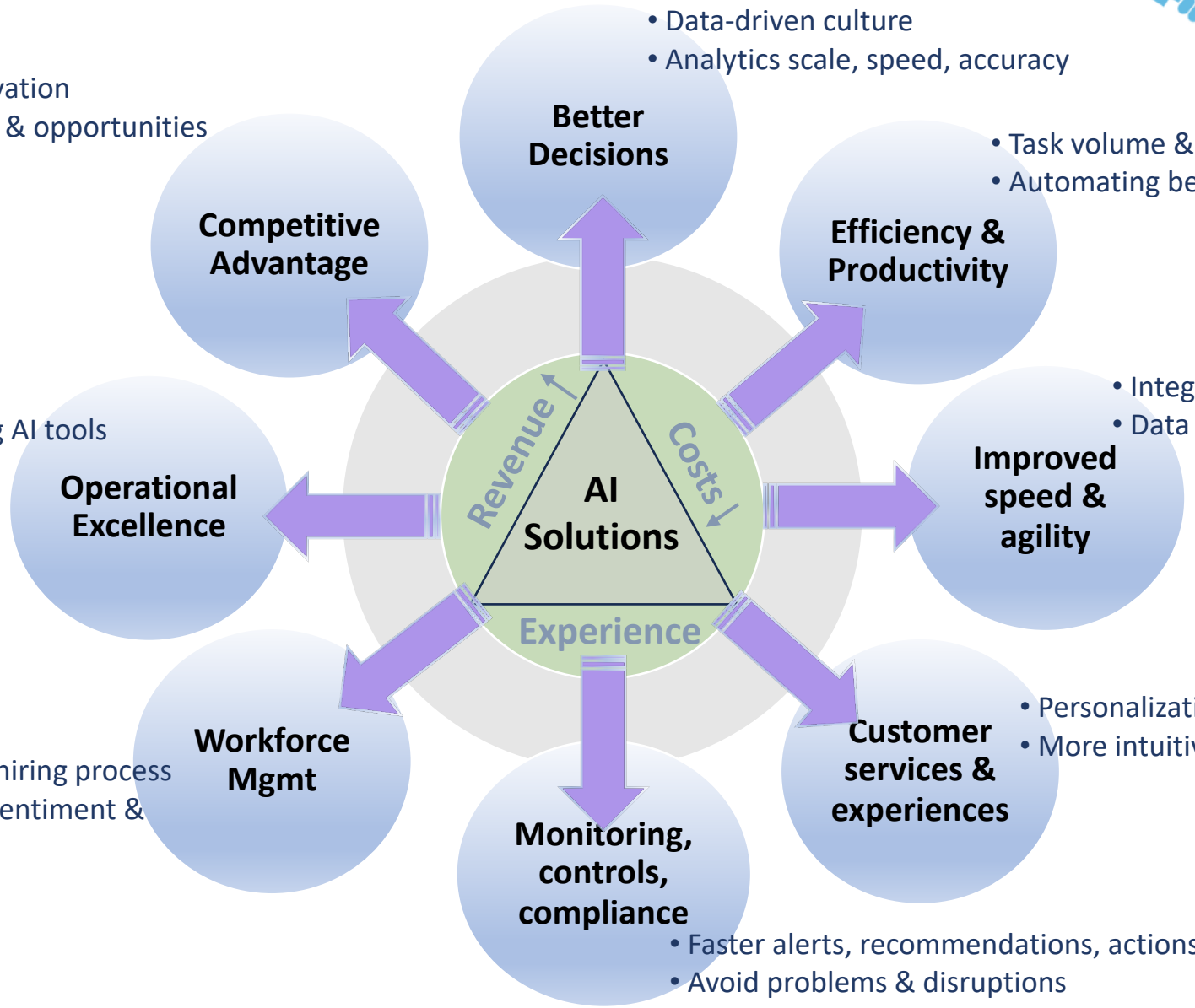

- Data-driven culture
- Analytics scale, speed, accuracy

- Task volume & velocity
- Automating beyond human capacity

- Integrate everything, connect everyone
- Data mgmt. quality & usage

- Personalization and customer segmentation
- More intuitive technology interactions

- Faster alerts, recommendations, actions
- Avoid problems & disruptions

- Identifying talent & hiring process
- Employee training, sentiment & retention

- Supply-Demand balancing
- Process optimization, using AI tools

- More product innovation
- Intelligent offerings & opportunities

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Strategic Roadmap for AI Adoption

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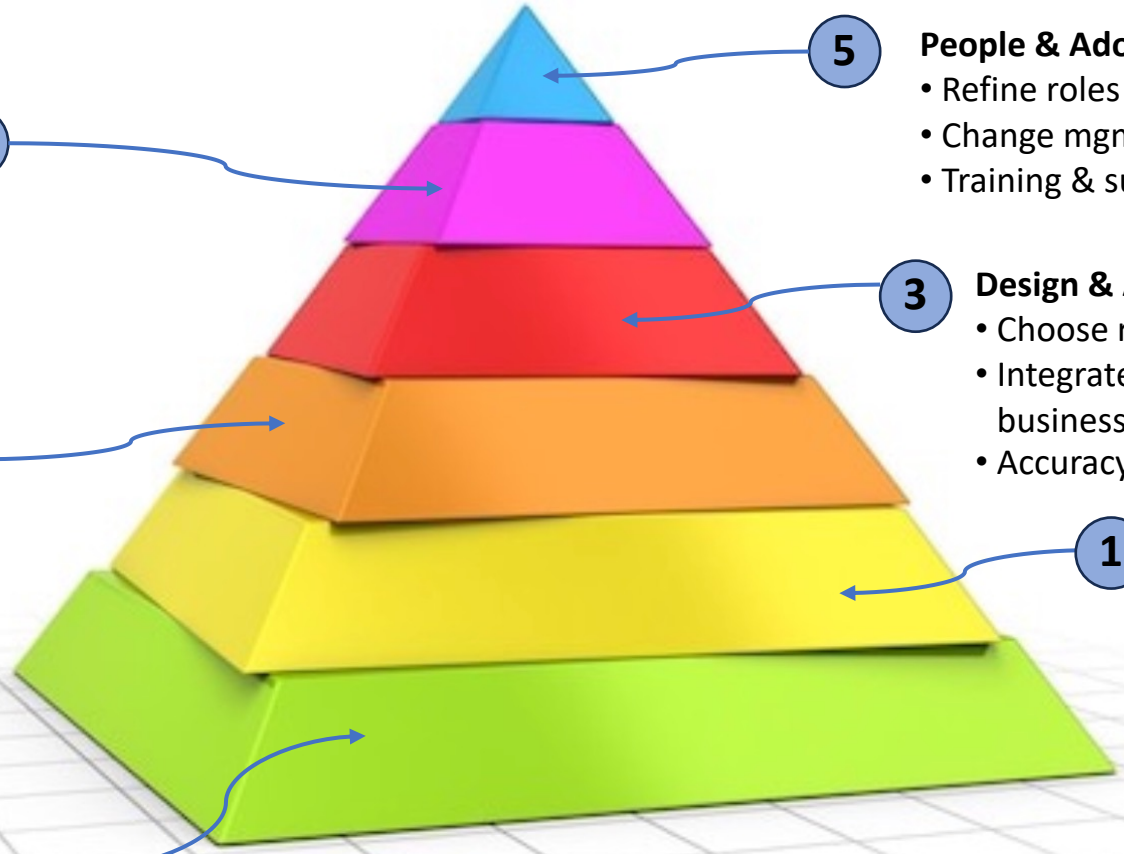
Formulate a strategy to successfully integrate this technology into your business landscape



5 People & Adoption:
- Refine roles & responsibilities
- Change mgmt.
- Training & support

4 Operations & Monitoring:
- Align your operation model
- Automate
- Gather feedback, continuous interactive improvements

3 Design & Architecture:
- Choose right AI model architecture
- Integrate developed into existing business systems
- Accuracy, security, performance

2 Business Use Cases:
- Identify business objectives
- Research use cases
- Prioritize high value use cases
- Data availability & alignment with use cases

1 Define [Gen] AI strategy:
- Identify AI strategy
- Engage business units
- Determine value levers
- Set up ethical and legal policies
- Define success criteria

Organization strategy & mission:
How can AI be used to accelerate/achieve business objectives?

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Most Business Decisions are Improved Using Analytics

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Operating Decisions | *Descriptive* | *Predictive* | *Prescriptive* | **Structural Decisions**

Balance Supply & Demand

Supply Chain Strategy
Plan: Demand Mgmt, Shaping, Prioritization
Source: Capacity Planning, Flexibility
Make: BTO/BTS, Production planning
Distribute: Distribution, expedites optimization
Return: Repair management and logistics
Support: Last Time Buy, Obsolescence, Spares, EOL

Supplier Network
- Which suppliers?
- Supplier locations?
- How much capacity?

Factory Network
- Locations/sizes?
- Pick/Pack automation?

Distribution Network
- How many DCs?
- DC locations/sizes?
- TMO & Logistics?

Acquire & Retain Customers

Sales & Marketing strategy
Distribution, X-sell / Up-sell, SKU
Rationalization, Pricing
Franchising, Omnichannel
Marketing Mix, Forecasting
Churn Avoidance, Renewals

Sales Network
- Marketing attribution?
- Sales effectiveness?
- Store numbers/types?
- Store locations/sizes
- Price setting/discounting?

Channel Mgmt
- Which partners?
- Regions/coverage?
- SLAs & performance?

Cost to Serve

Operations strategy
Support staffing, maintenance
Customer satisfaction, sentiment
Customer success, journey
HR hiring, headcount, onboarding
G&A, Finance, Legal, Working Capital

Support Network
- Out/in sourced?
- Physical vs. virtual?
- Level of automation?

Procurement Mgmt
- How to optimize AR, AP?
- Collect timely invoices?
- SLAs & performance?

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Your Partnership with Artizen AI Solutions

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Experience

"Been there, done that" industry AI use-cases, techniques, & accelerators

Expertise

Our highly trained team of data analysts & scientists provide instant skilled talent

Effectiveness

A trusted partner to achieve your goals & objectives

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Key Principles behind our Approach

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Start with the end in mind	Clear problem statement & S-M-A-R-T goals, with KPI triangulation
Align the business case	Stakeholders need to see continuous business case substantiation
Be purpose-built	Design with specific and practical needs & requirements; don't "boil the ocean"
Data examination is critical	Determine early how your data can get you the answers or predictions you need
Optimize for Value Throughput	Right-size teams, tools, and resources to maximize value delivery
Collaborate around Outcomes	Focus on results: Avoid siloes, share competencies, learn quickly and iterate

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Artizen's AI & Data Solutions Offerings

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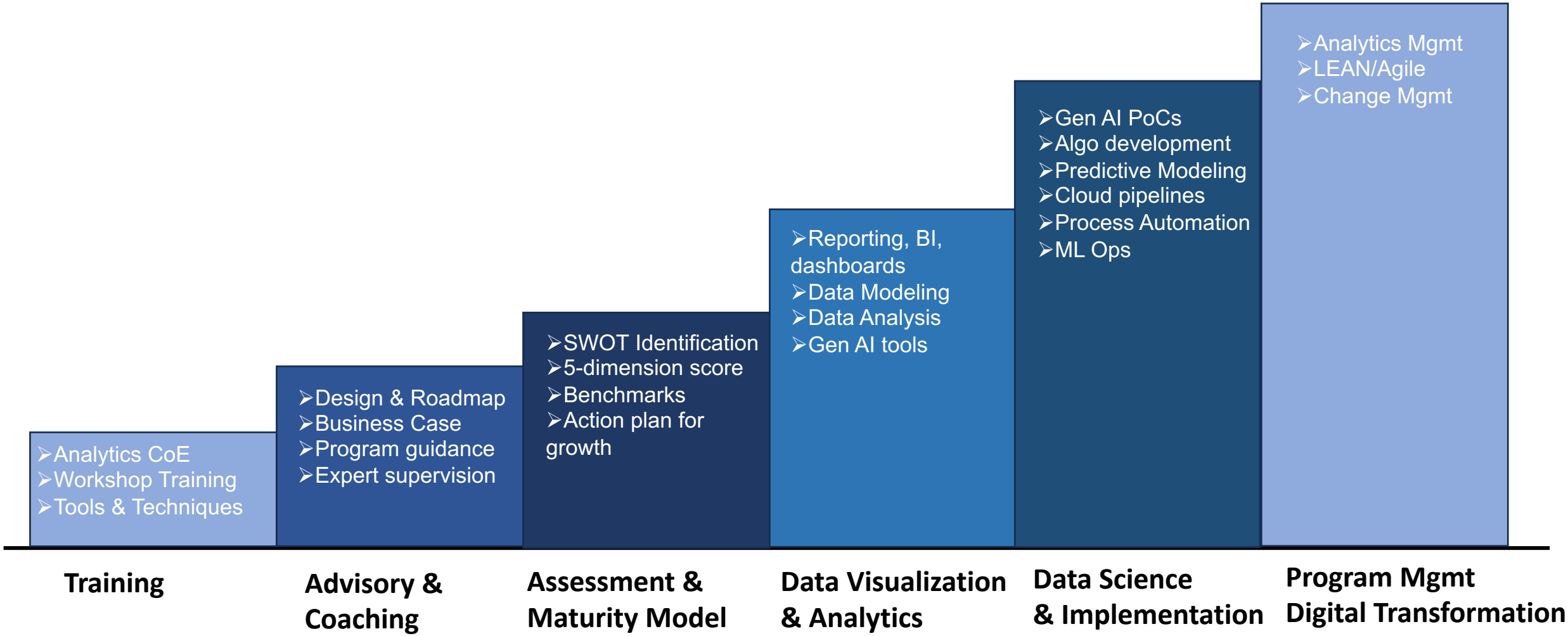

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Select Artizen AI & Data Success Stories

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HI-TECH

AI Services Innovation in Hi-Tech Manufacturing

Portfolio management for AI/ML technology office. Responsible for business cases, solution design, prioritization, and delivery governance for $12B services organization. Implemented projects included software licensing chatbots, tech support automated case resolution, device anomaly detection, and intelligent search applications.

M&A Performance and Operational Intelligence

Manage M&A integration and operations reporting for large high-tech company with >240 acquisitions. Defined and measured key indicators and statistics of acquisition success across HR, financials, product, processes, and systems. Built ML weighted scoring model for deal similarity to allow leadership early insights into acquisition risks and success factors.

Financial Analytics Center of Excellence - Solar Energy

Built Analytics CoE and led reporting team delivering weekly business metrics and review for CFO office across 8 company departments. Measured trends, drove insights from forecasts/actuals, improved business decision speed and accuracy; helped corporate revenue increase Y/Y.

Customer Lifetime Value for Cloud Services

Managed analytics for SaaS customer revenue growth and retention, designed data ingestion-based pricing model, identified buying patterns and customer cross-sell. Program highlighted most profitable customer segments and product offerings, and reduced customer churn..

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Artizen Consultants

Artizen offers experienced consultants to assist with your AI & Data journey

Our staff typically have:

- More than twenty years' experience in large-scale software and analytics development efforts
- Advanced education and Multiple data science/analysis credentials
- Experience working with a variety of large, global tech clients, in Product Engineering, IT, Sales, Operations, and MarTech domains

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Q & A

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Thank you!!

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