

# Make better decisions by adding Machine Learning and Artificial Intelligence to your data

You are familiar with Business Intelligence and know the potential of your data. Do not wait any longer to take the next step: Advanced Analytics. Any organization that has big or small data to process can benefit from AI. The advantages are tremendous.

## AUTOMATED DECISIONS

With classical Business Intelligence, you try to explain what happened. You enter a certain logic that can become outdated and needs constant revising. Machine Learning works the other way around: you start by entering some basic rules in the system, then check and validate the results and if necessary adjust the system. This means the model is constantly learning. The final result is a system that is almost fully automated and detects more than you could yourself.

## MEET YOUR CUSTOMERS DEMAND

For one of our customers, Unilever, forecasting product demand is crucial. The multinational distributes FMCG products in over 1100 Belgian retail channels. By creating a predictive model, they are now able to better meet their customer's demands.

## PREDICTING SALES

A detailed project scenario showed that our client could switch step by step to a more automated – smart – prediction of sales figures via Machine Learning. To begin with, we started by training a model with historical data. The technology uses this data as a basis to create an algorithm which is enriched with external data, to finally create an AI tool that can be used by different sales reps and account managers to forecast product demand.

## PRODUCTION PLANNING OPTIMIZATION

For Griffith Foods we developed a production planning sequencing tool, resulting in up to 40 hours of extra production capacity per week. The sorting algorithm proposes a production sequence to the planner, to minimize the cleaning time of the manufacturing equipment between the production of different products.

## TURN YOUR DATA INTO ACTIONS

At Arinti we're certain that **Machine Learning** will change the way you do business. We're already dealing with so much data today that we can no longer take maximum benefit from it. Companies need a partner to pinpoint which data can be relevant and suited for **AI applications**.

## AI KICKSTART PROGRAM

To make sure 2020 becomes the year you kickstart AI in your organization, we have a limited consulting offer. We developed a 5-day-AI-kickstart-program that is focused on data discovery and data insights to see what data you have and can be used for AI projects. Our kickstart program will help you understand what it takes to become a data-driven organization. During the program, we will define potential proof-of-concepts and determine a roadmap to use the full potential of your data, and turn it into AI.

For more information, contact us:

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