



Outcome-driven AI Platform

Your fast track to  
outcome-driven  
decisions



Atos

# What's holding businesses back from becoming fully data-driven?

The real potential of data remains largely untapped. In fact, research from Forrester found that 73 percent of all enterprise data is never analyzed.

Only 24% of business decision makers are confident in their ability to use data. Organizing, processing, and enhancing the value of huge volumes of data are strategic priorities that rely above all on talent, knowledge and accessing the right tools.

Companies no longer want Big Data promises: they are reorganizing their organization to exploit rational and ROI-based data driven by the outcome.

## Data scientist shortage

The shortage puts at risks the organization's capacity to be data literate – thus to leverage, understand and use data.



## Critical data skills gap

Collecting and understanding data isn't the same...Businesses face a critical skill gap. Low data literacy is holding many teams back for leveraging data.



## Industrializing data science

80% of data scientist tasks are repetitive and tedious and can be fully or partially automated.

The available of tools to simplify and automatize data science tasks is a priority so data scientists can focus on the outcome.



# How to become an outcome-driven organization?

Overcoming these 3 challenges will require organizations to embrace, understand and put in place a strategy to use data in their day to day tasks to improve processes, adapt a customer approach and improve overall quality of products and delivered services.

“While data and analytics leaders, such as chief data officers, recognize that there is an inherent need for data-driven decision making, linking this demand to measurable business objectives and outcomes is an existing challenge,” says [Alan D. Duncan](#), Distinguished VP Analyst, Gartner, 2021.



Business decision makers confident in their ability to use data



Business decision makers confident in their ability to use data



16 to 24-year olds who qualify as data literate

Gartner promotes data and information as the second language of business.

# Your fast track to outcome-driven decisions

To respond to these challenges, Atos worked on an end-to-end data science platform, delivering the fastest track to outcome driven decisions, by emphasizing a data literate approach.

**This platform is called ODAP, it is driven and driving outcome decisions based on AI.**

Whether data is unstructured, complex, spread around cloud to edge continuum apps, we have no boundaries to deliver comprehensive data to predict risks, abnormal events & improve operational processes.

With ODAP, your employees build knowledge and make decisions based on highly comprehensive data insights. Data becomes the mothertongue of your company across functions.



## Outcome-driven Use cases



Retail



Transport



Finance



Manufacturing



PSD

## Worldwide experts labs



Data Science, Data Engineering, Data Ops



Deployment & configuration



Consulting



Managed services

## Software (Product & Services)



### Pre-built software products

Smart recommendation engine  
**Betterfy**

Personalization based on 360 data of your customers  
**PERSONA360**

Ad personalization for publishers  
**AdPicker**

In-store shelf optimization engine  
**ShelfInspector (combining ODAP & CVP)**

**New products coming!...**

### Core capabilities to customize & build data platform

- Recommendation engines
- Customer data personalization
- Measuring & analysis
- AI model building (text mining, NLP, DL...)
- Process automation

## Data engineering & ML ops framework & capabilities

Collect, curate, organize data & Models Management & Governance



## Hybrid Data Engine Cloud partners



### BullSequana Edge nano

Plug & play analytics in a compact & ruggedized server



### BullSequana Edge

AI inference and training outside the datacenter



### BullSequana SA20G

AI inference and training in the datacenter at the edge

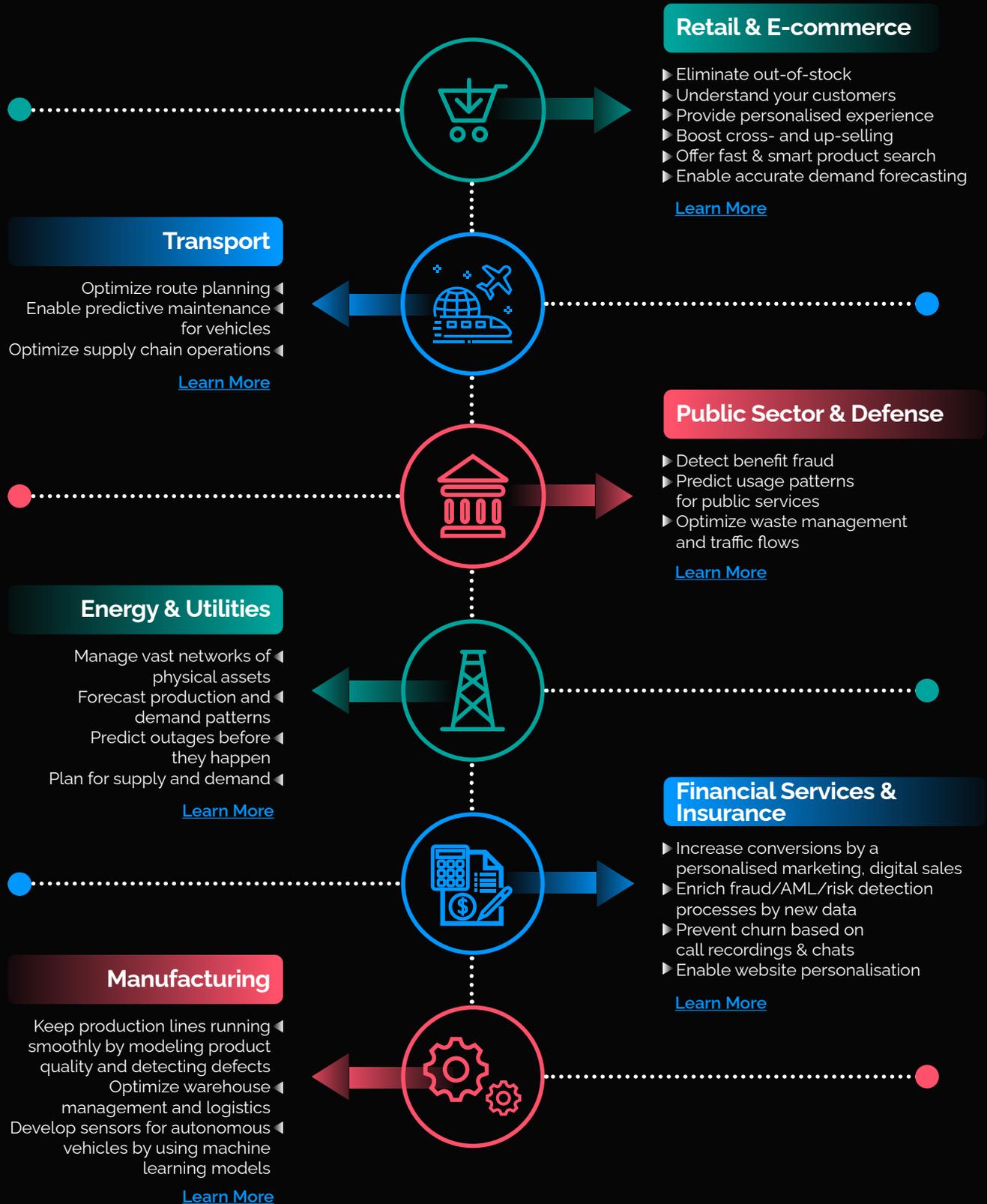


### BullSequana X451

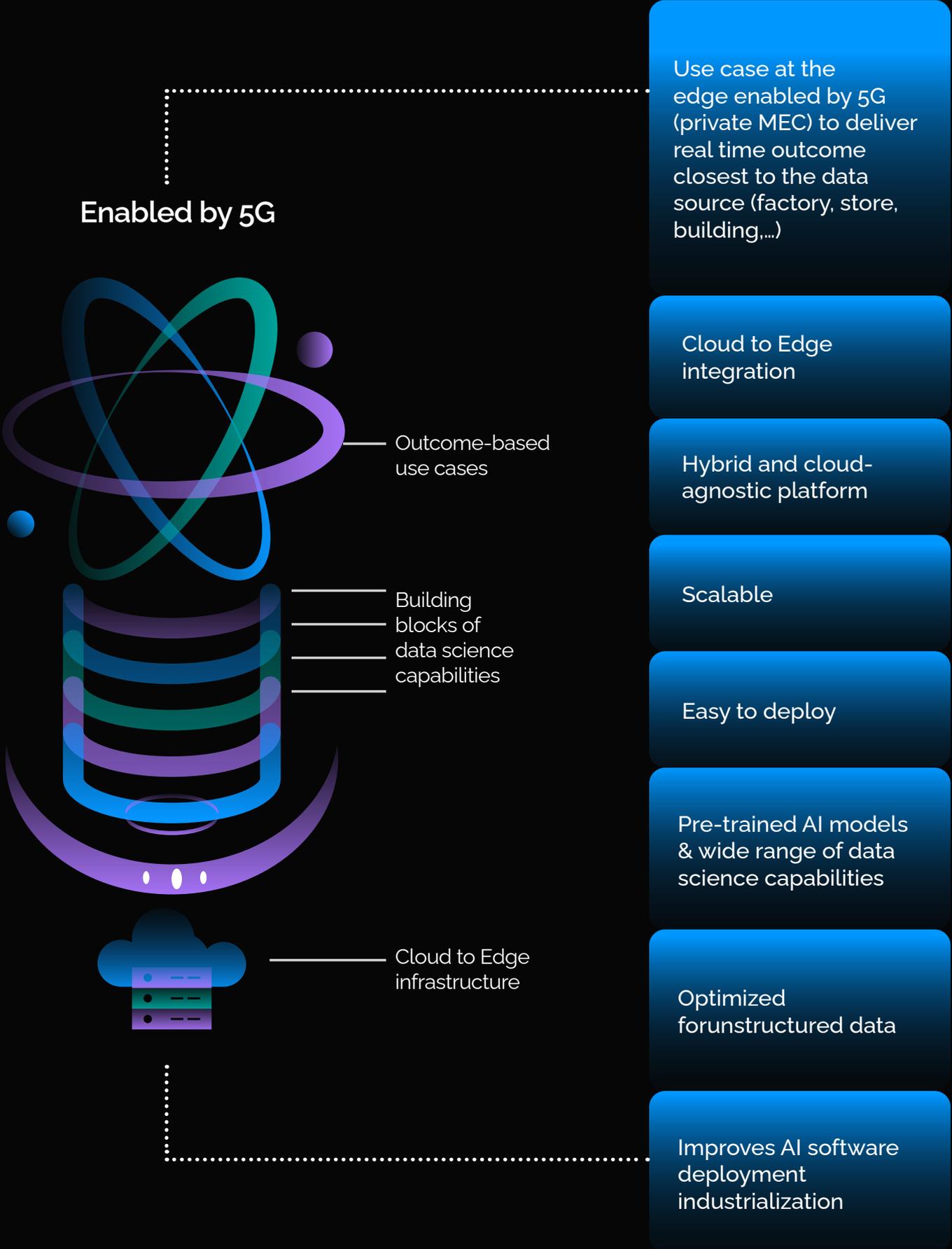
High performance computing for AI training & inference



# Overview of use cases

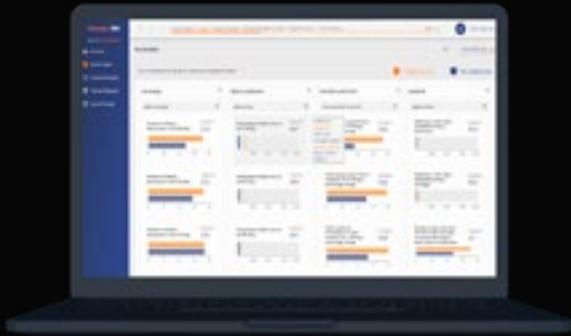


# Benefits



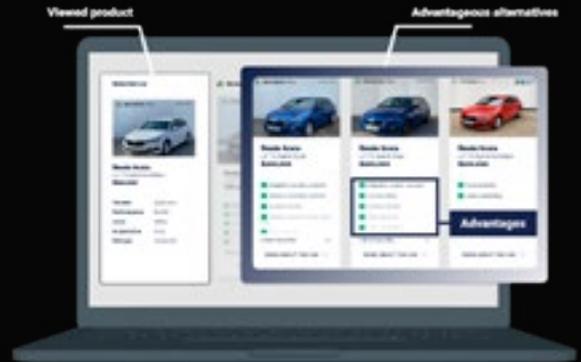
# Current portfolio of ODAP products

## Persona360



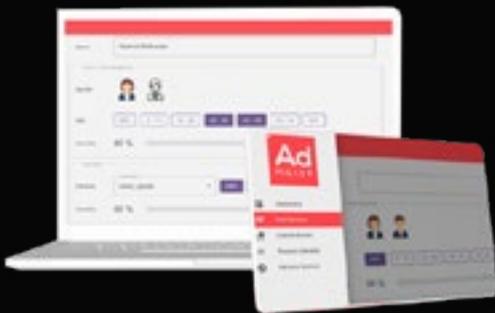
Increase conversion rates and customer satisfaction. Personalisation and AI-driven segmentation for FSI.

## Betterfy



Boost online conversions by offering product recommendations based on price-performance ratio.

## AdPicker



Enable publishers to use customisable machine learning models to understand their users, target ads, and more.

## Shelf Inspector



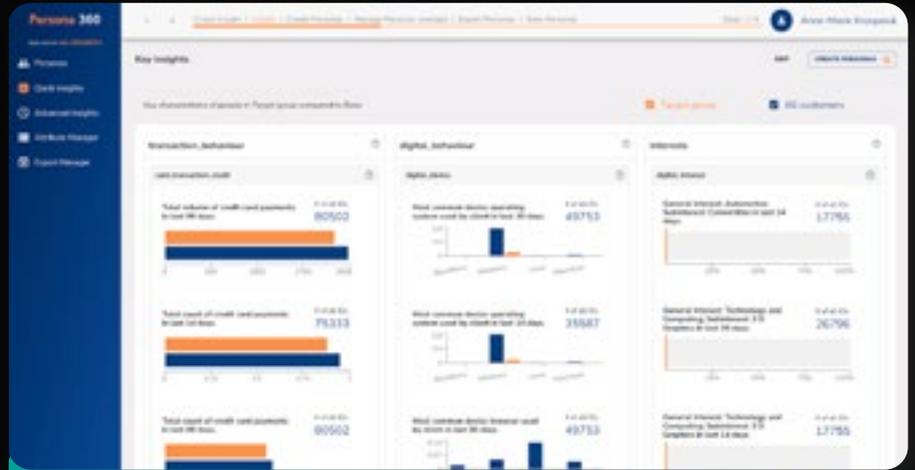
Collect and automatically process photos across the whole retail chain to objectively measure the needed KPIs.

# Pre-built software products

Product: Persona360



Persona360 is an AI-driven product on top of your existing data platform (Azure, AWS, Databricks,...). It enables enterprises to get reliable and relevant insights about their current and prospective customers, and to personalise towards better business performance and customer satisfaction.



Persona360 interface

## Typical use-cases



360 personalised journey-campaigns



Marketing attribution 360



Digital advertising optimisation



Website personalisation



Proactive renewals and churn prevention



Claim segmentation & predictions



Enriching fraud/AML detection by new data

## Key benefits



Increase in conversion rates and customer satisfaction due to personalisation

No-code / low-code data science ops



Easy data exploration, even for non-technical people

Watch video



# AI Shopping Assistant for E-Commerce

Product: Betterfy



## Pain point

Customers often face difficult decisions about choosing the best product. This causes a higher bounce rate and decreases conversions.



## Solution

Help customers make educated decision with the best price-performance ratio. Improve customer satisfaction, loyalty and your revenue.



## Results and Benefits

1. Revenue increased by up to 20 %
2. Improved customer satisfaction
3. Improved loyalty

## Advantageous alternatives

The screenshot shows a user interface for an AI shopping assistant. At the top, it says "We have selected the best alternatives for you". There are four car cards displayed:

- Selected product:** Volkswagen Passat Variant V8I 2.0 TDI Highline, CZK 487,000. Features include 2960 cm<sup>3</sup> volume, 132 kW performance, Brown color, 2018 working year, and 82,131 km mileage.
- Advantage 1:** Volkswagen Passat Variant 2.0 TDI Highline, CZK 544,000. Advantages include 35 thousand km less mileage, DAB, sound system, 4 months younger, and no-key-locking.
- Advantage 2:** Volkswagen Passat Variant 2.0 Automatik Highline, CZK 542,000. Advantages include DAB, automatic transmission, parking camera, no-key-locking, and shifting under the steering wheel.
- Advantage 3:** Skoda Octavia Combi II FC 2.0 TDI 110 kW Style+, CZK 538,000. Advantages include 31 thousand km less mileage, DAB, blind spot monitoring, navigation, and no-key-locking.

Selected product

Advantages

## Customers who use it

eCommerce companies with a large product portfolio with various parameters



Leading eCommerce group in CEE, 1 billion+ USD in revenues in 2020, 11 million orders in 2020.



One of the biggest car vendors of brands Volkswagen and Skoda Auto in Czech Republic.



# Ad targeting and website data monetisation for publishers

Product: AdPicker

AdPicker enables publishers to use customisable machine learning models to understand their users, target ads, personalise content and drive subscriptions in a privacy-friendly way.

With AdPicker, you can easily build personas for your campaigns and increase your conversion rate by 30%, on average.

AdPicker is ready for the cookieless future.



# Out-of-stock elimination for producers



Product: Shelf Inspector



## Pain point

Out-of-stocks have troubled almost all FMCG producers for decades. Traditional ways of shelf display inspection are costly and in 15 – 40 % cases invalid.



## Solution

Collect and automatically process photos across the whole retail chain to objectively measure the needed KPIs



## Results and Benefits

1. Up to 20% Out-of-stock decrease
2. Data collection time reduced by 80%
3. Store checks dedicated to higher added value activities

## Approach



- ▶ Mobile application used to collect pictures from stores
- ▶ Products are detected by Computer Vision in cloud
- ▶ BI application with KPI overview based on your definitions
- ▶ App can monitor out-of-stock, pricing, planogram, etc.
- ▶ Shelf Inspector is customisable to any product and display

## Customers who use it

Big FMCG producers with retail distribution



# ODAP Labs – building tailored AI products with clients



## Discovery lab

- Use case demos
- Partner demos
- Product demos



## Proof of Concept

- Consulting services: PoC definition
- Build and run tailored trained AI models



## Data science project services

- Define model usage
- Creation & training of AI models
- Customization of pre-trained AI models
- Trainings on customer data batches



## Ecosystem community

- Market intelligence on the latest data science practices
- Training & consulting on platform updates

Supported by a PhD level data science and data engineering team

# How to engage on DataSentics products & capabilities?

Start by talking to Bob (or Petr) and they will help you and bring in the right specialists



Petr Bednarik  
CEO / Founder



Bob Hroch  
Head of Business Development =  
prime Atos sales cooperation contact

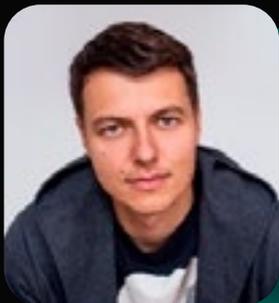
Tribe leaders by: Pre-sales leaders for specific industry/product topics



David Vopelka  
FinTech Tribe Lead  
(+Persona360)



Petr Dvorak  
inRetail Tribe Lead  
(+Shelf Inspector, Betterfy)



Jakub Stech  
Innovate Tribe Lead  
(Manufacturing, Health)



Jan Prochazka  
AIScale Tribe Lead  
(Cloud AI platforms)



Matej Novak  
Adpicker Tribe Lead

# About Atos

Atos is a global leader in digital transformation with 107,000 employees and annual revenue of over € 11 billion. European number one in cybersecurity, cloud and high performance computing, the Group provides tailored end-to-end solutions for all industries in 71 countries. A pioneer in decarbonization services and products, Atos is committed to a secure and decarbonized digital for its clients. Atos is a SE (Societas Europaea), listed on Euronext Paris and included in the CAC 40 ESG and Next 20 Paris Stock indexes.

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Let's start a discussion together



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