

The Enterprise Al Platform

# Cross-/ Up-Selling durch Recommendation Management

Dr. Sebastian M. Klenk (CEO)

+49 (172) 7231724

sebastian.klenk@5analytics.com

The Enterprise Al Company

# Making AI and Machine Learning happen inside the Enterprise.

The 5Analytics Enterprise AI Platform creates enterprise grade Microservices that integrate seamlessly into existing enterprise applications.



















## Software verschlingt die Welt





















## Internet Unternehmen nutzen Künstliche Intelligenz



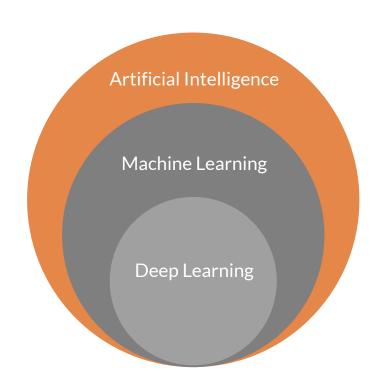
75% of all movies watch at Netfix are recommended by a Recommendation Engine.



Spotify and Google use Neuronal Networks, to recommend songs to users.



Amazon uses Machine Learning to ship packages before they are ordered.



## Pakete verschicken, bevor sie bestellt wurden!

Amazon hat ein Patent angemeldet, welches beinhaltet, Pakete zu verschicken, bevor sie bestellt werden.

Damit lässt sich die vom Kunden empfundene Lieferzeit dramatisch reduzieren.



### Software verschlingt die Welt











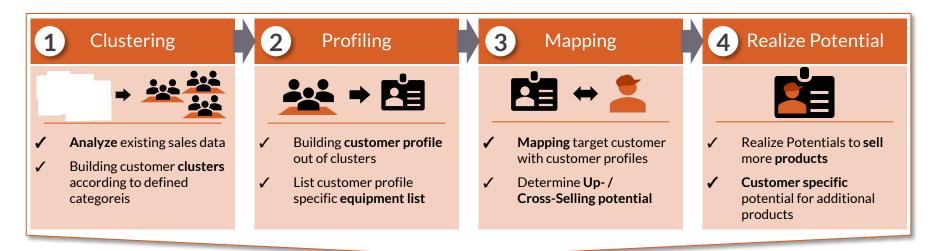
## Only the Tip of the Iceberg





#### Recommendation Engine







#### Individual Products







- ✓ Identify customer preferences during interaction
- ✓ Enter preferences in system (via app)

2 Profiling



Use found preferences to build target customer profile

3 Mapping



- Match customer profil with existing clusters
- √ Find best configuration for target customer profil





Create individual product for target customer, based on matched cluster

## 5

#### **Up- Cross Selling**

- → Individual product specifically for target customer
- → Obtain maximum customer value
- → Individual pricing for target customer

Bes

Best Product per Customer



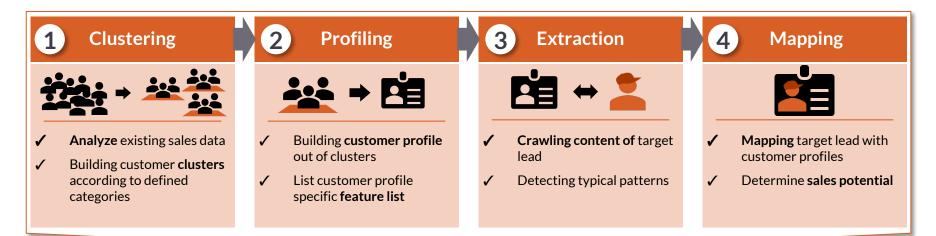
Using all **Up and Cross Selling potentials** 



Data driven product recommendations

#### Lead Performance







## 5Analytics Enterprise AI Platform - Under the hood





#### Al and Machine Learning





Smart Sales

- + Customer Targeting
- + Product Recommendation
- + Dynamic Pricing
- + Churn Prediction



Smart Industry

- + Predictive Maintenance
- + Predictive Quality
- + Process Optimization
- + Supplier Evaluation



Smart Process

- + Text Classification
- + Ticket Handling
- + Outbox Control
- + Fraud Detection



Custom Solutions

- + Classification
- + NLP
- + Neural Networks
- + Deep Learning



AI-Platform to Scale, Connect and Integrate AI-Modules into Business Processes

+ Security + Scalability + Monitoring + Integration



#### Identify \( \rightarrow \) Learn \( \rightarrow \) Act



## Identification of Use Case

- Identify Use Cases
- Discuss Data Sources
- Define Connectors
- Design-Thinking-Workshops



#### Al and Machine Learning

- Data Preprocessing
- Feature Engineering
- Machine Learning & Training
- Validate with historic data
- Test with live-data
- R and Python Code



## The Enterprise AI Platform for Automation of Processes

- Deployment with 5Analytics
  Al Platform
- Integrate in existing infrastructure
- Al solutions in production

## Data Science Al vs Enterprise Al





#### The Enterprise AI Platform



The 5Analytics Enterprise AI Platform integrates seamlessly into existing IT infrastructure. It allows companies to easily use highly complex machine learning code to automate decision making in existing business processes.

The Systems

Enterprise Software

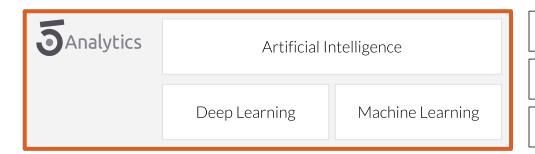








The Platform



Authentication Active Directory

Backup

Monitoring



The Data

Backend Software











#### The Enterprise Al Platform



#### Enables rapid AI deployment

Deploy enterprise-grade AI in hours, with a platform that can take you from initial prototype to widespread proliferation.



#### Delivers faster insights

Exploits modern CPU and GPU architectures and local network connectivity to deliver AI performance unattainable in cloud environments.



## **LANXESS** Supports larger, more accurate models

Leverage Large Model Support and Distributed Deep Learning to support models at higher resolution, up to almost any scale.



#### Business-ready and dependable

Proliferate your AI deployment to multiple users and lines of business with multi-tenancy and role-based access controls. Protect them with end-to-end security and 5Analytics technical support.





## Thank you!

Sebastian M. Klenk (PhD)

Phone: +49 (172) 7231724

Email: sebastian.klenk@5analytics.com









Selected Customers

































































