ARTEFACT

DATA IS ABOUT PEOPLE

Founded in 2014, Artefact is a **major data services pure player**, specializing in **data consulting**. Pioneering the **data & digital marketing** sector for a decade, we are dedicated to transforming data into business impact across the entire **enterprise value chain**.

We have a global presence in Europe, Asia, the Americas, the Middle East and Africa, thanks to our local hubs in 16 countries and 19 offices, allowing us to be as close as possible to our clients and to support major groups in most territories.

We work with more than 1000 clients, including 300 of the world's leading international brands, such as Samsung, L'Oréal, Danone and Sanofi.

Our 1300+ employees, experts in Data Consulting, Data Engineering, Data Science, Data Analysis, Data Marketing and Digital Media, combine their competences to help companies innovate and accelerate their businesses.

"

Democratizing data and making it accessible to all is key to accelerating business and creating value."

—

Vincent Luciani,
Co-founder & CEO
ARTEFACT

WE UNLEASH THE FULL VALUE OF DATA THROUGH DEMOCRATIZATION

+1300
EMPLOYEES

16
COUNTRIES

+20
OFFICES

ART
STRATEGY & CRÉATIVITY

FACT
DATA SCIENCE & AI

Artefact provides **the industry's widest range of data-driven solutions**, from data transformation strategy to field operations, to meet specific client business needs and ensure rapid and reliable deployments from POC to product industrialization.

Our complete portfolio of AI, data & digital services is organized into **four core areas of expertise**, specialized by business sectors, whose specialists work in **multidisciplinary teams** to break down the silos between business and technology departments, creating efficiencies through complementary skills.

DATA ACCELERATION PROGRAMS

∧ Data Driven Supply Chain
∧ Demand Forecasting
∧ Customer Care
∧ Augmented Workforce
∧ Production Optimization

DATA MARKETING & SALES

∧ Data for Sustainability
∧ AI & Ethics
∧ Mentoring
∧ Artefact School of Data

∧ Data Strategy & Organisation
∧ Data Factory
∧ Data Governance
∧ Data Platform
∧ Data Democratization

AI SOLUTIONS

∧ Consumer Data Environment
∧ Marketing Mix Measurement
∧ Data-driven Sales & Leads Agency
∧ E-commerce Strategy
∧ Advanced Analytics
∧ Digital Activation & Retail Media

DATA FOR IMPACT

We are specialized by business sectors
Our leadership team of 100+ consulting Partners and Directors works together beyond borders to cross-fertilize their expertise and meet the international deployment needs of our major clients.

FMCG • RETAIL & ECOMMERCE • LUXURY & COSMETICS • HEALTHCARE   SPORTS & ENTERTAINMENT • TRAVEL & TOURISM PUBLIC & GOVERNMENT
BANKING & INSURANCE • TELECOMMUNICATIONS   REAL ESTATE • MANUFACTURING & UTILITIES

ARTEFACT

Our belief: business acceleration requires data democratization and adoption by everyone

We believe that data will make the most impact when it is accessible, understandable and usable by everyone.

Artefact has developed an ecosystem that boosts data adoption by everyone with:

*"The companies that will endure are those that successfully foster a data culture with access to knowledge and data for all. **Data is, above all, about people!** "*

Vincent Luciani - CEO, Artefact

The Artefact School of Data, a key strategic activity which provides individuals, and also enterprises, with training for their employees, adapted to the constantly evolving skills of the data industry.

The Artefact Research Center, which bridges the gap between fundamental AI research and businesses to share knowledge about core solutions for future breakthrough innovations.

Our talented, multidisciplinary data & digital teams always focus on delivering tangible results

Our data transformation collaborators range **from business to scientific profiles** and come from the best universities, business and engineering schools.

They are **data consultants, data scientists, data analysts and software engineers** who collaboratively develop effective AI solutions that enable our clients to leverage their data.

They have access to **ongoing advanced training** within their community to ensure continuous learning about their ever-changing world.

In addition, to accelerate the **delivery of AI projects** to client teams and ensure their **long-term business continuity**, we always develop **checklists and templates** for the deployment of all best practices.

We always encourage our clients to **think about industrialization and user value** from the very beginning of each project.

State-of-the-art AI technology and Machine Learning methodology designed for successful scalability

Our ML technologies allow us to **rapidly deploy and industrialize use cases** in many sectors. Our engineers design **agnostic solutions** by writing algorithms and code that embed **both open source** using latest technological advances and **proprietary software bricks**.

We always think of "**product first**" to help companies move their AI assets smoothly into production, while anticipating the constraints and risks of scaling up.

We also guarantee **transparent and secure operation**, as well as a smooth integration into our clients' information systems, without any blocking effect. This means that our solutions are owned by our clients themselves.

We host our solutions in the **private or hybrid cloud** to accelerate our clients' digital transformation and are a certified partner of the largest cloud platforms on the market:

Google Cloud   Azure   aws

ARTEFACT

We are trusted by over 1000 customers worldwide, including 300 international brands.

orange
VISUAL RECOGNITION

"Fiber installation regulations require taking photos of each intervention, which means analyzing 20,000 photos per day. A task impossible to accomplish without the help of AI."

—
Médéric Chomel
VP Data, AI & Automation

Carrefour
DEMAND FORECASTING

"Over the last five months of 2021, approximately 100 tons of pastries were saved. At the same time, sales have increased due to fewer shortages at the end of the day."

—
Caroline Dassié
Executive Marketing Director

Heineken®
DATA FACTORY

"The biggest benefit of this partnership is the speed at which we are able to deliver value to the business, and build a revenue generation center for HEINEKEN"

—
Fábio Criniti
Data & Analytics Director

Unilever
RETAIL MEDIA

"Retail Media is a win/win strategy for brands and retailers. Retailers' data allows us to enrich the shopper's knowledge and accurately measure our activities on all channels, throughout the transformation tunnel."

—
Sarah Baqa
Head of Performance Marketing

reckitt
AUDIENCE ENGINE

"Test and learn campaigns show an average of 21% increase in media spend ROI."

—
Stanley Wang
Audience Engine Product Owner

sanofi
MARKETING MIX MEASUREMENT

"Thanks to this project, Sanofi CHC was able to greatly simplify its data pipeline and accelerate the scaling of its forecasting-based Precision Marketing use case."

—
Albert Pla Planas
Data Science Team Lead

Henkel · JDE JACOBES DOUWE EGBERTS · TOTAL · ENGIE · SOCIETE GENERALE · MAIF · SAMSUNG · NISSAN · Pierre Fabre

Emirates · AIRFRANCE · ACCOR · Groupe Pierre & Vacances CenterParcs · UBISOFT · deezer · LACOSTE · L'ORÉAL · Dior · HERMÈS PARIS