ARTEFACT
AI IS ABOUT PEOPLE

WE ACCELERATE DATA AND AI ADOPTION TO POSITIVELY IMPACT PEOPLE AND ORGANIZATIONS.

Artefact is a leading global consulting company dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data & AI transformation and data marketing to drive tangible business results across the entire enterprise value chain.

Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors. From strategy to operations, we offer an end-to-end approach and solutions: data strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience and marketing ROI.

Our **1500+ employees** operate in **23 countries** (Europe, Asia, Americas, Middle East, Africa) and we partner with **1000+ clients**, including some of the world's top **300 brands**.

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

—
Vincent Luciani,
Co-founder & CEO
ARTEFACT

ART + **FACT**
Strategy & Creativity   AI & Data Science

1500
Employees

23
Countries

1000+
Clients

Artefact provides the industry's widest range of data-driven **and AI** solutions, **from transformative strategies** 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 **six 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.

Strategy
& Transformation
—

∧ Data & AI Strategy

∧ Data & AI organization

∧ Data Maturity Assessment

∧ Corporate Training

∧ Hackathons

∧ Data & AI Days

∧ GenAI Academy

∧ Artefact AI Summits

AI
Acceleration
—

∧ AI & Gen AI Factory

∧ Data & AI for Operations

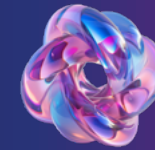∧ AI for Customer Care

∧ Data & AI for Private Equity

Data
Foundations & BI
—

∧ Data Governance & Management

∧ Data – New BI – Self Business Intelligence

∧ Data for Sustainability

IT
& Data Platforms
—

∧ Data-centric IT

∧ Data Platform

∧ Customer Data Platforms

∧ Cloud Services and Certifications

Marketing
Data-driven
—

∧ Consumer Data Environment

∧ Measurements (MROI) & Insights

∧ Data Valorization & Category Management

∧ Data-driven Sales

∧ Marketing Analytics

∧ GMP Certified Reseller

CX
& Digital Marketing
—

∧ Media Services

∧ Media Certifications

∧ Artefact 3000 Agency

∧ The Studio

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

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

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

Artefact has developed an ecosystem that boosts data and AI 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

ARTEFACT
SCHOOL OF DATA

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.

ARTEFACT
RESEARCH CENTER

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

They are **data & AI 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:

aws   Azure   Google Cloud

MISTRAL AI_   OVHcloud

OUR CLIENTS & USE CASES

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

"The strategic mindset of Artefact's multi-disciplinary teams has been instrumental in allowing us to leverage the different types of consumer data that we have, as well as build a sophisticated product that can scale globally and is now used every day by our teams."

—
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

ACCOR · ba&sh · BASIC-FIT · BNP PARIBAS · Carrefour · Conforama · DANONE ONE PLANET. ONE HEALTH · DEEZER · Emirates · GRDF GAZ RÉSEAU DISTRIBUTION FRANCE

Groupe Pierre & Vacances CenterParcs · Heineken · L'ORÉAL · MAIF · NISSAN · orange · Pernod Ricard · PETIT BATEAU · Pierre Fabre · RIYADH AIR

reckitt · sanofi · SAVENCIA GOURMET · SOCIETE GENERALE · Unilever · UBISOFT · Valeo · Van de Velde · Webhelp