Artefact to exhibit at Viva Technology 2023

Presentations and demonstrations at the Artefact booth will illustrate the impact of data, AI and open innovation on business operations

London, 1 June, 2023: Artefact will be one of the exhibitors at [VIVA TECHNOLOGY 2023](#), Europe's biggest event for innovation and new technologies being held in Paris from 14 to 17 June 2023, with 91,000 participants from 146 countries expected to attend. With a comprehensive presentation programme being held at its stand (M20), Artefact will demonstrate AI solutions developed for customers such as Orange, to illustrate how AI and data are creating a business impact across the entire enterprise value chain.

Artefact is a French player in data transformation and data marketing consulting and has become one of the global leaders in the sector in less than eight years. Artefact currently employs 1,300 people in 20 countries (Europe, Asia, the Americas, the Middle East and Africa). It is one of the largest recruiters of data and AI consulting jobs, having recruited 500 people in 2022, and aims to reach 3,000 employees by 2026.

Artefact daily VivaTech conference agenda, 14 to 16 June - Stand M20

The first three days of VivaTech are open to business professionals. Artefact will give a series of 15-minute presentations every day; the daily schedule is as follows, with the complete programme available [here](#).

9:30-9:45 and 14:30-14:45
Using an AI visual recognition solution for augmented customer service – ORANGE client case study

10:00-10:15
Recruiting and engaging technology and data talents with hackathons.

10:30-10:45 and 15:30-15:45
Deploying data marketing applications to do more with less: Long live Customer Data Platforms!

11-11:15

Identifying and prioritizing data applications through hackathons

11:30-11:45 and 16:30-16:45
Developing Generative AI solutions to become an even more efficient company

12:30-13:45 and 17:30-17:45
How to engage employees through effective data governance

15:00-15:15 *Democratizing the use of AI through training with the Artefact School of Data –AXA client case study*

17:00-17:15 and 18:00-18:15
Initiating the decarbonization of an industry via a data hackathon

This presentation programme is complemented by ongoing demonstrations of generative AI services with Artefact partners, Microsoft and Google.

Using this series of events, Artefact will highlight the main challenges it helps companies to resolve using AI:

- How does Orange optimize its call center to deliver **premium customer service**?
- How can audiences be targeted and engaged in the **cookieless** era?
- How can companies **maximize operational performance**?
- How can effective data **governance** be adopted; how can a **data culture** be instilled in all employees?
- How can **hackathons** be used to drive corporate innovation and internal data acculturation?

Two corners with Microsoft and Google demo stations allow VivaTech visitors to discover solutions based on **generative AI technologies**.

Two real-time animations will demonstrate how generative AI technology can rapidly generate cutting-edge services:

- "**Knowledge open AI Agent**" on **Microsoft Azure Open AI** will create a conversational agent from a company's website content and FAQs in minutes.
- "**YouTube GenAI Agent**" with Bard AI and PaLM 2 will create social listening reports by scraping (extracting) YouTube videos. This solution gives companies detailed knowledge of Internet users' emotions and perceptions of their video content in just a few moments.

In addition, Artefact will provide ongoing **demonstrations** of innovative solutions embedding generative AI technologies deployed at its customers' sites.

VivaTech is open to the public on 17 June. Artefact will present **Women@Artefact**, an initiative aimed at increasing the number of women in the data professions, and the **Artefact School of Data**, a specialized training programme within Artefact and "in the field", featuring mentoring by the company's data experts to prepare professionals - in just a few months - for many data-related professions. By the start of the 2023 academic year, the curriculum will be supplemented with a course devoted to generative AI. The Artefact School of Data has trained over 4,000 people since its creation. Its 86% employability rate is a testament to the effectiveness of Artefact's courses and teaching methods.

ABOUT ARTEFACT
Artefact is an international data services company specializing in data transformation and data & digital marketing consulting, whose mission is to transform data into business impact by delivering tangible results across the entire value chain.
Artefact's unique approach, which bridges the gap between data and business, enables our clients to achieve their business objectives in a dedicated and efficient manner. Our 1300 employees combine their multidisciplinary skills to help companies innovate their business. Our cutting-edge technologies in Artificial Intelligence and our agile methods guarantee the success of our clients' AI projects, from design to deployment, including training and change management. Covering Europe, Asia, North America, Latin America and Africa through our local presence in 20 offices, we work with leading international brands such as Orange, Samsung, L'Oréal, or Sanofi worldwide. www.artefact.com

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