

Artefact Announces Acquisition of Effixis to Enhance AI Consulting Services and Generative AI Capabilities

Paris, France, on the 3rd of September 2024 – Artefact, a leading European data and AI consulting firm, announced today the acquisition of Effixis, a fast-growing Switzerland-based AI consultancy. This strategic acquisition significantly bolsters Artefact's AI capabilities in Europe, with the addition of two new offices in Switzerland and Belgium.

Founded in 2017, Effixis supports clients in formulating and implementing their data and AI strategies, leveraging the talented community it has cultivated through its close proximity to the Swiss Federal Institute of Technology in Lausanne (EPFL). Based in Lausanne with operations in Belgium, Effixis offers a comprehensive portfolio of services, including strategy advisory, customized development, and prompt engineering upskilling. These services are designed to ensure maximum impact for clients, reflecting a shared commitment with Artefact to accelerate AI transformation and enhance employee training.

Since 2017, Effixis has been at the forefront of generative AI innovation, predating the era of ChatGPT. Their team of top-notch engineers has developed deep expertise in Natural Language Processing (NLP) and Large Language Models (LLMs), benefiting from a technical collaboration with EPFL, one of the world's leading engineering universities. This partnership has allowed Effixis to bridge cutting-edge academic research with practical AI solutions for enterprises.

Key clients contributing to Effixis's rapid growth include some of the major companies headquartered in Switzerland within the Luxury, Financial Services & Insurance, and Healthcare industries, such as Nestlé, Pictet, and Roche. Effixis' unique positioning deepens Artefact's core mission of accelerating data and AI adoption to positively impact people and organizations.

Effixis's key assets include its [Prompt Academy](#), which offers workshops and training courses on Generative AI and AI technologies. These programs are designed to enhance innovation, efficiency, and upskilling for individuals and organizations, covering topics such as Generative AI, Prompt Engineering, and tools like ChatGPT, Microsoft Copilot, Google Gemini, and Midjourney.

Vincent Luciani, CEO of Artefact, commented: *"Effixis' vision and values align perfectly with our mission to become the European and global independent leader in data & AI consulting services. Effixis has built deep expertise in a highly demanded space and developed tremendous client relationships. Across all industries, enterprises are seeking fast and effective ways to develop and deploy AI solutions tailored to their unique business needs. Effixis' team of trusted AI experts, LLM engineers, and software engineers already deliver highly customized approaches, greatly enhancing our AI service offerings and providing added value to our clients. We are excited to welcome the talented Effixis team to the Artefact family."*



Melvin Kianmanesh Rad, co-founder of Effixis, stated: *"Joining forces with Artefact is a significant milestone for Effixis. Artefact's culture, global footprint, and decade-long experience in delivering data and AI solutions to a wide range of clients will accelerate our growth and enable us to offer new capabilities that better serve our existing clients and the Swiss and Belgian markets overall. Furthermore, Artefact's established partnerships with leading technology providers will benefit us both in the short and long term. This partnership reaffirms our commitment to our team and customers."*

ABOUT EFFIXIS

Effixis is a Switzerland-based AI and data consulting company, specializing in NLP, LLMs, and AI transformation services. Founded in 2017, Effixis provides end-to-end AI solutions to a diverse range of clients, including leading multinational corporations. Their innovative methodologies and commitment to AI education set them apart as a trusted partner in AI-driven business transformation.

ABOUT ARTEFACT

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 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 22 countries (Europe, Asia, Americas, Middle East, Africa) and we partner with 1000 clients, including some of the world's top 300 brands such as Samsung, L'Oréal and Sanofi.

For more information, please visit: [Artefact](#) and [Effixis](#)

PRESS CONTACT

delphine@thebraincontent.fr / 06 74 74 11 48

