



ARTEFACT
ACADEMY



Fostering **AI adoption & upskilling**
to unlock business benefits.

We offer **end-to-end data, AI and digital solutions**
for enterprises.



AI / Data
Strategy & Transformation



AI / Data
for Customers



AI / Data
for Operations



AI / Data
for Support Functions



AI / IT
Technologies



AI Academy
Training & Adoption

- 1 Organizations are transformed **by people**, not just technology, making leadership adoption the critical driver.
- 2 Effective AI learning requires **taking action** on real-world missions rather than passive observation.
- 3 Managers succeed in the agentic age by **mastering strategic** questioning rather than technical coding skills.
- 4 Adopting autonomous agents requires teams to **rethink responsibility, trust, and workflow management.**
- 5 Leadership must actively **foster a safe environment** where teams feel confident to experiment with AI.

AI is a fundamental paradigm shift, not just a tool.

Autonomous agents form the core of a new work era carrying out complex workflows with speed, precision, and scalability that exceed legacy human limits.

Unlocking the value strategy



Structured upskilling

Moving teams beyond basic prompting to master complex agentic briefings and workflow specification.



Process redesign

Integrating highly specialized agents directly into defined operating models and organizational workflows.



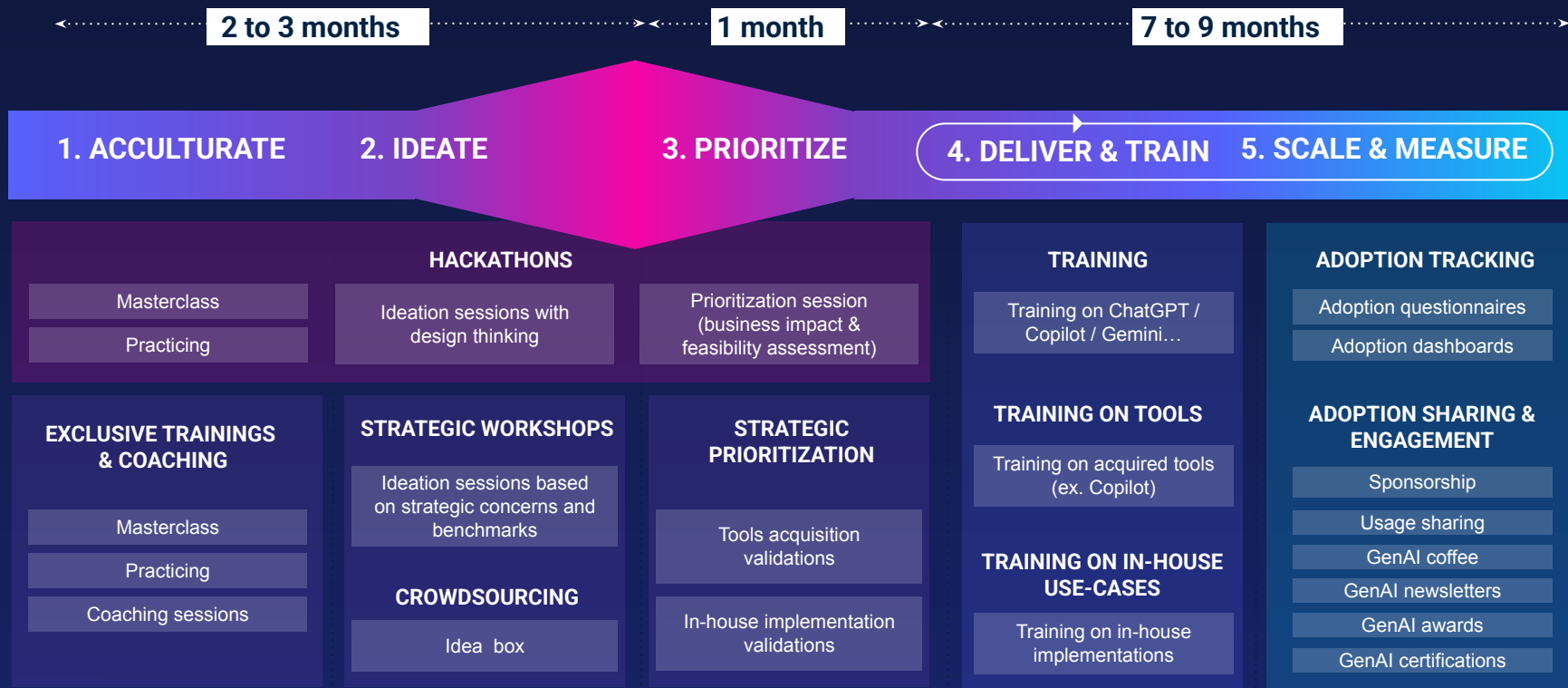
Cultural acculturation

Enriching the collective organizational literacy and shared practices around secure data and AI usage.

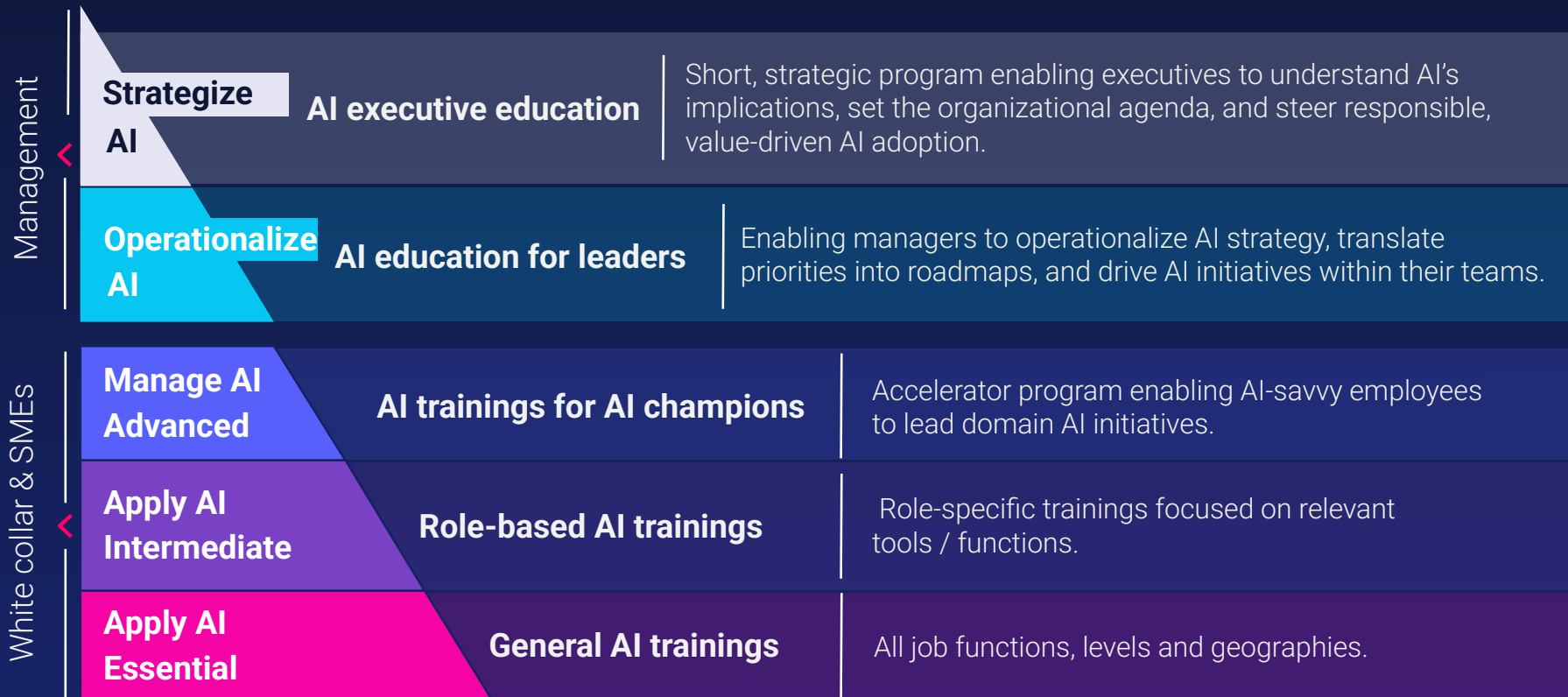
We offer a pragmatic **end-to-end approach** to **accelerate GenAI adoption** for each business function.



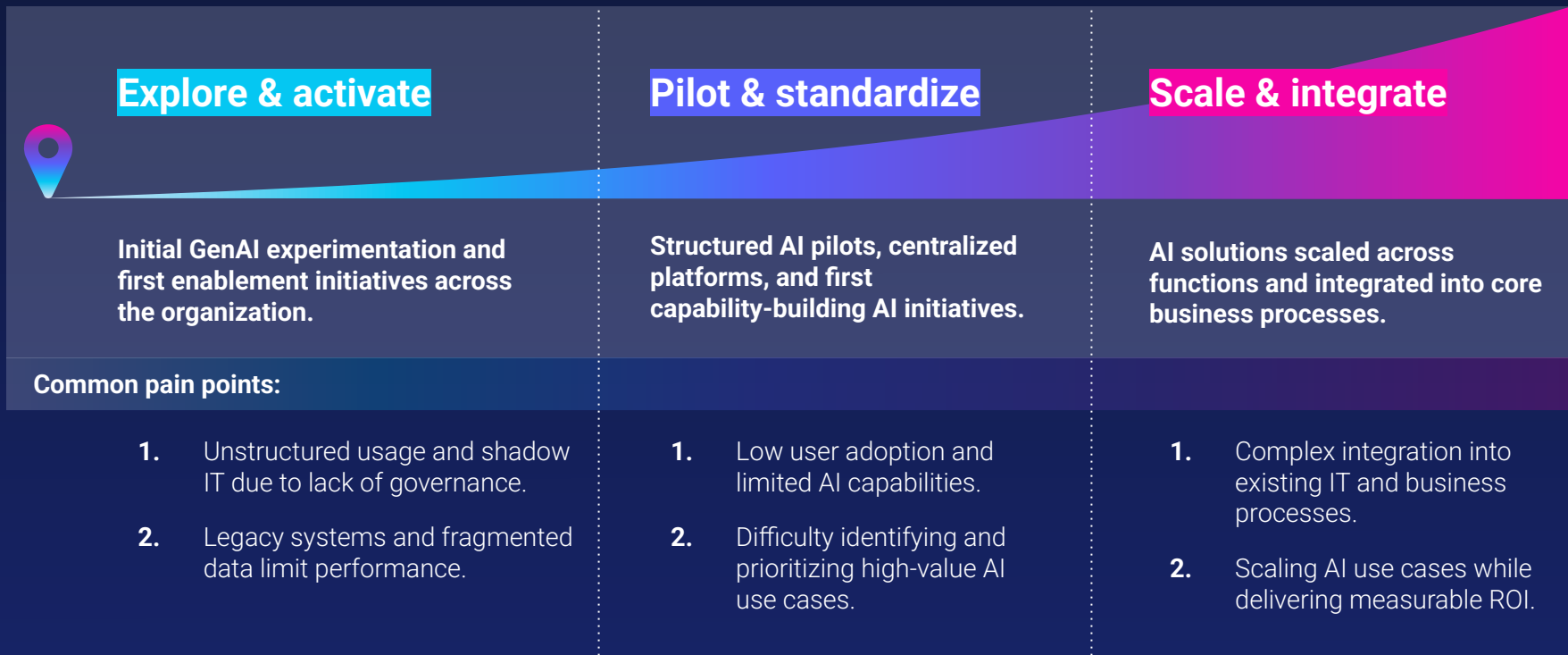
AI Adoption: Comprehensive end-to-end programs.



Our BtoB adoption framework is tailored to your AI maturity and GenAI journey.



Adoption services according to your **AI maturity curve**.



We have a strong track record in driving AI adoption across business lines and geographies.



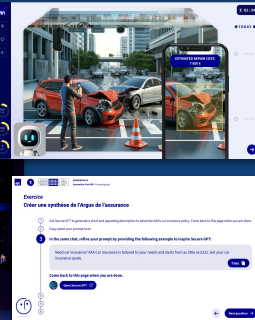
Since 2018, we have supported Orange on their data & AI acculturation journey through different programs ("AI timeline" collaborative session, masterclass, hands-on workshops, ...).

LVMH

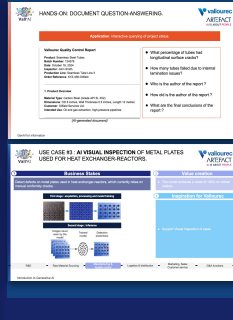
Since 2022, we have delivered applied GenAI for business training to +1000 leaders from 70 Maisons globally, upskilling their top managers to better understand the impact and opportunities for their teams.



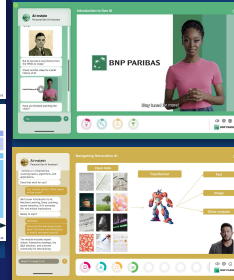
In 2023-24, we successfully trained 11,000 managers from 60 entities on data, AI & GenAI (Secure GPT) custom e-learning modules combined with office hours sessions.



In 2024, we trained 600 leaders worldwide on practical applications of AI & GenAI through 5-session sequences based on real-life Copilot use cases.



In 2024-25, we worked with BNPP to develop e-learning modules on generative AI for the group's 190,000 employees worldwide, using a conversational interface connected to Mistral AI.



In early 2025, we hosted a webinar for Dior Retail, bringing +850 employees through live conferences, interactive workshops, and pre-recorded content. We trained on different geographies with a persona-based approach on GenAI.



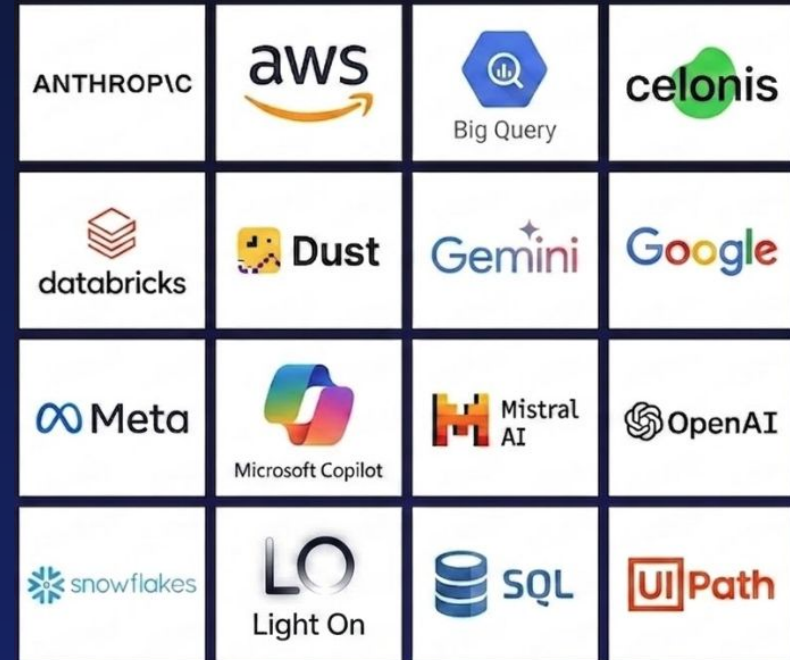
In 2025, we supported AstraZeneca with a GenAI training program designed to upskill 1,160 employees across 14 business functions and activate a community of 39 champions to drive internal innovation

We supported AZ France to create adoption on their secure GPT, doubling the rate of their monthly users. High overall satisfaction rates: an average of 4.4/5 for the experience.



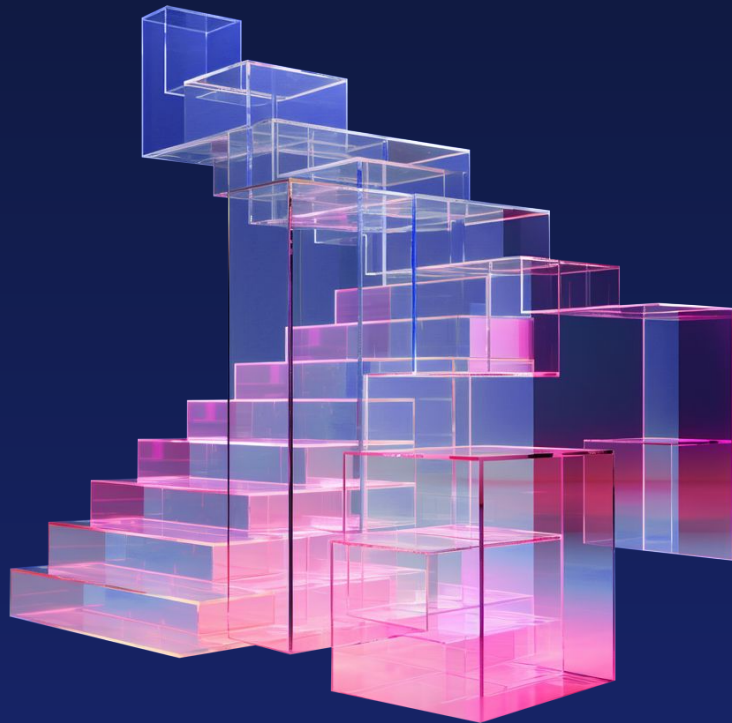
We are **tech-agnostic** in AI adoption.

Your industry, platforms,
process, and tools
will guide the design
of our adoption programs.



Value for you and our teams: Revenue and customer intimacy.

- ^ **Protect Our margins:** Productized assets allow us to deploy junior staff effectively under Academy supervision.
- ^ **Efficiency at scale:** We stop "reinventing the wheel," saving thousands of hours in prep time.
- ^ **Leverage seniority:** Partners and seniors focus on high-value delivery assurance rather than content creation.
- ^ **Quality control:** Centralized supervision ensures consistent, top-tier output across all engagements.
- ^ **Early identification of new needs** and project opportunities.





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Artefact is a global consulting and engineering firm specializing in data and AI services, headquartered in Paris, and a leader in Europe. We are present in 27 countries across all continents with a team of 2,500 employees. Artefact offers the most comprehensive set of AI & data 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 partner with 1000+ clients, including some of the world's top 300 brands.

