

May News | BNP Paribas & Robertet client cases: value creation through generative AI | The Artefact x Giskard x Mistral AI consortium wins the GenAI Award by Bpifrance

GenAI industrialization is challenging for companies everywhere.
The AI factory at the BCEF entity of BNP Paribas has already entered this GenAI industrialization phase, and we also share an interview with Artefact exploring **how to overcome the challenges of GenAI's scalability**.

The sweet smell of **success** is also in the air this month!

Artefact 3000 Studio and **Robertet won an FWA award** for their "Scented Connections" Digital Gallery collaboration, showing the beauty of Art and AI.

The ArGiMi Consortium with Artefact, Giskard, and Mistral AI, won the Bpifrance call for GenAI projects.

And don't forget to plan your agendas for ***the Adopt AI Summit on June 5th in Paris, StationF!***

BNP Paribas: An AI for efficiency program to accelerate the transformation of the BCEF entity

The BCEF (Banque Commerciale En France) is an entity of the BNP Paribas Group that is a leading global financial institution, offering a comprehensive range of banking, investment, and financial services, renowned for its strong international presence and commitment to sustainable and innovative banking solutions.

Adrien Vesteghem is the Director of the Center of Excellence in Artificial Intelligence and the Director of the AI acceleration program at BNP Paribas. He explains that the reasons for launching this acceleration program were first of all the impact on the company's value and its competitive edge:

"With a program of this scale, we can expect to see an increase of 10-15% on the bottom line. The use of generative AI technologies has been particularly important because it helped us with our users and sponsors, not only to explain things, but also for adoption."

With the Artefact consulting and tech teams, the BCEF entity has deployed **an AI Factory** that is a response to move beyond the concept and PoC phases to generate value rapidly, securely and reliably by integrating with its Information System.

The AI Factory manages both the value steering, provides technological and methodological assets, and oversees the transformation of roles within the group. It aims to industrialize viable GenAI use cases not just today, but in the future, to address BCEF's ambitions.

More than 70 use cases have been identified within this AI Factory through an ideation process and some have been already deployed, like phishing fraud detection now done in real time thanks to Machine Learning, or experimenting with Large Language Models (LLM) to enable more effective responses to clients which helps BCPE advisors work better.

"We're expecting a lot of wonderful things; we've already seen some pretty spectacular results thanks to generative AI," says Adrien.

How art and AI combine to make fragrance come to life

The Robertet Group

, is a global leader specializing in the production of natural ingredients for the fragrance, flavor, health and beauty industries, like the creation of perfumes.

Robertet partnered with

and data artist

to create a unique experience: **30 data-art portraits representing the unique character of their creators**. Created from the last 100 formulas of each perfumer or flavorist, these works highlight the exceptional expertise of their creators.

The Digital Gallery "Scented Connections" responds to this ambitious challenge by combining art and artificial intelligence.

The Digital Gallery was **rewarded by an**

(Favourite Website Award). FWAs celebrate the most **innovative and visually impactful websites and digital projects**.

Come and discover the secrets behind each fragrance and flavor through these unique virtual portraits:

Cost, user experience, quality and change are key for industrialization of GenAI cases

READ THE ARTICLE

While a proliferation of PoCs in generative AI has occurred, few initiatives have been industrialized due to their complexity. Hanan Ouazan, Partner and Generative AI Lead at Artefact, takes stock in this interview from LeMagIT.

The four main categories for generative AI applications are:

Retrieval-Augmented Generation (RAG): For document retrieval and content indexing in neglected databases.

Search 2.0: Especially in retail, where GenAI could transform the search experience through expressing a need.

Automation: E.g., analyzing messages and transcripts from distributor call centers.

Creativity: Applications are emerging in marketing and advertising, though progress is hindered by legal uncertainties around copyright and training data.

*"The most important factor for successful industrialization is **adapting AI to users' needs, not the other way around**,"* emphasizes Hanan, stressing the importance of employee involvement and training for seamless integration and effective use. *"**Adoption should not be painful**,"* he concludes.

ArGiMi Consortium (Artefact, Giskard and Mistral AI) wins Bpifrance call for generative AI projects

Bpifrance launched a call for projects to develop specialized language models (LLMs) tailored to the needs of businesses. **The consortium comprised of Artefact, Giskard and Mistral AI (ArGiMi)**, in collaboration with the Institut National de l'Audiovisuel (INA) and the Bibliothèque nationale de France (BnF), was selected to lead this initiative and **won the Bpifrance award**!

Expertise and collaboration:

Mistral AI develops new models of generative artificial intelligence for businesses, combining scientific excellence, an open approach, and a responsible vision of technology.

Artefact excels in integrating these models into industrial applications.

Giskard is an expert in assessing model quality, conformity and safety.

ArGiMi's goal is to create the **next generation of French-language LLMs and to address the challenges of industrializing generative artificial intelligence**. Currently, only 5% of generative AI projects reach the industrialization stage, mainly due to the difficulty of making models reliable, financing them or deploying them efficiently.

The project is committed to sharing **specialization methodologies, models and data in open source** to promote accessibility and customization while respecting ethical standards.

Next Wednesday on June 5th – Still time to register! The Artefact International Adopt AI Summit

is almost here! It's time to

will you decide to see?

Here's a detailed list of what will be where to help you make your picks:

Vision Stage program
Tech Stage program
Society Stage program

The Adopt AI Summit is a unique event on the future of AI with an impressive lineup of inspiring CEOs and CDOs, check it out all our speakers **here**.

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