

# Accelerate Data & AI Activation



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June 12, 2024

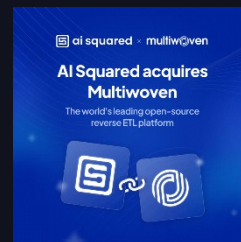
# Introduction



Dr. Benjamin Harvey, Ph.D.  
CEO, AI Squared

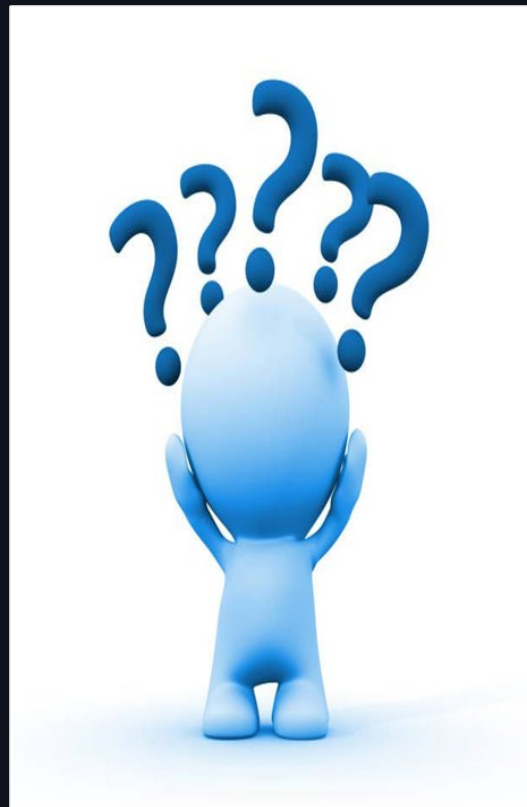


Jimmy Oyeniyi  
CRO, AI Squared



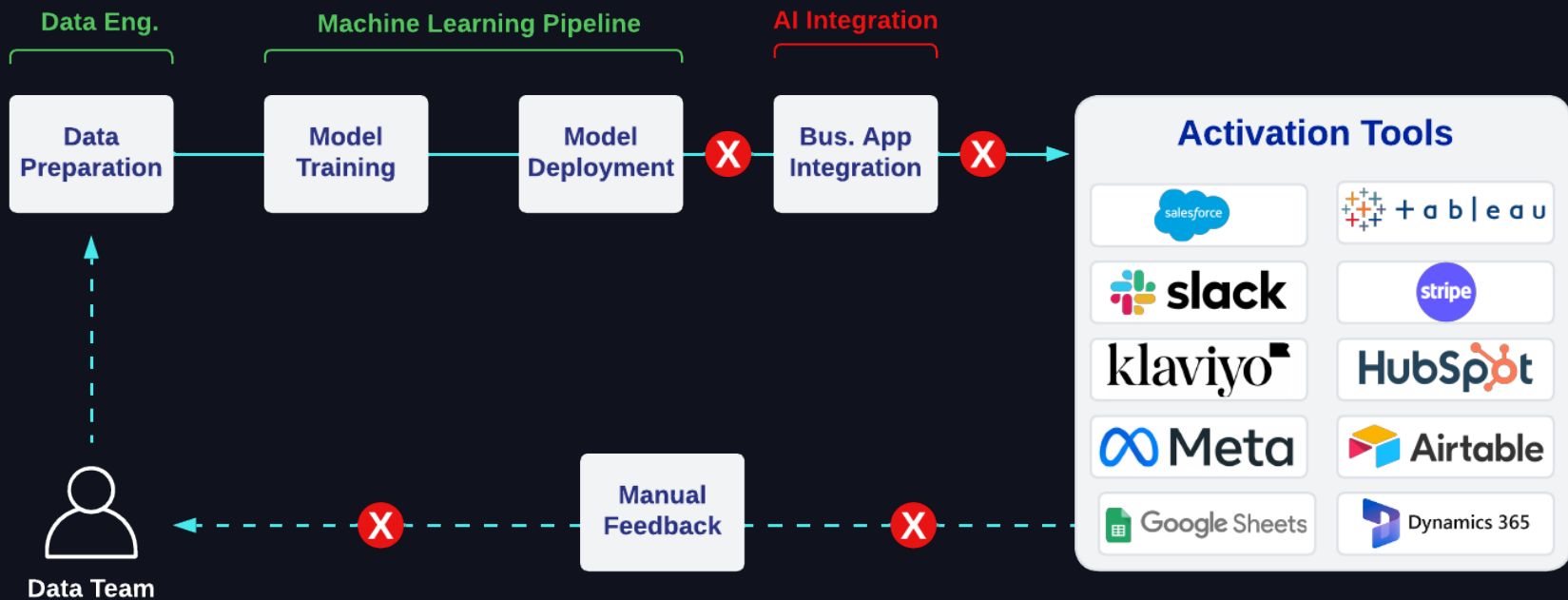
# Challenges.. and questions We've heard

- ❑ Business users: "We need models to accelerate our decision making in our applications"
- ❑ "We need our sales team to know how soon our customers will churn so they reach out to them in real time"
- ❑ "Wrong data leads to bad choices, bad choices leads to missed opportunities, missed opportunities for us means loss of revenue"
- ❑ "I need to know if I'm using the right data to train my model."
- ❑ How can I embed models that I've already built on Databricks, Sage maker into by business applications such as Salesforce, Microsoft Dynamics, Tableau...



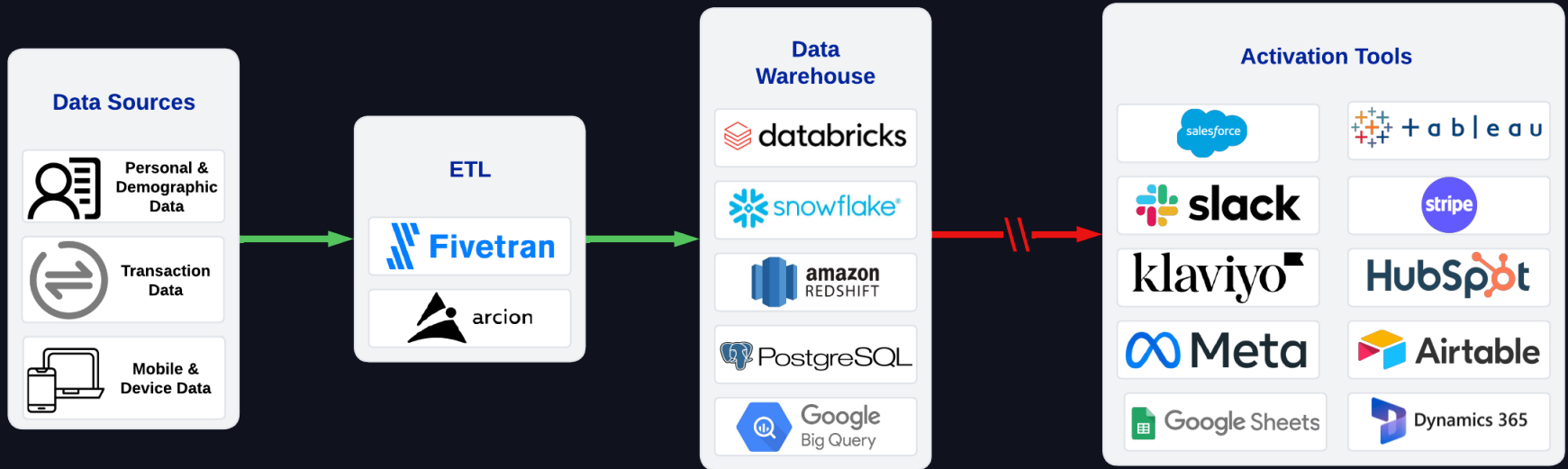
# What are we seeing in the industry

## Industry Challenge: AI Adoption



# What are we seeing in the industry

## Industry Challenge: Data Activation



# Key problems solved by AI Squared

## Solving the puzzle

- Data Activation

- Automate data syncs between warehouses and apps
- Eliminate data silos for organization-wide access



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- Lean AI: MLops

- Rapid AI model testing and iterative improvement via user feedback
- Simplify AI adoption and sharing with authorized users



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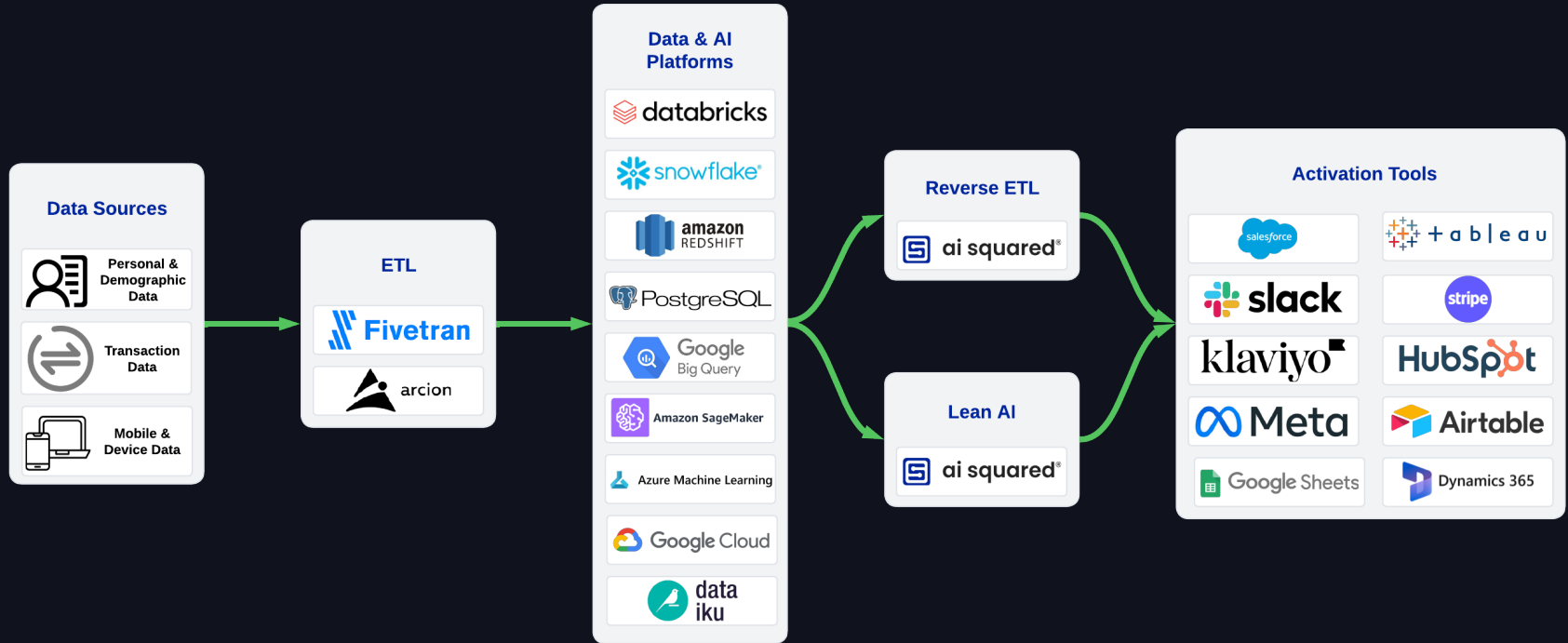
- Lean AI: Data Apps

- Enable 20x faster embedding of data and AI outputs into business apps
- Remove need for costly engineering resources



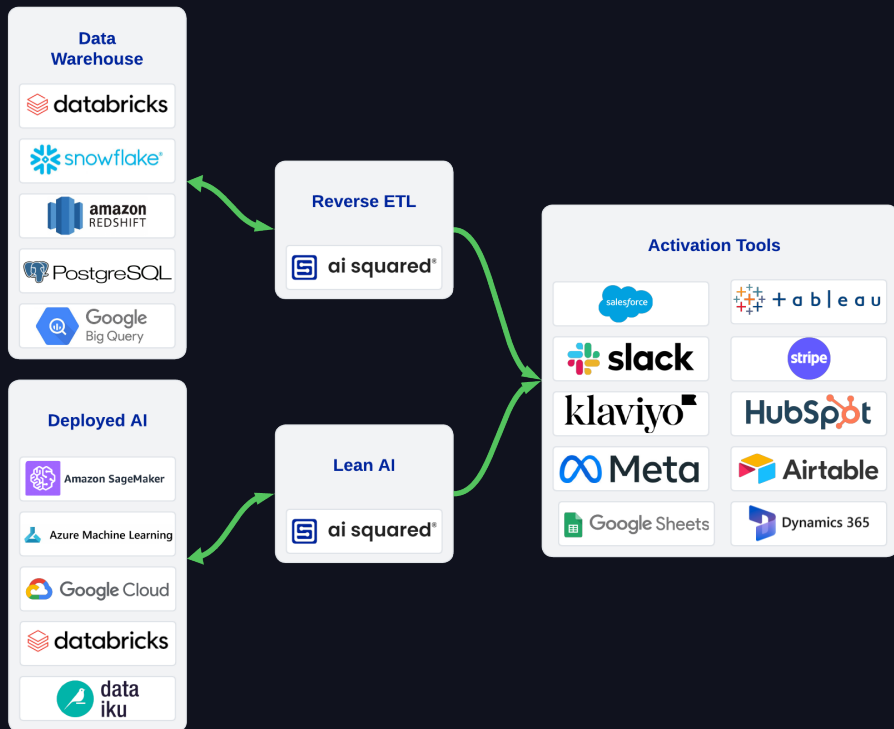
# Key problems solved by AI Squared

## AI Squared in the Enterprise Data Stack



# Key problems solved by AI Squared

## AI Squared in the Enterprise Data Stack



### Reverse ETL

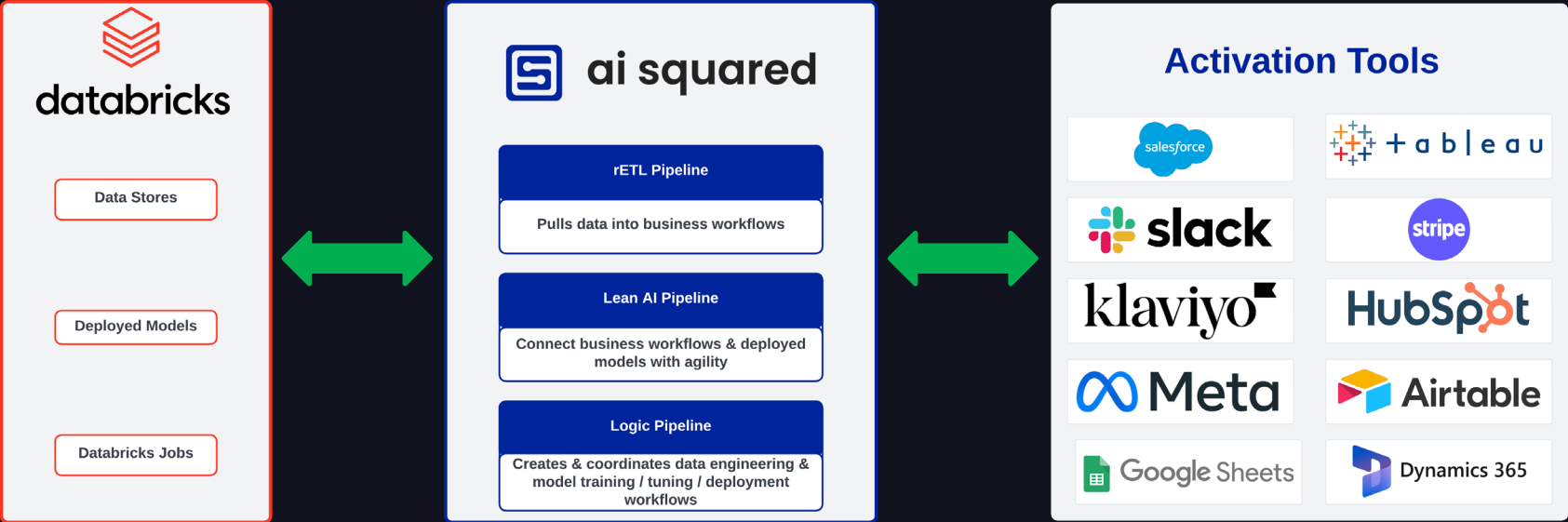
- Connect data sources & business apps
- Configure automatic data syncs
- Secure & robust open-source framework

### Lean AI

- Connect business apps & AI models
- Integrate into app UI
- Gather feedback from end users



# Activate Databricks Models & Data



# Accelerated AI activation

Databricks to Applications Architecture: Online Inference with Model Serving Endpoint

Model Serving



 ai squared

Lean AI Pipeline

Communicate with LLM endpoint in real time




AI Squared simplifies connecting business users with deployed generative AI models within front-end business applications

# Accelerated **Data** activation

Databricks to Applications Architecture: rETL with Configurable Data Syncs

Data Intelligence Platform



 **ai squared**

rETL Pipeline

Sync Data with Applications

The ai squared component is a white rectangular box with a blue border. At the top left is the ai squared logo (a blue square with a white 'S'). To its right is the text 'ai squared' in bold. Below this is a blue horizontal bar with the text 'rETL Pipeline' in white. Underneath the blue bar is a white box with the text 'Sync Data with Applications' in blue.

AI Squared simplifies connecting business users with data sources and creating syncs to ensure that data is current

# Business Impact of Reverse ETL and Lean AI

# Sales

## Data activation

- Situation
  - Manage customer relationships and track sales activities in CRM

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- Problem
  - Up-to-date data is not always present in CRM

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- How rETL helps:
  - rETL allows the customer interaction data to be automatically synced with the CRM system



# Sales

## Lean AI

- **Situation**
  - Sales teams want to make communications with customers more efficient and impactful

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- **Problem**
  - Accessing a custom LLM right in the CRM's UI is not possible

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- **How Lean AI helps:**
  - A chat UI connected to a custom LLM can be easily embedded in the CRM's UI



# Supply chain management

## Lean AI

- **Situation**
  - A business developed a model to predict demand, enabling JIT logistics

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- **Problem**
  - The model results need to be tested & shared accessibly with users

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- **How Lean AI helps:**
  - Lean AI connects users with the model, enabling them to provide feedback and act on the model's predictions



# Accelerate Data & AI Activation





Summary | Next steps | Questions  
Reach to us a Squared.ai  
Test drive : [app.squared.ai](https://app.squared.ai)

