AMBIATA

SCIENTIFIC RETURN-ON-DATA

Data is the fibre that weaves through how we work, connect, consume, and live. So if you're asking how to better use your data to create better business and customer outcomes, we have the machine learning breakthrough you've been looking for.

Scientifically Better

With our history in science from the **CSIRO's Data61**, we love to prove cause-and-effect relationships with our machine learning driven experiments.

Validated and Scaleable

Our partnership with **IAG** has afforded us the ability to test and refine our algorithms on Australia's largest insurance data set, across millions of customers and many clients.

Safer is Smarter

With us and our partners, the **Gradient Institute**, you are guaranteed that your AI investments will pay dividends for both your business and your brand tomorrow.

backed by iag

GRADIENT INSTITUTE

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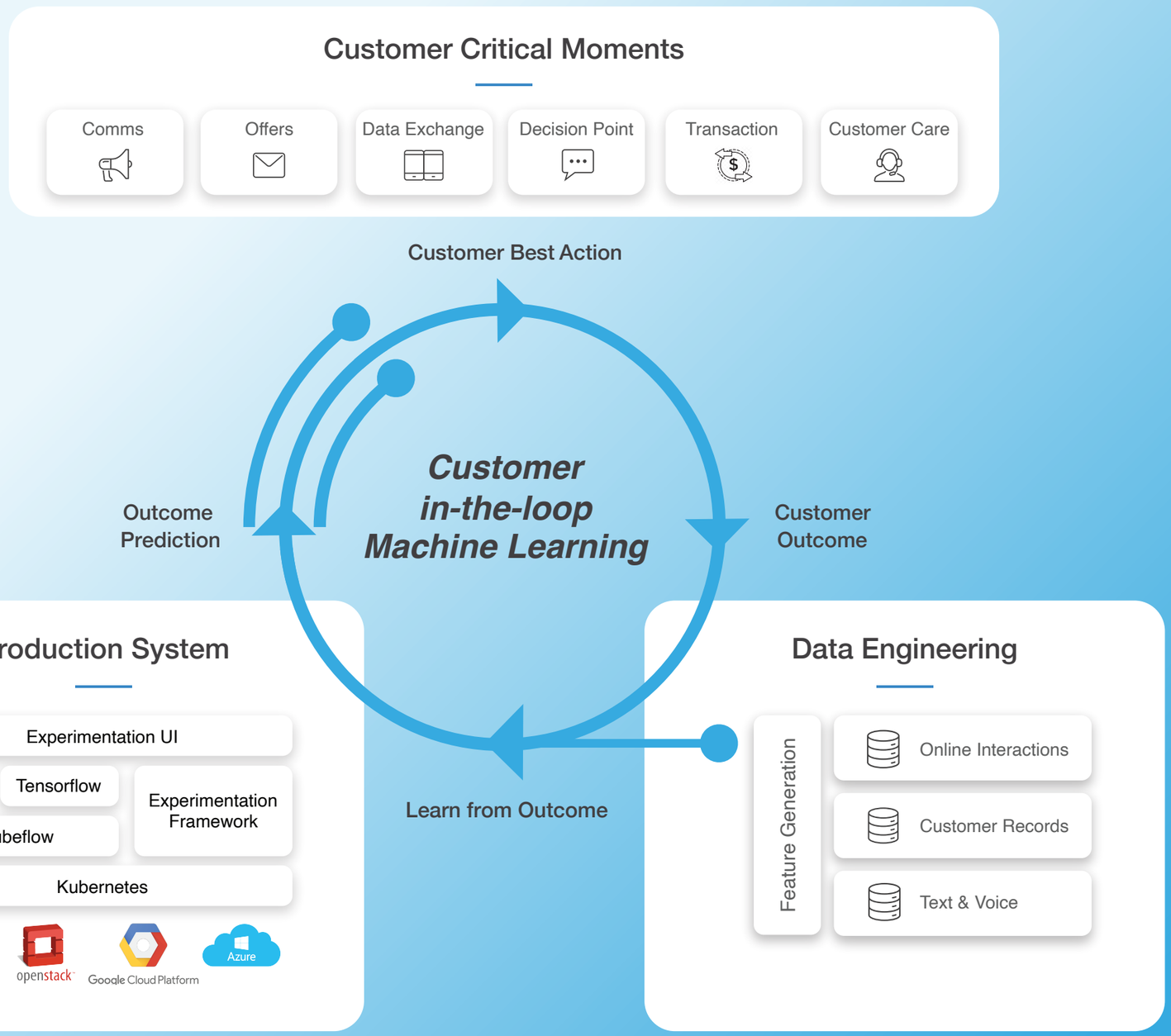
Activate data for better customer outcomes

Improve your digital velocity

- React to changes faster for better **market responsiveness**
- Deploy new customer interactions quickly for better business **agility**
- Experiment to uncover cause-and-effect for better **customer understanding**
- Use more of your data in customer decisioning for better **return-on-data**

The Critical 4™

- **Personalisation -** next best actions
- **Attribution -** what works and what doesn't
- **Segmentation -** evidence based customer grouping
- **Pricing -** fixed and adaptive models



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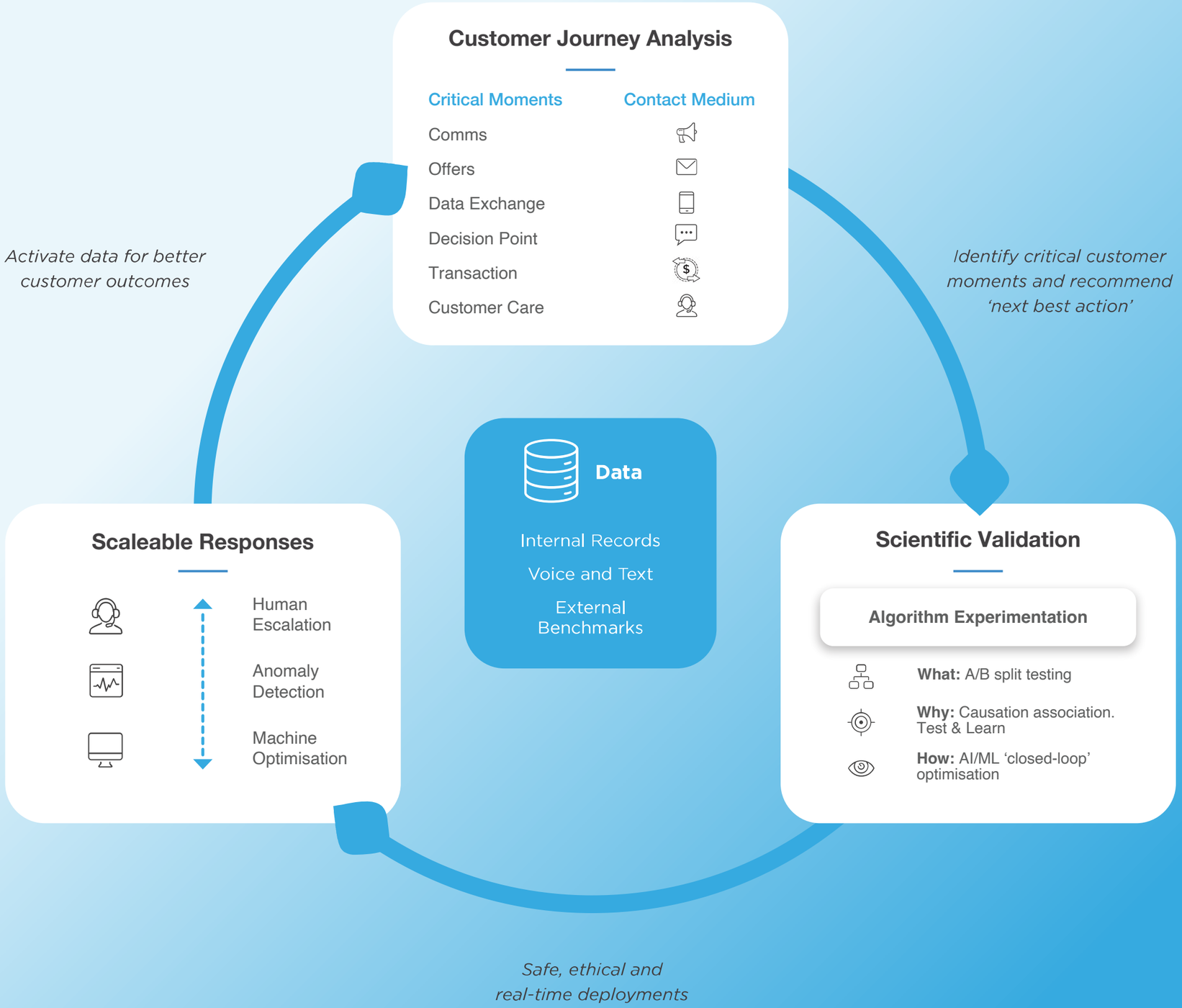
Diagnosis

- Chief Executive
- Chief Data and Analytics Officer
- Chief Customer Officer
- Chief Marketing Officer

The Critical 4™

- Personalisation
- Attribution
- Segmentation
- Pricing



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Ambiata's Service Offering

AI Use Case Discovery

Map out how modern AI can transform your business.

- Use case analysis
- Data assessment
- AI feasibility study
- Use-case complexity scorecard
- Initial prioritisation

Data Science Consulting

Utilise AI in four areas where data can impact business success.

- **Personalisation -** next best actions
- **Attribution -** what works and what doesn't
- **Segmentation -** evidence based grouping
- **Pricing -** fixed and adaptive models

ML-Driven Experimental Framework

Execute efficient experiments to learn about customer behaviour.

- Audience/population allocation
- Faster convergence to optimal value
- Statistically valid decisioning with ML

Ethical AI Evaluation

Evaluate intended and unintended consequences in your current uses of AI.

Articulate, explore and evaluate:

- The objectives & performance of AI systems
- The intended and unintended consequences of automated decision making
- The overall fairness, transparency, explainability and robustness of AI

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Activate data for better customer outcomes

Efficient experimentation to find the causes behind customer decisions, in a safe and validated manner

Accelerate your AI/ML journey by engaging with our expert consultants - our engagements are delivered in a manner to train your team in the principles of safe AI in action.

We have deep expertise in delivering in:

- Government
- Banking & Insurance
- Retail
- Telco

Our track record of successful engagements includes:

- Big 4 Bank: 10% decrease in defaults
- Media Co: 20-45% ad uplift
- Big 4 Bank: 16% uplift in conversion
- Telco: 16% uplift in customer recharges

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