



# AI Ideation

Cegeka Data Solutions



Eline Maris – Business Development Manager



# The Trinity of Innovation

Unleash the combined power of  
AI, 5G and Cloud



# Cegeka Data Solutions

## Business Intelligence



We identify the most effective **action**, by turning your **data** into actual **value**.

## AI



We infuse **AI** in your daily business processes and applications. We operationalize **AI** in your organization.

## Data Engineering



With a proven approach, we **unlock** your **Data**. We built smart data solutions and process **big data**

## Data Governance & Strategy



Establish the right foundations for a data-driven organization. Solutions to comprehend and communicate with data. We make data manageable, improve quality and monitor it real-time.

## IOT



Get value from the Internet of Things with a platform on which to create and manage applications, to run analytics, and to store and secure your data.

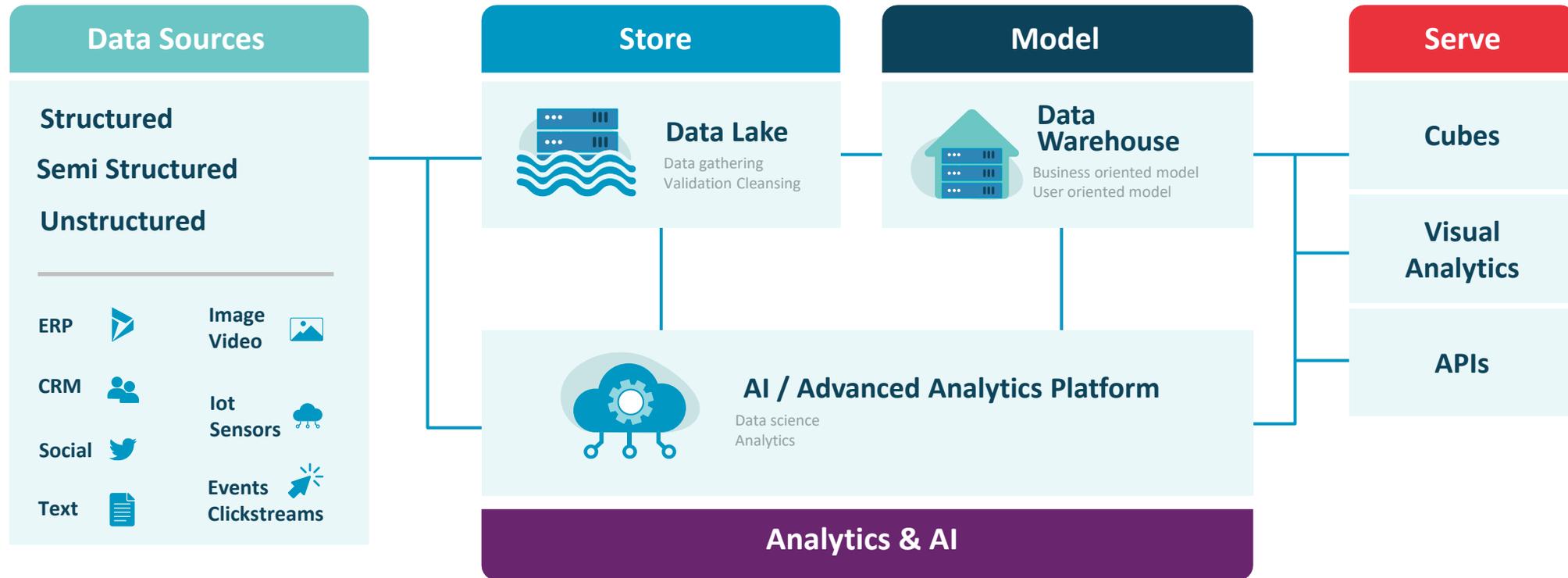
## Cloud Data Platform

We build and integrate Data solutions in the **Public Cloud**. To avoid pitfalls, we make use of Cegeka's Reference architecture that delivers a **scalable data estate**.

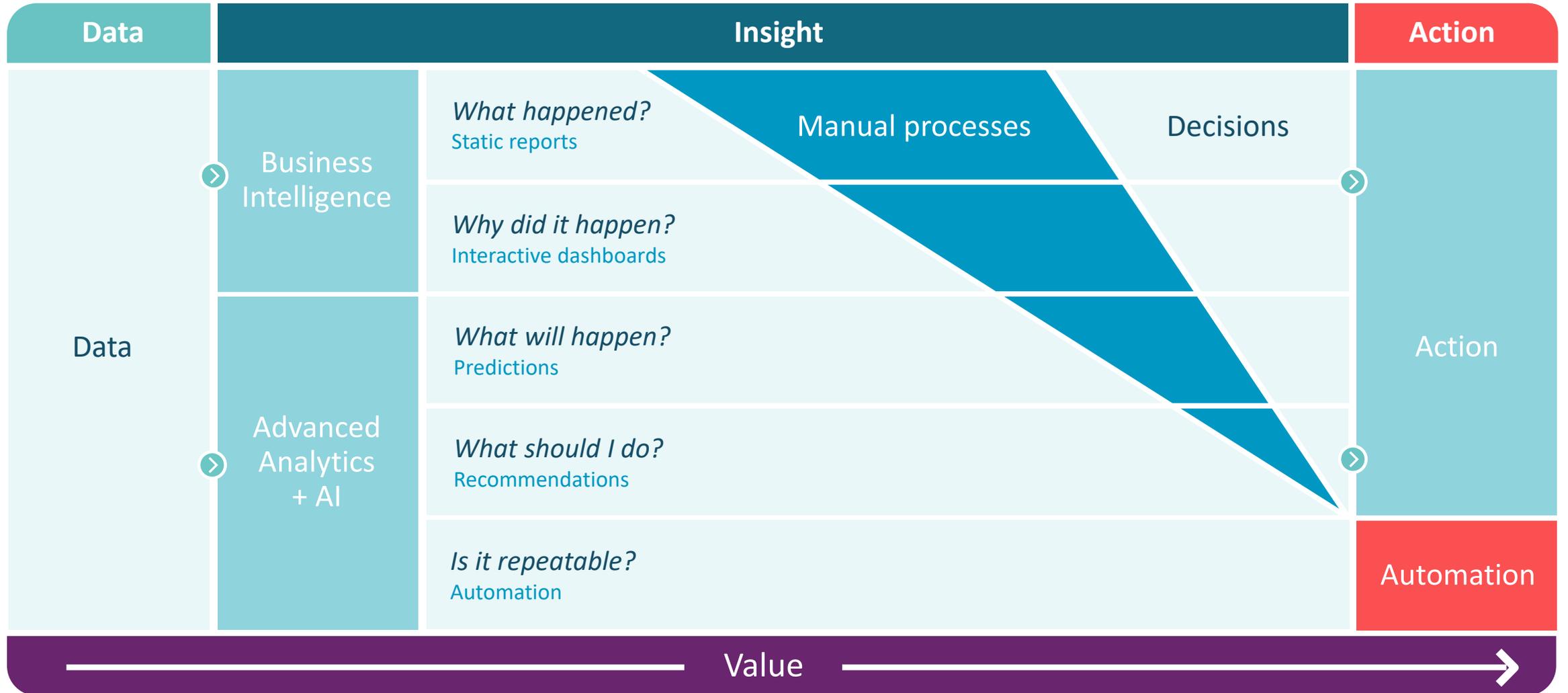


# Cegeka Reference Architecture

## Cloud Data Platform

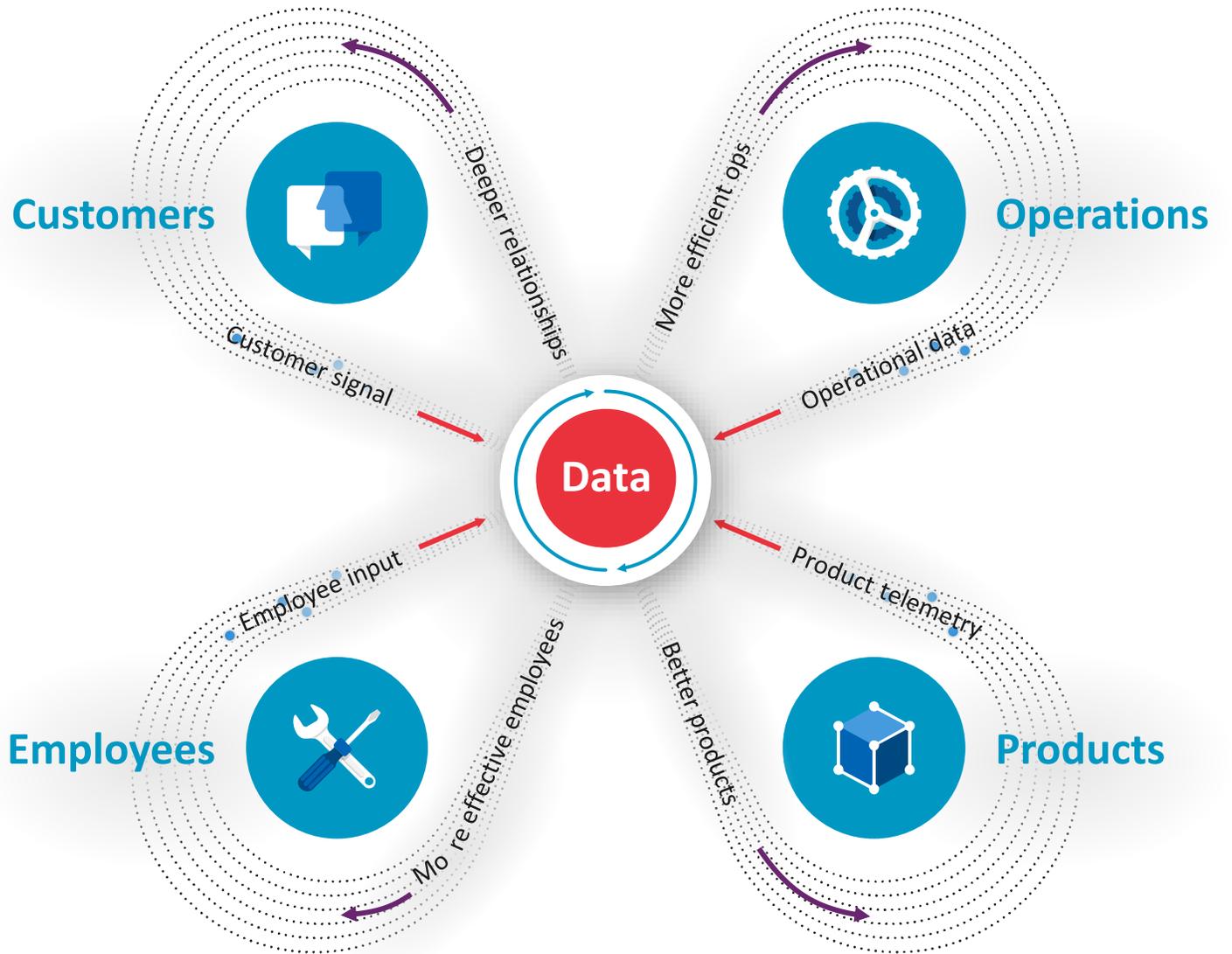


# Technology as Enabler



# Our Goal:

Help you to  
become Data Driven

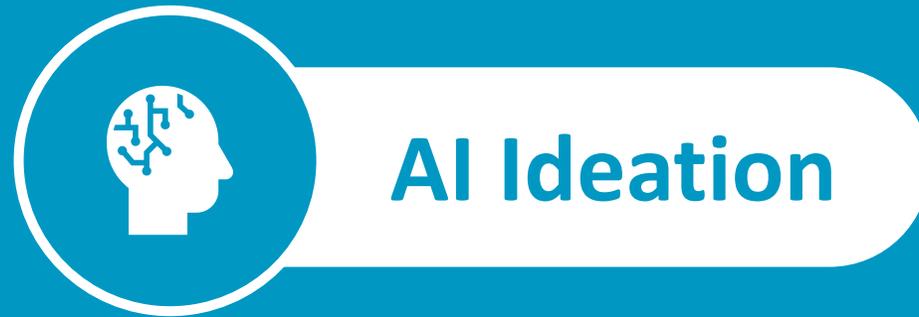


-  Data: Capture digital signal across business
-  Insight: Connect and synthesize data
-  Action: Improve business outcomes

# Construct your data rocket

Get ready to launch your data





# Main Challenge for Large Scale AI Adoption

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*“Wow, AI is everywhere,  
but in which business  
process can we adopt it  
to create maximum  
added value”*

# Main Challenge for Large Scale AI Adoption

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**AI/OpenAI ideation  
Inspire, Discover and Define Workshop**

1/2 DAY  
workshop

INSPIRE

DISCOVER

1/2 DAY  
workshop

DEFINE

# Cegeka's AI approach

How to start

Project Management

Discover

Define

Proof of Value

Project Waves

- **Interactive discovery** workshop

- *Inspire with AI use cases relevant to the industry*
- *Brianstorm on use cases that can bring value to CRC*
- *Plot AI use-cases on a Value/Complexity matrix*



# Cegeka's AI approach

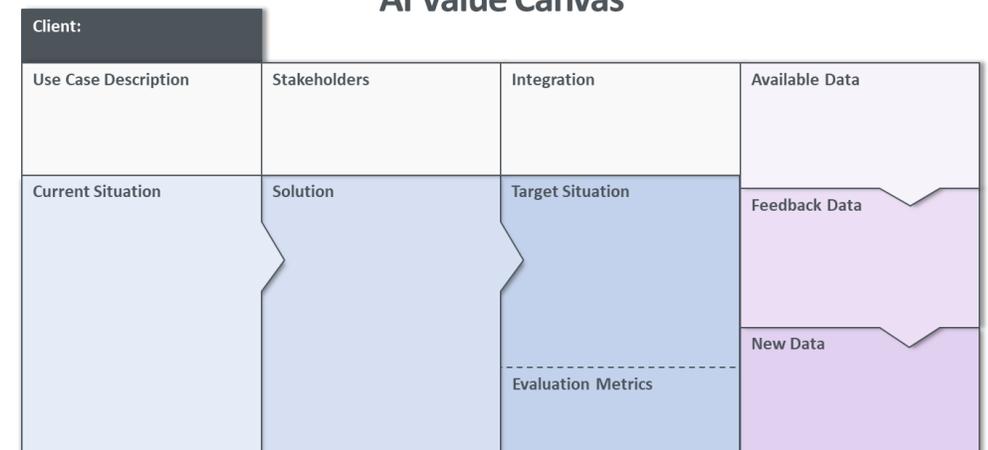
## How to start

### Project Management



- **Define** a “Value Win” use case to be used in the PoV
  - Define Cegeka’s AI value canvas to scope top priority use cases
  - Deliver full project proposals as final delivery of the define workshop, containing:
    - Project Approach
    - Scope
    - Deliverables
    - Architecture
    - Assumptions
    - Team & Planning
    - Budget

### AI Value Canvas



# Cegeka's AI approach

How to start

## Project Management

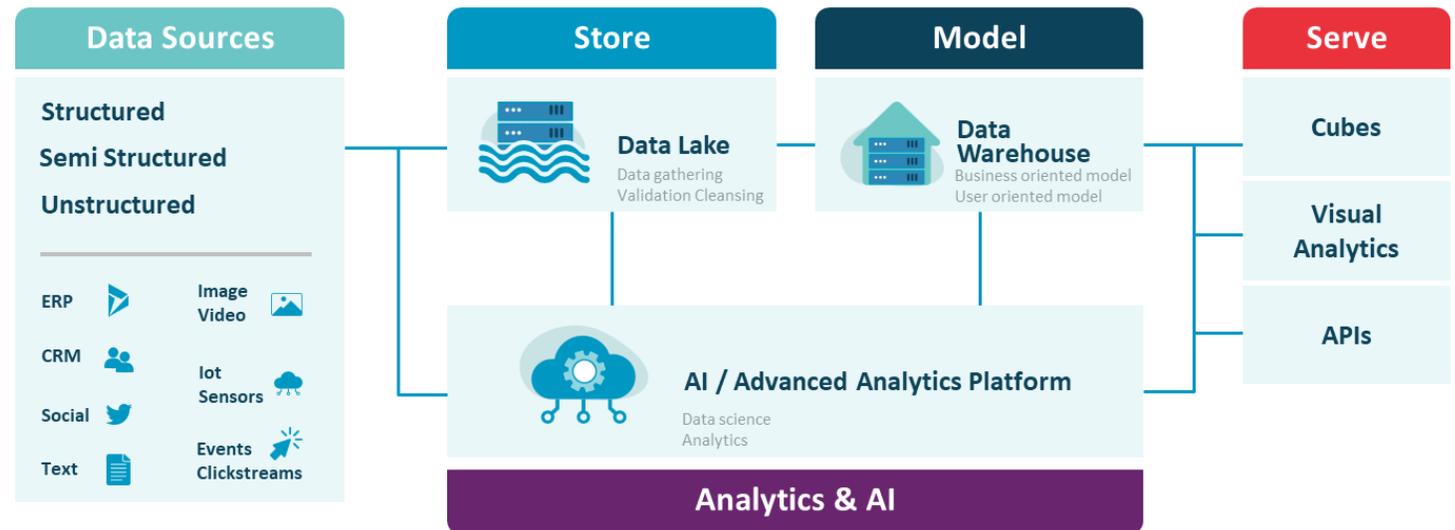
Discover

Define

Proof of Value

Project Waves

- Execute a **Proof of Value**
- **Surpass Proof of Value and operationalize**

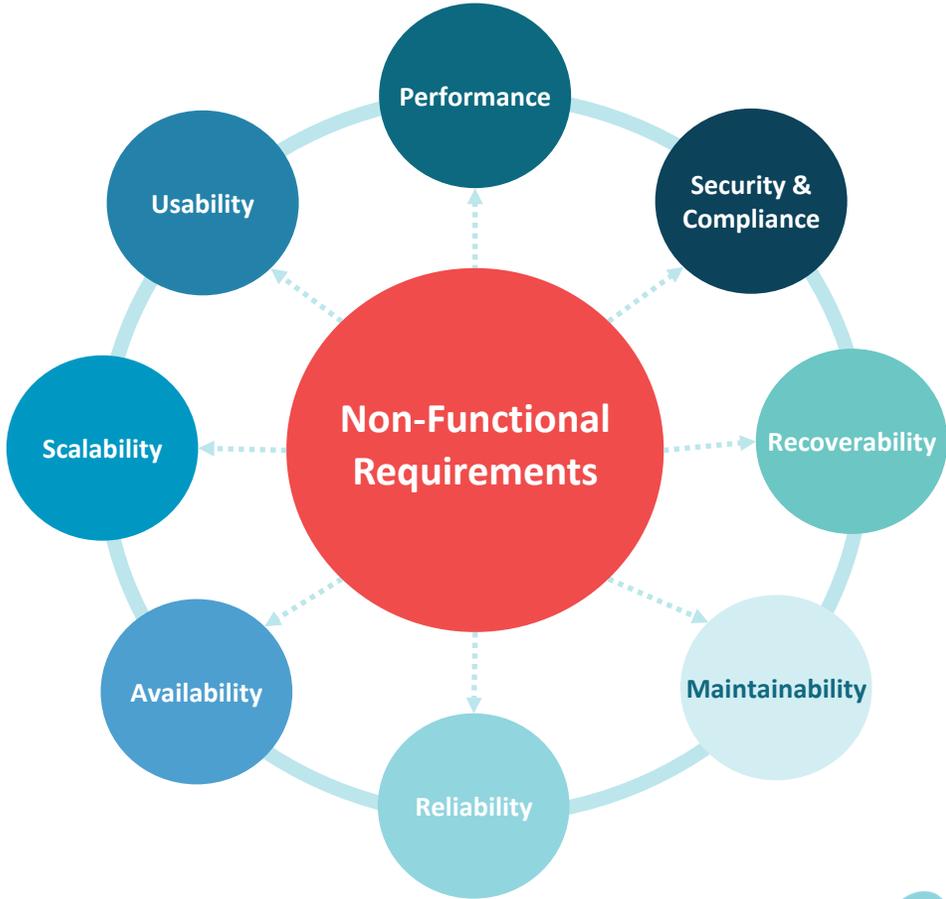


# How can Cegeka help you?

 **Custom Solutions**  
We guide you towards the approach that works for you

 **Relevant Experience**  
We tap on years of experience in software development

 **Compliance**  
We highly value GDPR and build Responsible AI

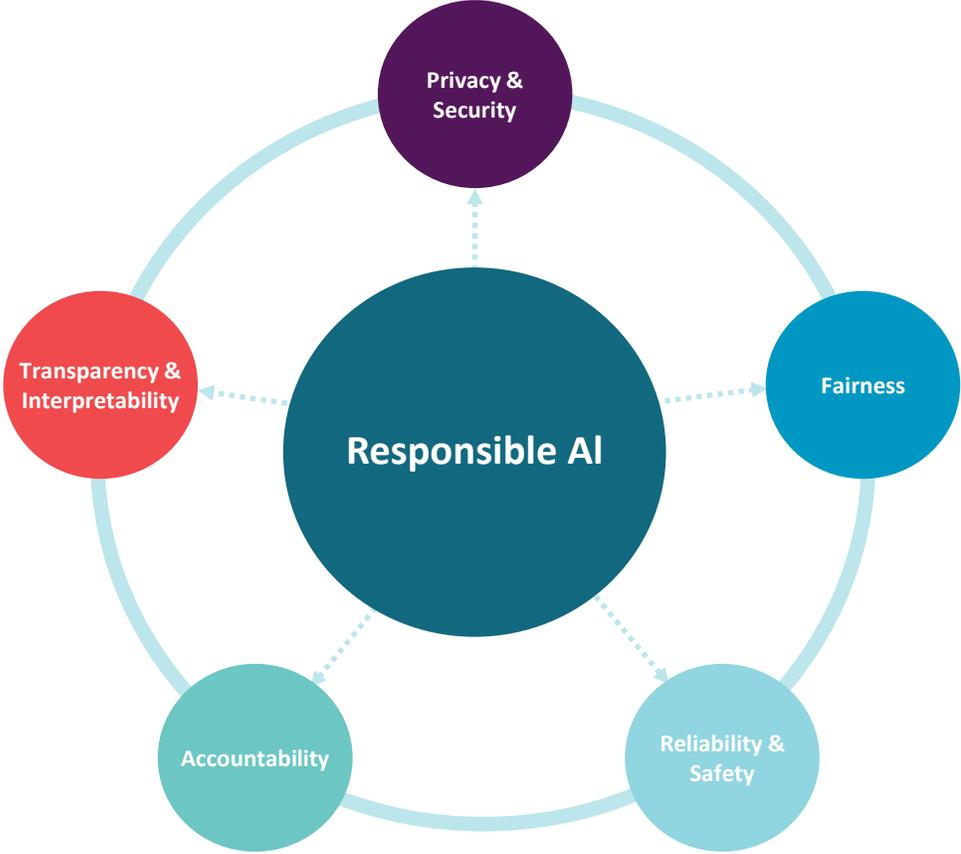


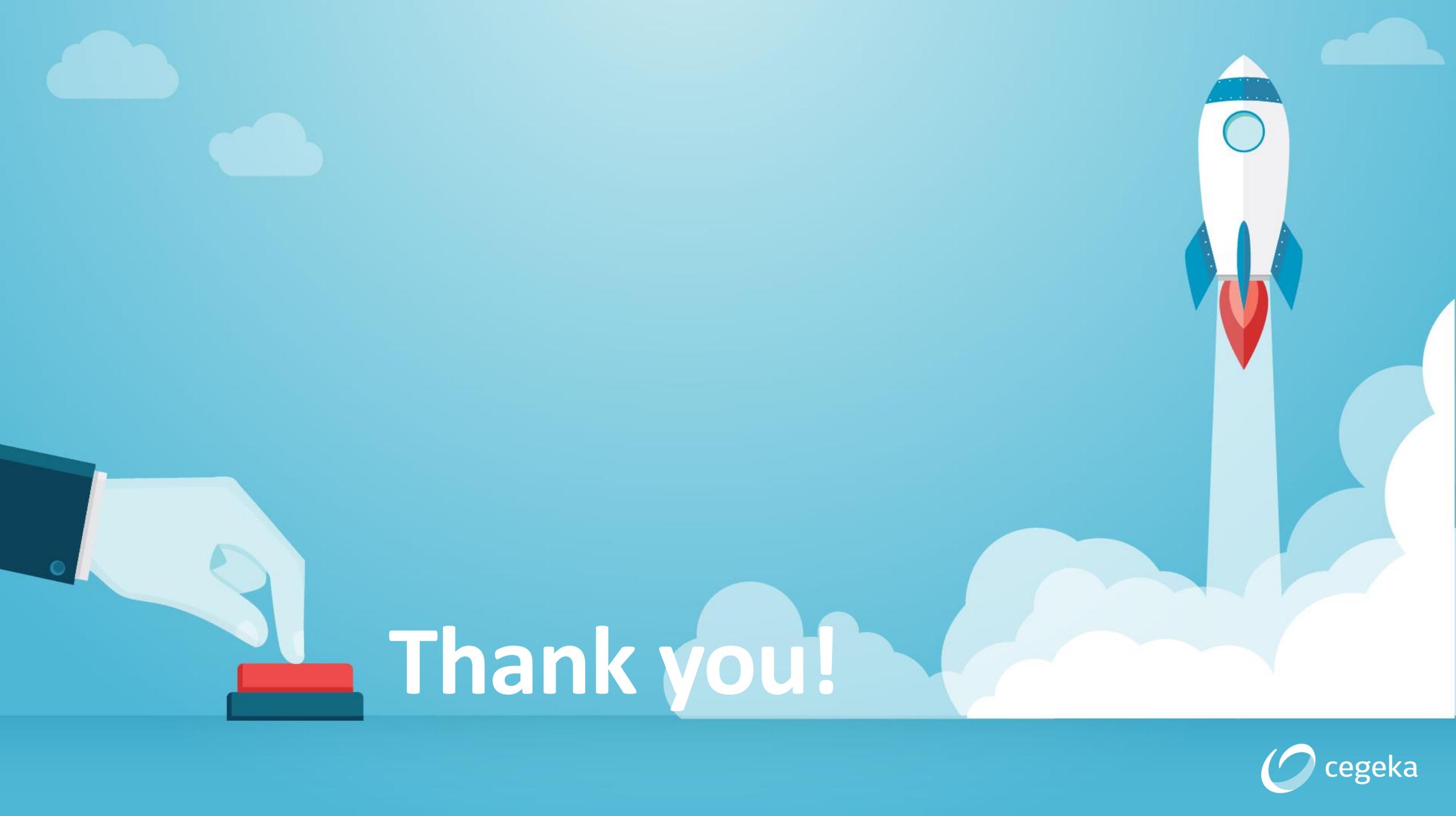
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Thank you!