

AI & ML Driven Diversity Intelligence

Many companies, both private and public, know that they want to transform their business with the help of data and machine learning or artificial intelligence, but what they do not know is how to go about doing it.

That is where Globeteam comes in.



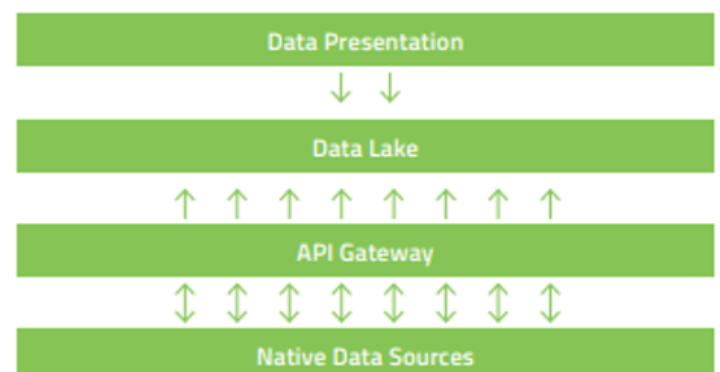
Benefits of Globeteam's method for data projects

- Globeteam's structured method ensures that data projects add both value and business anchoring.
- The method ensures transparency throughout the organisation by visualising clear milestones,
- The method works with data projects based on those governance requirements that the company is subject to.
- The method draws on use cases, so that the company's values can be taken into account, thereby ensuring the project delivers a specific value contribution.
- The method works with technologies that are based on a needs-oriented perspective. This means that it includes technologies that fit with the use case and the company strategy, possibly with Cloud as the framework.

Globeteam's method for data projects

Globeteam's ML and AI data model consists of four levels:

- At the Native Data Sources level data sources are identified that will contribute to reaching the business goal.
- At the API Gateway level communication is facilitated between data sources so that the data exchange follows the organisation's security policies.
- At the Data Lake level unstructured, semi-structured and structured data are all stored.
- At the Data Presentation layer the data are presented to the users, or they are made available to other systems via integrations, where data are used for further processing.



CASE: Digital Facility Intelligence

Consultancy companies want to use data to minimise food waste and optimise the use of buildings

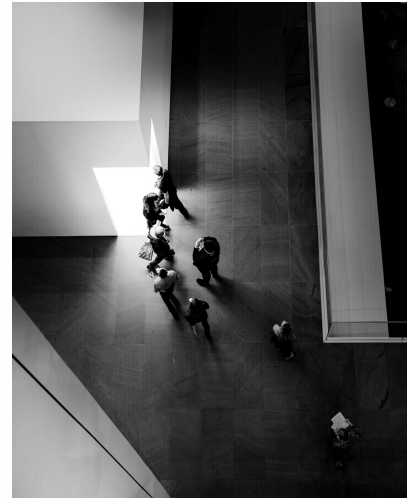
Sustainability is high on the agenda for many companies. We all have to really think about what we can do to save resources in our day-to-day lives. A Copenhagen-based consultancy company wants to use data to reach some of their sustainability goals. This is where Globeteam comes in. We help companies use the existing digital infrastructure within their buildings, and retrieve data through geolocation and mapping technology. In this way, we help our customers to reach their green economy goals.



CASE: Digital Diversity Intelligence

Enriched data from the physical flow will optimise the level of service and customer experience in shopping centres

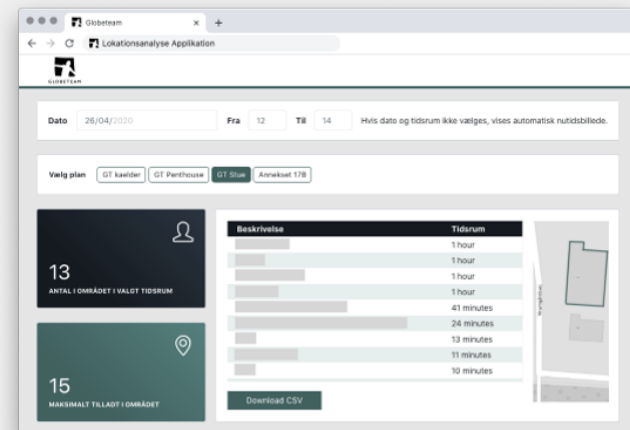
Retail stores need to be transformed if they are to continue attracting customers. Internet trade has been putting pressure on retailers for years and will continue to do so. A joint venture company, which handles operations, administration and the development of shopping centres in Denmark has initiated a project with Globeteam to tackle this issue. The goal is to start a data project that will lead to a deeper understanding of how customers prefer to shop.



CASE: A corona solution:

A solution that helps the company manage physical distance in times of COVID-19

Many companies, public offices and ministries are currently faced with the important task of ensuring that their workplace is COVID-secure; and that they are comprehensively complying with all relevant safety regulations. But how does a company actually ensure that there are not more employees or guests present in each building than is deemed safe at any given time, for example? Globeteam has helped Danish consultancy companies create an IT solution that makes it easier for them to comply with requirements on physical distancing.



“If we do not have the data insight into who the customers in a shopping center are, there are no stores that will rent from us. It will be just as important as being able to offer water, heat and light.”

Finn Sture Madsen, Chief Operations Officer, Danske Shoppingcentre