

# AI as a service

Offer

7.4.2021

**ecraft** PART OF **Fellowwind**

**Microsoft  
Partner**

Gold Application Integration  
Gold Data Analytics  
Gold Application Development  
Gold Cloud Platform  
Gold Cloud Business Applications

# Many have problems in getting AI into business use

AI and machine learning have gone mainstream, with 10x growth in deployments. However, most companies have found the production harder than expected, and don't always find it sustainable to make the required investments to in-house capabilities and infrastructure.



## CHALLENGES

AI is valuable:

- 93% see business value from AI

...but not easy:

- 87% of AI projects fail to get from proof-of-concept to business use
- 76% of companies have still not truly adopted AI in 2021

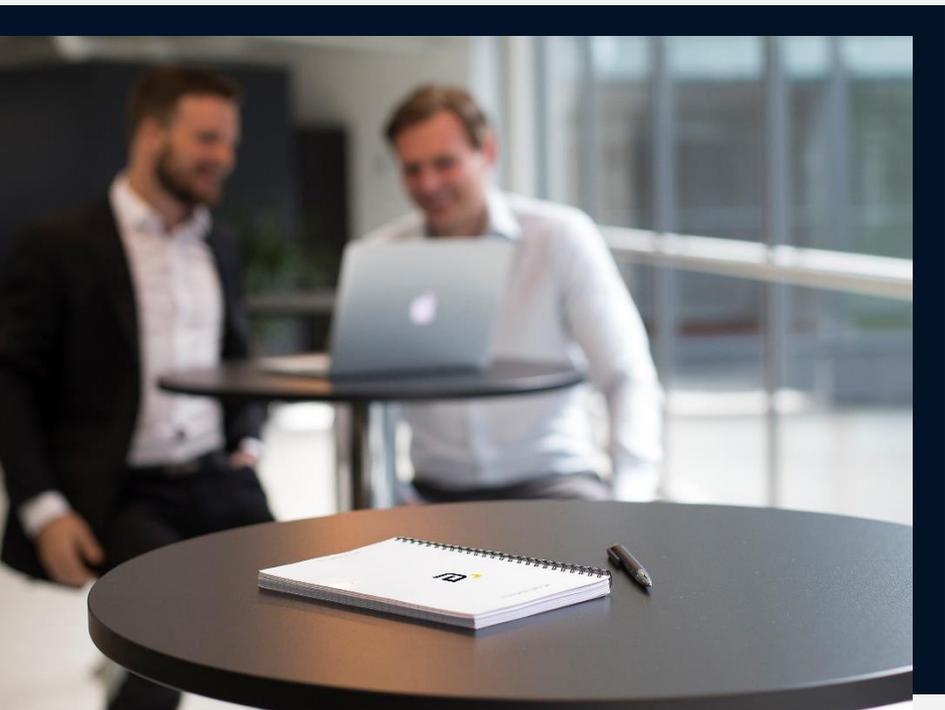
## IDEAL SOLUTION

AI production is easier as a service, using proven and readily available:

- AI platform, templates and assets
- AI production process
- AI experts, data scientists and machine learning engineers

## DESIRED OUTCOMES

- From raw idea to operational business use in 1-2 months
- 10x typical return on investment
- Plug & Play scalability: Multiple AI solutions running in parallel



**eCraft** PART OF **Fellowwind**

## AI as a service

eCraft gives you a ready-made platform, templates, experts, and a standardized production process for building and operating AI solutions in scale, as a managed service. The fixed prices below include the AI part of the most common use cases, excluding user interfaces and additional integrations.

Each project stage ends with a review and go/no-go decision.

# 1

### AI proof-of-value

- From idea to concept
- From concept to proto
- Accuracy & value measurement

10 000 € basic | 20 000 € premium

# 2

### AI production

Operational AI solution built, integrated with your data, and validated to work reliably.

10 000 €

# 3

### AI managed services

AI running reliably for business, including monitoring, model retraining, fixes and updates.

1 000 € / month + Azure costs  
500€ / month next use cases

# AI proof-of-value

1

## AI proof-of-value

- From idea to concept
- From concept to proto
- Accuracy & value measurement

10 000 € basic | 20 000 € premium



## What you get out of it:

### Working AI prototype and a proof of expected business value

	Basic	Premium
Concepting workshop	✓	✓
Use case concepting		✓
Business benefit estimation		✓
Inclusion of 1-3 data sources	✓	✓
Inclusion of 4-10 or unusually complicated data sources		✓
Business insights based on exploratory data analytics		✓
Prototype machine learning model (Python code)	✓	✓
Multiple competing or complementary models (Python code)		✓
Measurement of predictive accuracy (document)	✓	✓
One-time future predictions for taking immediate action (data)	✓	✓
Production plan (document)	✓	✓
	10 000 €	20 000 €

## What is required from you:

- Four meetings.** Concepting workshop (1-3h), data review (1-3h), architecture planning (1-3h), and results review (1-2h).
- One-time delivery of agreed data.** For example, in demand forecasting, we would need historical product sales data for the past few years, with background info about each customer and each product.
- Approval and billing:**
  - Delivery approved at proof-of-value results review meeting
  - Charged after delivery

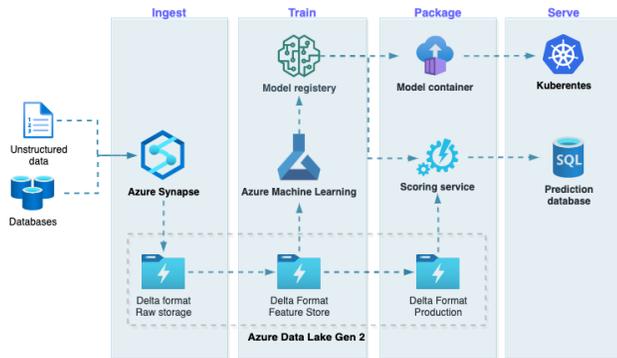
# AI production

# 2

## AI production

Operational AI solution built, integrated with your data, and validated to work reliably.

10 000 €



- What you get out of it:

- Custom solution running in Azure and providing live predictions for your business

	Included in fixed fee	Charged separately
AI model hardened into production quality	✓	
AI platform setup and automation (Azure managed by eCraft)	✓	
Data transfers between AI platform and agreed data storage (integration)	✓	
Quality assurance of the end-to-end AI solution	✓	
Scalability: ability to add new use cases on common AI platform	✓	
Potential UI & app development (for example Power BI, Power Apps)		0 - 20 k€
Potential integrations with operative systems (for example D365 CRM)		0 - 20 k€
	<b>10 k€</b>	<b>20 k€ avg.</b>

- What is required from you:

- One Meeting: production review (1-2h)
  - Signing Microsoft CSP contract and authorizing eCraft to manage required assets
  - Providing access to agreed data storage (usually Azure)
  - Ensuring the adoption of the AI solution into active use

- Approval and billing:

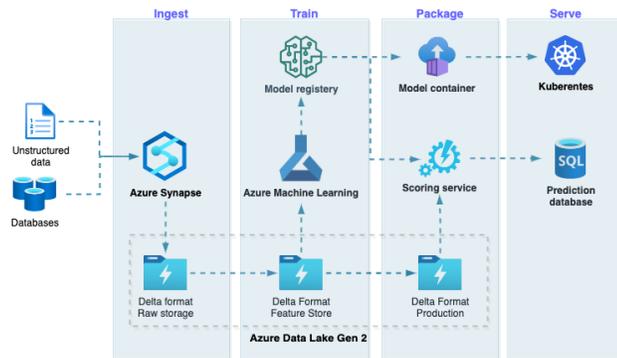
- Delivery approved at production review meeting
  - 10 000 € fixed fee charged after delivery

# AI managed services

**3 AI managed services**

AI running reliably in production, including monitoring, model retraining, fixes and updates.

1 000 € / month + Azure costs  
500€ / month next use cases

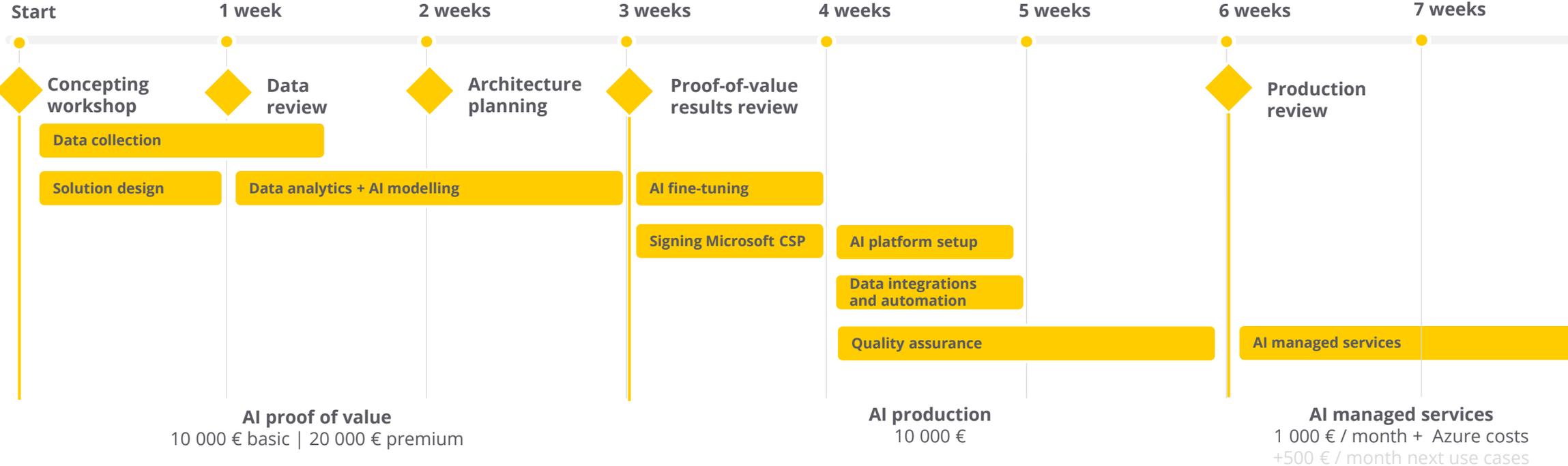


- What you get out of it:
  - AI running reliably for your business

	Included in fixed fee	Charged separately
Monitoring of the system, data, models and Azure costs	✓	
Retraining the machine learning models periodically	✓	
Error fixes - caused by eCraft	✓	
R&D of underlying AI platform	✓	
Service desk	✓	
Steering group meetings and reporting	✓	
Error fixes - caused by customer (e.g. data changes)		N/A
Deployment new AI Platform functionalities (optional)		0.5 k€ / month avg.
Customer-specific improvement requests (optional)		0.5 k€ / month avg.
Azure costs		0.5 k€ / month avg.
	<b>1 000 € / month</b>	<b>~1 500 € / month avg.</b>

- What is required from you:
  - Steering group meetings (e.g. quarterly or yearly)
  - Ensuring input data quality
  - Ensuring active business use of the AI output
- Pricing:
  - 1 000 € / month for the first AI solution (+ 500 € / month for each new AI solution)
  - 1 month term of notice after 12 months initial contract
  - No vendor lock: option to buy rights to underlying tech assets for 30k€ fixed fee

# Project plan



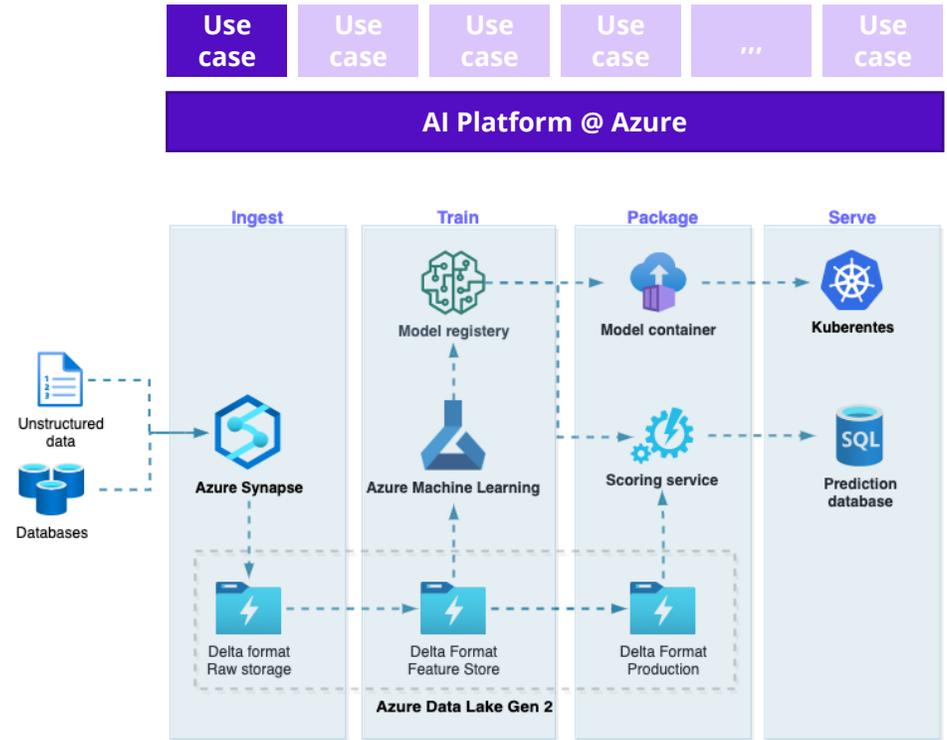
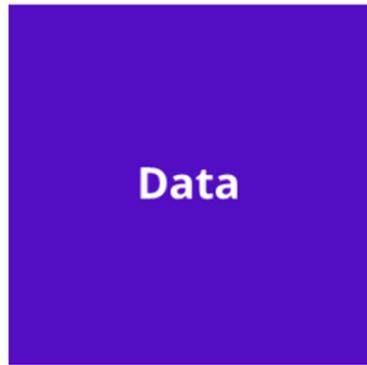
Each gate represents a go/no-go decision, as well as an opportunity to influence project content and schedule.

Note: the project plan excludes following items that should be agreed separately:

- **Potential UI & app development.** E.g. Power BI reports can be created with proposed schedule, but more extensive UI or app development requires more time.
- **Potential integrations with operative systems.** It is assumed that AI input data is conveniently available at agreed data storage e.g. Azure or SQL database. If the AI input data is not conveniently available, or if AI output is needed as integrated part of operative systems, integration requires more time.

# Ready-made AI Platform hosted by eCraft in Azure

integrate AI easily into your existing IT infrastructure and business processes



# eCraft AI & Microsoft Azure

eCraft is a recognized AI leader in Finland, with dozens of AI solutions delivered into operational business use across multiple industries and public sector. We build our solutions on Microsoft Azure, the world's leading AI platform for businesses.

## **Demand Forecasting**

Improve your operational decision-making in sales and supply chain

## **Churn & CLV**

Increase your profits by keeping your most valuable customers loyal

## **Tailor-made solutions**

Case example: Alma Asuntopuntari, the leading AI solution for property valuation in Finland



## Customer success: **BHG Group | Demand Forecaster**

“eCraft has excellent knowledge in data, analytics and AI and the quality of work was beyond great. Now we have real-time data that is reliable and we are able to predict the future very accurately, even during Corona. This leads to an increase in our sales and less manual work for our marketing.”

- **Juha Saarinen, Head of Traffic and Analytics, BGH Group Finland**

### **Highly accurate**

The AI system accepts practically an unlimited amount of data sources as input, and the forecasting accuracy has been validated in a wide variety of customer projects as well as global data science competitions.

### **Highly trustworthy**

The AI system monitors and retrains itself every night, and adapts to changing customer demand patterns and market disruptions automatically.

### **Ready for business**

At BHG Group Finland, it took only two weeks to get the solution from raw idea into operational business use

# Channel Partner success: **Alma Asuntopuntari**

*"Combining eCraft's AI capabilities with our own core strengths and data assets and other core strengths is a winning combination. We don't need to worry anymore about how to get AI into operational business use in high quality and how to operate it – it just works"*

- **Niilo Ursin, Head of Property Data Services, Alma Talent**

## **Best solution**

The most accurate, the most feature-rich and the most widely used AI solution for property valuation in Finland

## **1+1=3**

Proven synergies between Alma and eCraft. Several new B2B customers attracted since AI partnership start.

## **Regulation and governance built-in**

First AI solution in Finland in the process of getting international approval from financial supervisory authorities



# Contact

**Tommi Vilkamo**

Head of AI/ML, eCraft | part of Fellowmind

[tommi.vilkamo@ecraft.com](mailto:tommi.vilkamo@ecraft.com)

+358 50 486 0707

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