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# Data and AI-Powered Transformation

“The world's most valuable resource is no longer oil, but data.” - *The Economist*



Addo AI is a specialist consulting firm that helps businesses automate and innovate with AI by using data as a strategic asset.

Selected by Forbes magazine as one of four leading AI companies in Asia that will transform the world.





# Core Services

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## Strategy: Data and AI



We formulate an Enterprise Data and AI strategy that comprises matching the business vision with the data architecture necessary and use case roadmap to achieve those goals and overcome challenges.

## Execution: Data Platform



We build Intelligent Data Platforms that serve as the brain of the whole organisation. At their core lies a data lake and an advanced analytics and AI layer that allows business units to continually access and model data for decision making and innovation.

## Value: AI Use Cases



We help reap the true value of data as a strategic asset when we apply machine learning to improve customer satisfaction, enhance innovative power, reduce operational costs, and support an organisation's expansion strategy with AI.



# Experienced leadership



**Dr. Ayesha Khanna**  
(Co-Founder and CEO)

Ayesha brings over 15 years of experience in technology innovation. She worked for over a decade on Wall Street advising clients on information analytics systems. Ayesha serves on the Board of Infocomm Media Development Authority (IMDA), the Singapore government's lead agency for its smart nation, and was named one of South East Asia's groundbreaking female entrepreneurs by Forbes magazine. Ayesha has a BA in Economics from Harvard University, an MS in Operations Research from Columbia University and a PhD in Information Systems from the London School of Economics.



**Dr. Faisal Kamiran**  
(Co-Founder and President)

Faisal is a respected expert in data science and machine learning. He was awarded an internationally competitive award for innovation in machine learning research by The World Bank Group in March 2017. He has over 10 years experience on creating AI solutions to guide government and corporate entities and is an expert in identifying and removing bias in AI. He is Assistant Professor and the Director of Data Science Lab at Information Technology University (ITU) in Lahore. Faisal received his PhD in data analytics and machine learning from The Eindhoven University of Technology in the Netherlands.





## Offices



**Singapore**  
(Headquarters)



**USA**  
(California)



**Pakistan**  
(Lahore)

## Cloud partnerships



Google Cloud

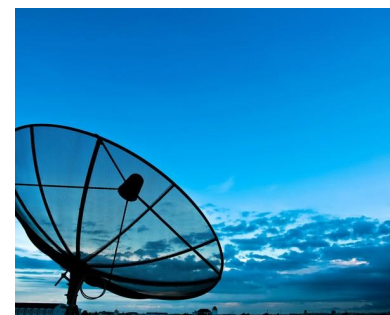
# At A Glance

## Unparalleled experience and expertise

We have over 100 experienced data scientists, data architects, big data engineers, machine learning engineers, and MLOps and are growing every month as our client base grows.

In addition, we have 25 Associate Partners who are PhDs and globally respected experts on different branches of AI including deep learning, computer vision, natural language processing, and machine learning for IoT.

## Industry expertise



Telcos



Banks/  
Insurance



Retail/  
Ecommerce



Transport/  
Logistics



Healthcare



# Our Clients

We serve some of the world's leading firms, and are committed to their success. Select clients include:

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- Visa:** One of the world's largest credit card issuers
  - Mercy:** One of the largest healthcare networks in USA
  - DFS:** World's largest travel retailer of luxury goods
  - Telenor:** Norway's largest telecommunications firm
  - SOMPO:** Japan's largest insurance firm
  - CDG:** World's largest land transport company
  - BCA:** Indonesia's largest bank
  - Singtel:** Singapore's largest telecommunications firm
  - SMRT:** Singapore's largest transportation firm
  - Habib Bank:** Pakistan's largest bank
  - Ooredoo:** Qatar's largest telecommunications firm
  - PTT:** Thailand's largest Oil and Gas company
  - UOB:** One of Singapore's largest banks



# Are you ready?

Digital transformation has accelerated since the pandemic. To be competitive, you must use data as a key strategic asset.

Contact us for a discussion on how we can support your journey.

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## **Dr. Ayesha Khanna**

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