Powering Better Decisions with Causal AI

causaLens

causaLens builds solutions powered by Causal AI that enables organizations to radically advance decision-making.

causaLens is the pioneer of Causal AI — a new category of intelligent machines that reason about the world the way humans do, through cause-and-effect relationships.

We envision a world in which humans partner with machines to make radically better decisions, and believe Causal AI is the key to unlocking this vision of the future.

Why Causal AI?

Today's machine learning algorithms extract correlations from data. Correlations are sometime useful in predicting outcomes but they cannot estimate how actions would affect these outcomes.
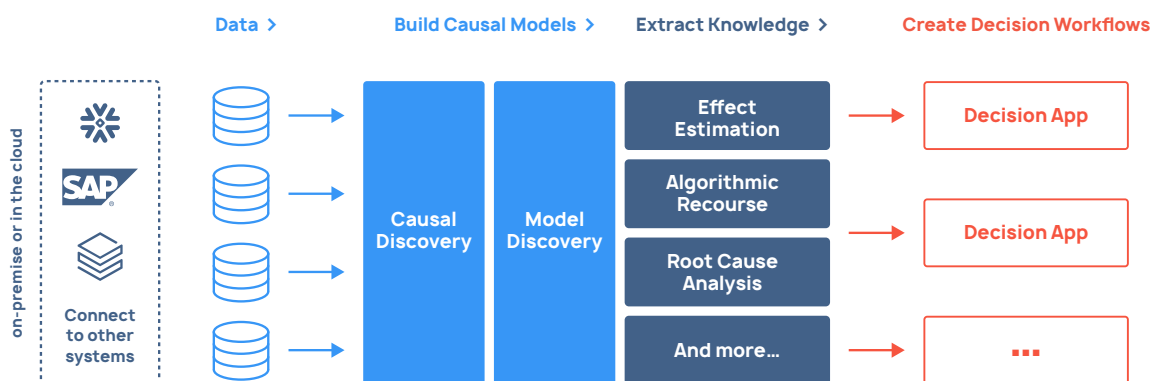
Causal AI is a new category of machine intelligence that can uncover cause and effect relationships to go beyond predictions and directly estimate the effects of actions on target outcomes. Armed with this knowledge, organizations can augment their decision-making capabilities using Causal AI.

causaLens has been recognized a 2022 Gartner® **Cool Vendor**™ in **AI** Core Technologies

> **To drive more value from AI and decision intelligence, data and analytics leaders should explore Causal AI and start adding it to their capabilities."**
> Gartner

Data >   Build Causal Models >   Extract Knowledge >   Create Decision Workflows

on-premise or in the cloud · Connect to other systems · Causal Discovery · Model Discovery · Effect Estimation · Algorithmic Recourse · Root Cause Analysis · And more… · Decision App · Decision App · …

decisionOS

The operating system for trusted enterprise decision-making – powered by Causal AI.

decisionOS is an operating system that transforms raw data into trusted decision making workflows powered by Causal AI, the only technology that can reason like humans do.

decisionOS enables data science teams to build powerful Causal AI models and harness their intelligence for decision-making. They can also leverage a powerful application development framework to deliver decision-making applications to business stakeholders. decisionOS provides capabilities to operationalize decision workflows and integrate to other enterprise systems.
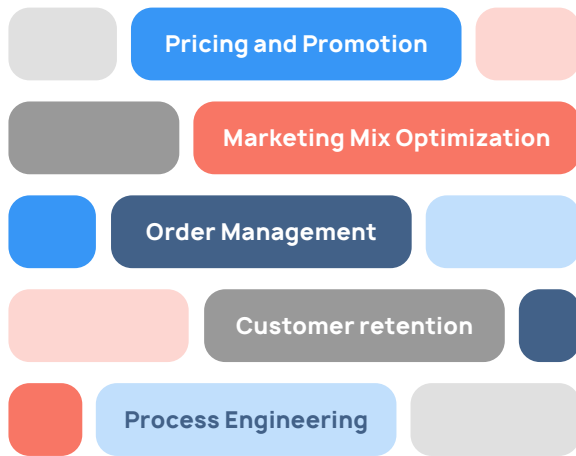
Key Benefits

- **Augments enterprise decisions** by embedding Causal AI models into decision workflows to deliver better outcomes.

- **Enables users to go beyond predictions** and generate actionable insights by factoring in business objectives and resource constraints.

- **Delivers Trustworthy AI** that ensures AI solutions fulfil business, legal, ethical, and other needs, accelerating the time to delivery of AI initiatives and realizing ROI of your data & infrastructure initiatives.

Pricing and Promotion

Marketing Mix Optimization

Order Management

Customer retention

Process Engineering

Solutions to the most critical challenges

causaLens serves leading enterprises from a wide range of sectors, G7 governments, and leading healthcare institutions – helping them make their highest-impact decisions and solve their most critical challenges.

Our customers use our products to solve a wide range of problems – here are the top 5 use-cases causaLens focuses on. Contact us to find out how we can help with your use-case.

Pricing and Promotion

Use causaLens to understand the impact of pricing and promotional strategies before implementing them. Increase revenue and profitability, and improve customer experience that leads to long-term customer relationships.

Marketing Mix Optimization

Today's marketing mix is more complex than ever, there's more competition, less budget and stricter data privacy regulations. Transform your marketing mix measurement with causal attribution models that enable a precise understanding of channel contribution. causaLens helps media buyers and agencies measure the true incremental value of ad campaigns to optimize their ROAS.

Order Management

Identify the root causes of order delays and create a causal recommendation system of order allocation to different plants, using the power of causaLens. Gaining a better understanding of the likelihood of delay for each of your orders, as well as the causes for delay, will allow you to quickly address and prioritize upcoming orders with a high probability of delay.

Customer Retention

The standard machine learning churn playbook is flawed. causaLens goes beyond ML predictions, and is able to recommend optimal pricing decisions and resource allocation to minimize customer churn.

Process Engineering

Reduce the time taken to optimize and roll out new processes by using causaLens to identify the root causes of issues and run simulations in the process line. Through the use of causal algorithms and human guided causal discovery you can effectively construct the causal structure of a process line far quicker than relying on domain expertise alone, leading to faster production and delivery of new products to market.

Many More...

From optimizing patient flow and identifying biomarkers of cancer, to making loan applications fairer and investment decisions more profitable, our clients are improving their organization's decisions and outcomes in a wide range of applications.

muRata   AVIVA INVESTORS   CLS trusted market solutions   2iQ   TIAA   MAYO CLINIC