

Responsible AI as a Service for Azure

Eviden's Responsible AI offering embodies a holistic approach, acknowledging not only financial returns but also social, ethical, governance, and strategic benefits in crafting AI solutions on Azure Cloud.

What We Offer

Eviden's end-to-end Responsible service offerings help businesses jumpstart their Responsible AI journey by ensuring regulatory compliance, adoption of the ethos of Responsible AI systems, and risk management.

Our portfolio of service offerings includes business-driven consultancy, Ethical AI, Transparency & Bias, Governance, Security & Privacy, Management & Operations, and culture, way of working & adoption.

We advise to start with business-driven consultancy to assess and analyze the as-is state regarding Responsible AI, to explore needed capabilities (service cards) and to establish a roadmap for realization.

- Based on the insights gathered and your business needs, we finalize the project's scope and support you with implementing the entire Responsible AI journey or focusing on a specific capability.
- The culture, way of working and adoption is an inevitable element in our approach to empower your employees, transform your organization and establish a culture around Responsible AI.



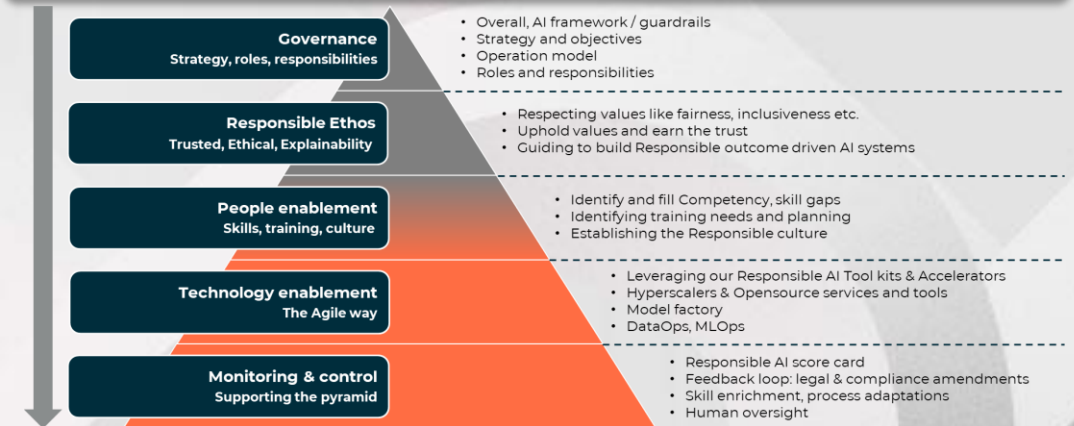
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How it Works

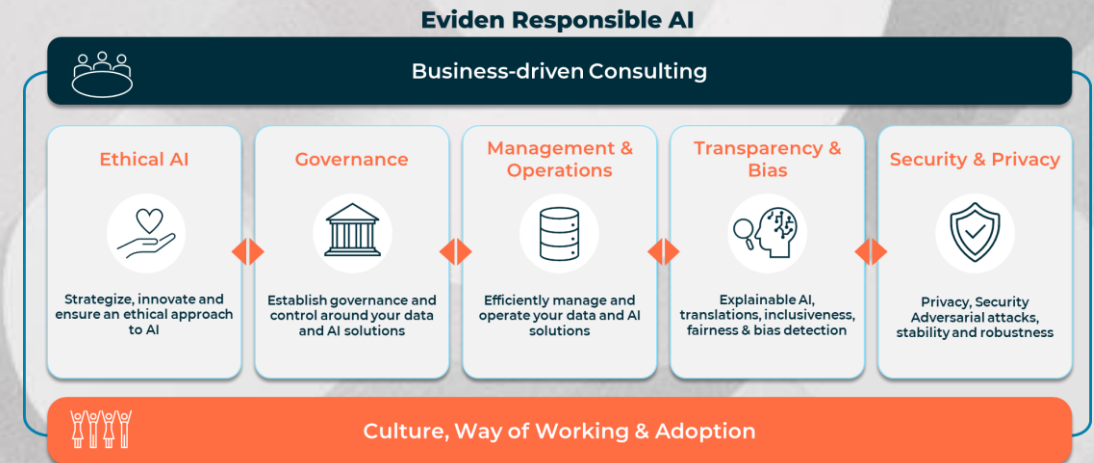
We provide Responsible AI as a Service for Azure, a unique and innovative solution that enables our clients to benefit from the power and flexibility of the Microsoft Azure cloud platform while ensuring that their AI systems are compliant, ethical, trusted, and reliable. Our principles are:

- **Business-driven approach:** We align business use cases with technology choices, focusing on "Responsible by Design" to ensure synchronization with business objectives. Prioritized use cases dictate technology roadmap, guided by a cross-disciplinary team of Legal, Industry, Change, Data, and AI experts.
- **Cloud-native scalability:** Leveraging Microsoft Azure's native capabilities, such as Azure Machine Learning, Cognitive Services, Databricks, Synapse Analytics, and Purview, we handle large and complex data and AI workloads with scalability and elasticity, adapting to evolving client needs.
- **End-to-end modularity:** Our solution covers the AI lifecycle comprehensively, offering modular flexibility for clients to customize services fitting their needs and integrate seamlessly with existing systems and processes.
- **Comprehensive and holistic:** Our solution addresses all dimensions of Responsible AI, including fairness, transparency, explainability, accountability, privacy, security, and inclusiveness. It also considers technical, business, legal, ethical, and social aspects.
- **Practical agility:** Delivering tangible, measurable outcomes, our practical and agile approach assists clients in addressing real-world challenges and opportunities with Responsible AI. Incorporating iterative feedback and learning, we ensure continuous improvement and adaptation.

Execution Strategies and Solutions



Eviden's Responsible AI Framework



Eviden's Responsible AI Capabilities

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Customer Outcome Examples

Evaluation of ethical conformity with regulations and establishment of an implementation framework to leverage AI technologies responsibly.

Established Explainable AI (XAI)-by-Design within the way of working and model development.

Using Playification (gamification) to embrace new GenAI technologies and innovation opportunities for the client.

Customer Success

Company: Public organization in Germany

Solution: Preliminary study of Digital Ethics

- Preparation of an ethical conformity check guided by the EU AI Act
- Analysis and compilation of criteria for the ethically justifiable development, implementation, and application of AI systems (value-oriented design)
- Evaluation of the involved units
- Testing of the approach based on use cases
- Recommendation for action for the client, incl. evaluation and identified challenges

Outcome:

- Created awareness and discussed the necessity of an ethical assessment within 9 business lines.
- Ensure AI technologies and systems are developed and used responsibly based on an evaluation of the ethical conformity of AI systems, guided by the EU AI Act.
- The preliminary study identifies and evaluates potential risks, data protection and security aspects, and other value-oriented impacts.

Company: Rabobank, Netherlands

Solution: Established XAI-by-Design in the way of working

- Thought leadership to outline how to make Explainable AI tangible for the Data Science Area
- Performed research and created Explainable AI requirements
- Integrated XAI guidelines and developed an awareness training

Outcome:

- Prepared organization for compliancy
- Increased Model Quality by improving feature selection and monitoring with transparency quality checks
- Developed XAI-by-Design guidelines that enable a standardized way of working and a better understanding of model outcomes, thus improving the decision-making process for the Area Data Science (120 employees)

Company: Coca-Cola Hellenic Bottling Company

Solution: Escape Challenge Platform

- Escape Challenge Platform for businesses looking to improve their innovation processes: gain a deeper understanding of the essentials, impact, and possibilities of GenAI technology that can support their business goals
- Platform designed to provide an immersive and interactive experience that challenges teams to work together to solve a series of puzzles, riddles, and challenges

Outcome:

- Using a metaverse environment to foster team creativity, collaboration, and innovation.
- Improved understanding of GenAI technology and what impact and value it can have on business processes.