Jaywing & Datatrainer

Jaywing and Datatrainer are committed partners, dedicated to supporting each other in the provision of both established tools and the development of bespoke AI solutions for our shared clients. Together we are a strong partner to help forward-thinking, growing businesses leveraging AI to maximise their growth potential.

Jaywing has a long-standing heritage in developing and delivering data-driven solutions, building a reputation for developing complex analytical and modelling approaches that underpin portfolio and customer profitability improvements across many industry sectors, where accuracy and rigour are critical to success.

Since 2015 Jaywing has pursued a deep specialism in AI and machine learning, led by Dr Martin Benson, who now heads up a new AI Consulting division of Jaywing.

Jaywing's consulting team consists of 75 data, analysis and modelling experts with over 10% of them specialists in deep learning.

We have one of the strongest capabilities in AI development outside of the major tech firms, helping several organisations on the beginnings of their AI journey. We have developed multiple products using machine learning and AI techniques, including Archetype, the first truly explainable deep learning predictive modelling platform.

Example: Illustrative phases of an AI modelling project

Design

• Kick-off workshop
• Understand requirements, the mechanics of the business
• Agree definitions and approaches
• **Blueprint**

Data

• Data requirements
• Data audit on extracts provided
• Consolidate extracts into model training dataset
• **Data sample**

Develop

• Understand data outcomes
• Evaluate solution parameters
• Assess solution power and business impact
• **Propose AI deployment options**

jaywing.com

datatrainer

Using machine learning to make your data work harder

Partnering with award winning technology partners, Jaywing, we help clients use Artificial Intelligence to find hidden insights and performance efficiencies, bringing enterprise scale solutions to ambitious and growing SME's.

Applications

• Numerous applications across industries and specialisations, including:
  – Marketing (sentiment analysis)
  – Manufacturing (predictive maintenance)
  – Professional services (document content analysis)
  – Retail (recommendation engines)
  – Financial services (credit risk modelling)
  – Higher education (student welfare)

Approach

• Audit
• Analysis
• Data gathering
• Data cleansing
• AI modelling
• AI training
• Testing and validation
• Deployment
• Monitoring
• Ongoing refinement
• Crawl – Walk – Run approach to build client confidence in conjunction with cultural sensitivity and staff training

Benefits

• AI adoption represents a huge opportunity to numerous organisations, large and small
• Businesses using AI increase productivity by an average of 38% (Accenture, 2017)
• Early AI adopter companies report 83% of projects have moderate or substantial benefits (Deloitte, 2018)

Tim Latham
Founder & MD
at Datatrainer

What Next?

Find out more at **www.datatrainer.co.uk** or contact **tim@datatrainer.co.uk** Alternatively call **07545612488**