« Automation and AI combined with big data »

Really the right tools for e-commerce innovation?

Łukasz Felsztukier
Digital Innovation Manager

Kamil Lesisz
Consulting Manager

hycom

L'événement connecté

Salons eCom | Swiss IT Business | SMARC | Retail-Expo
24 & 25 Avril 2018 - Palexpo Genève

#ESSR

Agenda

1. Who is hycom?
2. Let’s unpack the basic terms
3. Evolution of automation in e-commerce
4. Practical ways we can use BD+AI+ML today
5. Q&A @ booth IT91

hycom

e-commerce & e-care
with customers at the heart

Hycom converts ideas and goals into working digital products and services

Design

Innovation & Design

- Enterprise Digital Innovation
- Digital Service & Product Design
- Customer Journey
- Experience & Interface Design

Build

Development of Applications & Platforms

- Omnichannel Service Platforms
- eCommerce Applications
- Customer Self Service Apllications
- Mobile Applications

Run

Maintanenance & Continuous Development

- Platform & Application Maintanance
- Commerce and Marketing in the Cloud
- Audit & Service Optimization
- Platform Transitions & Upgrades

hycom unique proposition

team of 300 professionals

hycom is one, working together, team of technology consultants, designers, and developers

world's leading technology

hycom team is experienced in best eCommerce and service platforms – SAP Hybris and Oracle Commerce

enterprise savvy

hycom team is experienced in enterprise projects understanding culture, business processes and technology

design that drives value

hycom team designs closely with business and end users and is focused on their needs, motivations and goals

our clients and partners

We gained our experience working for top European service companies

Our partners help us deliver most up-to-date solutions to our clients

technological partners:

implementation partner:

we’re a member of:

hycom

erDurable

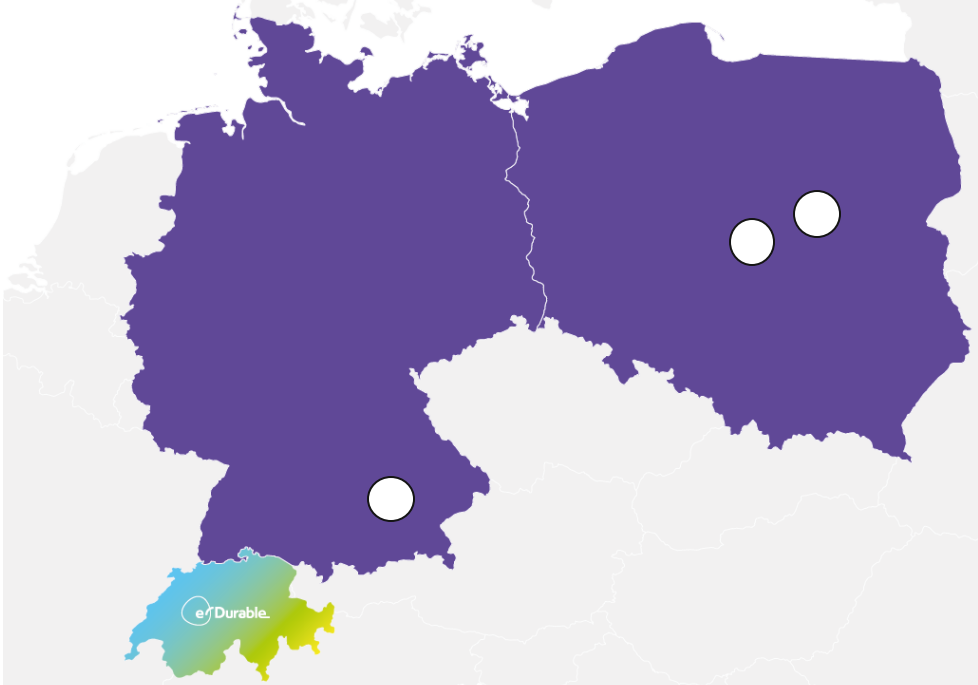
our clients and partners

ICoCA

FSD

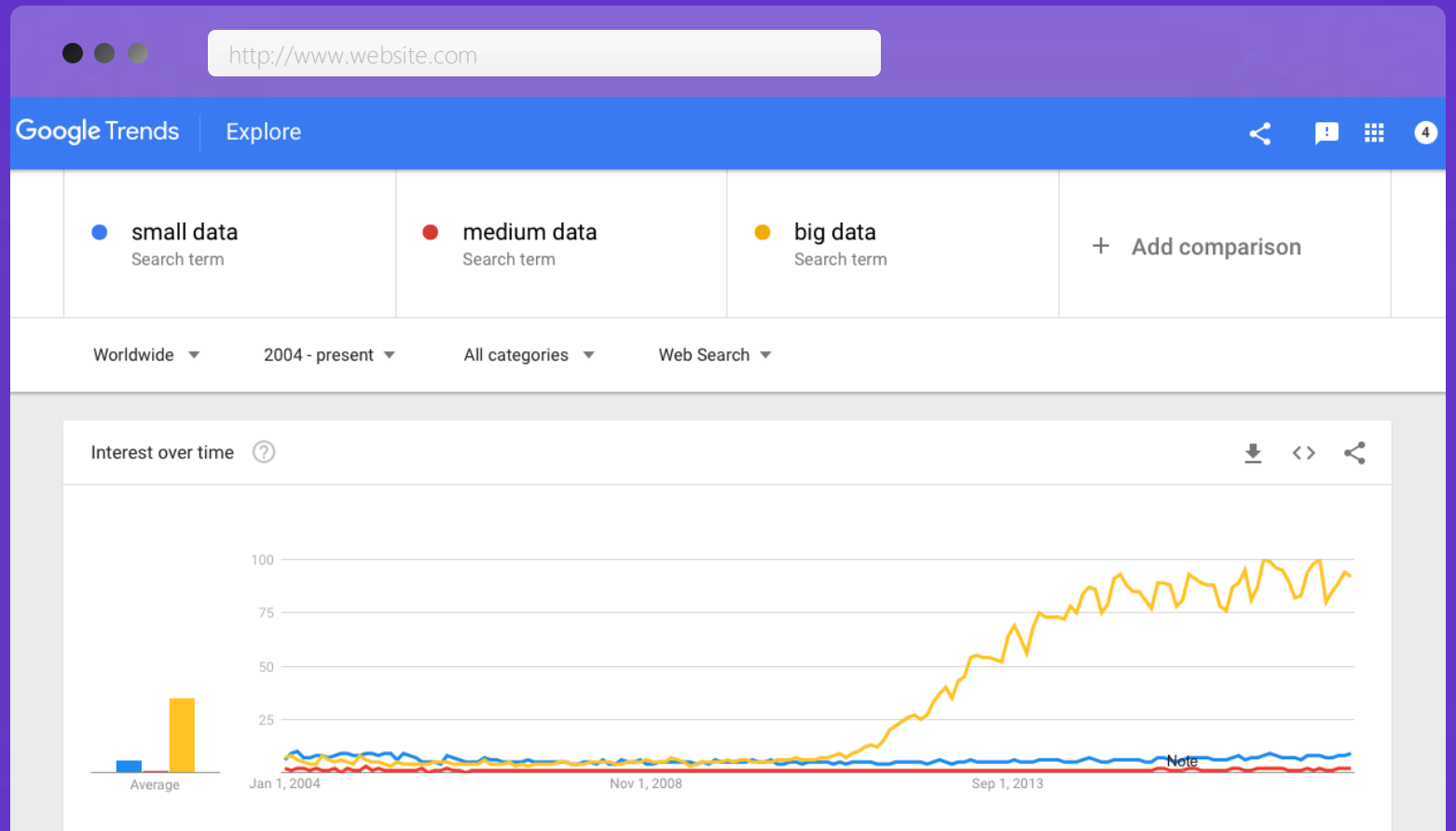
ATT SECRETARIAT ARMS TRADE TREATY

we work together in Switzerland offering our customers local presence supported by nearshore backoffice to deliver the best quality IT services



hycom

Nobody wants to talk about small data…



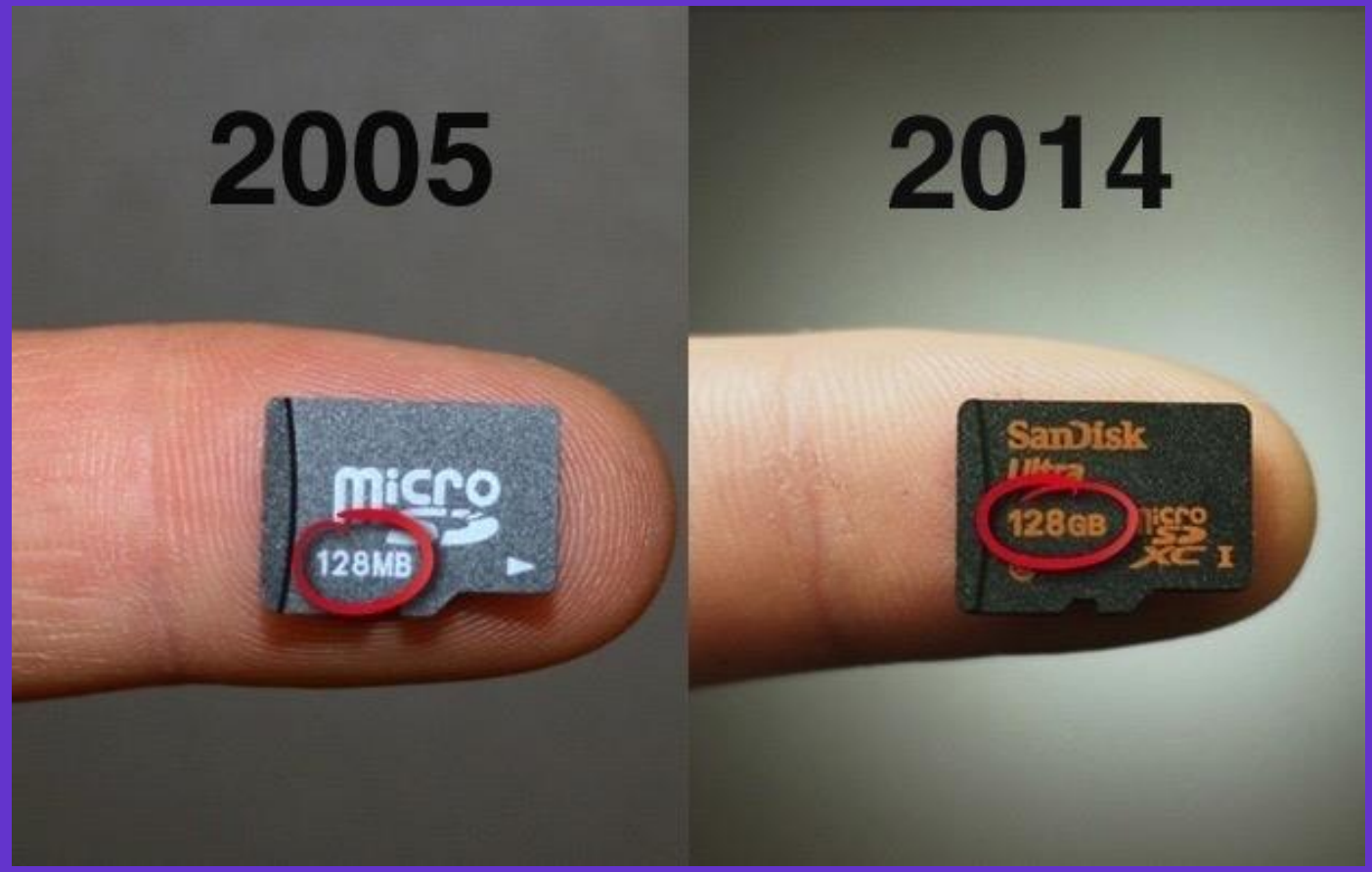
Expotential Data Growth

How Much Data is Produced Every Day?

2.5 Exabytes are are produced every day

Which is equivalent to:

- 530,000,000 millions songs
- 150,000,000 iPhones
- 5 million laptops
- 250,000 Libraries of Congress
- 90 years of HD Video



What is big data?

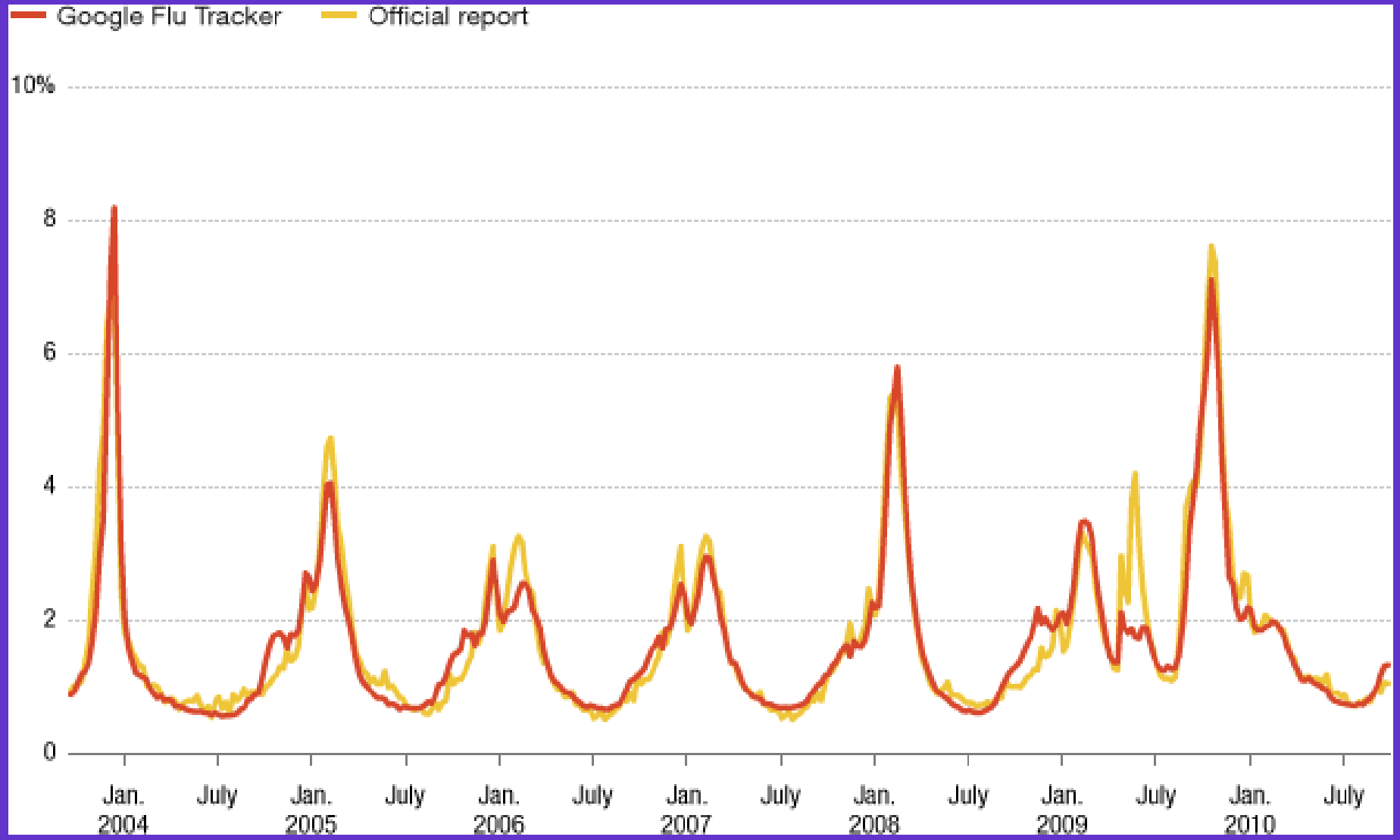
big data

noun COMPUTING

extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions.
"much IT investment is going towards managing and maintaining big data"

BD is not just about the size. It’s: Size + Variety + Velocity

Big Data applied: Google H1N1 early detector

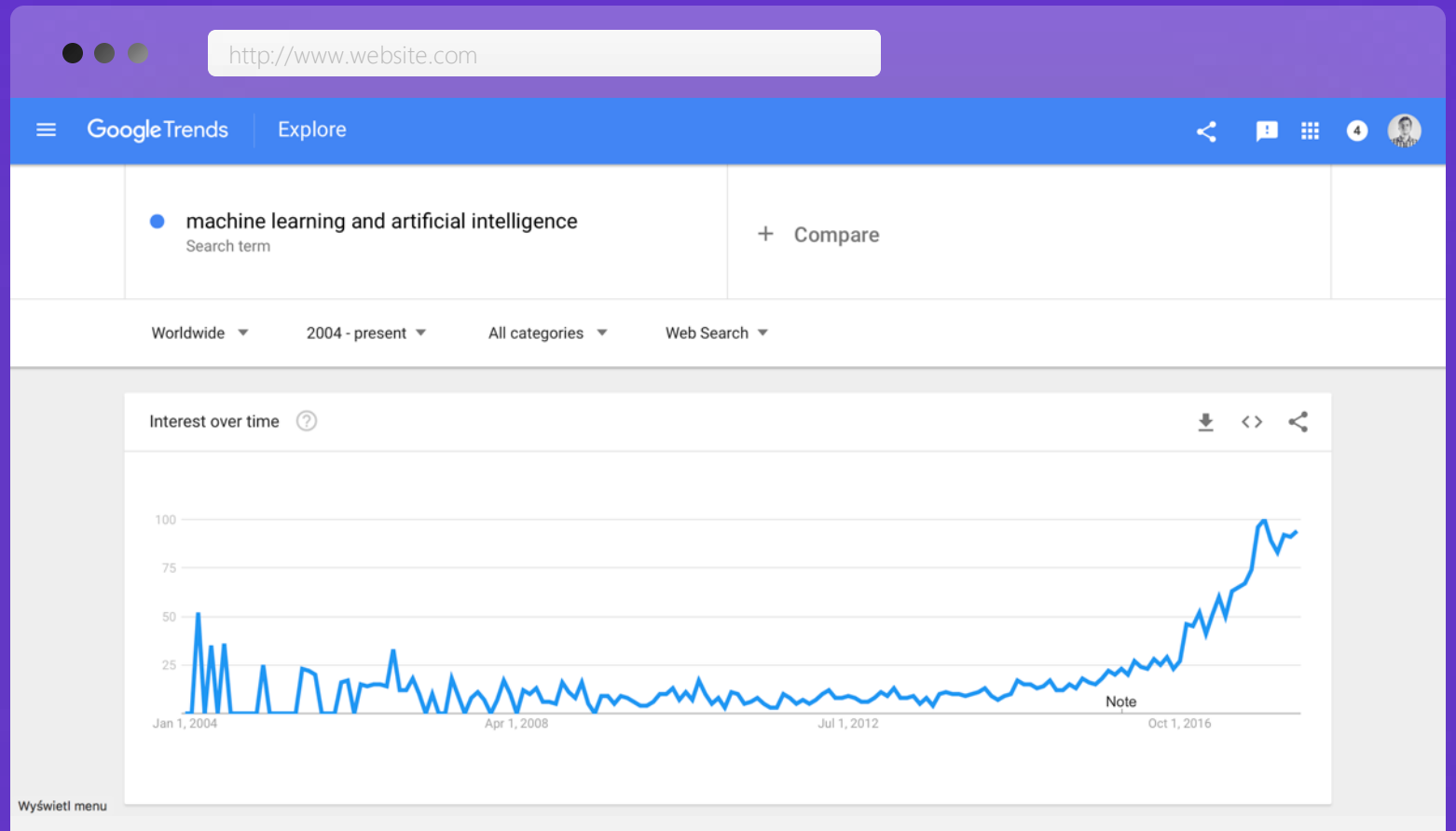


When data becomes… Big Data?

When it becomes difficult to **store**, **search**, **analyse**, **share** etc. a given amount of data using our traditional database management tools, that large and complex dataset is called Bigdata.

So… it's **relative**.

Let’s talk about A.I.



Artificial Intelligence

artificial intelligence

noun

the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.

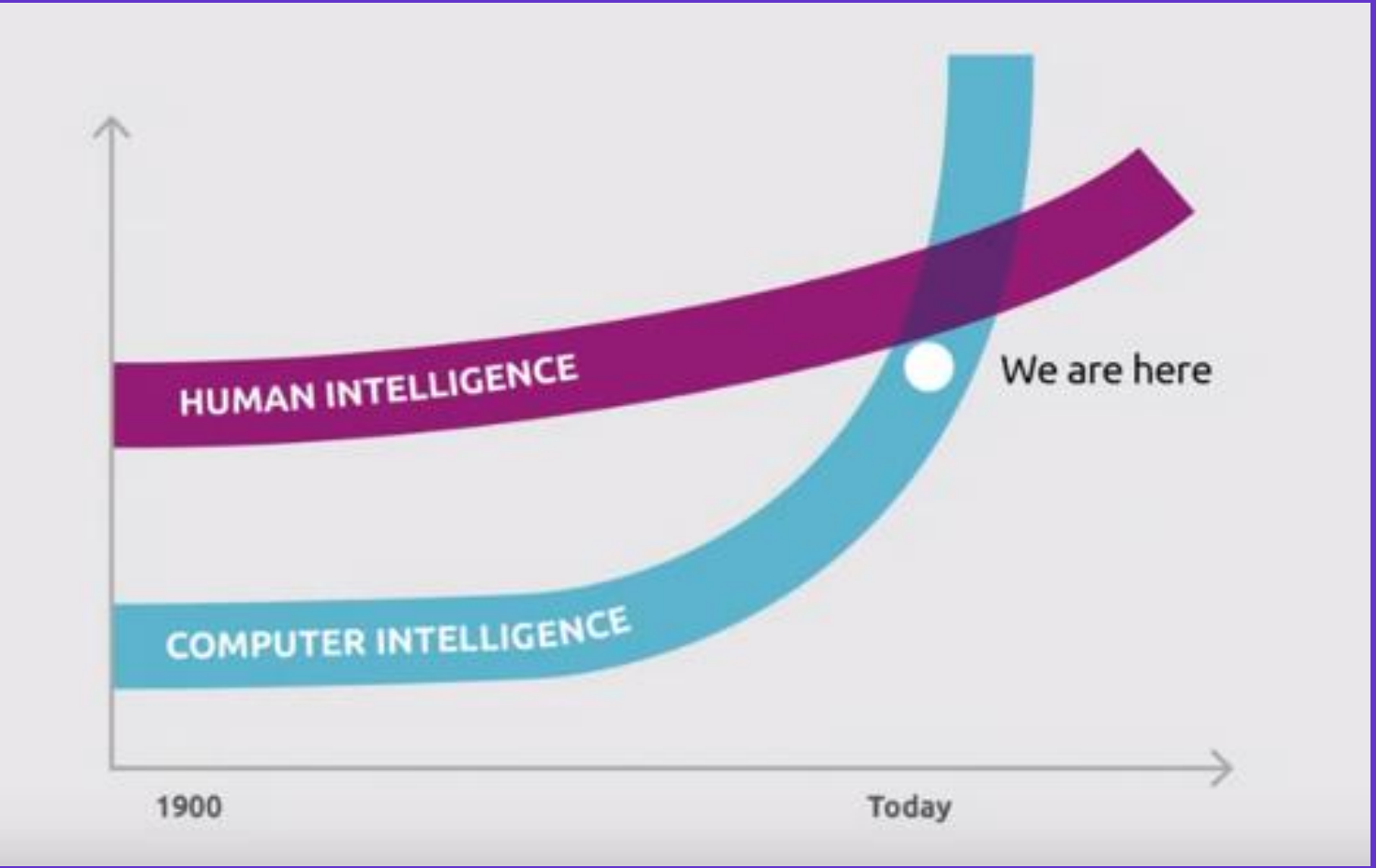
A.I. understands, thinks, learns, corrects itself… **and evolves.**

A.I. – are we there yet?

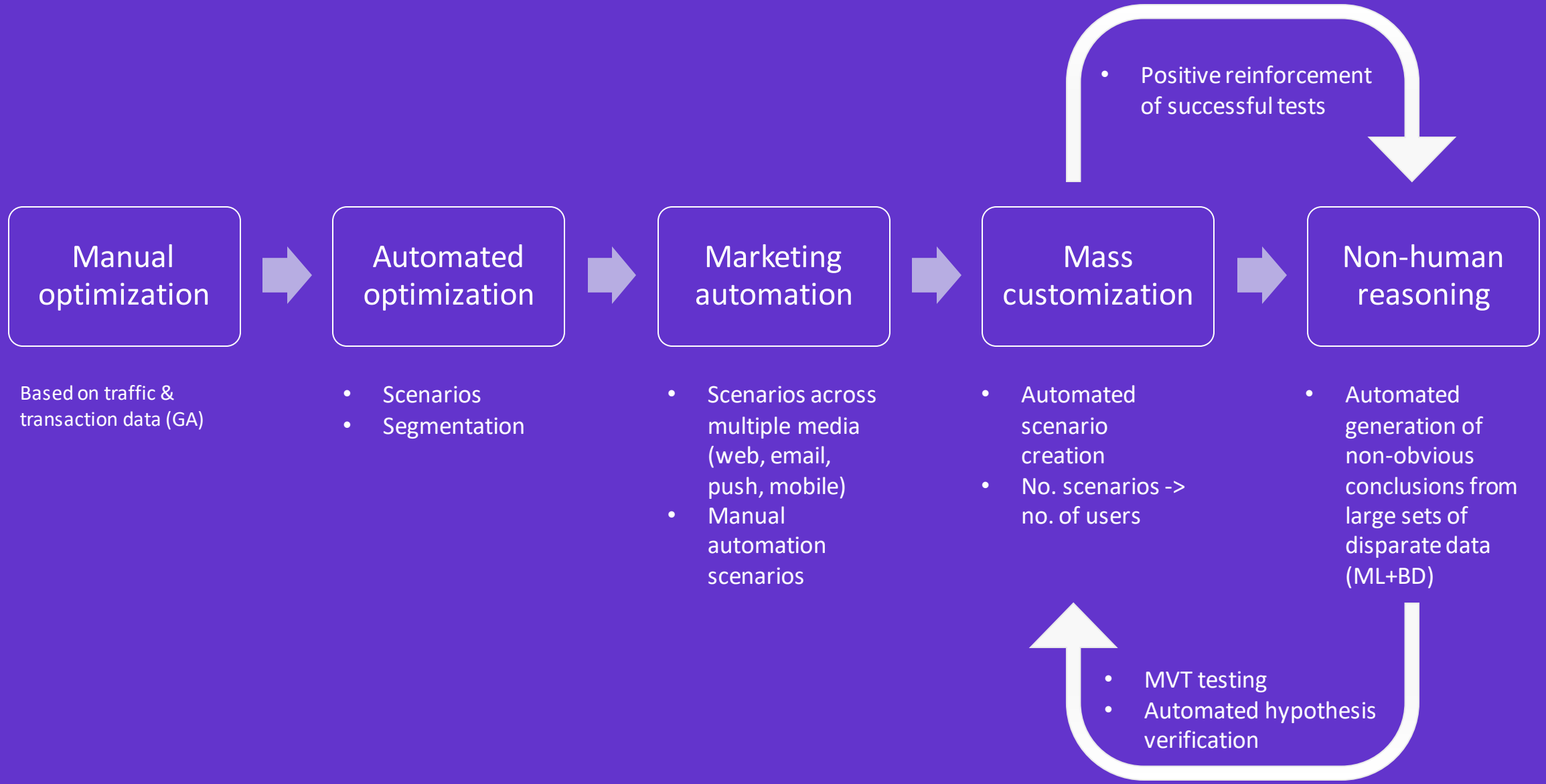
No ☺

Currently most projects described as ”A.I.” are a combinantion of big data, machine learning and neural networks

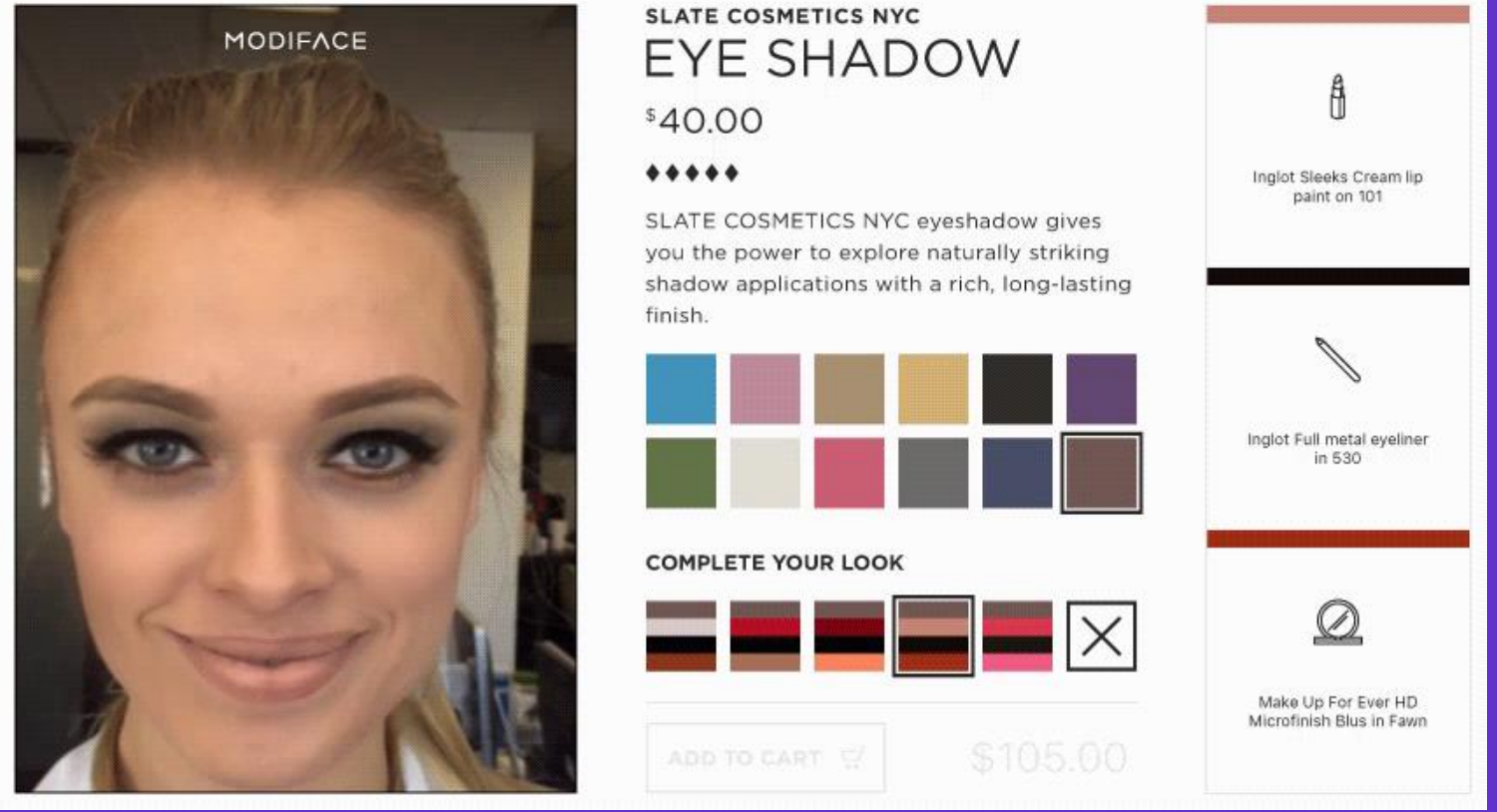
A.I. – are we there yet?

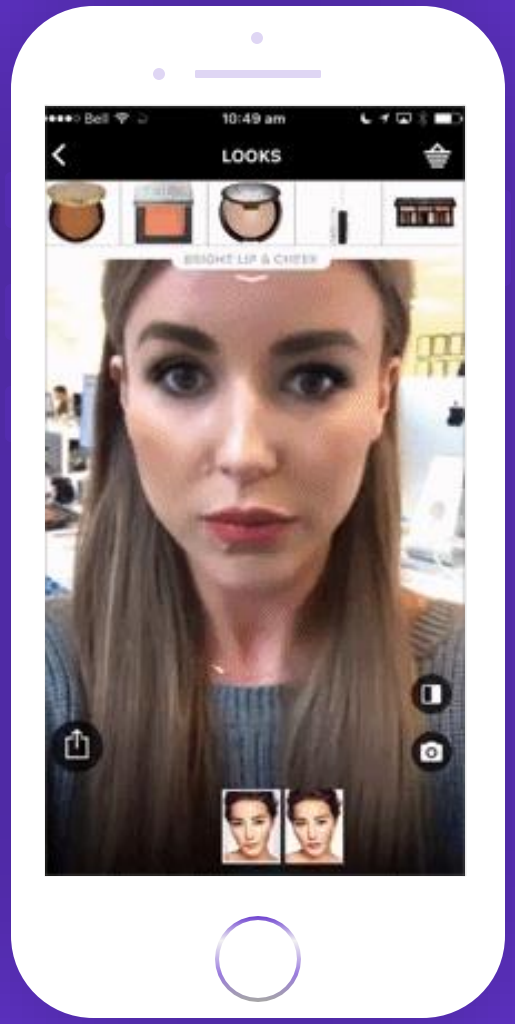


How it all comes together



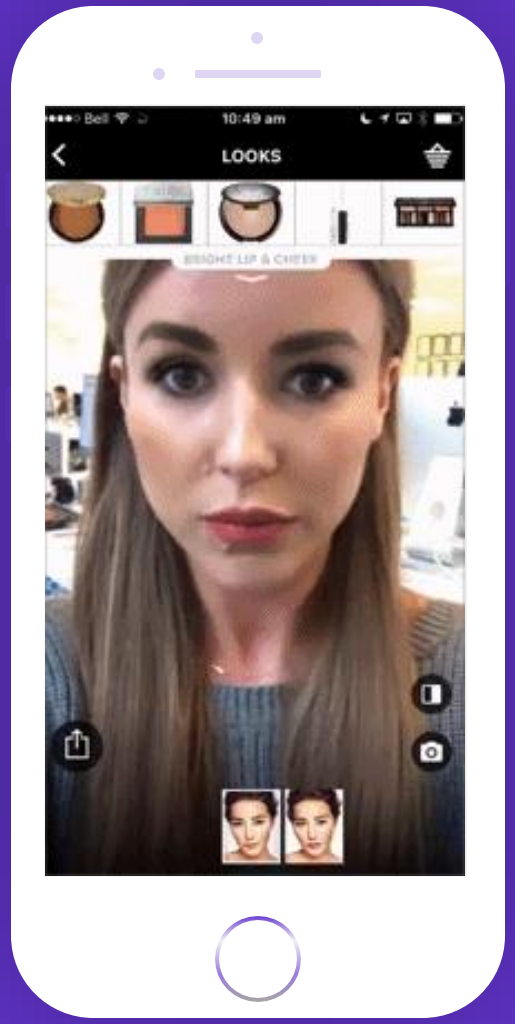
ModiFace


MODIFACE
SLATE COSMETICS NYC
EYE SHADOW
$40.00
SLATE COSMETICS NYC eyeshadow gives you the power to explore naturally striking shadow applications with a rich, long-lasting finish.
COMPLETE YOUR LOOK
ADD TO CART
$105.00
Inglot Sleeks Cream lip paint on 101
Inglot Full metal eyeliner in 530
Make Up For Ever HD Microfinish Blus in Fawn


LOOKS

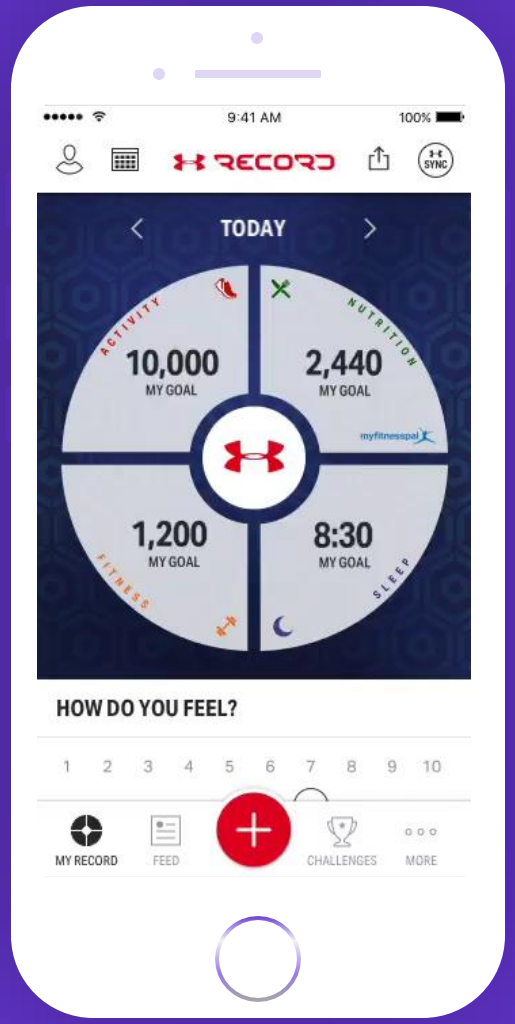
ModiFace

- Customers include e.g. Sephora, L'Oreal
- Just got acquired by L'Oreal
- Real-time facial analysis
- Face AI based on Stanford Univ. research
- Feature-tracks videos and photos
- Used in web apps, mobile apps, in-store POS systems and smart mirrors



Under Armor

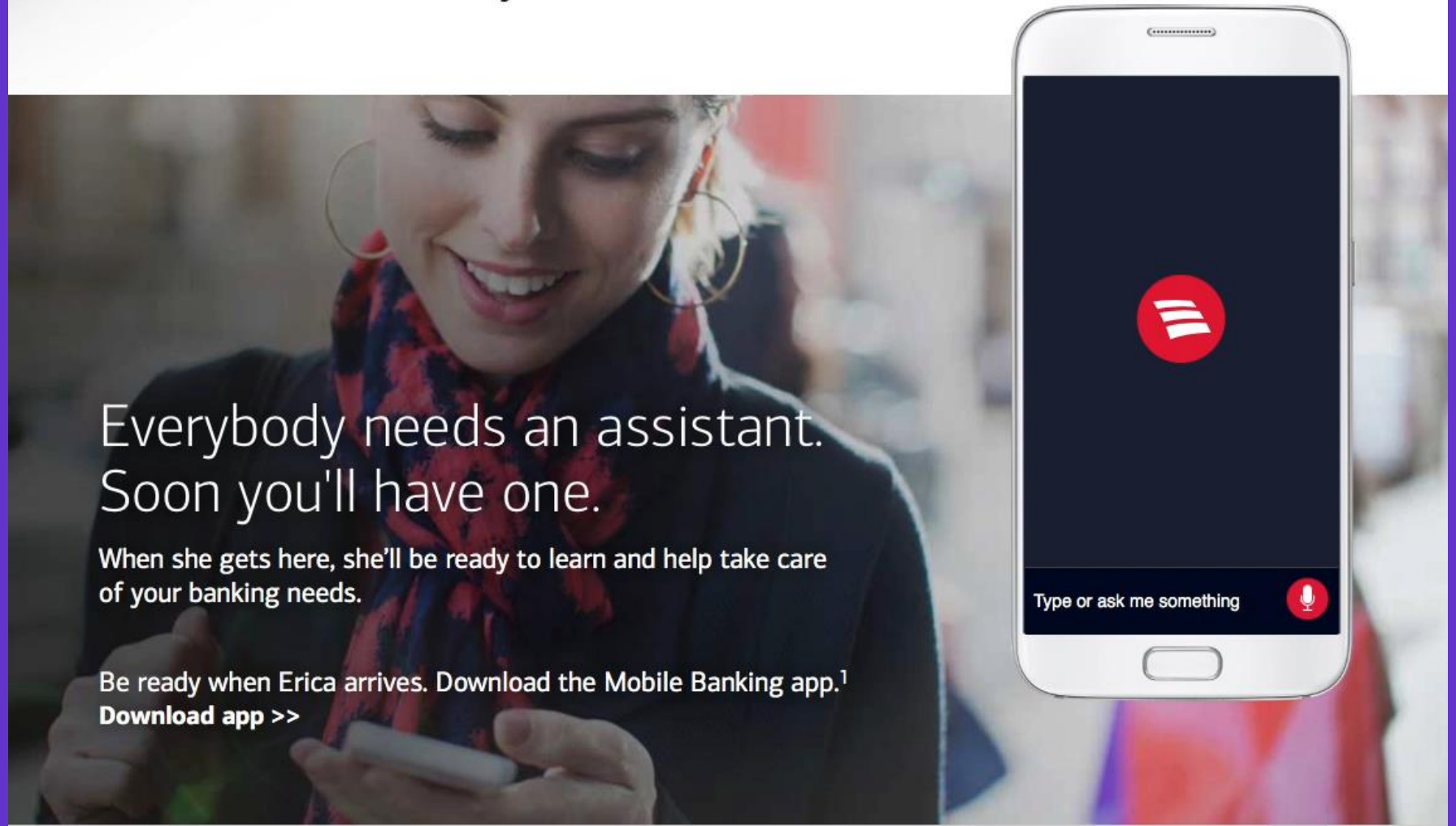
- Health-tracking app “Record”
- Record tracks and analyzes workouts, sleep data, and nutrition (also importing data from other fitness tracking apps)
- Ability to provide personalized recommendations for nutrition and training advice
- AI: personal trainer experience without going to the gym
- …Excellent source of data for targeting customers!



IBM Watson

Coming soon

Hi there! I am Erica,
your virtual financial assistant.



Everybody needs an assistant. Soon you'll have one.

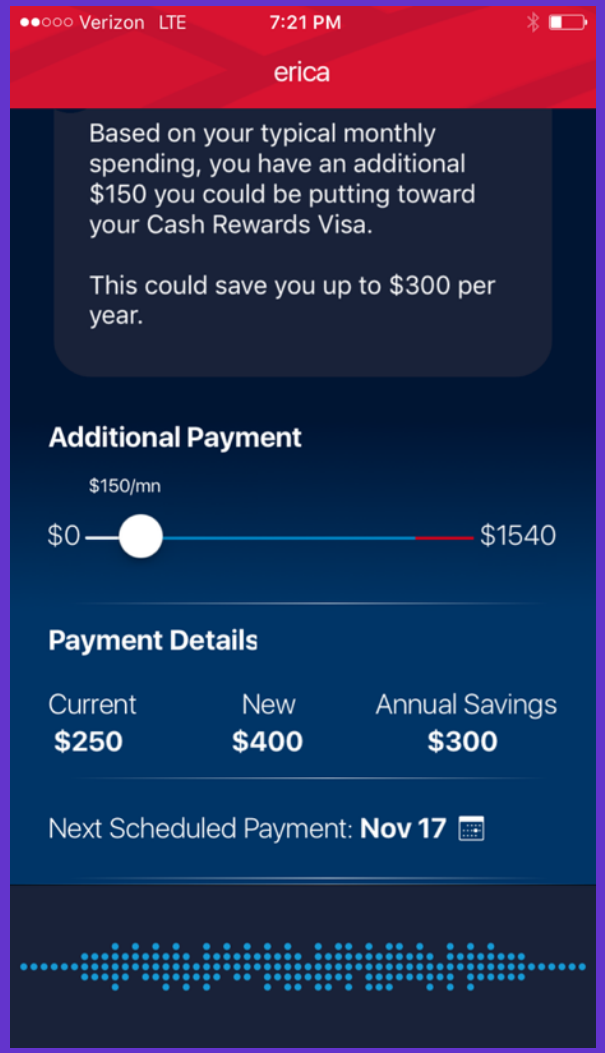
When she gets here, she'll be ready to learn and help take care of your banking needs.

Be ready when Erica arrives. Download the Mobile Banking app.[1]
Download app >>

Bank of America - Erica

- Mobile, voice-assisted app
- A.I. Powered (personalization, prediction)
- Natural Language Processing
- View bills and schedule payments
- Transfer money
- Search transactions
- Lock cards

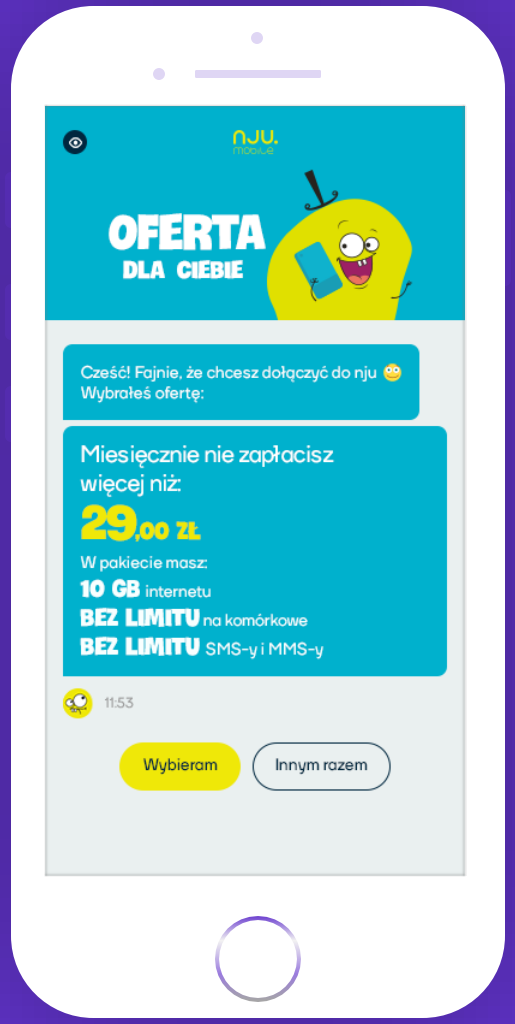
"Michelle, I found a great opportunity for you to reduce your debt and save you $300."



Conversation checkout – meet hymate!

- Nju – Orange PL sub-brand with >1M customers
- Hymate sells phones with a plan
- Supports acquisition, migration & number transfer processes
- True transactional checkout
- Fine-grained, dialog-based analytics

- In 8 weeks since launch, mobile conversion rates **increased** from **6% to 43%**



Come visit

Hycom & e-Durable

@booth IT91

Thank You!

hycom.digital

contact us:
hy@hycom.digital