

COMPANY DETAILS

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# Global Specialist in Natural Language Interaction

Artificial Solutions is the leading expert in Natural Language Interaction (NLI). CMO Andy Peart discusses Teneo, the company's successful software development platform and how other companies are coming round to their way of thinking.

**T**he patented NLI technology that Artificial Solutions creates, enables people to converse with applications and services running on computers, mobiles, wearables and other electronic devices in a humanlike, intelligent manner. Their clients are typically large global enterprises across a wide range of industries including finance, retail, telecommunications and travel and leisure.

This technology - Teneo - is the first complete platform to enable enterprises to rapidly develop, manage and analyse artificially intelligent, conversational applications. Teneo allows business users and developers to collaborate on creating sophisticated natural language applications in record time that run on any operating system, across multiple channels and in 35 languages, using sophisticated implicit personalisation and machine learning techniques. Teneo also unlocks the knowledge held in immense volumes of natural language conversations, delivering unprecedented levels of data insight. Andy Peart discusses why Artificial Solutions has become successful in such a competitive industry.

"Our vision is to make technology think. The key to success of artificially intelligent applications is a seamless interface between the user and the application. Ensuring the application understands the user's natural language input is fundamental to delivering this experience. Understanding is only half the story; today consumers expect technology to do more, to meet their needs and get things done. Artificial Solutions enables enterprises to deliver this experience faster and using fewer resources than any other product in the market."

Innovation is the reason why Artificial Solutions has become an award winning company. Teneo is a prime example of the company's strides in innovative products, as Andy explains. "Innovation is at the core of our business. Teneo is designed expressly to develop and deploy advanced AI solutions. It applies the principles of Artificial Intelligence in the development of applications, shortening design time and eliminating the need for extensive and expensive technical resources.

"It is a single integrated platform that covers every aspect required to create applications for business, taking the human/machine interaction far beyond responding to simple speech commands. The platform can even act as an interface to the deep thinking of cognitive computing, all on a cross-platform, cross-device and multi-lingual basis."

Changes in the industry have not fazed Artificial Solutions. Andy gives us an insight into how the firm has adapted to the challenges that have faced the industry over the last few years. "Most organisations start their natural language journey to solve a specific problem. In the past this would typically be a digital employee to answer online customer queries, resolve issues, help find information, process transactions, cross-sell complementary products and services.

"However, during this time the computing landscape has changed. Low-cost semi-conductors that are constantly decreasing in size have enabled manufacturers to add computing capability to almost anything. At the same time, the exponential take up of 4G mobile broadband has meant that users now spend nearly twice as long online with their smartphones than with personal computers to laptops.

"Natural language is also impacting on other areas of an organisation's businesses. Digital employees can help improve productivity by allowing users to carry out a multitude of tasks simply by asking their 'virtual PA'. Deep integration to back-end systems and an understanding of the organisation, along with a close working relationship, means real-life colleagues can transform the internal workings of an enterprise.

Recently, huge companies have all invested heavily in natural language software. Andy explains how beneficial this technology can be to large firms. "Companies such as Apple, Google and Microsoft are all investing heavily in natural language. These companies have realised that the information people provide when speaking naturally to technology, provides them with a wealth of information that they could previously only dream about.

"Natural language and conversational systems offer businesses a huge potential in reconnecting with their customers on an extremely personalised level. If businesses are already using NLI in their conversations, then they will know exactly what their customer will be looking for and how to sell it to them."

Following the success of Teneo, Artificial Solutions believe the way forward is to independently develop enterprise strength, artificially intelligent applications with a platform that delivers the flexibility to allow it to be ported to any service or device. This is one way that the company will accelerate its success in the near future.

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**Teneo**

