Artificial Intelligence (AI), Generative AI (GenAI) and Machine Learning (ML)

Nash Tech.

Artificial intelligence (AI), Generative AI (GenAI) and machine learning (ML) are game changers for your organisation.

Our AI, GenAI and ML solutions deliver significant improvements to operational processes and data management by simplifying workflows, enabling automation and increasing accuracy. We can also help you assure ethical usage and compliance. We have a proven track record building and deploying custom-built solutions for our clients across:

- **AI** – developing solutions that automate tasks, empower teams with real-time insights for better decision-making and enhance coding tools to accelerate innovation.

- **ML** – a subset of AI that uncovers patterns in data to make operations more efficient and predictive.

- **Deep learning (DL)** – a subset of ML that we use for processing complex data such as images and text to provide advanced insights and enable automation.

- **GenAI** – we build solutions that create new content, streamline workflows and enhance customer interactions.

- **Agentic AI** – we use this combination of ML, DL and GenAI to develop autonomous AI agents that can reason, plan and act dynamically to optimise business processes.

Six GenAI tips for CIOs

Delivering business value and ROI with AI

Large urban, industrial and infrastructure consulting firm

One of Asia's largest urban, industrial and infrastructure consulting firms partnered with NashTech to explore the application of ML algorithms for predicting traffic density. We deployed a data warehouse and successfully demonstrated the efficacy of ML-enhanced predictive analysis to support traffic improvement schemes.

- **ML algorithms** provide accurate traffic flow predictions to support urban planning initiatives
- **Big data platform** based on Hadoop and Spark
- **Real-time data processing** to manage extensive dataset efficiently

Major US retailer

70%
reduction in operational costs

100%
increase in revenue

Data warehouse streamlined historical data acquisition and processing

This major US retailer was struggling with data silos and scaling, inefficient ML and slow feature development. It partnered with NashTech to build a unified data warehouse that has streamlined historical data acquisition and processing. A powerful image classification and recommendation engine has also been developed, enhancing the customer experience and increasing revenue.

Leading UK insurer

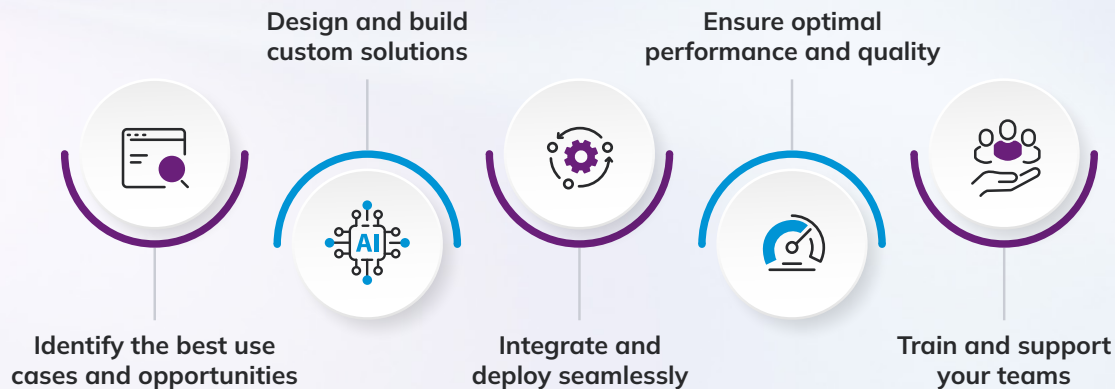**Predict and prevent customer churn** using ML enhanced data model and pricing algorithms

Growth in policy holder count has boosted profitability

A leading UK insurer partnered with NashTech to harness the power of predictive analytics to address a key challenge it faced around customer retention. Using ML, we developed a churn data model that analyses real-time customer data to predict renewal likelihood. This has helped the client to reduce churn and boost profitability.

Turn AI potential into profitability

Harness the power of AI responsibly by partnering with NashTech.

There is a wide array of AI, GenAI and ML options available and as they continue to grow in capability and accuracy, we will help you:

Design and build custom solutions

Ensure optimal performance and quality

Identify the best use cases and opportunities

Integrate and deploy seamlessly

Train and support your teams

Key benefits of custom-built intelligent systems

NashTech is UK-headquartered, with highly experienced, motivated and qualified teams of software developers based offshore in key locations globally.

We offer our own distinctive engagement and delivery model designed to be versatile, adaptive and highly collaborative, which is essential when adopting technologies like AI that are evolving so rapidly that they continue to create new risks and new opportunities in equal measure:

Flexible and scalable resourcing models: Meet your strategic and technology goals efficiently and drive revenue and profitability.

Drive new levels of operational efficiency for increased profitability: Proven experience in building and operating custom AI solutions to streamline workflows, automate tasks and eliminate inefficiencies.

Project delivery that balances innovation and risk mitigation: Solve your toughest challenges through collaborative relationships and processes that are consistent, robust and high quality.

Exceptional quality assured: We measure and continuously improve in terms of the overall quality accreditations we hold and the quality management system we deploy to assure a flawless delivery.

Focus on the AI opportunities that create the most value

With expertise in software engineering, quality assurance, API integration, AI, cloud architecture, data management and analytics, our team ensures your AI investments are selective and achieve impactful outcomes with speed and precision at a competitive price:

- **AI advisory** helping to shape your business objectives into a vision and executable roadmap.

- **Adaptive development service** for smaller teams, enabling rapid iteration with low initial investment.

- **Extensive experience deploying AI and ML in cloud platforms** like AWS, Azure and GCP.

- **Fine tune industry-leading AI technologies** to your unique business needs so that your investments deliver maximum returns.

- **Innovate faster with our AI and ML accelerators** addressing core use cases across sales, marketing, customer service, finance, people, legal and more.

Contact us

Nash Tech.