Artis Consulting helps accelerate digital transformation with Microsoft Azure Analytics and AI

Challenge: businesses want to modernize with AI and advanced analytics

Today's organizations are looking to maximize the potential of their data with cutting-edge technology, but this can be too expensive and difficult to do in-house.

Solution: finding a digital transformation partner in Artis Consulting

Artis Consulting, an exclusive Microsoft partner, uses their industry expertise and deep knowledge of Microsoft technology to help clients revolutionize how they collect and leverage data.

Results: unlocking new capabilities with technology

By helping their clients select and deploy the right technological solutions to achieve their goals, Artis enables businesses to make better decisions and delight customers in new ways.

Artis Consulting bridges the gap between business and technology by delivering the right information to the right person at the right time, helping clients make better decisions that directly impact profitability.

Founded in 2002 as an engineering-driven business intelligence integrator, Artis Consulting has expanded the scope of its capabilities and offerings to encompass emerging technologies that enable clients to differentiate themselves in the current market while positioning them to grow and compete in a rapidly evolving business environment.

As the Microsoft Azure cloud has taken hold as the "world's computer," its analytics services, coupled with AI insights, are transforming industries and society, helping businesses make products, goods, and services more intelligent. Powerful insights and limitless scale take new analytics capabilities beyond reporting and data aggregation to enable predictive processing and automated decision making.

Today, Artis Consulting helps its clients facilitate new business models and transform existing ones through improved insight and productivity by delivering Microsoft-based solutions in four key areas: data and analytics, artificial intelligence (AI), internet of things (IoT), and intelligent applications.

The move into analytics and AI

With a professional services practice built on an extensive analytics and AI portfolio, Artis Consulting sees AI as a natural extension of its proficiency in business intelligence that can further expand on the value of solutions and their capacity to solve clients' business problems.

The company takes a unique, business-centric approach, focusing first on understanding a client's business processes, or value chain, associated with the desired solution, and then applying proven experience and expertise to ensure that every client selects and deploys the right solution to make a measurable difference and maximize ROI.

Progress in AI is coming at an accelerated pace: the technology can now be applied to solve a tremendous range of business challenges with capabilities that have a material economic impact, from identifying operational complexities, to anomaly detection, to analytics.

Artis Consulting helps clients envision and amplify the potential of their data estates with AI and Machine Learning, unlocking new insights such as predictive models. Whereas previously, the company focused on descriptive and diagnostic analytics, AI and ML have allowed Artis to move into the domain of predictive and prescriptive analytics where the value realized can be even greater by describing future outcomes and potentially facilitating automation.

By enabling clients to aggregate and unify their data estates (for example, with a data lake), Artis Consulting provides a roadmap for clients to accelerate their digital transformation and harness the power of their digital assets.

Analytics and AI partnership with Microsoft

Artis Consulting is an exclusive Microsoft partner with a close relationship that goes back to the company's earliest days. "By design, the Azure platform democratizes the use of advanced technologies like analytics, AI, and ML, empowering us to build solutions that leverage these technologies at scale and use analytics and AI to create better ways to work and drive value creation," says Jeff Johnston, a Principal with Artis Consulting. "Analytics and AI are no longer limited to the largest organizations with the biggest budgets. Microsoft's best-in-class technologies allow us to help more clients identify better ways to create value quicker."

Artis Consulting has a recognized strength in outsourced product development, helping its clients along on their digital transformation journey through end-to-end app modernization strategies that extend from envisioning innovative solutions, developing them, and going to market for the desired business outcome.

"We bring a unique resourcing model with very fast 30, 60, and 90-day delivery sprints," explains Ben McMann, a Principal with Artis Consulting. "Our clients are trying to do new things: work faster, streamline workflows, have better access to data, and make more informed decisions. Our paradigm, supporting an agile methodology, lowers the risk to our clients, breaking down business challenges into smaller components, so they can execute quickly, have success, and move on to the next challenge."

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Artis Consulting's clients benefit from the combination of the company's expertise in delivering specialized data solutions and the power of the Microsoft platform, which allows Artis to tip the scales of price vs. performance while accelerating time to value.

Mining more value from data

Clients across multiple industries are being helped by Artis Consulting to mine more value from their data. A Fortune 50 consumer products manufacturer, for example, engaged Artis to transform its approach to marketing through an analytics and AI platform that helps evaluate the impact of campaigns before they run.

Artis' suite of solutions for the manufacturer includes an app that aggregates and analyzes data from numerous sources on products, sales, storage, market geographies, and more. Machine learning renders this extremely large data warehouse accessible and actionable: anyone on the business side of the organization can use a drag-and-drop interface to analyze and understand the impacts that marketing decisions across a range of variables will have on sales. By digitizing its client's value chain and making its complex data meaningful to people in business roles, Artis Consulting provided tools, including analytics, the manufacturer needed to grow its business and increase profits.

Ziosk, a maker of ordering and pay-at-the-table touchscreens for restaurants, looked to Artis to help design a scalable analytics and reporting solution for its tabletop platform. Artis created a solution with analytics and AI to predict restaurant guests' preferences and serve them up as part of a better dining experience. Personalized experiences result in happier guests and increased business for Ziosk's customers.

Employing cloud technologies, including Azure Machine Learning, Azure Data Factory, and Power BI for Office 365, Artis Consulting first validated a proof of concept and then helped Ziosk build a modern data infrastructure, including predictive analytics capabilities.

Key to the higher level of analysis Ziosk needed was capturing not only what actions restaurant guests took, but when, and in what order. Artis applied ML to connect the dots and make sense of all the data points so that Ziosk devices can predict the offers, content, and UI elements to present dynamically to meet guests' needs and make their dining experience frictionless and delightful. Artis-built Power BI dashboards enable highly customizable analysis of the data by Ziosk and its customers, both at the corporate level and in individual restaurants.

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—Gavriella Schuster, Microsoft CVP, One Commercial Partner

"Artis Consulting is emerging as a very strong and committed Microsoft analytics and AI partner with focus on delivering customer-centric solutions," says Simran Sachar, Analytics & AI Director, Microsoft One Commercial Partner. "We are building a strategic partnership with Artis to accelerate the analytics and AI journey of our customers."

"We are building a deeper partnership with Artis to accelerate digital transformation and deliver incremental business value to our customers through analytics and AI solutions," said Gavriella Schuster, Microsoft CVP, One Commercial Partner.

Masters of going faster

The future is bright with opportunities in the era of ubiquitous computing, analytics, and AI, and it will be here before we know it. Artis Consulting sees cloud, coupled with analytics and AI continuing to speed up the pace of business and, at the same time, making organizations ever

more responsive and efficient. With richer access to their data and the ability to analyze it to gain meaningful strategic advantages, no business can afford to remain siloed; collaboration is the way of the future, and one of Artis' key strengths.

The enduring power of its partnership with Microsoft is extending Artis Consulting's reach into new and thriving segments of the market. The company is currently developing industry-specific solutions that promise to increase Artis' relevance and impact for clients in retail, healthcare, energy, and other sectors.

Artis begins every engagement with a discussion spanning the client's organization. The goal is to discover new and better ways to work, using the very latest technologies to help clients accelerate digital transformations, mature their existing offerings, and develop the next generation of products and services with tech intensity and intelligence.