



# RAZORTHINK

## USING DEEP LEARNING TO CREATE INTELLIGENT ENTERPRISE



In the digital world, customers have the power to decide how they want to engage with a brand. Technology has given them the advantage to buy their favorite products in just a single click. As they interact with brands, they create huge amounts of valuable data. Businesses can use this data to predict customers' needs and provide recommendations to improve their overall journey, significantly improve customer service while minimizing fraud and risk.

Emerging AI and machine learning technologies are making this possible. Deep Learning techniques can be applied to gain hidden insights from complex data sets. Razorthink, a leading AI company, has made great improvements in this field by applying AI to Data Science to help companies solve business problems that contain complex data analysis. Razorthink's Big Brain platform helps companies create Expert AIs that predict outcomes, recommend next best actions, detect anomalies, and intelligently manage business processes more rapidly and with superior accuracy.

**Gary Oliver**  
is the CEO of  
Razorthink

Razorthink was founded in 2015 to help companies overcome obstacles in implementing digital innovation. Razorthink CEO Gary Oliver, says, "We give organizations the technology and expertise to rapidly turn digital transformation into a competitive advantage by creating broader, deeper and more accurate pictures of their customers." When trying to predict an event or recommend products or services, the expert AI's brings more insight into the whole process in real time. Razorthink is helping companies to apply Deep Learning to real world problems in banking, insurance, media/entertainment and telecommunications companies.

Razorthink BigBrain is a rapid AI system development platform

that empowers AI teams to build intelligent systems that solve complex business problems. Razorthink BigBrain creates Expert AIs that solve data analysis challenges not possible with traditional analytics or data science technologies. The platform can quickly generate Expert AIs for superior customer predictions, recommendations, intelligent process automation, fraud detection, AI-assisted customer service, and risk management. The Razorthink BigBrain platform was the first Deep Learning Data Science Automation Platform when it was launched on October 16, 2017.

As customers are looking to do faster and more sophisticated analytics with AI technologies, Razorthink can be a perfect partner to help them

accomplish this goal. Oliver says, “The Razorthink BigBrain platform has the flexibility and power to solve multiple business problems - giving organizations the capability to apply AI across the organization through an efficient and manageable approach.”

For example, Razorthink Customer Predictor AIs predict customer behavior with superior accuracy based on behavior patterns, micro-segmentation and demographic information. Razorthink AIs can predict whether a customer will cancel a subscription, stop using a product/service, or respond to a competitive offer. By identifying these insights well in advance, companies have the specific intelligence and time to take actions that will impact outcomes.

Razorthink BigBrain enables AI teams to build comprehensive Deep Learning systems that run on a single AI platform using hybrid Machine Learning and Deep Learning models. Unlike simple AI data modeling tools, Razorthink’s platform supports the entire AI solution lifecycle, including data preparation, model building, model deployment and continuous optimization. BigBrain also accelerates data



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modeling through a unique visual drag and drop model builder.

This year, the company will add Conversational AI, Explainable AI and Human-in-the-loop to the Razorthink BigBrain platform. These new capabilities will provide organizations with greater transparency and confidence in Deep Learning models and expand the use of the platform outside the traditional AI and data science teams.

Oliver explains, “As machine learning models become more complex, humans need to understand how an AI made a decision and why it made the decision. This will be of great benefit to processes that need to be audited and also give users greater confidence in AI overall.”

The company has been recognized by the industry with prestigious awards such as the 2017 Red Herring North America Top 100 Winner and The Alconics – World’s Best AI Innovators in 2017 in its short history. The company has been one of the most sought after AI companies in US. It is growing fast with a passionate team of data scientists, machine learning experts and developers. Going forward, the company will continue to help enterprises rapidly create intelligent systems that drive superior decisions, highly efficient processes and ideal outcomes. **III**

