

Make Possible, The Impossible in FMCG

Unlocking AI's true potential
in FMCG for the greater good.



QUANTUM
ARTIFICIAL INTELLIGENCE

Our Technologies

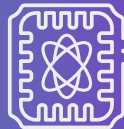


Big Data

Truly understand
your business

Edge

Leverage
Distributed
Computing



Quantum Computing

Powering AI
Solutions

Blockchain

Powerful
performance,
better security



Algorithms

Our unique
proprietary
technology

NFTs

A more secure
and fair digital
ecosystem



Why Quantum?

Data is the last frontier when it comes to competitive advantage. Being able to identify, collate, mine, and interpret your business data – and act on it – provides new avenues for innovation, automation, and growth, irrespective of the market you operate in.

With a full intelligent solution suite, powered by the latest developments in AI and machine learning, Quantum AI can help your organisation unlock business intelligence with AI, spot trends and patterns in big data with deep learning, and remain secure.

Trusted in the industry, we have created a secure AI platform on the basis of next-generation methods, including future concepts of Quantum Computing, for the modern organisation. We provide business insights, pattern & trend learning, and self-learning.

Quantum helps organisations across sectors achieve leaps forward by providing tailor-made AI-driven solutions that apply Deep Learning, Machine Learning and Artificial Intelligence to rapidly resolve business challenges and unlock intelligence. And we're committed to doing this in an ethical manner.

Our mission is to help businesses apply the best aspects of AI to their business through innovative technology, services and solutions that automate mundane, repetitive tasks, create a competitive edge or improve security. And our objective is always to do so in a manner that augments and informs the activity of your human workforce. AI to assist - not to replace.

Our Solutions: Tomorrow's Technology Today

Intelligence that drives innovation, security and growth

Quantum AI deliver a powerful suite of ground-breaking technologies that help organisations across sectors overcome critical business challenges through the very best in Deep Learning and Machine Learning applications. These applications are underpinned and accelerated by harnessing the power of quantum and edge technologies, and combined with our unique algorithms, deliver faster, deeper and more accurate intelligence for your business.

Quantum Computing

We build intelligent software for organisations of varying operations; creating the opportunity for individuals to do great things with a dynamic AI engine growing with you and your organisation to make better-informed decisions.

The Quantum platform is a real-time, AI-centric product that works intelligently with self-governance. Once calibrated for your requirements, it's then able to self-learn, self-heal, and adapt to deliver insights and performance or security improvements you didn't know were possible.

Machine Learning

Machine Learning can be a powerful tool across multiple parts of your organisation, with a breadth of capabilities that simply make work more efficient. At Quantum, we see Machine Learning as a powerful ally of your human workforce – Not a threat to them: By leveraging the power of Machine learning tools in the right way, you can free your teams from mundane, low value tasks, and enable them to concentrate on higher-value projects, while getting more of those mundane tasks done faster.

But the Power of AI goes far beyond this: its ability to constantly learn and adapt means it can help human workers find faster, more efficient ways of working themselves, as well as uncover new insights from data that inform more confident human decision making. In any industry where responsiveness counts, this can lead to significant advantage.

Deep Learning

Deep Learning takes the capabilities of Machine Learning to another level. This is particularly powerful in environments with “Big Data” challenges - large quantities of unstructured data, which simpler ML algorithms might struggle to fully understand, and where therefore, commercial or security insights may be missed.

DL therefore incorporates a significant training stage during which it compares data characteristics and teaches itself how to behave when it encounters similar data the next occasion. And the benefits of this can be felt across almost any business unit, from manufacturing and logistics, through to Human Resources and Payroll. Deep learning helps to disentangle any number of abstract data sets and select which features improve performance, continually providing better insights as a result.

DDNA

Cybersecurity is a constant technological battle between security and IT professionals seeking to secure their businesses and threat actors looking to compromise it. Increasingly, artificial intelligence has a powerful role to play in keeping intruders out, whilst allowing verified users easy access to the tools and data they need to fulfil their jobs.

Being able to strike the balance between high security and ease of use is critical, and it's where Quantum's Digital DNA platform really comes into its own.

By applying AI to existing security products – whether at the end-user level (such as Single Sign-On Identity Access Management) through to far-reaching SOAR and SASE applications, Quantum DDNA levels up every aspect of your security perimeter. User behaviours are tracked and mapped against 'known' behaviours, with any changes flagged, while deep learning can be leveraged to inform – and automate better network and application design with a SASE framework.

Applying Quantum AI to FMCG

Putting the Fast in FMCG

In FMCG, it's not just the goods that move fast. Consumer trends change rapidly, just-in-time supply chains and next-day deliveries are becoming the norm, and product innovations are expected with every seasonal update.

The reputational and material costs of failing on any of these fronts can be catastrophic, so it is unsurprising that the predictive and deep analytical powers of AI are increasingly put to use by manufacturers, advertisers and retailers.

Giving Context to the P&L

Business decisions don't operate in isolation: there are any number of unseen factors affecting purchasing behaviour and influencing stock control which, without AI, would go unnoticed: can last season's run of winter coats, for example, be attributed to a particularly cold spell, media scaremongering about a "Beast from the East", or a great marketing campaign?

To truly get the answer to questions like these – answers that could directly impact future business performance, you need to combine, and mine multiple data sets from across the business and outside. And this is where Quantum's Artificial Intelligence can really come into its own.

Optimising Opportunities for Purchase

Understanding what really makes customers buy products is the holy grail for many FMCG marketers. Traditional research methods such as observation, focus groups and surveys all have their flaws and are subject to various biases, and weaving together an accurate picture of behaviour across such different data collection methods may sound impossible, but it's a task like this where AI and Deep Learning can truly add value.

By using big data algorithms, combined with visual analysis of in-store cameras, environmental factors, and an almost endless list of other criteria, AI can not only help understand why customers have bought, but can inform the placement of goods in store, the language used in ads, even the sizes and shapes of packaging for maximum uptake in future.

Bringing artificial intelligence and data analysis to supply and demand



Automated Intelligence

Manage the routine tasks by implementing this and leaving it to run for monitoring and re-checking.



Supportive Intelligence

A series of capabilities to support people, and complete projects and tasks quickly and accurately.



Full Autonomous Intelligence

Allows challenging, mundane, and repetitive tasks to be fully automated, and self-improving, unsupervised.

Take the **Next Step**

Whatever your data or security challenge, we possess the expertise, technology and mindset to make a transformative difference to your business.

To arrange a demonstration, schedule a detailed briefing, or simply to talk about your challenges, please get in touch on:

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