Percipion™
Master the context behind your data

Employees, in many situations, must read reports, documents, emails, or messages. They must identify, understand and associate precise semantics to extract meaning before being able to make a decision and act. These processes requiring human intelligence are executed by people, because it is difficult to modernize them with traditional technologies.

An example, Paul works in the marketing team. Daily, he analyzes market studies to measure the performance of campaigns. He also monitors newsletters, articles, and posts on social networks to evaluate the actions of competitors.

Sophie belongs to the human resources team. She reviews resume and cover letters to select candidates. She also processes feedback from employee satisfaction surveys to improve the internal climate.

Bertrand takes care of customer support. He reads users' messages to identify and solve their problems. He prioritizes the complaints of dissatisfied customers to quickly regain their trust.

As for Kate, she prepares a sales meeting every week. She consults the CRM scores to evaluate customer interactions. This allows her to define an appropriate and effective sales strategy.

Thierry, cybersecurity analyst, audits internal communications. He detects potential intellectual property leaks, frauds, or scams. His objective: to prevent major financial losses for the company.

Isabelle works at the legal department. She reviews documents and customer comments on social networks. This helps her assess the reputation of the company, its products and its services, to enrich her M&A report.

This work is time-consuming, teams can spend hours, even whole days reviewing texts and communications. They must read, understand, identify precise semantics, and associate them with each other to extract meaning from this conglomeration of information before making a decision and act.

Human understanding capabilities are tainted by subjectivity. Tiredness and inattention could strangle concentration abilities, causing oblivion and difficulties linking useful information together. Foremost, lack of prior knowledge about a specific subject can cause a lack of precision in contextual semantics category identification.

All of this can lead to an alteration in the objective understanding of the content, from errors of interpretation, to omission of details caused by too fast reading or cognitive overload. This slowness and these errors will limit their decision-making agility.

Today, in companies, these processes requiring human intelligence are executed by people, since traditional technologies are inefficient to modernize them.

With us, companies will combine the capabilities of humans and machines to run together the same processes more efficiently.

To make this possible, after 8 years of research and development in neuroscience, cognitive and clinical psychology, linguistics, philosophy and computer sciences, we have created Percipion™. It is a Symbolic Cognitive AI platform, which is explainable, secure, trustworthy and sustainable, capable of reproducing human capabilities for processing of information and allowing transforming textual data into strategic insights for informed and quick decision-making.

It's a bit as if on this platform were working assistants capable of reading text, understanding it and grasping its nuances, identifying words and associating

them with concepts, extracting the meaning of the text through precise contextual analysis, to anticipate, reason and draw conclusions from it, produce reports, communicate and act.

Our approach begin with an in-depth diagnosis of existing business processes requiring the analysis of textual information. The goal of this phase is to qualify each processes to verify if they could be candidates for modernization and to be certain that their digitalization generates value. The identification of these opportunities will lead to the drafting of a value proposition.

Based on the identified modernization opportunities, we determine the activities that impacted. For each of them, it will be necessary to decide on the best modernization strategy to adopt, aligned with business goals, to plan the construction of your own secure Symbolic Cognitive AI platform.

Through our professional services, we help our customers to set up their platform, configure it and deploy optimized and automated analytical processes. We provide a platform designed to meet business requirements, with built-in encryption capabilities to protect sensitive data.

Percipion™ allows real-time analysis of data, whether internal or external to your organization. Its current version includes nearly services linkable all together to adapt Percipion™ to your business use cases. This functional set or scenario will then be executed by an orchestrator.

It can represent a given semantic context, composed of weak signals and strong signals. It can also understand content provided in natural language and reason in the manner of humans by making deductions, and providing accurate information to make decisions and act.

With this new technology, we, Aeteos™ help your business improve its decision-making and operational efficiency. Allowing you to build your own secure Symbolic Cognitive AI platform and modernize many use cases.

Finally, your teams can be supported and trained to ensure a smooth adoption at both functional and technical levels, transforming them into autonomous experts,

capable of operating Percipion™ and enriching its knowledge according to their needs.

As a partner of excellence in digital transformation for organizations evolving in critical contexts, our differentiation is based on our ability to empower our clients to become autonomous pioneers in the analysis of sensitive data. As well as to, design and operate their own bespoke platform to enhance data and reduce external exposures and dependencies.

Thanks to a holistic approach, we accelerate the analytical maturity of organizations. We offer tailored strategies to align language analytics capabilities with business priorities; optimized processes to structure secure and resilient analytics flows; 100% French innovative technologies to equip our clients with cutting-edge tools for understanding natural language and adapted encryption as well as change management services to ensure smooth adoption, sustainable autonomy and decision-making excellence.

For more information, visit our website at https://aeteos.com