



THINK BEYOND DATA

**Are you an SME based
in the Midlands?**

**Want to turn your data
into business growth?**

About us

• Data is at the heart of every company.
• From logistics, medical technologies, construction and manufacturing to marketing, research, education and design, we can help you make better sense of your data.

Aston University is offering tailored solutions to help small or medium-sized enterprises grow. Our £1.7m project is part-funded by the European Regional Development Fund (ERDF), bringing you artificial intelligence expertise at no cost to you.

We use artificial intelligence to gain real results. Applying expertise in machine learning, optimisation, data visualisation and analytics, we can help you use your data to:

- Automate and scale your business processes
- Find better, more efficient solutions
- Gain new insights and a deeper understanding of your business

Using some of the most advanced algorithms in the world and the latest academic thinking, our team of experts can help you turn your data into new products, new job opportunities and more efficient ways of working. If you are a Midlands-based small or medium-sized enterprise with big plans for the future, we can help – contact us today.

Artificial intelligence... real results

You may be considering artificial intelligence but are unsure where to start, or maybe you have already invested in new technologies but don't have the skilled people you need to get the most out of them.

Building the right team of skilled, in-house artificial intelligence experts can be an expensive process, one which your business may not have the time or resources to invest in. Yet without the right team to deliver the maximum potential from your technology, your business risks getting left behind.

Wherever you are on your artificial intelligence journey, we can help.

Our experts at Aston University are at the forefront of thinking in the field of artificial intelligence, constantly driving new research to expand the horizons of what these technologies can do. We are already working with companies across a wide range of sectors to find practical, real solutions to their problems.



Business benefits

Here are just some of the ways your company can benefit:

Automating and scaling your business processes

Do you have time-consuming, repetitive tasks that a computer could complete in a fraction of the time?

Automation can replace manually going through thousands of records to look for patterns, starting from scratch every time you calculate stock requirements, or checking complex data to ensure you meet regulatory requirements. If you have ever wondered if a computer could do all this for you, the answer is 'yes'.

We can create flexible algorithms to automate these processes for you, allowing you time to focus on the more interesting challenges that will really help your company grow.

Automating these processes makes them more intelligent and intuitive – and much faster. By detecting trends in your data, algorithms can make highly accurate predictions so you can confidently plan your company's future.

Huge quantities of information can be extracted and understood very quickly, then scaled up or down and rolled out across your company.

Providing better, more efficient solutions

What does 'better' look like? Is it doing things faster? Maybe reducing your costs or streamlining your processes?

Whatever you want to achieve for your business, we can help you make it a reality. First we work with you to understand your company's objectives and the relationships between them – which ones are set in stone, which can be more flexible and which depend on each other.

Then our experts will work on delivering a set of efficient, optimised solutions that meet your company's unique needs.

Decision-making becomes easy as you will be able to see everything from how much stock you need to how your customers will respond, or how complex systems will behave.

You will benefit from smarter ways of working, which make the most of your resources. With less waste, lower costs and more efficient processes, you will be able to channel your energies into growing your company.

The real beauty of automation is scale



Helping you gain new business insights and a deeper understanding

Do you feel overwhelmed by how many spreadsheets, charts and graphs your business generates?

Your business runs on data. Every transaction, every order, every customer interaction creates more data. So much data, in fact, that it can be hard to separate what's important from what's just background noise.

How much better would it be to have an efficient, interactive way of unlocking the potential of your data?

At Aston University, we can use machine learning to create visual analytics algorithms that let you take a more intuitive look at your data and how to use it.

With our support, you will see your data from a fresh angle, filtering out the noise so you can focus on the insights it is bringing you in a way that is more efficient and meaningful.

With a wealth of insights available to your company, it is time to think beyond data.



**THINK
BEYOND
DATA**

How we can support you?

Everything starts with the right model

From the relatively simple to the highly complex, a wide range of business problems can be represented in computing terms.

We will work with you to understand your objectives, then our algorithms can find solutions that meet your needs.

We use the latest research in artificial intelligence

Modelling allows us to make sense of your spreadsheets, graphs and records and turn them into something our algorithms can work with – essentially capturing, formalising and automating your business processes.

The right model makes accessing your data more efficient and meaningful. Imagine a visual representation you can interact with, see from different angles and gain a deeper understanding of what it is telling you.

We are already working across many different industries to help them think beyond their data and deliver tangible results. So the result could be virtual product prototypes that respond in real time as you modify your designs, architects' blueprints you can walk around to get a feel for the space, or even charts allowing you to see at a glance if a single reading is outside the normal range.

Expertise at no cost to you

The project is part-funded by the European Regional Development Fund (ERDF), allowing you to take advantage of our world-class expertise at no cost to you.

First we need to get to know you, so we start with a one- or two-day fact-finding session with one of our PhD-qualified research fellows. Together we will talk about the support you need, your ambitions and priorities, followed by our recommendations for taking your company to the next level. We use the latest research in artificial intelligence, machine learning, data visualisation, optimisation and analytics to work with your data.

Eligibility

Contact us

Is my company eligible for ERDF support?

You qualify for support if you:

- Are located in one of our target LEP areas – Greater Birmingham and Solihull, the Black Country or The Marches
- Have received less than 200,000 Euros De Minimis State Aid in the last three years
- Meet the EU definition of a small or medium-sized enterprise – employing fewer than 250 full-time staff (or the equivalent), with an annual turnover of up to 50 million Euros and / or an annual balance sheet of up to 43 million Euros

Not eligible?

For longer-term support – up to three years – try a Knowledge Transfer Partnership with us. Funded by Innovate UK, these allow you to deliver a specific, strategic innovation project through a knowledge-based partnership. We are one of the leaders in this area, with more nationally funded projects than any university in the West Midlands.

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