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New AI-powered virtual assistant for professional use

We're used to chatting with computers nowadays. We talk to Siri and Alexa, for example, in our homes and our cars. But for many companies, services of this kind aren't an option due to security classified data. Semcon has used the very latest in artificial intelligence to develop a revolutionary virtual assistant for professional use: SIA (Semcon Intelligent Assistant).

The more advanced the technology surrounding us, the more complex it is to maintain. Moreover, the data volumes that companies have to manage are becoming increasingly substantial. Another challenge is that data can be stored in the cloud or locally, and it can be saved in different formats and systems that may be locked or open. For a service technician needing answers to a specific question, it can be like looking for the proverbial needle in a haystack.

"Our unique data management solution allows us to structure corporate data and find links that the human brain simply couldn't perceive. This makes it possible to maintain access to the right information at all times, which makes for more efficient development and service, reduces costs and increases uptime," says Pär Ylander, Business Development Manager at Semcon.

SIA is able to reason and hold a discussion with the person talking to it to make sure the response is correct. This solution has been developed as part of a customer project and has been made possible thanks to Semcon's mix of various cutting-edge skills in the fields of product information and AI. A so-called data miner constantly searches for the latest information and builds up a semantic layer of ontologies, which allows SIA to find the right answers. The solution is based on Semcon's unique data management platform S^4, developed in-house, which means that all data in all the different systems can be linked.

"With the S^4 platform we can solve essential challenges for our customers by making unsorted data accessible and understandable for all end users. We make sure every company is given a custom solution based on its own specific needs, in areas such as servicing, business intelligence or paving the way for future AI initiatives," says Carl-Johan Aldén, Business Development Manager AI Solutions at Semcon.

Facts

- **Data mining** is the process of discovering patterns in large data sets, involving methods at the intersection of machine learning, statistics, and database systems.
- A **semantic layer** is used for mapping and categorizing complex data into data that a machine or human can understand and read with the help of ontologies for example.
- An **ontology** is a way of showing the properties of a subject area and how they are related, by defining a set of concepts and categories that represent the subject.

Find out more and view a video showing how the AI assistant works.

Images and film for download.

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Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2200 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2019, the Group reported annual sales of SEK 1.9 billion. Read more on semcon.com