

November 13, 2019 – Hans Steeman, *Dutch IT-channel*

## **Petuum: AI for everyone**

**The use of artificial intelligence can be useful in many industrial segments. Companies that specialize in AI are therefore often active in various markets. When visiting start-up Petuum, it was CTO and co-founder Qirong Ho who made this clear again.**

During the interview, Petuum showed a use case for the Petuum Industrial AI-pilot in the cement industry, (anything but a rapidly changing industry) and the medical world. In the context of Industry 4.0, the cement industry can use AI to steer its complex and coherent processes in the right direction. The medical world benefits from AI, for example, to analyze the X-rays and thus make the analysis more efficient, successful and of course cheaper.

The Petuum Industrial AI Autopilot ensures that the processes around the cement kilns work more efficiently, so that the quality of the cement remains the same or increases, production increases and energy consumption is reduced. CEMEX, a global supplier of building materials, has been working with Petuum on the development of this AI solution and reports a significant improvement in efficiency of around 7%.

### **AI**

Not everyone is aware of this, but the beginning of the cement production process is the milling of raw coarse-raw materials. Due to varying quality and specification, the process must be adjusted and optimized real-time and 24/7. Wrong settings lead to production loss, extra waste and instability of the complex process. A well-defined process is necessary and AI can manage this. The power of AI, accurate prediction and control, comes in handy here.

Qirong Ho: “In this application we use Petuum for the analysis of raw and extremely complex data. Because although cement production is more or less a standard

production process, it is a complex entity where digitization can help but is a challenge. AI can play a role in this and support cooperation between process steps. "

## **Healthcare**

AI can also offer many benefits in healthcare. Medical staff is very inefficient because there is a lot of control. This means that up to 35% of the time is lost. Analyzing X-rays is typically a process where AI can have major benefits. With the help of AI, an X-ray report session could be created automatically. Such an automation whereby AI can fill in the forms can significantly increase efficiency and allow doctors to do more work, says Qirong Ho. Thanks to this improvement, doctors can give more attention to patient care, the role for which they are used, in the same time.

The role of Petuum is underlined by Qirong Ho. Petuum creates AI processes that are necessary for the transition from a manual production line to an automated solution. Once the implementation is a fact, the model will be further propagated in other industrial sectors. Ho. "We want to ensure a worry-free managed AI infrastructure, advanced reusable AI components and powerful AI products that are on the shelf for implementation."

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