

Aera Technology is a pioneer in the growing category of Decision Intelligence – the technology to digitize, augment, and automate decision-making processes with AI and machine learning.

Companies today face a new and changing business landscape where there is a greater need for fast, accurate, and automated decision making. Decisions have become more complex, with increased volatility and numerous variables. Meeting this challenge requires integrating data, analytics, artificial intelligence, and automation into a unified capability that speeds up accurate decision making and automates processes.

Aera Technology provides Decision Intelligence to automate and scale decision making across your enterprise with accuracy and speed. Aera is trusted by market leaders in consumer packaged goods, pharmaceuticals, life sciences, chemicals, industrial manufacturing, technology, and more for our proven ability to generate value and unlock opportunities that were once out of reach.

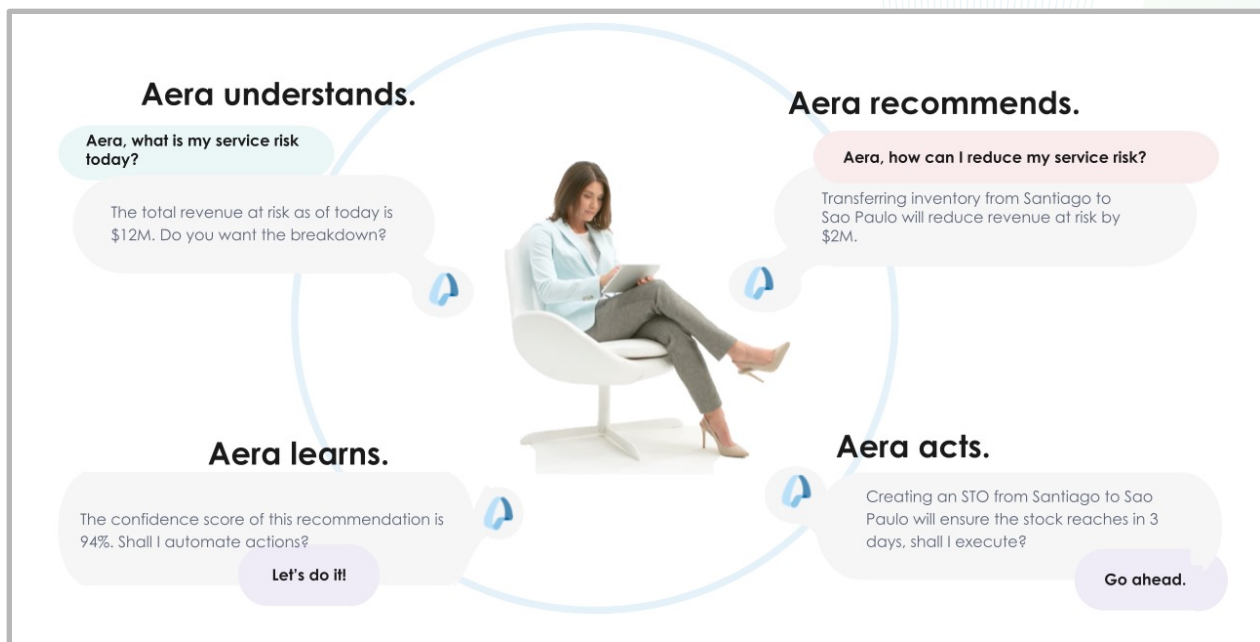
With Aera, you can transform your decision making, moving from people making decisions supported by machines to machines making decisions guided by people.

Meet Aera. The AI for Decision Automation.

Aera is a digital agent that works with you to make and execute decisions. Aera understands the problems you're facing and delivers real-time, data-driven recommendations that address them. Aera can alert you to actions you need to take (human in the loop) or take action for you as your confidence in the recommendations increases (human out of the loop). Aera learns from every decision to improve the effectiveness of future decisions.

“I’m excited to say at this point, we’ve got greater than a 90% acceptance rate around these decisions ... we can now start to take this innovation capability that’s helped to accelerate our journey and apply it to other product categories.”

– Sasha Paillet Koff
Sr. Vice President, Digital Supply Chain
Dell Technologies



Aera's voice and natural language interface offers a truly conversational experience — delivering real-time insights and meaningful recommendations to solve complex challenges, speed decision making, and generate value. With every recommendation, Aera gives you full visibility into the contextual data and intelligence supporting the recommendation, down to the transaction level. Decisions and actions can be executed with a click, tap, or voice command on desktop or via the Aera mobile app.

“[One of] the benefits that we measure ... is decision velocity, it’s not only the decision itself, but how quickly you can then push that decision so you’re given a competitive advantage when the market changes, or your customer changes, or your consumer changes.”

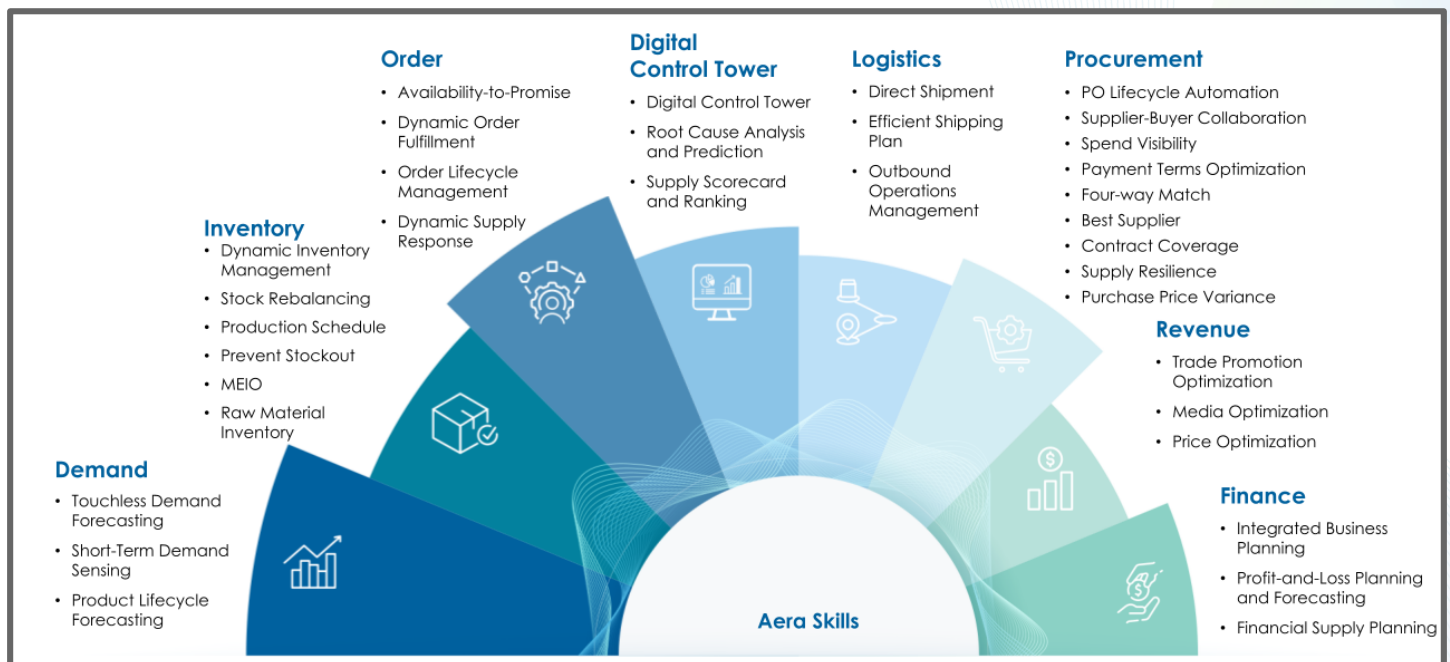
– Wendy Herrick
 Head of Customer Operations North America
Unilever

Aera’s Skills Solve Business Challenges Across Your Enterprise

With Skills, Aera digitizes decisions and orchestrates systems across supply chain, procurement, finance, marketing & trade promotions, and more.

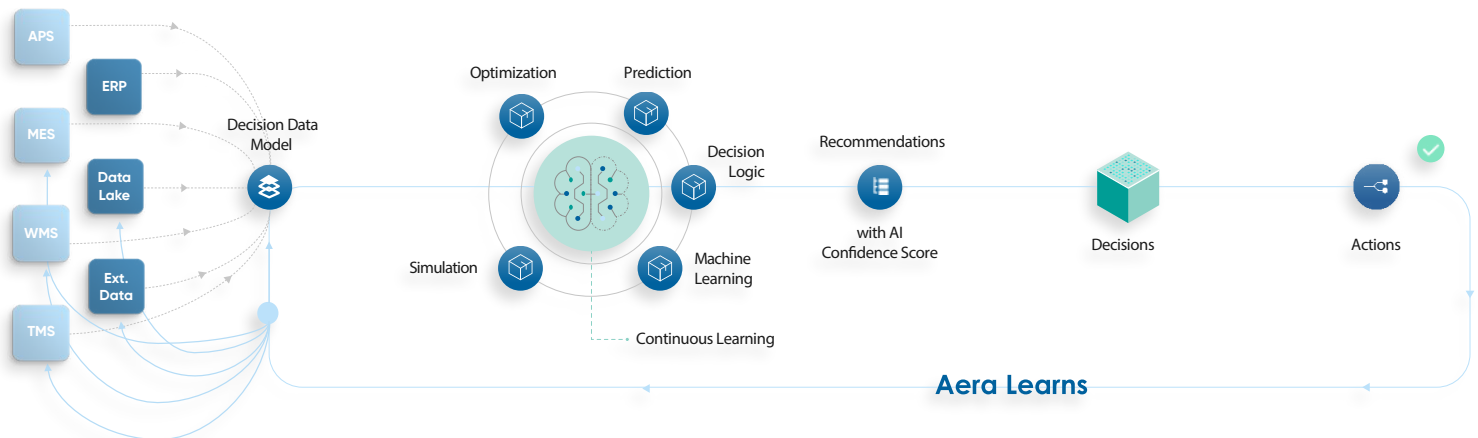
Skills give Aera the ability to understand, recommend, act, and learn for any set of business decision needs. They aggregate and harmonize data in real time, and apply artificial intelligence and decision logic to make recommendations. They also orchestrate changes in your existing systems to execute decisions autonomously, while continuously learning to improve future recommendations.

Given the ever-changing nature of business, Aera is designed to empower you to be self-sufficient and adaptable. Built on the Aera Decision Cloud™ platform, Skills can be quickly configured for any area of your enterprise. As the business environment changes, you can easily adapt your Skills to remain ready for whatever the future brings.



Aera Skills are Built on the Aera Decision Cloud™

Aera Decision Cloud™ combines the best of AI, automation, and data & analytics technologies to manage and build your enterprise-wide decision Skills.



To execute decisions at scale, Aera Decision Cloud™ provides a comprehensive, composable, scalable, and trusted platform with the following capabilities to help you make faster, more effective decisions.

- Aera aggregates data across systems and harmonizes them into a **Decision Data Model™**.
- **Aera Cortex™** applies intelligence to understand the situation, predict outcomes, evaluate alternatives, and identify the best option.
- Aera engages with users, surfacing optimal recommendations for review or applying business rules to automate selected decisions.
- Aera executes your selected actions and captures decision outputs.
- With its continuous learning capability, Aera records and analyzes historical decisions and outcomes to improve future recommendations and drive automation.

Aera Delivers Rapid Time To Value and Value Over Time

Aera delivers value quickly. You can test drive Aera with your data in less than 4 weeks and achieve business results with a fully implemented Skill in less than 14 weeks. By increasing the level of automation and applying Aera to more decisions, your value increases over time. Many of our customers start with a small number of skills and grow to achieve larger goals — for example, one customer is on a path to automate 85% of the decisions in their business, while another plans to transform their customer operations through the lifecycle of every customer order.

With Aera, teams have more time to focus on strategic and valuable tasks – and enterprises can navigate market changes more quickly than before. With years of experience and expertise in the Decision Intelligence space, our goal is simple: to help your business operate more sustainably, intelligently, and efficiently, one decision at a time.

Meet Aera today.

Learn more at aeratechnology.com

Corporate Headquarters

707 California Street
Mountain View, CA 94041
+1 (408) 524 - 2222
info@aeratechnology.com