

THANKS TO DATRIX, THE FIRST ITALIAN BANKING AI FACTORY IS BORN

The Datrix Group, through its AI modelling company ARAMIX, has supported a leading Italian banking group in the development of an AI-based programme aimed at the cross-functional improvement of its business processes thanks to Generative AI.

Milan, April 3, 2024 - Datrix, an international group listed on Euronext Growth Milan that develops Artificial Intelligence solutions and applications to accelerate the data-driven growth of companies through highly specialised tech companies, is proud to announce that **it has supported a leading Italian banking operator in the design and activation of a system for the end-to-end management of Artificial Intelligence solutions**, through a technological infrastructure to prototype, develop, engineer and monitor the algorithms released by the AI application factory, with particular attention to compliance with regulatory requirements on Responsible AI issues.

Thanks to this AI-based programme, the banking institution will be able to take advantage of an environment to produce, use, monitor and evolve a broad portfolio of specific AI solutions (traditional rather than generative). These solutions, now being implemented, will be aimed at simplifying and automating lower value-added operations that traditionally constitute significant workloads for internal teams.

Through the introduction of these innovative technologies, the transformation and automation of operations with a view to sustainability and efficiency becomes the strategic lever for productivity and efficiency growth by allowing people to focus on the more conceptual and controlling aspects, also enabling new dimensions of problem and situation analysis, and **creating new skills** capable of using these new technologies.

A further aspect is that, having equipped itself with an in-house AI Factory, with strong specific skills, the banking institution, in addition to improving its own business processes, ensures itself the possibility of pro-actively and preventively managing vendor lock-in risks, making itself independent in terms of costs and skills, interoperable with third-party certified solutions, and in full compliance with all industry regulations and its own highest corporate standards.

Fabrizio Milano D'Aragona, CEO and co-founder Datrix Group, said: *"At a time when there is so much talk about AI, we want to be leaders in 'doing'. AI is a powerful enabler of data, and thanks to our cutting-edge proprietary software and the technological resources of the Group's member companies, we shape solutions that make tangible improvements to business processes in every production and industrial environment. With this project, Datrix positions itself at the forefront of digital transformation in the banking sector as well. We are proud to be working alongside one of Italy's leading banks to equip it with an advanced platform that, through sophisticated algorithms, can personalise banking services, improve operational efficiency and anticipate customers' needs. An extremely practical AI-based project that will bring added value in terms of case histories of AI implementation in the corporate sector. By automating complex processes, processing times will be reduced, and the efficiency of banking services increased, allowing internal staff to focus on high value-added tasks".*

ABOUT DATRIX

*Datrix is an international group, listed on Euronext Growth Milan, that develops Artificial Intelligence solutions and applications to accelerate data-driven business growth through highly specialised technology companies in vertical markets. The Group operates with AI-based solutions in 2 business areas: **AI for Data Monetisation** (to maximise growth opportunities in the Martech, AdTech and FinTech sectors by transforming data into tangible value) and **AI for Industrial/Business Processes** (to optimise the efficiency of industrial and business processes, including energy plants, transport infrastructures, production processes and logistics).*

*Since 2019, Datrix has accelerated its growth path through acquisitions in Italy and abroad. Today the Datrix Group includes the following brands: **Aramix, FinScience, ByTek and Adapex.***

*Datrix is also a technology partner of international consortia for important **research and development** projects (funded by the European Union and Italy) based on artificial intelligence algorithms in the financial, biomedical and cybersecurity sectors.*

Datrix operates in Italy (Milan, Rome, Cagliari, Viterbo), the United States and UAE.

For further details please visit datrixgroup.com.

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