



Brand Story

With the 4th Industrial Revolution and advancements in IoT, mobile and social media, big data is growing at an explosive rate. The ability to effectively understand and utilize data is now more important than ever.

Technology has accordingly advanced to help business decision-making. For example, descriptive analytics analyzes what has happened, predictive analytics predicts what could happen, while prescriptive analytics recommends what we should do.

Brightics AI is a combination of the words Brightics (bright + analytics) and AI. As Samsung SDS's AI-based advanced analytics platform applied with cutting-edge technologies such as deep learning, it processes large volumes of data to enable business innovation for customers across a wide range of industries.

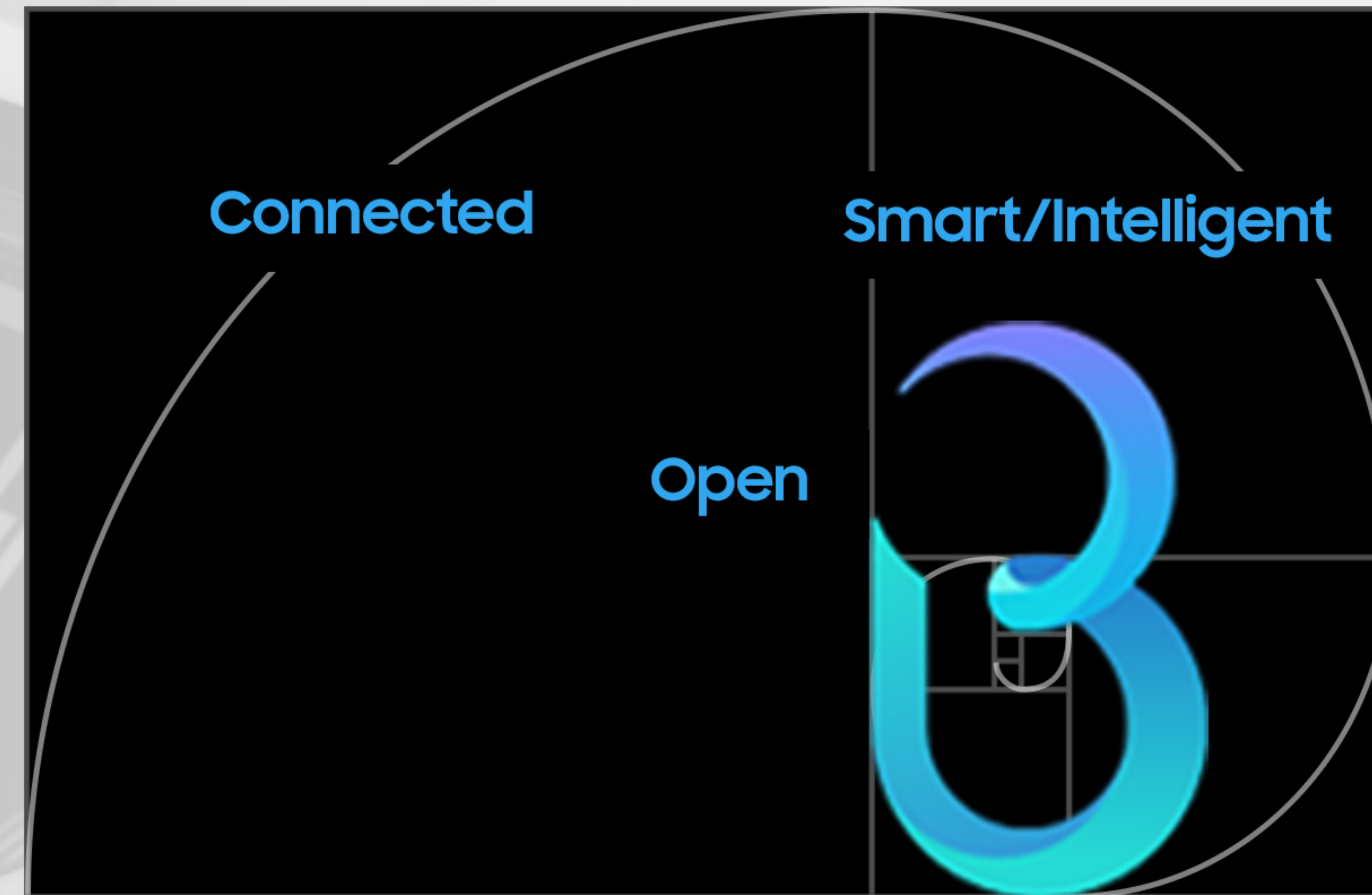
Brightics AI was first applied to manufacturing for swift defect detection and response through manufacturing equipment signal pattern analysis. From logistics monitoring to consumer lifecycle prediction, Brightics AI is continuously evolving to enable the business innovation of customers across a wide range of industries.

Make smarter, faster, and easier decisions with Brightics AI.

Symbol

Brightics AI is an analytics platform driving on-site innovation for our customers by leveraging AI technologies such as big data, IoT and deep learning.

Stream B, the symbol, represents innovation through data streams. It symbolizes how Brightics AI is leading change beginning from customer touchpoints.



- Shape: The open space represents the scalability of Brightics AI driving change and innovation across all industries from manufacturing and logistics to retail. The dynamic free-flowing curves symbolizes Brightics AI's ability to intelligently analyze and interpret data with AI-based advanced analytics.
- Color: From blue to blue violet, the symbol's color spectrum represents Brightics AI's ability to create new business value through connectivity between various technologies and services.