

Custom Generative AI (GenAI) development

Nash
Tech.

Drive growth and innovation with purpose-built and state-of-the-art generative AI (GenAI) solutions

NashTech custom GenAI development services use large language models (LLMs) to build a private AI environment tailored to the specific needs of your organisation and focused on the use cases delivering the highest business impact.

Although several well-known GenAI tools are proving highly effective in driving operational efficiency, they are not typically hosted in a private environment. This means there is a risk that sensitive business information could become public.

Our GenAI environments are secure by design and use advanced technologies including retrieval augmented generation (RAG), application programming interfaces (APIs), robotic process automation (RPA) and others.

We also have a Generative AI [Accelerator](#), which cuts the development time and costs associated with GenAI projects significantly. It can be applied in any industry sector and customised to your use case and goals.

Overcome the barriers to GenAI adoption



Lack of expertise

Generative AI is a specialist and constantly evolving technology, so many organisations do not have the in-house expertise or resources to test and adopt it.



Integration

Developing a tailored solution often requires integration with existing systems, which involves multiple technologies and, consequently, a diverse skill set.



Proving the business case

Basing decisions purely on the past experiences of employees and backward-looking reports is risky, particularly in fast-moving or uncertain conditions.



Lack of understanding

Many businesses struggle to realise the range of ways GenAI can be applied or understand and articulate its possibilities and limitations.



Data security

Using publicly accessible GenAI solutions and sharing company-specific information can pose significant risks, including potential data breaches.

Case study:

Using AI to predict the likelihood of insurance renewals

Industry: Insurance

This UK insurance company partnered with NashTech to develop a custom tool that predicts the likelihood of customers likely to churn when their policy expires. The predictive tool is based on SageMaker and enables the insurance provider to personalise renewal prices and create targeted retention strategies. By taking a data-driven approach, the business can enhance customer retention and profitability.

- Reduced customer churn
- Increased renewal rates and profitability

Design a private, custom-built AI environment delivering business impact



Confidence to deploy

Our dedicated GenAI R&D team ensures we keep ahead of technology trends. Any updates are tested thoroughly before roll out.



Education

We can create custom demonstrations to visualise the value our GenAI solutions so your stakeholders understand its full potential.



Demonstrate business value

Identify, quantify and demonstrate the business value of your GenAI solution. Our team helps you define the best success metrics.



Security and compliance

Your GenAI solution is privately hosted on your infrastructure, so it is secure by design, while we are ISO27001 accredited and apply additional security measures.



Technical know-how

Our GenAI team includes architects, developers and professionals skilled in programming languages, as well as consultants and business analysts.

Generate powerful business outcomes with GenAI

Businesses of all sizes are looking to implement AI solutions to drive efficiency and automate manual, time-consuming processes. Working with NashTech ensures you have an experienced partner that understands both technology and the business impact it can deliver.

▪ Faster speed-to-market

Deploying our Generative AI [Accelerator](#) means your GenAI solution is deployed quickly, so that you can start identifying trends, patterns and making data-backed decisions.

▪ Technical and business expertise

Our team of experienced technical architects, developers, industry advisors and business analysts, ensure the solution works for you.

▪ Competitive edge

Your GenAI solution turns your business data into valuable insights and can also automate processes such as data entry or more complex tasks like quality control or fraud detection.

▪ Cloud-agnostic

Our GenAI solutions are hosted and managed in the cloud. Different data sources and systems including legacy can be integrated to prevent re-engineering should needs change.

▪ Powerful tool

By integrating your GenAI solution with different systems using APIs or RPA, you have access to powerful tools that go beyond data generation.

Focus on the AI opportunities that create the most value

With expertise in software engineering, quality assurance, API integration, AI, cloud architecture, data management and analytics, our team ensures your AI investments are selective and achieve impactful outcomes with speed and precision at a competitive price.

- **AI advisory** helping to shape your business objectives into a vision and executable roadmap.
- **Adaptive development service** for smaller teams, enabling rapid iteration with low initial investment.
- **Extensive experience deploying AI and ML in cloud platforms** like AWS, Azure and GCP.
- **Fine tune industry-leading AI technologies** to your unique business needs so that your investments deliver maximum returns.
- **Innovate faster with our AI and ML accelerators** addressing core use cases across sales, marketing, customer service, finance, people, legal and more.

Contact us

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