

Case Study

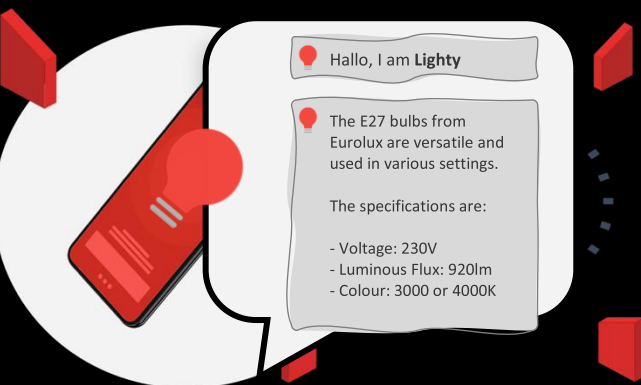


SOLUTION AREA: App Modernisation
 SOLUTION PLAY: Modernising Apps with Azure
 and Azure AI & IoT Devices
 TECHNICAL: Azure AI Services, CosmosDB

INDUSTRY: ... Distribution
 REGION: South Africa
 REACH: Global

Overview

By building a bespoke cloud powered chat interface, sales representatives can find product information, correlate specifications and build design suggestions for clients using generative AI.



Sales representatives at Eurolux needed to consult historic project case studies or product specifications to match a client's requirement to the most suitable product combinations. This time consuming part of the sales cycle often relied on the input of senior sales reps, slowing down the sales cycle.

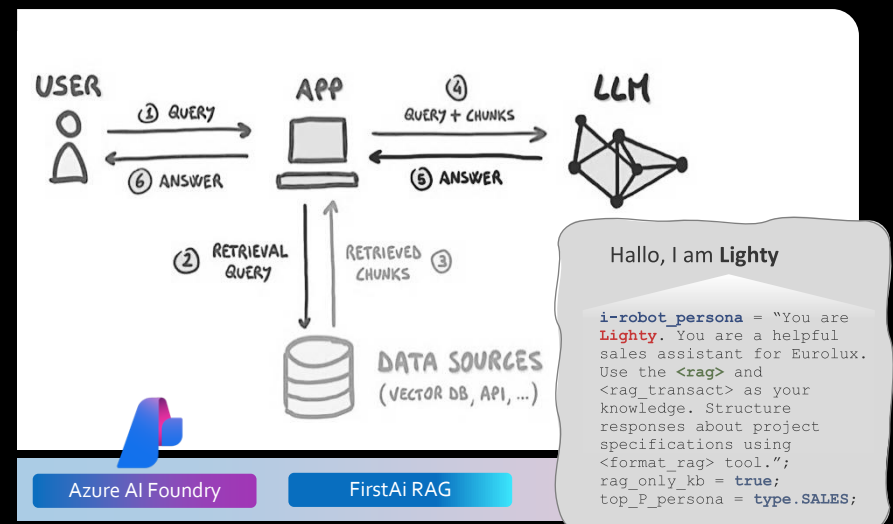
As an early adopter of generative AI, Eurolux is benefiting from intelligent access to existing company knowledge. This is resulting in rapid responses to client queries, and secures the knowledge of the company for the future.

Approach

Working closely with Eurolux senior management, First Technology identified the need to deploy generative AI as an emerging technology. After investigating various use cases, we agreed a viable business case to augment sales representatives with a generative AI chatbot. Using our template-based chatbot framework, we configured and deployed Lighty within a month, using an Azure AI RAG architecture.

Retrieval-Augmented Generation (RAG) is an AI technique that enhances language models by retrieving relevant information from a **known knowledge source** and integrating it into the model's response to **improve accuracy, reduce hallucinations**, and provide **up-to-date answers**.

User the First Technology AI RAG framework, built on top of the Azure AI Services and Azure App and Web Services, data is kept secure in the client's Azure tenant. Integrated authentication with EntraID allow only authenticated and authorised users to access the chatbot. Security and cost efficiency was achieved following an AI-based workload landing configuration, including selecting the most cost effective model from the Azure AI Foundry model catalogue.



Summary and Benefits

First Technology and Eurolux developed a generative AI knowledge system. The benefits of the solution:

- Gives users rapid and intelligent information from existing product knowledge
- New sales representatives are less reliant on domain and product knowledge from peers
- Lays the foundation for future projects, including being able to query stock, pricing and order status data from structured data sources, warehousing and ERP software



First Technology delivers expert IT solutions with deep industry experience, empowering businesses through advanced infrastructure, cloud, security, and managed services tailored to the evolving digital landscape. First Technology Digital is a specialist Innovation and generative AI division of the group.