

## think tank opens state-of-the-art data science and AI lab in Tunis to develop innovative solutions

**Munich, 05 September 2024. think tank Business Solutions, an expert in digital transformation and innovative technologies, is once again taking the path of innovation and opening its own AI and data science laboratory, AILAC, to take a leading role in this field.**

Establishing a lab and not just a competence center lays the foundation for future leadership in the domain and is a response to think tank's customers increasing deep-collaboration demand. The Tunis location underlines the strategic AI growth potential think tank sees in Africa.

With AILAC think tank answers the changing market reality. African customers are increasingly becoming "made in Africa" sensitive. Change aspects and specific customization, knowledge transfer and joint research and innovation projects require local affinity and Tunis with a 2.5 million population and excellent university clusters is the gateway to Africa.

Of course, AILAC will also service European markets and in particular the French and DACH markets through its offices in Munich and Zurich and their consulting partners in Europe. In this way, think tank takes into account the different market need, the highly dynamic explorative and experimental African markets as well as the mature and regulated European market. AILAC stands for "AI Out of Africa" and considers the specific needs of customers on a continent six times the size of the EU, with completely different prerequisites and development contexts.

"As artificial intelligence evolves from exotic use cases to E2E processes, and from megawatt data centers to edge intelligence in the tiniest of objects so does our clients' demand for real business intelligence. In Europe we see a strong trend towards joint research and innovation projects with our customers and of course AI Strategy and Governance are key topics and concerns, while African customers want to reap the benefits of being leap-scale adopters with many more degrees of freedom," says Alexander Vocelka, Senior AI Advisor at think tank.

"AILAC will develop completely new data science methods and machine learning models and work on cybernetic concepts as well as support the delivery of state-of-the-art business solutions," explains Mohamed Guermazi, Head of AILAC in Tunis.

"Digital transformation without intelligization will be impossible in the future. think tank's future expansion will be strongly driven by artificial intelligence solutions and with AILAC we set the course accordingly. AILAC is probably the most exciting step into the future for think tank since its foundation and we are very excited to release some of our new solutions as soon as this fall," explains Mohamed Chergui, founder and CEO of think tank.

AILAC products will range from intelligent business platforms and next generation digital assistants to complete industry specific business optimizers for SMEs. Research is being conducted in the area of maximum edge intelligence in remote objects and off-line machines as well as micro-sensors of all types.

### **About think tank**

think tank Business Solutions is a medium-sized company based in Munich with branches in Tunisia and Switzerland. The company has been offering business and IT consulting as well as innovative customised software solutions for the automotive, manufacturing and financial sectors for decades. As an expert in digital transformation and innovative technologies, think tank Business Solutions AG also supports customers on their path to agile transformation. Another focus of its business activities is information security. In the coming years, the company will also increasingly focus on artificial intelligence in its solutions.

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