



# PSYCHOLOGICAL COMPUTING



## ABOUT A SHOP CALLED FASHION CINDY

Hi, my name is Cindy. I'm the owner of a shop selling clothes. I've opened my first shop 15 years ago and since I had a lot of success. I now have 72 shops and my brand, Cindy Fashion, is well known.

As my business became bigger and bigger I was looking for more support and found cool tools. I'm not talking about these business intelligent tools which I used a while ago for reporting, I'm talking about advanced analytics. Just great. I can, like before, manage all my stock, have great dashboards but I can also have access to predictive analytics helping me to better serve my customers keeping a sharp insight about which clothes I have to order and in which quantity.

But sometimes regular customers don't buy anything. They cannot find what they are looking for. Cindy's business was running good but still, it could run better. But what to do, she does not know in advance what people will have in their mind. How can she forecast this?



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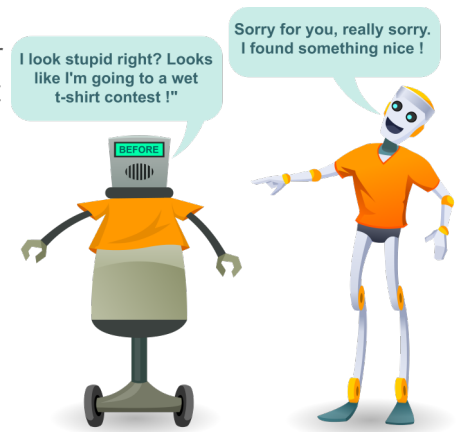
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## HOW COGNITION AND PSYCHOLOGY CAN HELP

Beamak could be of some help in this situation. Imagine this customer was looking for an orange t-shirt. A t-shirt is a piece of clothes that people buy in the summer time when it is hot. It is something casual with short sleeves. Since a t-shirt belongs to the clothes category, a system that is aware enough could be used to find within all objects belonging to this category one that is casual and has short sleeves and check in the inventory if an orange one is available. And you know what, the smart system found one, it is an orange short sleeve shirt. Yes, easy. It is easy for us because we are humans and we think this way. But the machine, as of today, is not thinking like this. And this is what Beamak can help you to achieve, make machines aware of the situation and find a way so that, in this case, customers are satisfied. In short, the machine is able to think and provide an alternative to this customer.



Beamak Smart Neuron is a software functional architecture which is designed to support cognitive and psychological features and can be used in such cases. Having access to a categorized structure made of the context related objects, Smart Neurons are able to operate in situations where the problem sets or the outcomes are not clearly defined.

### Beamak - We make machines think !

Beamak was created in 2016 by Cognitive Psychologists who worked for the French National Center for Scientific Research (C.N.R.S.) and the Computer Science Laboratory for Artificial Intelligence (LAFORIA).

Our functional cognitive architecture using core Psychological components brings to AI engines the ability to understand a context and adapt their attitudes to act and communicate. These components are using Beamak Smart Neuron concept which is processing data in a natural way.

Beamak is helping companies worldwide to accelerate their digital transformation by creating and designing AI solutions which includes cognitive and psychological features.

Founders of Beamak worked for over 20 years for leading consulting and technology companies such as Andersen Consulting, Accenture, Cap Gemini or Hewlett-Packard, managing over 200 projects for Fortune 500 companies in EMEA.

At Beamak, we love what we do and we stick to our promises. We would be glad to be part of your next journey.

Looking forward to work with you soon...

