

# Qlair

Your digital partners for integrated  
business solutions

# Qlair

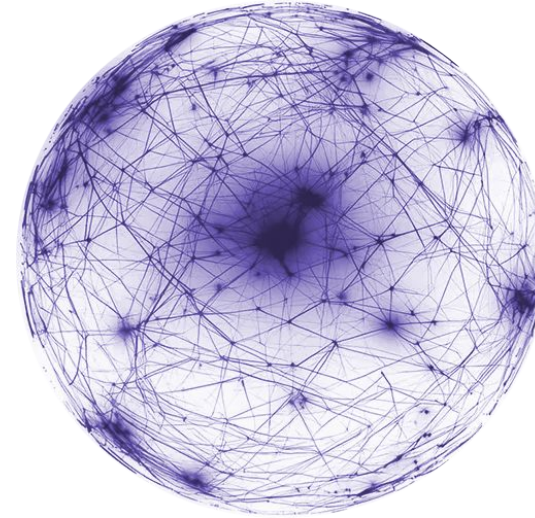
## Our identity

Sophisticated AI,  
strategy-led data solutions,  
business-centric results.

We bridge the gap between complex algorithms and business impact by fusing elite data science with a sharp business lens, impacting your top-line and to moving your bottom line forward:

We turn data into your most competitive asset

Marketing & GPG/FMCG, R&D,  
Manufacturing, CRO,  
global and EU customers



**BORN** from a vision to reshape  
the digital landscape

**BECOME** a beacon of innovation  
in the realm of data and AI



Trusted Partnership



E2E Solutions



People + Technology



Agility & Scalability

Qlair

# Real time Market Mix Modelling

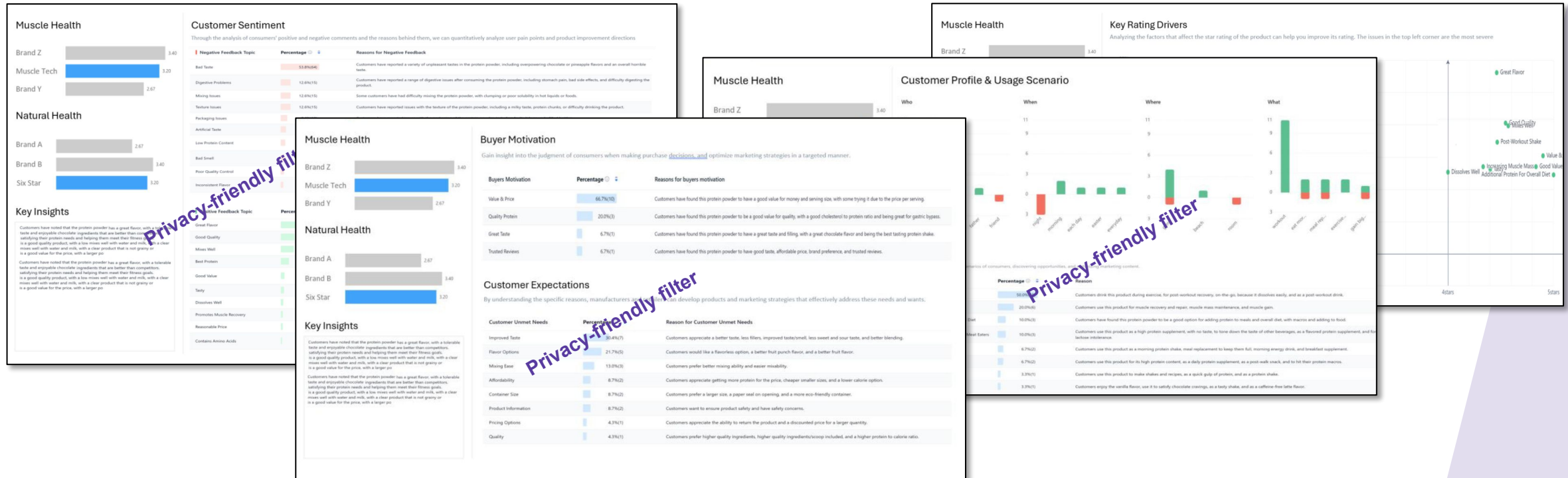
## Data-driven decisions and cultural change

Modern marketing moves at the speed of a scroll. Our MMM framework marries strategic, intuition and real-time data to reveal what is moving the needle. Multi-source, monthly insights and bespoke marketing performance analytics bring light on the efficacy of your campaigns while they are live, rather than after they've ended.

The end game of our solution is to turn your budget into a dynamic, data-driven, growth engine.



# Customer sensing



## Steering innovation with customer centricity

Our AI-fueled and expert-assisted customer sensing solution provides our FMCG clients quantitative, unbiased and bespoke insights on

- unmet customer needs, customer sentiments and perception analytics
- buyer motivation, user expectation map, analytics for major US retailers (online+offline)
- trending of key topics and rating drivers, at SKU level
- consumer profiling, penetration, basket analytics and usage scenarios

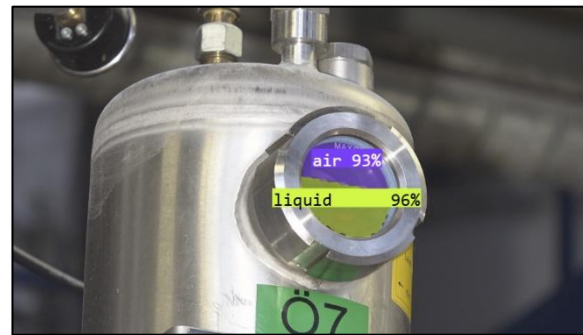
# Filling levels in manufacturing vessels

## AI-driven predictive maintenance

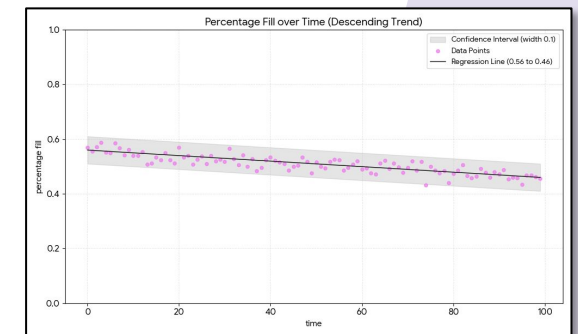
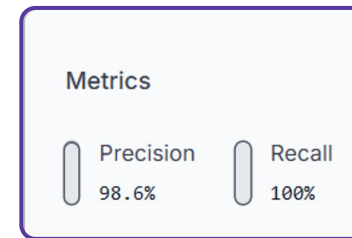
Our automated, real-time monitoring of manufacturing equipment is driven by best-in-class image analytics and helps our manufacturing clients to detect machinery behaviour and KPIs trends, to predict timely maintenance interventions



Original sample image



Automatic, AI-driven segmentation of air vs. liquid in the inspection window

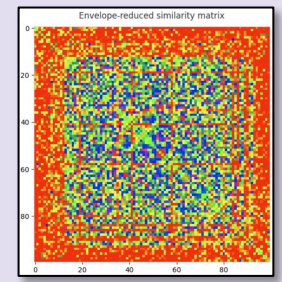
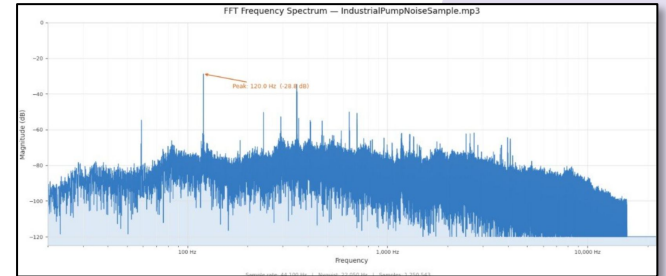
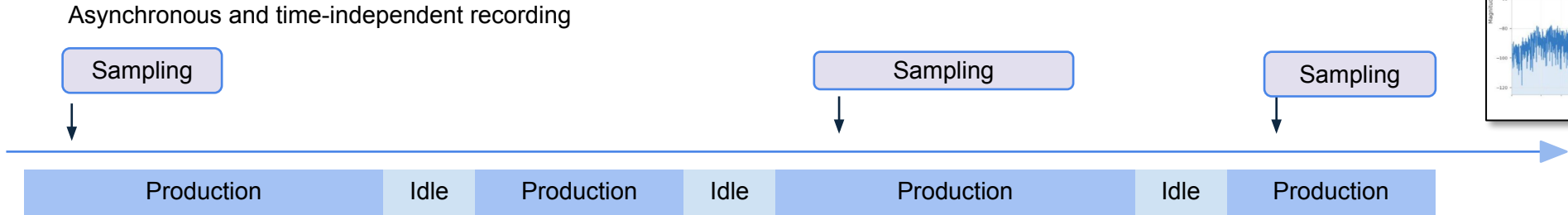


Trend analysis and identification of leaks

# UDA: Qlair's Ultrasonic Drift Analyser

## Use case

Effective maintenance schedules can be planned and deployed by predicting machine behavioural drifts. Qlair's Ultrasonic Drift Analyser **detects, quantifies and displays** hiccups, deviations and trends of machine behaviour without interfering with the manufacturing plant drum-beat



Old-school cool: a robust, hyper sensitive, noise resistant, statistical and signal-processing tool

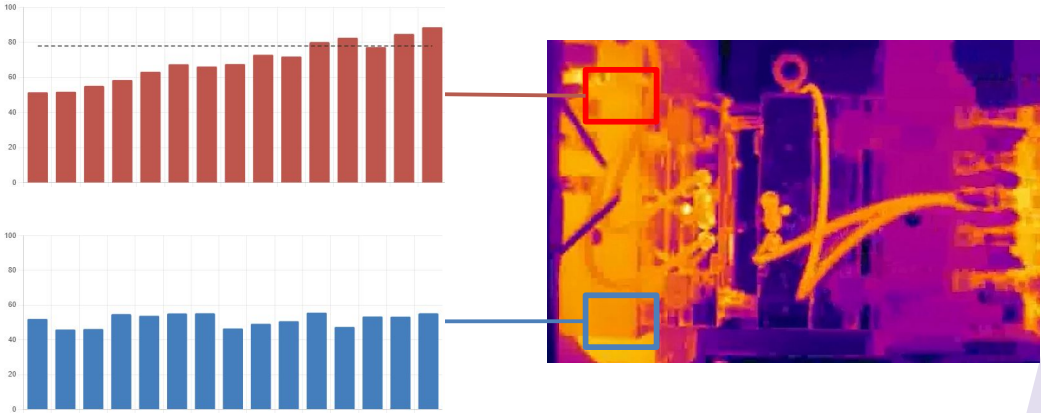
# Heat mapping

Tracking of thermal footprint of individual machinery components to identify and trend overheating of individual components

*Video - click me!*



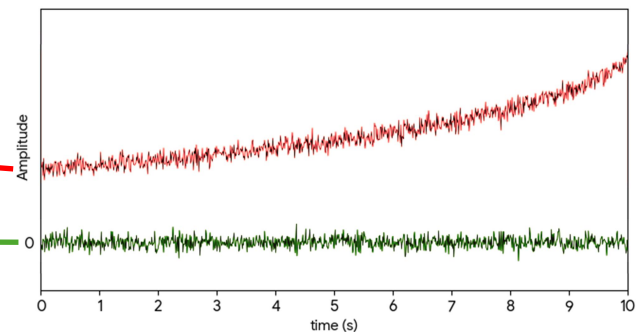
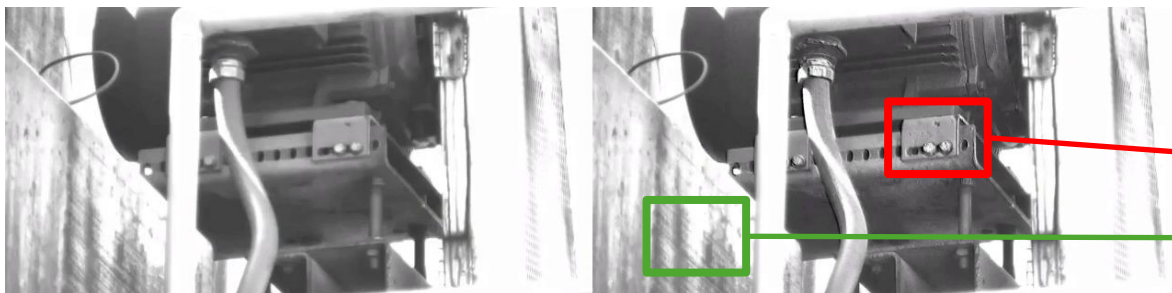
IR camera



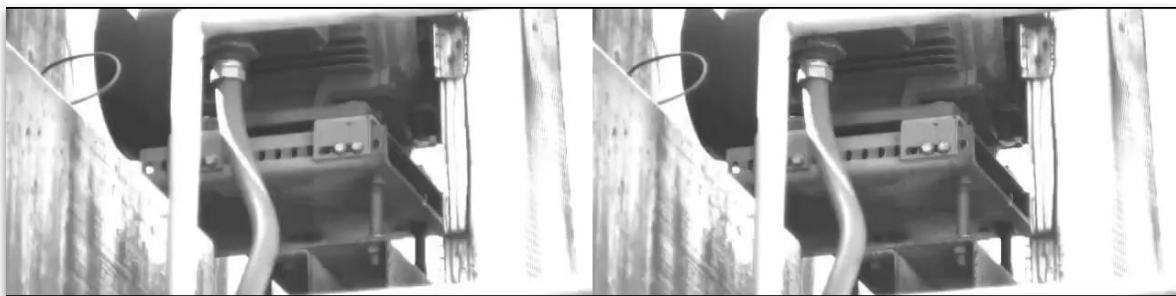
# The next level of predictive maintenance

Qlair's AI-based analysis of vibrating manufacturing equipment **makes the invisible visible** and enables to qualitatively and quantitatively detect:

- Acute failures and slowly degrading components
- Vibration trends in small, high precision components (electronics)
- Large, floor-wide installations (pumps, motors)



*Video - click me!*



*Video - click me!*



# Intelligent Lab Assistant

The image displays three sequential screenshots of the Intelligent Lab Assistant mobile application interface.

**Top Screenshot (Ready State):** Shows the app title "Intelligent Lab Assistant" and a blue "Tap to Record" button. Below the button, it says "Saved to history." and "00:00". A "Transcript" section contains a simulated text block: "— Simulated transcript (35s): 'This is a demo transcription. Replace with real ASR to get actual text.'" Below the transcript are buttons for "Download Recording", "Export Transcript", "Clear", and "Save to History". A "History" section at the bottom shows a recording entry for "10/30/2025, 8:28:51 AM" with a play button and a progress bar.

**Middle Screenshot (Recording State):** The "Tap to Record" button is replaced by a red "Recording... Tap to Stop" button. The status changes to "Recording — speak now." with a timer at "00:02". The transcript area is empty.

**Bottom Screenshot (Ready State):** The interface returns to the "Ready." state with the "Tap to Record" button. The transcript area is empty, and the history section shows "No recordings saved yet."

## Hands-free note taking, directly in the wet-lab

Our Intelligent AI assistant allows our CRO client to streamline wet-lab research activities granting **20% speed up** in R&D processes

- Hands-free, multilingual voice transcription
- Seamless integration of SOPs, note-taking and documentation
- Integration with LIMS and ELN systems
- Centralized, searchable, SOPs, documentation and media repository
- Enabling agility in fully GxP compliant environments

# Why Qlair?

## Because..

an AI transformations are 50% digital and 50% cultural.

Qlair is your partner to close the gaps between data&AI delivery and insights consumption, helping you to transition to a data-centric culture where data is a natural component of your daily business

## Because..

an AI transformation is a journey, yet value realization can happen today.

Value first: Qlair enables you to grow into your digital future in a fully agile manner, focusing on value creation from day zero and guaranteeing adoption, utilization and change

## Because..

IT vs. Business is a thing of the past.

Qlair is not a service organization: we are a business partner that creates solutions that are fully embedded, and woven into, your business processes and culture

## Because..

anybody can AI. We know **HOW**

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We know HOW



