

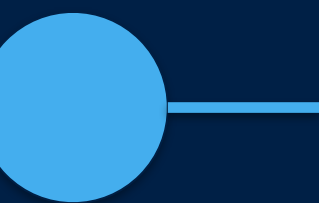
# It's about tech – Founder's Pitch

Machine Learning Architects Basel (MLAB)



Matthias Mau, Co-Founder & Managing Consultant

Basel, November 2023



# What's our story?

## SDN & the Digital Highway

*25+ years of  
one passion &  
one commitment  
for reliability*

(1) Assuring service level objectives (SLOs) in a continuously evolving software engineering world

(2) SLM, Load Testing & Monitoring

(3) Performance Engineering, APM & Unified Monitoring

(5) Digital Highway with new capabilities (SRE, Observability, CI/CD/CV, DataOps & MLOps) to enable reliable digital solutions.

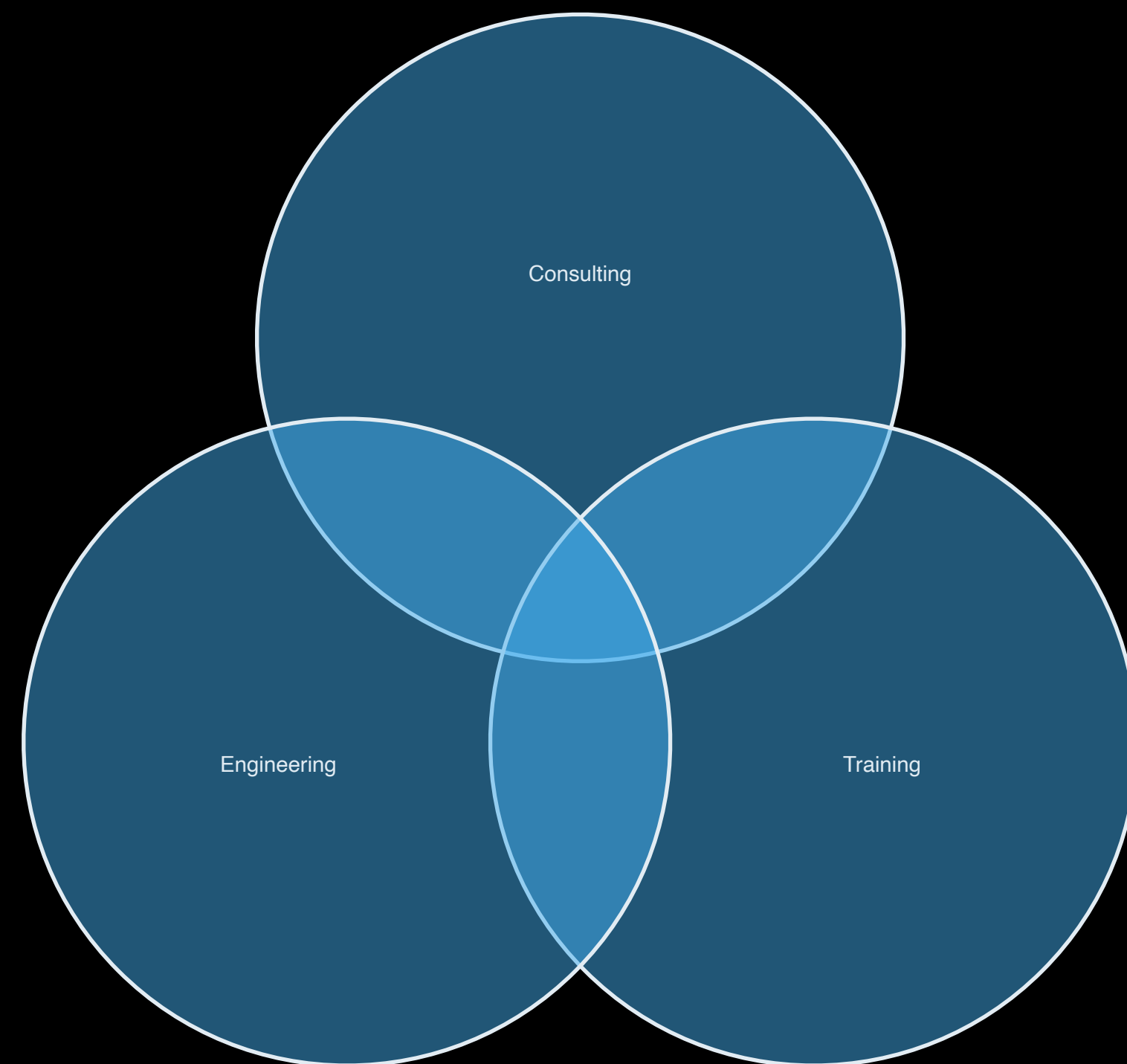
(4) Game Changers: DevOps, Cloud, (Big) Data, & Machine Learning

# Who & what are we?

One hub. Multiple expertise.

Enabling reliable digital solutions.

... in an agile organization of cells.



Designing & building  
the Digital Highway  
for Continuous Software Delivery



Effective Continuous Verification for  
Quality @ Speed of the  
Digital Highway



Designing & building  
the Digital Highway  
for Data- & ML-driven systems



Culture-first, holistic transformation  
initiatives towards the Digital Highway

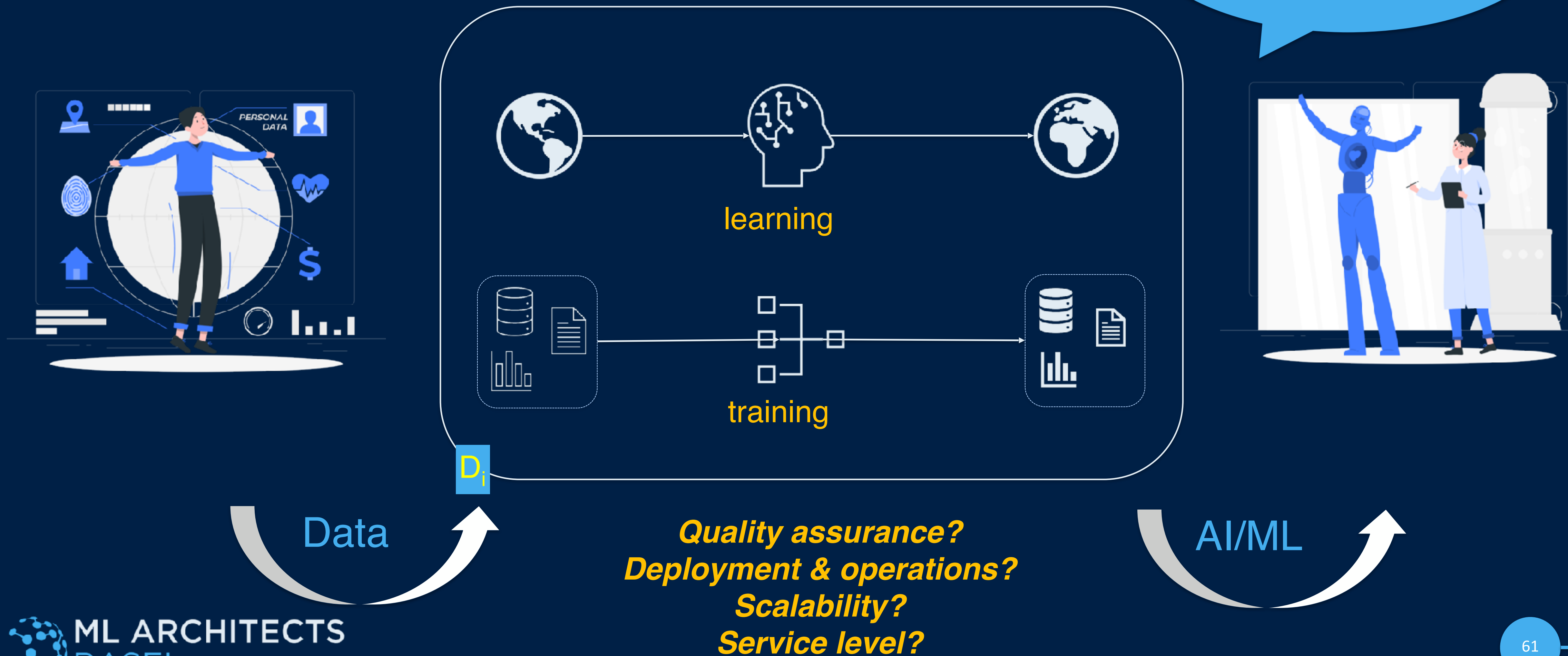


Effective training  
& innovation programs to build &  
operate the Digital Highway

# What problems do we solve?

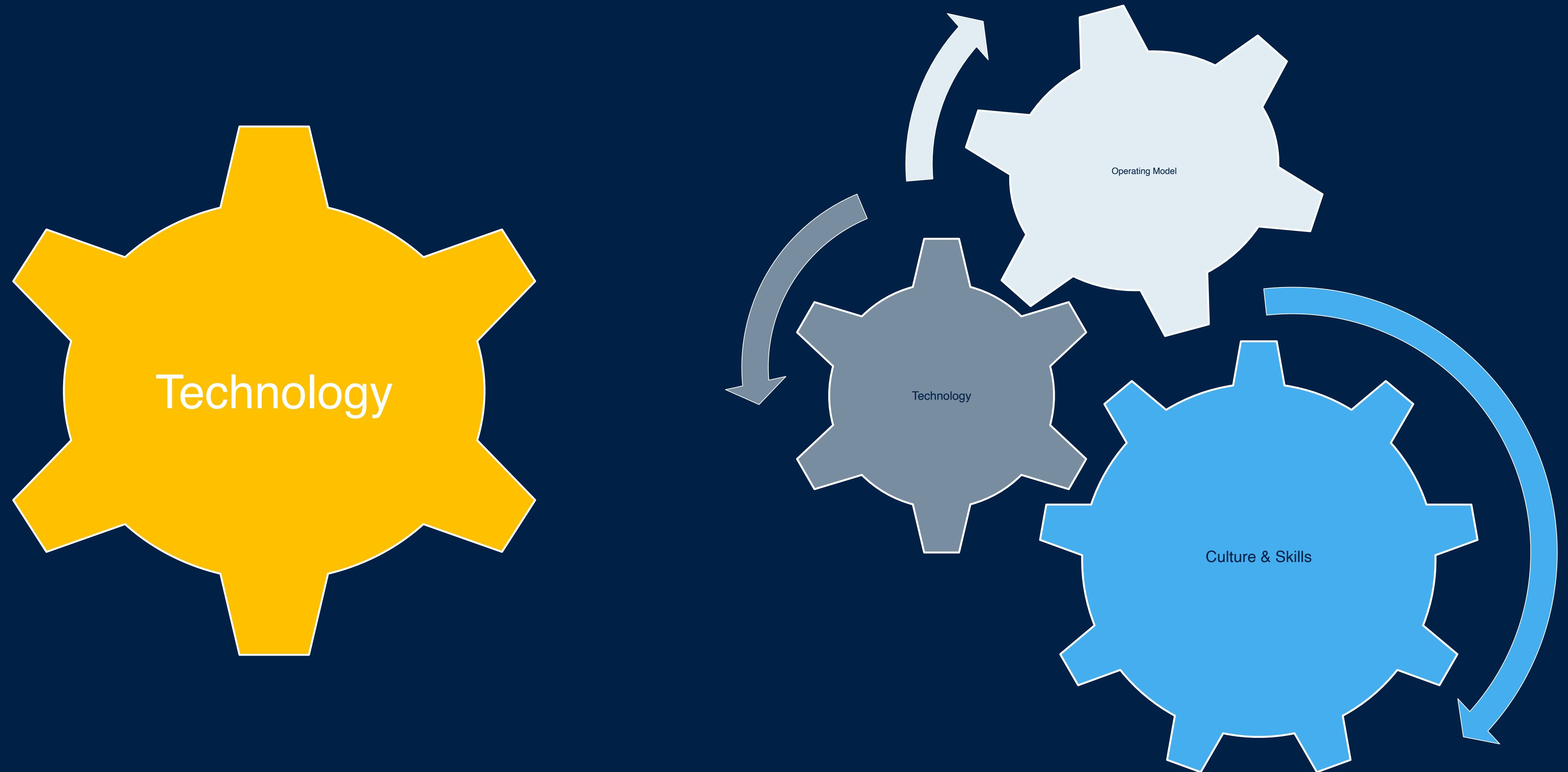
Data -> AI/ML -> Value ... is it that simple?

*Let's turn data into value!*



# Is it about tech?

Digital transformation challenges



# What is MLOps?

Tooling & technology related challenges

## ● DevOps

High software delivery velocity

Operations efficiency

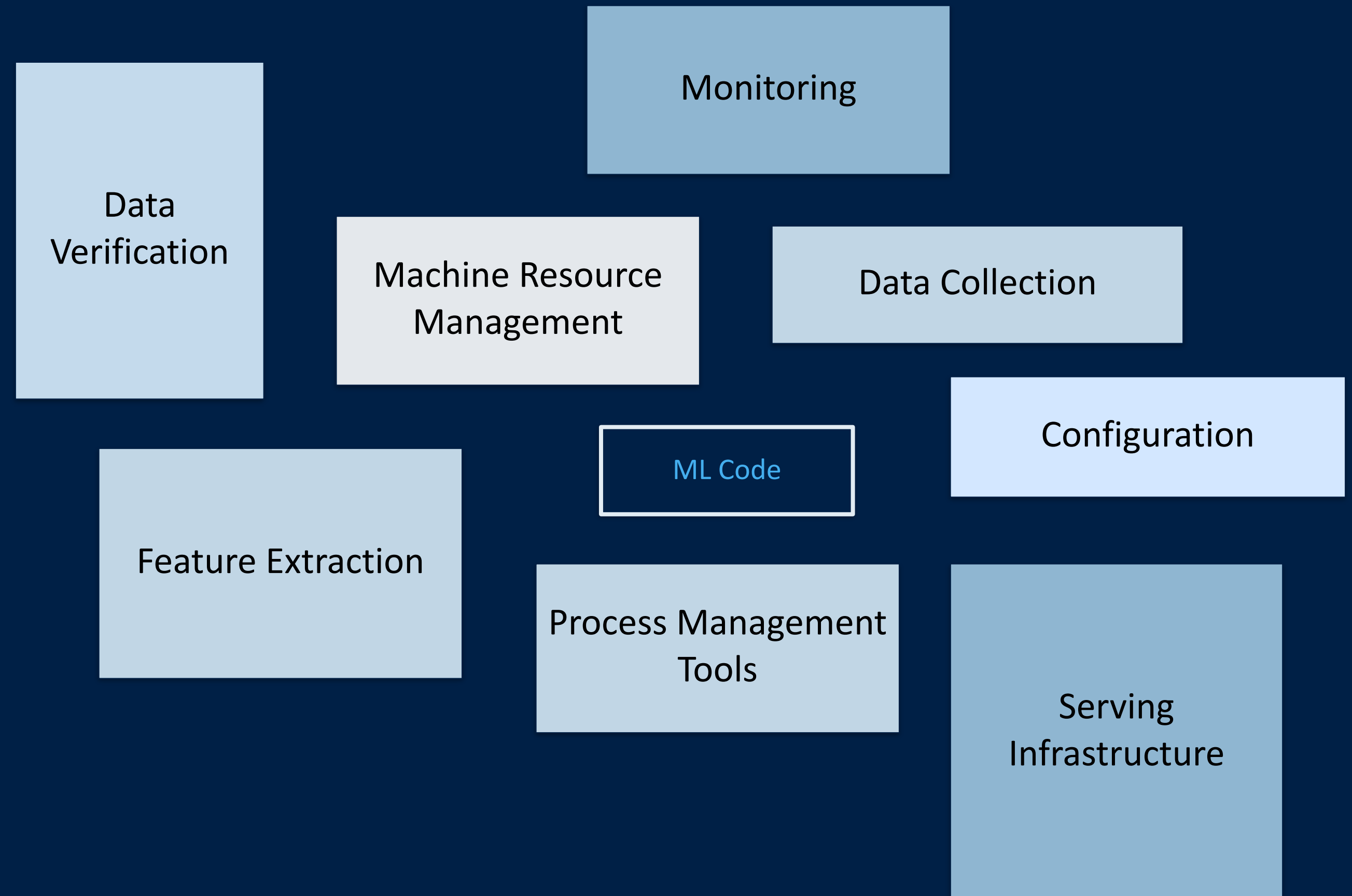
Service quality assurance / SLOs

## ● Data & ML

Algorithms complexity

Dynamic behaviour

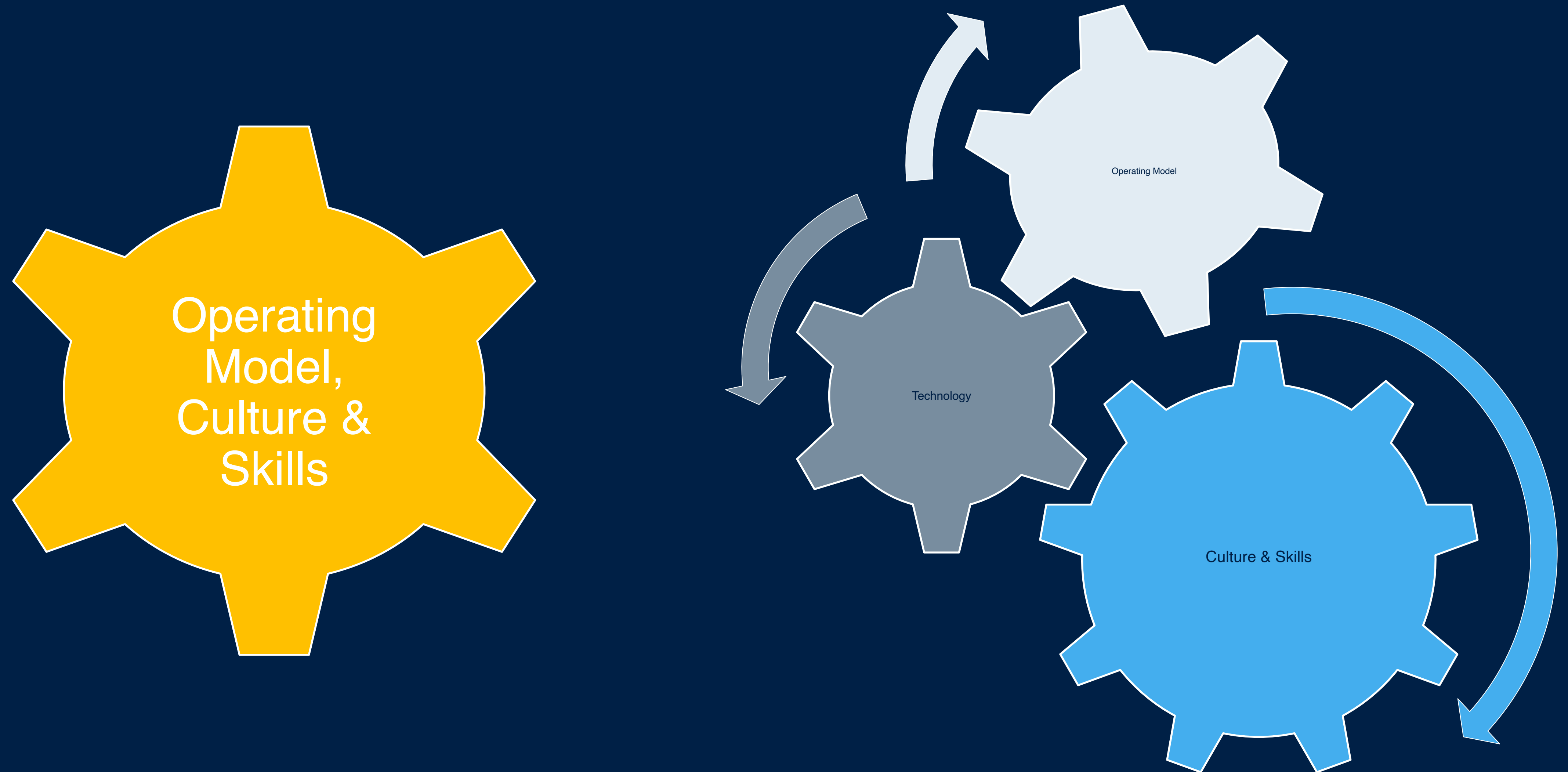
High dimensionality of data



*Adapted from: Scully et al, Google Inc, 2014: "Hidden Debt of Machine Learning Systems"*

# What about people, roles, skills, processes & culture?

Digital transformation challenges



# What is the end-to-end data & MLOps lifecycle?

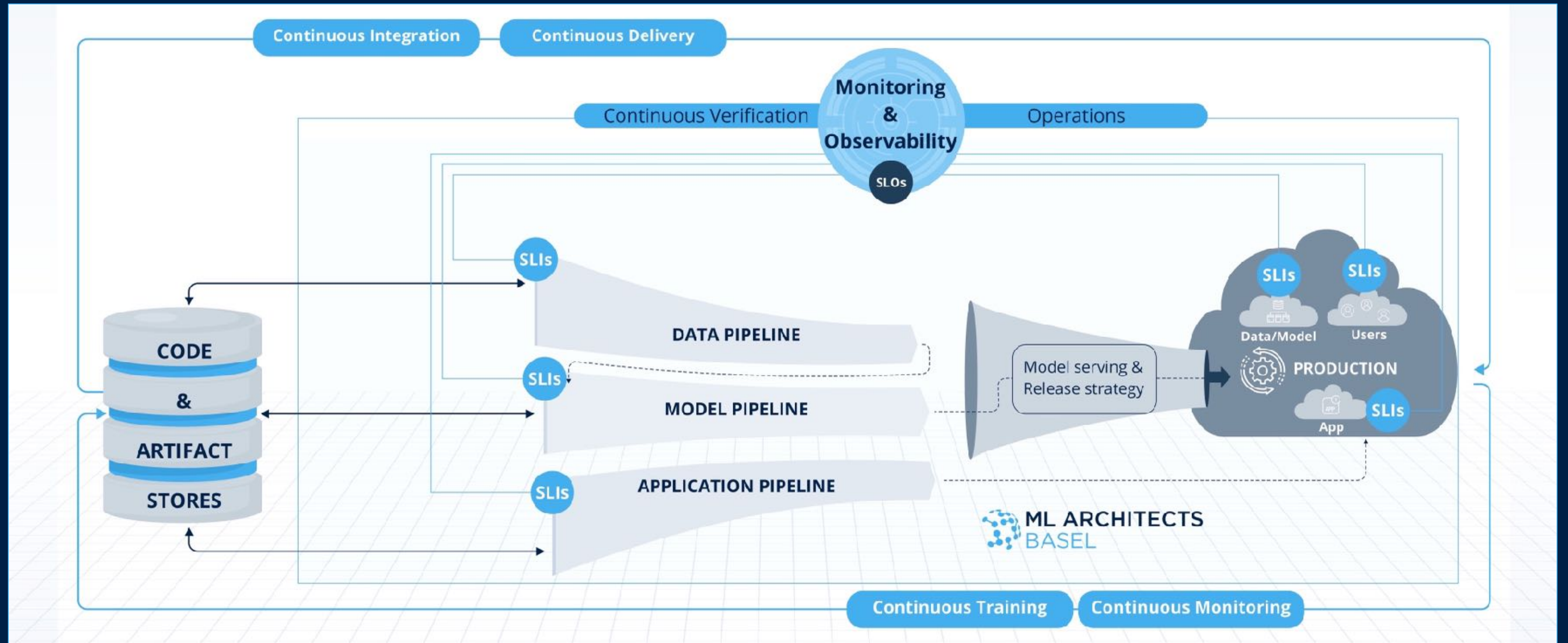
## Roles & pain points





# How to deliver ML systems reliably and continuously?

Our blueprint: The Digital Highway



# Who are we?

Our team to design and implement your digital highway



**Matthias Mau**  
Managing Consultant (Co-Founder & CEO)



**Flavio Monigatti, PhD**  
Managing Consultant (CTO)



**Makram Hanin**  
Senior Advisor & SDN Partner



**Simeon Jackman**  
Data & AI Consultant



**Xenia Ioannidou**  
Data & ML Engineer



**Samuel Rupprechter, PhD**  
Solution Architect



**SWISS**  
DIGITAL NETWORK



**DIGITAL INNOVATION**  
PARTNER



**DIGITAL ARCHITECTS**  
ZURICH



**DIGITAL TRANSFORMATION**  
ADVISORS

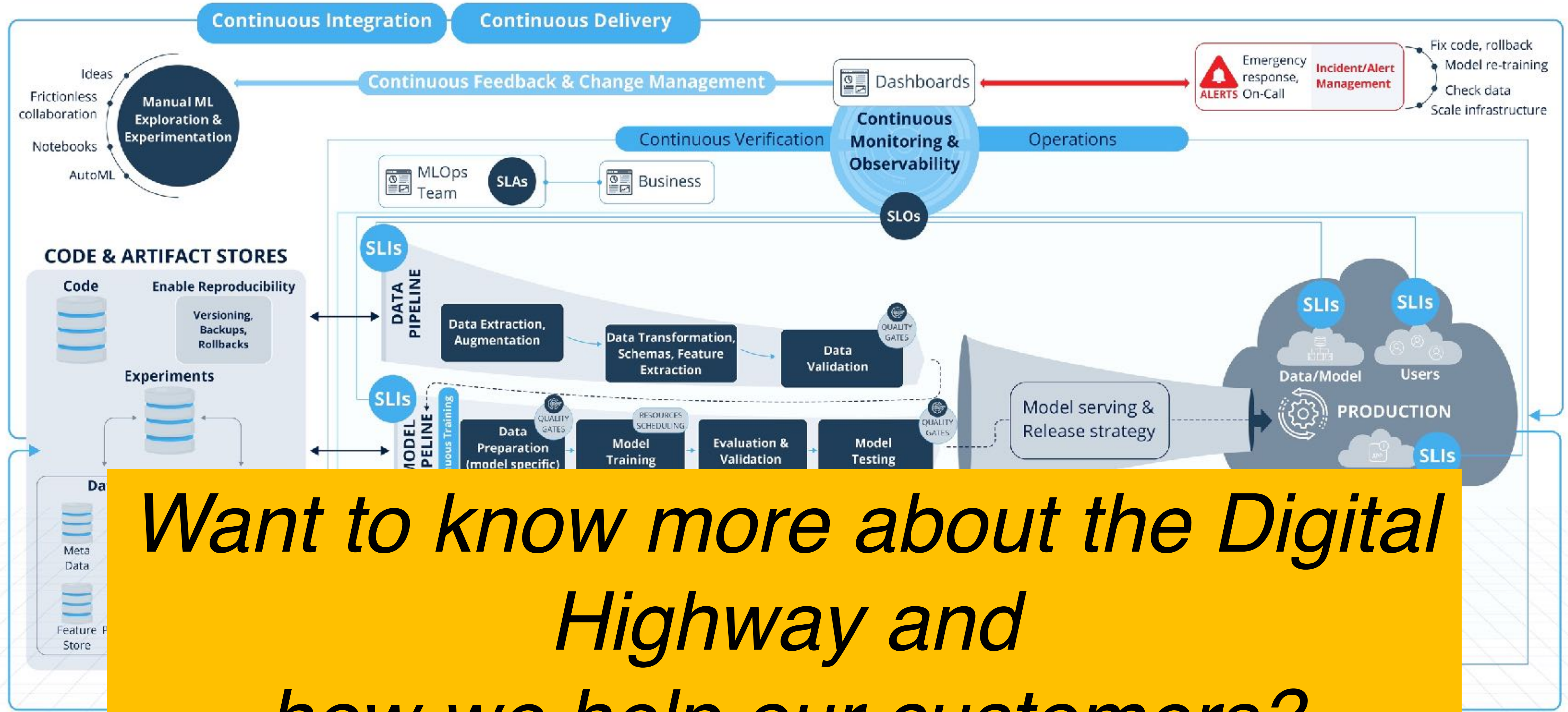


**DigitalQ**



# MLOps Team

- Data Engineering
- ML Engineering
- Data Science
- SRE
- DevOps
- Domain & Business Experts
- Product Owner



*Want to know more about the Digital Highway and how we help our customers?*

- Cloud Stack
- Infrastructure Provisioning
- Infrastructure & Monitoring as Code
- Audit & Compliance
- Application Reliability Architecture
- Data Platform
- Analytics Architecture
- Explainable AI

*Reliable data & machine learning  
solutions*



Operating Models – Technologies – Culture & Skills

Consulting – Engineering - Training

**THANK YOU!**



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