FROM DATA, SOLUTIONS: CKDELTA DELIVERS THE AI REVOLUTION

CK Hutchison Group generates an astounding amount of data across a huge range of industries. Given that data are the lifeblood of the artificial intelligence (AI) revolution, it was inevitable that someone would ask "How can we harness the power of data to power the future?"

The answer is CKDelta.

TENDING TO A FALLOW FIELD

The bounty of AI analysis can be harvested from the fertile soil of data. This can drive unique strategic insights and empower real-time decision-making. But it is no easy task to do this while ensuring that data privacy and integrity are maintained.

CKDelta, a member of CK Hutchison Group, is led by Julie-Ann Kerin. Using cutting-edge technology, CKDelta helps Group and non-Group companies to succeed using a platform supported by the four pillars of impacting [our clients'] sustainability footprint, improving safety, increasing revenues and decreasing costs.

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Diverse Data Sets > Laboratory Innovation > Real-world Value

CLEAN IT UP, MAKE IT SAFE AND BUILD

Using this treasure trove of data starts with guardrails built in. Companies will not release data that could be used by competitors, violate privacy laws or risk legal jeopardy. CKDelta works with firms to make sure data are

cleaned and protected so that only the right kind of data is in place, available to the right people. The data must be structured for analysis by algorithmic platforms looking for patterns or insights or for use by deep machine learning models.

Once the data are prepared, CKDelta has the advantage of not just delivering one-shot conclusions but being able to build applications that can incorporate new client data to improve learning. A team of data engineers, scientists and product owners is creating original code that helps companies in sectors as varied as retail, utilities and ports.

SAVE MONEY, SAVE THE PLANET, SAVE THE PEOPLE

Where solutions developed in partnership with Group members are commercially viable, they become a product bearing the "Delta" prefix.

Delta Demand helped UK Power Networks to use Internet of Things (IoT) data from 10,000 electricity substations to model power usage across the whole network. This drives significant savings by reducing expenditure on substations to determine where investment is needed most.

Delta Priority uses algorithmic tagging, similar to that used in retail and social media. This tagging enables Delta Priority to identify "vulnerable customers": those most at risk from an outage. One example includes those hooked up to life-support systems that need uninterrupted power. It can also identify people experiencing financial hardship. Sources such as customer databases, public records and social services databases highlight customers likely to be vulnerable and in need of priority services. Predictive analytics and pattern recognition can divide existing customers into different vulnerability groups and use this knowledge to identify previously unknown vulnerable customers.

Once vulnerable groups are identified, Delta Priority utilises AI models to analyse customer preferences, historical communication patterns and other relevant data to suggest the most effective communication channels for each customer to enhance engagement. This helps utilities firms fulfil corporate social responsibility and regulatory obligations while improving customer care.

LEARNING ON LEARNING

CKDelta partnered with CK Hutchison Group company ista to create ΔPower (pronounced "delta power") — a predictive tool that leverages AI to learn from mobility, demographic and electric vehicle (EV) charge point data to rank charging point installation locations by priority. Once installed, this can, in turn, demonstrate in real time how operators are achieving return on investment (ROI) *and* meeting technical government requirements for non-residential buildings with parking spaces to include EV charging. ΔPower was delivered to the Accor Hotels group in the UK so that they could most efficiently deploy their own EV charge point infrastructure.

Whether a company has its own data or would like to avail itself of the insights of a much larger data set, CKDelta can work with them to create a solution that makes their assets much greater than the sum of their parts. It may be to improve their sustainability, help their customers or improve profitability. Along the way, the company is generating "Delta X" products and AI tools that can become available to a much wider customer base that can likewise benefit.

The beauty of data, compared to a physical resource, is that once used and if properly treated, it can keep on providing insight to help more and more people. CKDelta is harnessing that beauty with the latest AI to create Delta X products for everyone, everywhere.

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