The Automated Machine Learning Company

Gemalto: a Global Leader in Digital Security Chooses TADA

MyDataModels is pleased to announce that Gemalto (Euronext NL0000400653 GTO) has chosen TADA, the Automated Machine Learning software platform, to further improve and optimize the efficiency of the qualification and manufacturing process controls used for their products.

Traditionally, machine learning relies on data scientists to develop predictive models from data collected by companies. However, there is a growing, global shortage of data scientists and as a consequence, people with no programing or machine learning skills need new tools to support them. In this context they can turn to automated machine learning solutions and become fully independent from data scientists.

"TADA gave us very accurate results even using small data sets.
It matches our needs in predictive modeling and decision support for both our engineering and quality activities, including components and materials provided by our suppliers. The first results were obtained through a seamless integration into our processes thanks to the tool's ease of use, regardless of the specific level of experience in Artificial Intelligence of people using this tool." says François Dupré, Purchasing Director, in charge of components qualifications and Supplier's Quality at Gemalto.

"There are more and more automated Machine Learning studios and workbenches, but they are still only usable by data scientists for Big Data. The uniqueness of TADA is to give domain experts an automated machine learning solution they can use in a few clicks, with no training nor machine learning skills. In addition, it is not only applicable for Big Data but also for Small Data, which is the most common type of data found in companies", says Simon Gazikian, CEO at MyDataModels.

To meet the increasing demand of predictive models, MyDataModels develops and markets an automated machine learning software platform for all domain experts enabling the production and execution of predictive models, without any programming or Machine Learning skills. Data Scientists may also use the platform to increase their productivity and focus on non-automated tasks such as results analysis and data preparation.

Powered by a unique mathematical expression engine, inspired by evolutionary algorithms, MyDataModels's technology has removed major roadblocks of this category of algorithms making their commercial use today possible.

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the global leader in digital security, with 2018 annual revenues of €3 billion and customers in over 180 countries. We bring trust to an increasingly connected world.

From secure software to biometrics and encryption, our technologies and services enable businesses and governments to authenticate identities and protect data so they stay safe and enable services in personal devices, connected objects, the cloud and in between.

Gemalto's solutions are at the heart of modern life, from payment to enterprise security and the internet of things. We authenticate people, transactions and objects, encrypt data and create value for software – enabling our clients to deliver secure digital services for billions of individuals and things.

Our 15,000 employees operate out of 110 offices, 47 personalization and data centers, and 35 research and software development centers located in 47 countries.

About MyDataModels

MyDataModels develops and markets TADA, an automated Machine Learning software for Small Data. TADA is a multi-market solution and benefits in particular domain experts from the industry and scientific research as well as Data Scientists. After 3 years of R&D, the startup was incorporated in 2018 in Sophia-Antipolis (France) and has today a team of 25 people. MyDataModels has several customers including Gemalto and INRA.

For further information: www.mydatamodels.com/LinkedIn

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