



Machine Learning Case Study

Building a back-end with Machine Learning capabilities

About Watiz

WATIZ

Watiz is a french start-up specialized in Artificial Intelligence and Computer Vision's technologies. "Our goal is to recognize any fashion product in any image and video. Thanks to our innovative solution, customers of e-commerce players will get the opportunity to experience an enjoyable purchase process." Through its innovative and powerful solutions, Watiz allows retailers and brands to improve their revenue, conversion and to create new sell channels.

The challenge

The speed of growth of the start-up market forces companies to find new ways to build their product extremely fast and with a low entry-cost. Watiz obviously faces this problematic and has to setup a highly available and cost-effective solution with an easy deployment strategy for their mobile application.

The solution

The API is based on Amazon API Gateway and Amazon Lambda, backed with Amazon DynamoDB to store information coming from the user. The ML algorithms are ran using Amazon SageMaker Endpoints. The foundation services Amazon S3 & Amazon RDS are used to store the ML dataset and its information, as well as the partners' products.

The benefits



Machine Learning

The ML algorithms **detect fashion products** and finds them in partners' stores



Financial

The cost of the solution is minimal and will **grow along with the usage** of the app



Performance

The web API analyzes images using ML and answers **in seconds**



Business

A fully functional demo was built for Vivatech in just **a few weeks**

About Corexpert and AWS

Corexpert is a cloud-native company with 12 years of experience. AWS Advanced Consulting Partner and Value-Added Reseller. The company joined TeamWork Group (in 2017) and deploys AWS competency in all of its 15 locations world-wide. With a strong expertise on SAP workloads, Big-Data, Web stacks and massive migration to AWS, Corexpert and TeamWork can deliver globally.

Next steps

To learn more about how AWS and Corexpert by TeamWork can help your business, visit www.corexpert.net