

## CUSTOMER USE CASE

# Groq + Nominow: How Real-time Inference Lets Customers Talk to Their Data

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nōminow

Nominow has developed a platform to revolutionize customer data management. Nominow enables brands to harness the power of their customer data, improving campaign performance, streamlining operations, and ultimately driving business value through connected customer experiences.

AI business technologists - in enterprises, government, and other organizations - are asking their technology teams how recent AI breakthroughs can be applied to solve their biggest challenges and transform their businesses. How can we use AI to not just make our business more efficient, but to create a lasting competitive advantage? How can we make it a core part of our DNA?

Many AI solutions they envision require real-time performance or better. These co-pilots can help a wide variety of professionals work faster and better and expand their potential. Working in real-time, they enable users to stay in their flow (drafting a report, writing code for a task) rather than stopping everything to wait for the co-pilot.

This series from Groq® explores different types of real-time AI solutions in detail. Groq builds fast AI inference technology. Groq® LPU™ AI inference technology is a hardware and software platform that delivers exceptional AI compute speed, quality, and energy efficiency.

## NominowAI, Powered by Groq

A large venue hosts numerous events every year, each of which has marketers intent on filling seats and delighting consumers with the best possible experience. Doing this well requires data, of which the venue has plenty. That's the good news. The bad news is that the data is at the corporate office, spread among multiple systems: ticketing, CRM, website, marketing, etc. The data is right there, but out of reach.

This isn't an unusual problem. Many organizations have a lot of data but that data is in a lot of different places, which makes it hard to fully realize its value. This is where data management firm [Nominow](#) can help. The Dutch company started in 2015, creating a solution whereby companies can centralize their data, breaking down silos and making it easier for business leaders to make informed decisions.

However, Nominow hadn't been able to achieve its true objective, to let its customers simply talk to their data, until Groq came along. Groq LPU AI inference technology provides AI inference infrastructure that delivers exceptional compute speed, affordability, and energy efficiency.

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Working in partnership with Groq, Nominow is now introducing a new natural language interface, NominowAI, which provides its clients the ability to actually converse with their data, in real-time, answering questions and gaining insights that previously required several days and the technical wizardry of a data analyst to produce.

Back to our event venue. It has data about its previous customers, how often they come to events, and their responses to customer surveys rating their experience and providing opinions on what they would like to see in the future. Through Nominow's solution, that data is centralized, but using it still requires the services of a data analyst team sitting within corporate offices. Now, the event and venue marketing teams can just ask the question they want to have answered. We have a convention coming up in the fall. Who should we market it to first? What's the best way to reach them? The marketing team enters these questions directly into a query box, Nominow sends it to Groq via an API, receives a SQL query in response, which it submits to its centralized repository of the client's data. The marketer receives an instant response, which, usually, leads to a follow up question and response.

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None of this works without speed. If the query takes even a few seconds, adoption and use declines quickly. But with Groq ultra-low latency, team members can naturally converse with their data. It doesn't just feel like they are speeding up their organization and upping the quality of service, they are.

Nominow is now exploring rolling out this feature to other clients, including a retailer who wants to use it to understand why some products sell better in different locations, and a transportation company who plans to provide its customer service agents with a Nominow and Groq powered assistant to help them get callers the best answers quickly.

The future of AI lies in real-time solutions, Powered by Groq. Just ask Nominow and their customers – they'll answer instantly.