

Case study: Seldon

State of Open: The UK in 2023

Phase Two “Show us the Money”

Part 2: AI Openness



Alex Housley, Founder & CEO

Seldon specialises in deploying and managing machine learning (ML) models in production, addressing infrastructure challenges involved in scaling ML initiatives. Seldon aims to bridge the gap between data scientists and DevOps teams, facilitating collaboration and reducing time-to-production for ML models. They offer a curation service to enterprises through a secure and reliable solution while benefiting from the stability and robustness of Open Source technologies. Seldon wants to make sure that people without technical expertise can benefit from Generative AI advancements by combining Open Source technologies, enterprise-grade offerings and focusing on collaboration between data scientists and software developers.

Seldon is a London-based AI company founded in 2018. It specialises in deploying and managing machine learning (ML) models in production, addressing the infrastructure challenges faced by organisations scaling their ML initiatives. Seldon’s core product, Seldon Core, has become an industry standard for model serving. They work with large enterprises, offering governance, risk compliance, and model lifecycle management solutions.

Seldon’s focus on ML model deployment and turning this into mass production has resonated with Fortune 500 company customers like Ford, PayPal, and Johnson & Johnson, as well as startups like Odyssey in the life sciences sector. Seldon’s aspiration is to bridge the gap between data scientists and DevOps teams, facilitating collaboration and reducing time-to-production for ML models.

While Seldon’s core technologies are Open Source, the company recognises that large enterprises often require additional assurances and support. To address this, Seldon offers fully packaged, warranted, and trusted software binaries. By providing commercial-grade products with service level agreements (SLAs) and warranties, Seldon offers a curation service to enterprises through a secure and reliable solution while benefiting from the stability and robustness of Open Source technologies.

Seldon’s focus is on a field called MLOps, which is about ensuring AI models work well in real-world situations. They help data scientists and technology teams collaborate more effectively and speed up the



process of getting AI models into use without needing deep expertise in Kubernetes and DevOps. They also emphasise the importance of using high-quality data to improve the performance of AI models.

In the global AI conversation, Seldon recognizes the impact of Generative AI, taking the example of breakthroughs like ChatGPT. While Generative AI hasn't caused a complete shift in adoption, it has opened up new possibilities and use cases. Seldon aims to empower a wider range of users, including engineers and developers, to leverage these advancements by providing user-friendly tools and integrating them into the software development process, improving workflows and productivity.

Seldon wants to make sure that people without technical expertise can benefit from Generative AI advancements. Combining Open Source technologies, enterprise-grade offerings and focusing on collaboration between data scientists and software developers, they have helped a lot of businesses allowing them to grow. They have built a strong customer base and strategic partnerships.

Overall, Seldon has been successful in helping businesses in the UK make the most of AI. Their focus on deploying AI models and their use of Open Source technologies have made them a trusted choice for companies. With their user-friendly tools and emphasis on collaboration and data quality, Seldon is making AI more accessible and useful for businesses in the UK of all sizes.

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