UNECA

Cleverlytics

Building Economic Resilience through Applied AI: lessons from deployment

4th of November 2026



Short Biography

Joined OCP in 2019 as Head of AI & Advanced Analytics, leading strategic projects in industrial operations, mining and corporate functions

Director of UM6P’s College of Computing in 2022

Founder and CEO of Cleverlytics since 2024

Director of UM6P’s Digital Accelerated Research Center since April 2026

Graduate of École Polytechnique and École des Mines de Paris.

What is Cleverlytics ?

Context

Since 2018, **data, advanced analytics and AI have** been a strategic pillar of OCP Group's transformation across industrial operations, mining and corporate functions



UM6P drives innovation and transformation at OCP Group through executive education, research and development, and the creation of technology spin-offs.



Founded in 2024, Cleverlytics is a UM6P spin-off and subsidiary of UM6P Ventures. It designs and develops AI products for OCP and major Moroccan organizations.

Cleverlytics

Intelligence,
artificial and human



From “Analytics”,
the power of analysis



Technical capabilities:

- Data science and quantitative modeling
- Computer Vision
- Intelligent Document Processing
- Audio Processing
- Generative AI
- AI Perception

Industries

- Industry & Mining
- Energy
- Telecommunications
- Banking
- Public sector
- Retail

Who We Are

We design, develop and maintain AI solutions in production to solve operational challenges

Founded in 2024

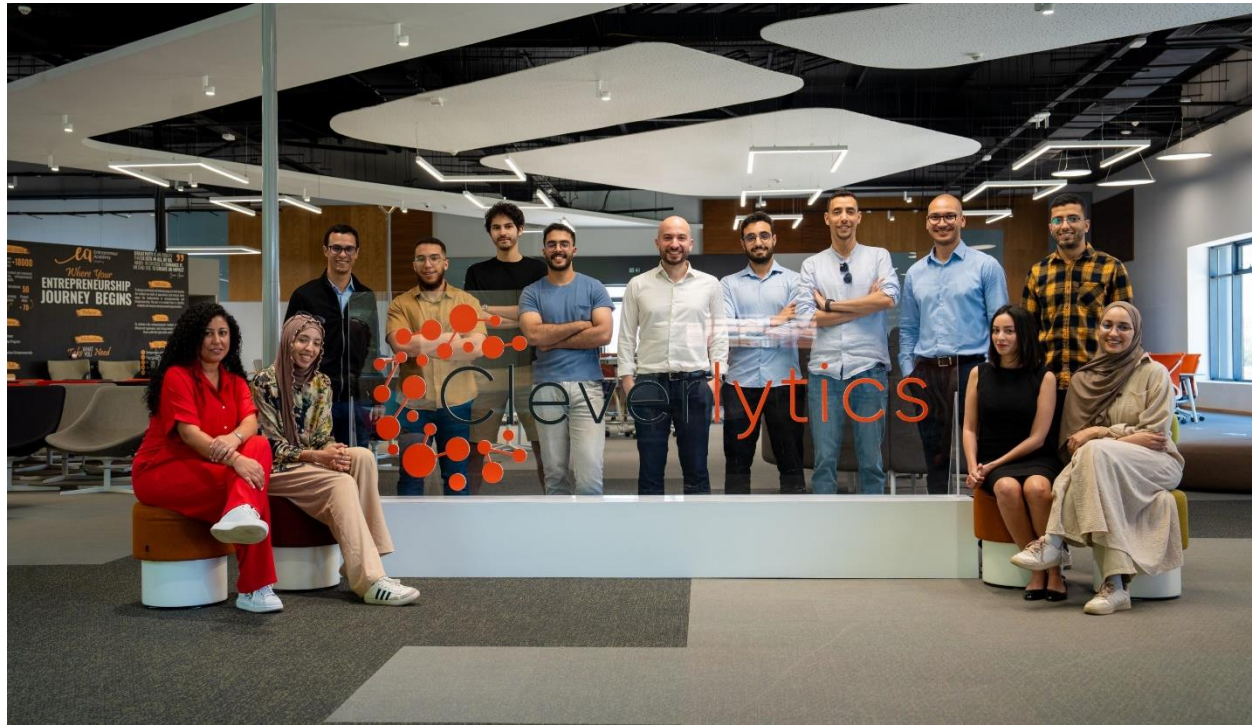
~40 Team Members

Multidisciplinary teams combining:
Data Scientists, Data Engineers, Software Engineers:
graduates of UM6P and 1337, PhD researchers,
and UX/UI designers.

10+ Satisfied Clients

30+ Projects Delivered: 90% use sovereign deployment:

They run on premises or in ACS, without using cloud APIs.

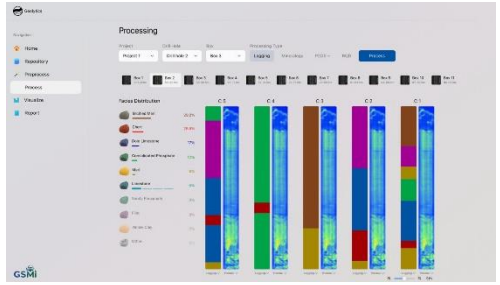


Campus
UM6P
Benguerir

A subsidiary of:
UM6P VENTURES

How AI is applied in Heavy Industry

Mining



AI for Geological Spectral Signatures

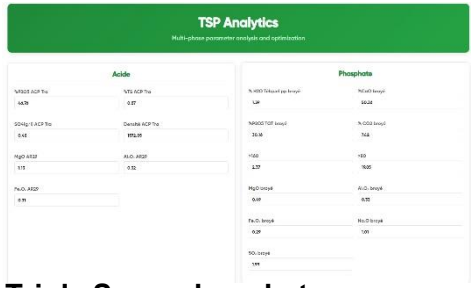
Automated classification of mineralogical layers in phosphate deposits



AI Collision Avoidance in Mining

Real-time collision prevention using computer vision at the Benguerir site

Chemical Processes



Triple Superphosphate Production Optimization

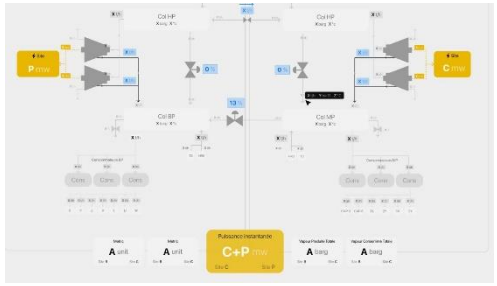
Maximizing TSP fertilizer quality and yield by intelligently optimizing production parameters.



Phosphoric Acid Optimization (OCP Jorf Lasfar)

Real-time prediction of free sulfates to optimize phosphoric acid production at Jorf

Energy



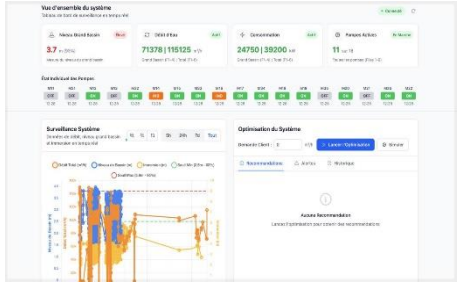
Steam Flow Optimization

Intelligent flow control to maximize efficiency and reduce energy losses.



National Electricity Demand Forecasting (ONEE)

Forecasting consumption to improve planning



Seawater Pump Energy Optimization

Real-time reduction of pump energy consumption.

Water



Desalinated Water Flow Optimization (OCP Safi)

Intelligent control of desalinated water flows to prevent overflows

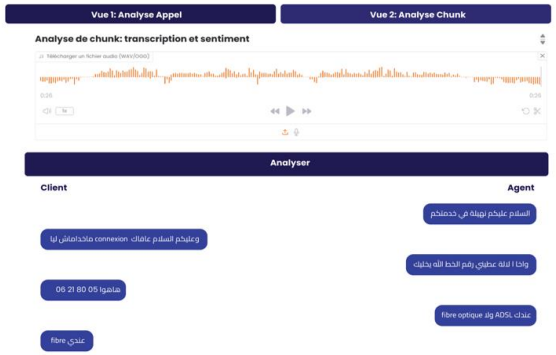
How Generative AI Systems help organizations

Customer Service



Chatbot: Darija Speech-to-Text for Customer Service

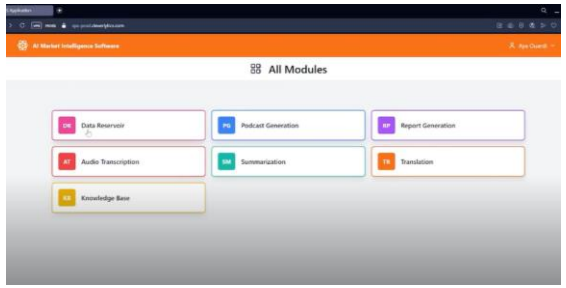
An intelligent chatbot to support and inform the ANSS community.



Customer Service AI Roadmap for Inwi

A comprehensive AI roadmap to transform and personalize Inwi's customer experience, covering around ten projects

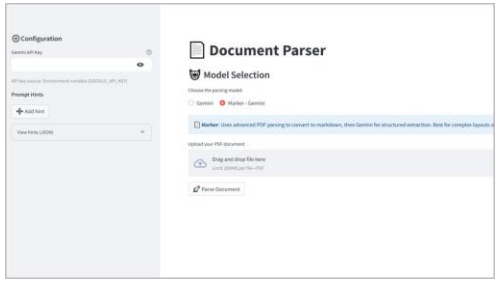
Workflow Automation



AI Platform for Market Intelligence

Automatic generation of market intelligence reports from real-time data.

Intelligent Document Processing



Intelligent Document Processing

Automated reading and data extraction from invoices and complex documents using generative AI and computer vision

Knowledge Management



Sovereign Knowledge Management for Phosphate

RAG on internal documents: a project for OCP

Building Economic Resilience through Applied AI

Africa’s AI ambitions require nations of engineers

Industrial AI combines scientific depth, engineering excellence and human-centered design.

Model complex systems

Mathematics, statistics & optimization

Model physical processes and optimize decisions using operational data.

Scientifically sound

Build reliable solutions

Software, data & systems engineering

Connect industrial systems and build secure, maintainable applications.

Technically robust

Design intuitive experiences

UX/UI, ergonomics & visual design

Make complex systems intuitive, ergonomic and visually appealing.

Easy and enjoyable to use

Deploy in the real world

Industrial engineering & domain expertise

Validate performance with operators and integrate operational constraints.

Operationally effective

Technical depth needs human skills

Listening • Asking the right questions • Explaining clearly • Collaborating across disciplines

Africa needs engineers who master technology, communicate clearly and collaborate across disciplines.

Proprietary data turns AI capabilities into operational value

Data culture and sovereign infrastructure enable AI grounded in an organization’s operations.

Build a data culture

Make data quality part of everyday work, with clear ownership and shared definitions.

Involve operators and domain experts in capturing context and validating information.

Reliable data starts with people

Develop a shared data foundation

Connect sensor readings, laboratory results, maintenance records and technical documents.

Use proprietary data to train, adapt and inform models for specific operational needs.

Organizational context makes AI relevant

Maintain sovereign control

Retain control over data hosting, access rights and permitted uses.

Build the ability to operate, maintain and evolve critical systems, with the freedom to change providers.

Sovereignty requires lasting control

Lasting AI value depends on an organization’s ability to capture, understand and securely use its own data.

FRANCE • FRENCH POLITICS

French security replaces Palantir with domestic firm ChapsVision, a complicated choice

Used since the 2015 terrorist attacks, the controversial American company's data analysis software is set to be gradually replaced by that of a French provider. The long-awaited decision presents a significant technological challenge.

By Olivier Pinaud

Published on June 17, 2026, at 3:04 pm (Paris) · 4 min read · Lire en français

Digital sovereignty extends beyond data hosting

France’s planned transition from Palantir to ChapsVision at the DGSI

The decision

In June 2026, France announced the selection of ChapsVision to progressively replace Palantir at its domestic intelligence agency, DGSI.

The transition

Palantir’s contract remained in force to ensure operational continuity. Migration to the French solution is expected to take several years.

The lesson

Sovereignty requires viable alternatives, skilled teams and the ability to migrate critical systems without losing operational capabilities.

Technological dependence also matters: the DGSI stated that safeguards prevented Palantir from accessing the content of its data.

African countries should build the capacity to choose, operate and evolve their critical data technologies.

AI innovation needs procurement designed for experimentation

Large organizations need ways to work with startups when solutions cannot be fully specified upfront.

Start with a problem

Define the operational challenge, expected outcomes and constraints.

Allow teams to refine the solution as they learn from data and field experience.

Specify the outcome, leave room to learn

Enable controlled experimentation

Use short, paid pilots with proportionate eligibility requirements and clear evaluation criteria.

Assess startups through technical demonstrations and relevant expertise, alongside their track record.

Make innovation accessible to startups

Create a path to deployment

Establish decision gates and a clear route from a successful pilot to operational deployment.

Adapt contractual requirements and payment terms to the scale and maturity of the supplier.

Give successful pilots a future

Flexible procurement can preserve transparency and accountability while giving innovation room to develop.

Thank You!

Cleverlytics

