

Numa: The just-right AI solution for small to medium businesses

Learn how Arcanum's Numa AI platform helped leading creative event planning company AVmedia effectively and affordably access customized benefits of enterprise-level AI.

Overview

AV Media is a leading live events and audio-visual services provider that faced challenges similar to small and medium sized businesses: they wanted to grow their business but found that manual, repeated tasks bogged down day-to-day operations and impacted the level of customer service they wanted to provide. AV Media found note-taking during client meetings distracting and time-consuming, struggled with inefficient post-meeting tasks, had difficulty accessing historical client information, and faced challenges staying current with event platforms and technologies. To address these issues, they turned to [AWS Partner Arcanum's](#) Numa platform, integrating an AI-powered chat assistant and meeting analyzer. The results were transformative.

Democratizing the benefits of AI

80% of small to medium non-technical businesses (SMBs) are unable to access the benefits that come with artificial intelligence (AI) resources that their larger counterparts (and competitors) now rely on. Many of these businesses cannot access AI solutions and tools or, at best, are underserved—a competitive disadvantage that makes an already uneven playing field more challenging. Solution providers often do not design AI tools with SMBs in mind. The lack of AI-driven automation means hiring more employees (expensive) and/or dedicating them to low-value but necessary repetitive manual tasks (less efficient). Finally, the cost of hiring consultants and other specialists to help these businesses bring in AI expertise is a barrier to entry; do-it-yourself attempts don't even know where to begin.



AV Media

About AV Media

[AV Media](#) is a full-service audiovisual production company based in New Zealand. Locally owned and deeply embedded in its venue partnership, AV Media delivers seamless, tech-forward solutions with a client-first approach. Together with sister company Streamliner Productions, the team offers creative and technical enterprise across live, hybrid, and virtual events.

With a strong focus on reliability, innovation, and service, AV Media operates as an extension of its partners—solving problems quickly, supporting event teams, and exceeding expectations. Their commitment to quality, continuous improvement, and the extra touches that don't show up on a quote make a trusted production partner across New Zealand.

www.avmedia.co.nz



[AV Media](#), a company that specializes in live events and audio-visual services, offers a compelling and unique perspective on their business domain and set of services upon which they want to grow their business. Yet, the company had a range of challenges: note taking during client meetings was manual and inefficient; post-meeting administrative tasks were equally inefficient and time-consuming; quickly accessing and utilizing historical client information was slow and cumbersome; and the company struggled to keep up to date with various event platforms and technologies. These challenges resulted in reduced presence and engagement during meetings, delays in follow-up actions and proposal creation, and missed opportunities to provide additional value to clients.

Arcanum: The AI solution for SMBs

AV Media suspected that AI offered the best path forward, but how could they access AI value generation geared toward their business size, needs, and budget? After some searching, the company discovered [Numa](#), the multitasking AI productivity platform by [Arcanum](#) designed to support the AI journey of SMBs. Critical features include Arcanum's 'build together' approach with its customers. Recognizing that AI is complex and companies need more than just a 'product,' the company works alongside its customers to help them with AI adoption, integration, and then deriving maximal AI value. The Numa platform is purpose-built for SMBs and designed for non-technical users. The Numa platform operates seamlessly within the [Amazon Web Services \(AWS\)](#) cloud which enables Numa to offer multiple AI tools to cover numerous use cases.

For AV Media, the dynamism and elasticity of the Numa platform to meet their specific needs made it the perfect solution. The company's key goals were to improve meeting productivity and follow-up processes, enhance customer service by providing faster and more comprehensive responses, modernize information retrieval and internal communication, and reduce time and resources spent on administrative tasks. Ultimately, AV Media wanted to repurpose human and financial resources to focus on value generation rather than inefficiently acting on repetitive tasks. To do this, AV Media utilized two key features of the Numa platform. Meeting Analyzer App captures and summarizes content, generates action items and key client event requirements, and provides a foundation for event briefs and proposals. The chat function acts as an AI assistant for quick client information retrieval, idea generation, answering client questions, recommending suggestions, and assist in drafting customized client communications.

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We're really excited to be on this journey with Numa. It's just the beginning for us, and we're blue-sky thinking about the possibilities. The human aspect of working with a local company that can hold our hand along the way has been invaluable. Numa is changing the way we do things for the better, helping us peel back layers of efficiency one at a time.”

Emma Johnston
General Manager,
AV Media

Numa increases the ability of SMBs to serve more customers, decreases time spent on low-value tasks, while creating more time for high-value work that supports growth. And because Numa lives on AWS with AWS technology at its core, users know that they have safe access to the most powerful AI tools that avoid privacy and other issues caused by DIY/BYO AI efforts. This also means that teams can work smarter and increase capacity with an all-in-one integrated AI solution on AWS that reduces the cost of multiple subscriptions and tools. Finally, Numa seamlessly connects directly to your current databases, software, and systems to deliver a suite of business case outcome focused tools to meet any workflow or use case. Teams are also able to create their own apps with Numa's non-technical, user-friendly tool.

Enterprise AI business results for SMBs

By integrating Numa AI into their workflow, AV Media has been able to focus more on delivering client value while reducing administrative overhead. Teams are more present during meetings, confident in Numa's 80–90% accuracy in capturing summaries and key information. The company now responds to client inquiries faster, provides more up-to-date insights, and delivers added value and recommendations. Numa has streamlined internal tasks like post-meeting admin and access to historical client data. AV Media has improved communication, expertise sharing, and delivers more thoughtful, customized insights.

80–90%

accuracy in meeting summaries

Faster response times

to customer queries

Reduced

time spent on post meeting
administrative tasks

Improved accountability

in team communications

About AWS Partner Arcanum

Based in Wellington, New Zealand, [Arcanum](https://arcanum.ai) is an AI solutions provider with a mission to support the growth of small to medium businesses with secure, private, user-friendly AI productivity tools on the Numa platform. The platform's library of tools securely connects to your data sources and software to help you take care of repetitive painful tasks, freeing humans to focus on higher value, mission-critical tasks. Arcanum's secure and private AI tools help their customers grow their companies without increasing headcount while eliminating inefficiencies in workflows.

To learn more, visit www.arcanum.ai

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