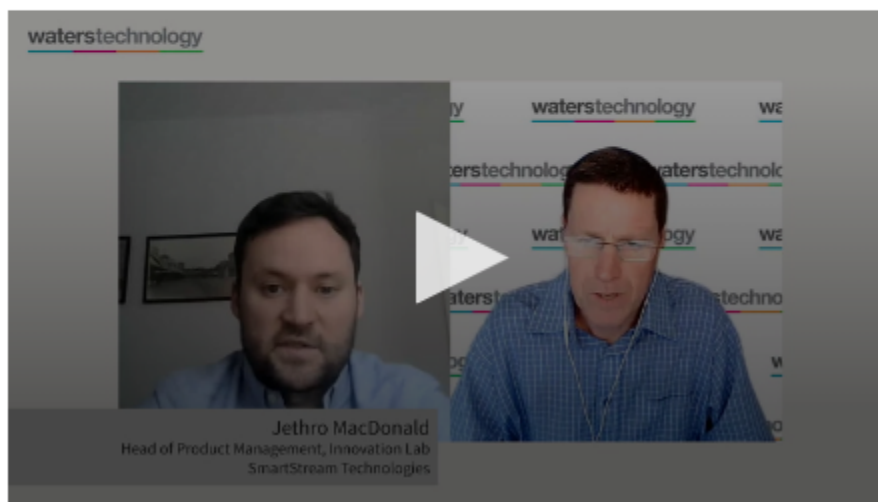


# Sell-Side Technology Awards 2023 winner's interview: SmartStream

SmartStream won the best artificial intelligence technology category in this year's SST Awards, thanks to version 6 of its SmartStream Air platform.



SmartStream Air V6 was responsible for delivering the win for SmartStream in the best artificial intelligence (AI) technology category in this year's SST Awards. Victor Anderson chats to Jethro MacDonald about SmartStream Air's continued success in these and other WatersTechnology Awards. In this interview they discuss:

- The primary business and operational challenges SmartStream Air solves for its users.
- What Affinity, the observational learning functionality embedded within SmartStream Air, allows its users to achieve, and the business processes best suited to the application of the AI.
- SmartStream's objective of embedding Affinity within its core products and what that strategy might look like in practice.