

Proximus NXT and Mistral AI: European artificial intelligence deployed at scale



Proximus NXT is taking the next step in the rollout of artificial intelligence by partnering with Mistral AI, France's first « decacorn », to launch a comprehensive AI offering targeting not only the Benelux region but also other European countries.

This partnership gives organizations access to solutions such as I Studio, Le Chat and Mistral Code, developed by Mistral AI, while allowing them to leverage Proximus NXT's AI expertise and secure infrastructure.

The Power of Mistral AI

Offered as a turnkey solution, it is hosted by Proximus NXT. The solution is designed for organizations wishing to harness the power of Mistral AI's suite of artificial intelligence products while relying on a sovereign infrastructure.

The aim of this offering remains unchanged: to make AI « Made in & for Europe » accessible – high-performing, scalable, secure and truly sovereign.

Tangible Benefits for Organizations

With this solution, organizations can manage the deployment of their AI use cases – such as internal

assistants, document automation, customer support, data analysis, decision support, workflow optimization, etc. – without compromising confidentiality, flexibility or performance.

Proximus NXT provides guidance for the deployment and end-to-end management of the technical environment, including supervision, security, backup, updates and performance monitoring. This allows organizations to focus on applying AI solutions to optimize productivity and improve customer satisfaction.

The approach is built on sovereign, secure data and cloud infrastructures that meet the highest standards in terms of performance, cybersecurity and data protection.

“We are delighted to work with Proximus NXT to make our products available within a sovereign, high-performance framework that meets the requirements of the European market,” says Marjorie Janiewicz, Global Head of Revenue of Mistral AI.

“Artificial intelligence is a powerful driver of competitiveness, but it must remain controlled, secure, and accessible. Together with Mistral AI, we offer organizations a high-performance, sovereign solution that can adapt to their needs, whether they operate in the Benelux or in other European countries,” explains Fabrice De Windt, Interim Enterprise Market Lead at Proximus.

European AI for a global world

By making Mistral AI's solutions available as managed services, Proximus NXT strengthens its position as a key player in Europe's digital transformation.

“Launched in Luxembourg, this alliance paves the way for responsible and pragmatic adoption of generative AI for all organizations,” emphasizes Gérard Hoffmann, CEO of Proximus Luxembourg. This initiative illustrates a strong vision: that of an AI that is high-performing, controlled and tailored to local needs, yet global in its reach.