



Optimizing Operations using XOps for a Global Consumer Goods Company

CLIENT INDUSTRY

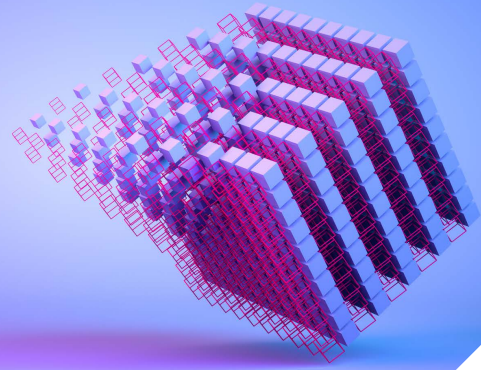
CPG



BUSINESS CHALLENGE

A leading global **Consumer Packaged Goods (CPG)** company operates across multiple regions and relies on hundreds of data science models to optimize supply chain management, marketing strategies, and customer insights. With a data science team spread worldwide, they faced challenges in managing these models effectively, ensuring consistency, accuracy, and compliance across all markets.

C5i'S SOLUTION APPROACH



By implementing C5i's **XOps framework**, the company was able to:

- **Centralize Model Management:** All AI models were managed from a single platform, ensuring consistency in deployment, monitoring, and governance.
- **Enhance Collaboration:** The centralized platform and other tools enabled real-time collaboration among data scientists globally.
- **Automate Model Lifecycle:** The automation tools for monitoring data drift and model performance enabled continuous optimization.
- **Ensure Compliance:** Centralized oversight ensured adherence to global regulations and the company's own AI governance policies.

IMPACT

The company improved operational efficiency, reduced errors, and ensured that AI models remained aligned with business objectives. This led to:

- **Better Decision-Making:** Reliable, up-to-date models for more strategic planning
- **Enhanced Customer Insights:** Better understanding of customer behaviors and needs
- **Competitive Advantage:** High-quality data and AI models leveraged to outperform competitors

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

