

CLIENT

A major semiconductor company

THERAPY AREA

Technology



BENEFITS - COMPETE PLATFORM

- Reduction in information overload from multiple sources and time taken to gather data
- Quick data anomaly discovery
- Increased collaboration on a single platform in lieu of multiple media
- Faster decision-making

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The existing competitive tracking process in the client organization was people-driven and decentralized. The client faced several challenges such as information overload from multiple sources and data duplication in this approach. They needed a **centralized system** for tracking, alerting, actioning and generating **insights on the competition** derived from digital web and social media-generated data from communities, forums, news, blogs etc.

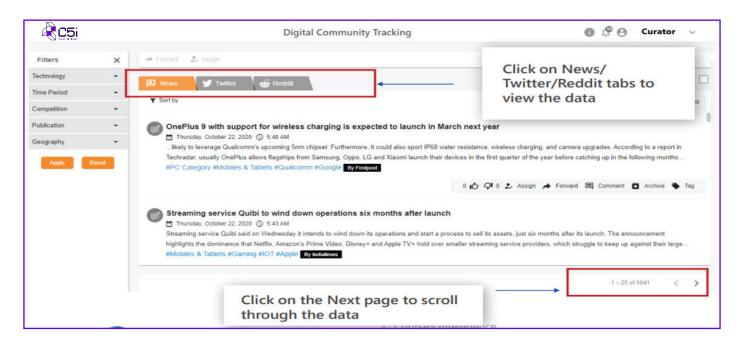
COMPETE -SOLUTION HIGHLIGHTS

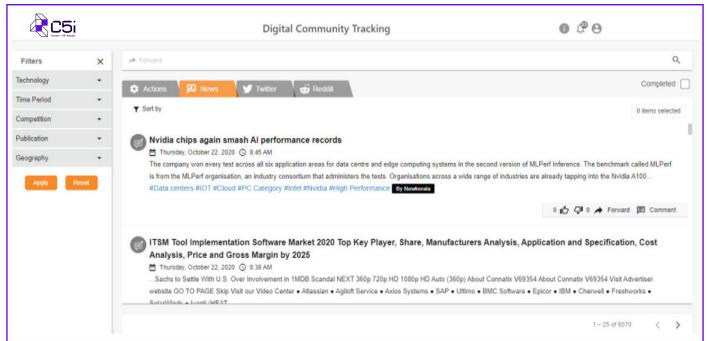
- Provides insights, alerts, and trend monitoring on a near real-time basis
- Showcases the top communities, news sites, and closed forums frequented by the tech audience
- Integrates data from multiple sources (structured/unstructured and owned/3rd party) supported by AI technologies like Machine learning (ML) and Natural Language Processing (NLP) capabilities, anomaly detection; showcases prioritized and relevant content
- Facilitates collaboration between curator and stakeholder
- Enables customized consumption medium across different formats: Dashboards, Alerts,
 Presentations, and Time Frequency Daily/Weekly/Monthly

COMPETE PLATFORM FOUNDATION

- ML, NLP, NLG for text analytics, data modelling, scoring algorithms
- Web and mobile app (Android and iOS) format
- Customizable user interface

SNAPSHOTS OF CONTENT FEED AND DASHBOARD







The customized platform is being leveraged by the client's strategy and product teams to –

- respond quickly to competition
- devise short-to-long-term strategies to counter competitor moves

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 Al-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.



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