

Centralized Market & Competition Sensing Platform for a Semiconductor Giant

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



BUSINESS REQUIREMENT

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 screenshot displays the 'Digital Community Tracking' dashboard. On the left, there is a 'Filters' sidebar with categories like Technology, Time Period, Competition, Publication, and Geography. The main content area shows a feed of news items. A red box highlights the 'News', 'Twitter', and 'Reddit' tabs at the top of the feed, with an annotation: 'Click on News/ Twitter/Reddit tabs to view the data'. Another red box highlights the pagination controls at the bottom right, showing '1 - 25 of 5941' items, with an annotation: 'Click on the Next page to scroll through the data'. The first news item is about the 'OnePlus 9' expected launch in March next year.

This screenshot shows the same 'Digital Community Tracking' dashboard but with different settings. The 'Actions' tab is selected in the top navigation bar. The feed displays two news items: 'Nvidia chips again smash AI performance records' and 'ITSM Tool Implementation Software Market 2020 Top Key Player, Share, Manufacturers Analysis, Application and Specification, Cost Analysis, Price and Gross Margin by 2025'. The pagination at the bottom indicates '1 - 25 of 6070' items.

OUTCOME

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 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.



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