



## Centralized Market & Competition Sensing Platform for a Semiconductor Giant

**Client**

A major semiconductor company

**Industry**

Technology

### Benefits – Course5 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.

## Course5 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

## Course5 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, with an annotation: 'Click on News/ Twitter/Reddit tabs to view the data'. Another red box highlights the pagination '1 - 25 of 5941' with an annotation: 'Click on the Next page to scroll through the data'. The first news item is about the 'OnePlus 9' launch, and the second is about 'Streaming service Quibi'.

This screenshot shows the same dashboard but with the 'Actions' tab selected. The 'News' tab is also visible. 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'.

## Business Outcomes

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 Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.