



Driving **Digital**
Transformation for
Global Businesses
through **Analytics,**
Insights, and
Artificial
Intelligence





By the end of 2019, **Digital Transformation** spending will reach \$1.7 trillion worldwide.

– International Data Corporation



Insights-driven businesses are growing at an average of more than 30% each year, and by 2020, are predicted to take \$1.8 trillion annually from their less-informed peers.

– Forrester



94% of companies leading in digital transformation are investing in big data and **analytics**.

– SAP Center for Business Insight with Oxford Economics



Over the next decade, **AI** won't replace managers, but managers who use AI will replace those who don't.

– Harvard Business Review



Moving Your Business into the 5th Direction – the Future

Course5 Intelligence Target Business Teams



AI-ENABLED BUSINESS SOLUTIONS

Driving Top Line	People Based Marketing	Conversion Rate Optimization	Hyper Personalization
Optimizing Profitability and Loyalty	Digital Customer Experience	Integrated Marketing Measurement	AI enabled Competitive Intelligence
Enabling Rapid Insights	Turbo Insights	Social Media Sensing	Enhanced Brand Measurement Course5 Research AI Suite
Digital Enablement	Digital Engineering	Course5 Digital Suite	
Artificial Intelligence Enablement	Big Data Engineering	Machine Intelligence	Future Ready AI

BUSINESS IMPACT

- ✔ **Successful Digital Transformation journeys** for Fortune 500 and other Large Global Organizations
- ✔ **\$10bn Revenue Impact** for client organizations to date
- ✔ **Solution frameworks** with **massive IP** provide breakthrough value
- ✔ **Co-creation of AI and Analytics IP / assets** for Global and Fortune 500 organizations

Drive initiatives today to prepare and compete for tomorrow with
Course5 Intelligence.

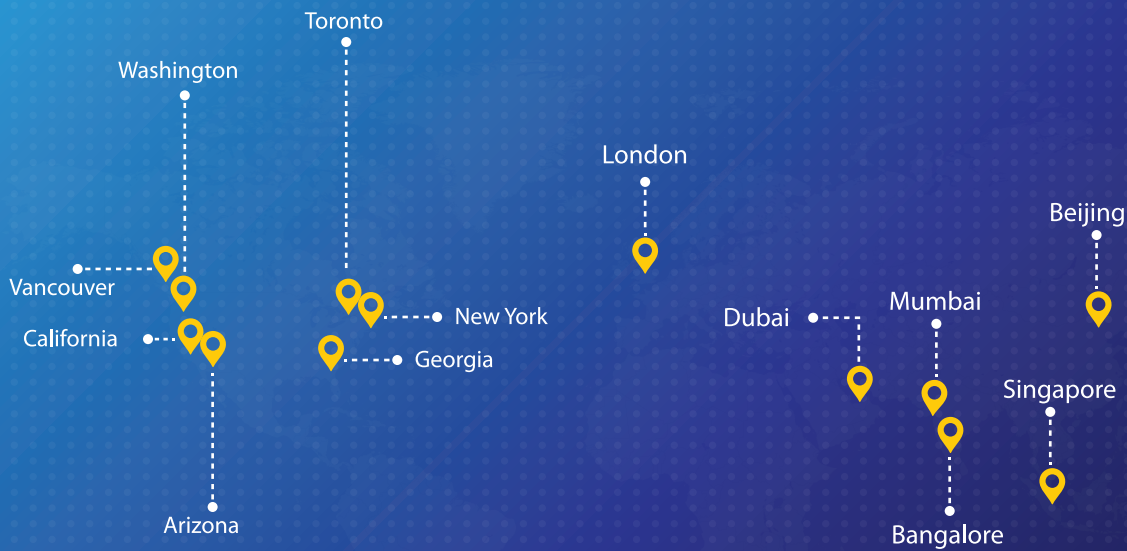
TESTIMONIALS

Our Global ecommerce group is extremely focused on Advanced Analytics as a way of driving its business. Course5 has been a key partner for us, helping us not only scale our Analytics capabilities meaningfully, but also working collaboratively as one extended team. Course5 differentiates itself as a highly customer focused partner. Their focus on delivering 'value' is something we deeply appreciate.

- VP & GM - Global eCommerce and Digital Marketing, Leading Technology Company “

Working with Course5 was a professional and personal pleasure! Together we designed and implemented a cloud infrastructure that improved reporting and analytics capabilities for over 30 properties globally. They have strong technical and business understanding of data automation, marketing attribution, pricing analytics, and advanced analytics strategy.

- Director - Digital Analytics, Global Leader in Apparel, Footwear and Accessories “



cross-tab
transforming market research

have merged, and are now

Course5
Transformative intelligence



www.course5i.com



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