



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





By 2020, 50% of **analytical queries** will be generated via search, natural language processing (NLP) or voice, or will be automatically generated.

- Gartner



By 2023, data literacy will become an explicit and **necessary driver of business value, demonstrated by its formal inclusion in over 80% of data and analytics strategies** and change management programs

- Gartner



While 75% say it's very important to **deliver actionable intelligence to employees across the enterprise**, less than a quarter of organizations (24%) are able to achieve this.

- Harvard Business Review Analytic Services



By 2021, **66% of analytics processes will no longer simply discover** what happened and why; they will also prescribe what should be done.

- Ventana Research Assertions

Moving Your Business into the 5th Direction – the Future

Course5 Discovery Engagement Model



Key Components of Course5 Discovery

Augmented Analytics



Automated Data Extraction & Metadata Management using a library of inbound data connectors



Self-growing Knowledgebase empowering Insights Generation, Recommendation, and Publishing



Model Factory comprising of industry-focused pre-trained machine learning models



Centralized and Continuously-refreshed Search Index for faster query throughput



Smarter Decision Engine for insights prioritization and determining its relevancy



Automated Narrative Generation Service for publishing contextual and actionable insights



Insights Consumption through Multiple Mediums such as Chat, Voice, Search, PPT, Word and Email

Course5 Discovery

Insights Analyst-on-demand powered by AI

BUSINESS IMPACT

- ✓ **Year 1 cost savings of over \$250,000** through process automation & augmentation
- ✓ **Accelerated Speed to Insights** through reduction in the ad-hoc insights generation time from an average 10-15 business days to less than few hours.
- ✓ **Access to insights in <3 seconds** through natural mediums like Voice/Text Chat and Search
- ✓ **Over \$650,000 lift in top line** within 24 months of deployment due to faster decision-making

TESTIMONIALS

Developing data dexterity in the organization has always been a major challenge for the CDO office, and we are really fortunate to have Discovery as part of our ecosystem, and transforming our organization in to a data-driven organization. Thanks to the Course5 team and we are looking forward to the new releases

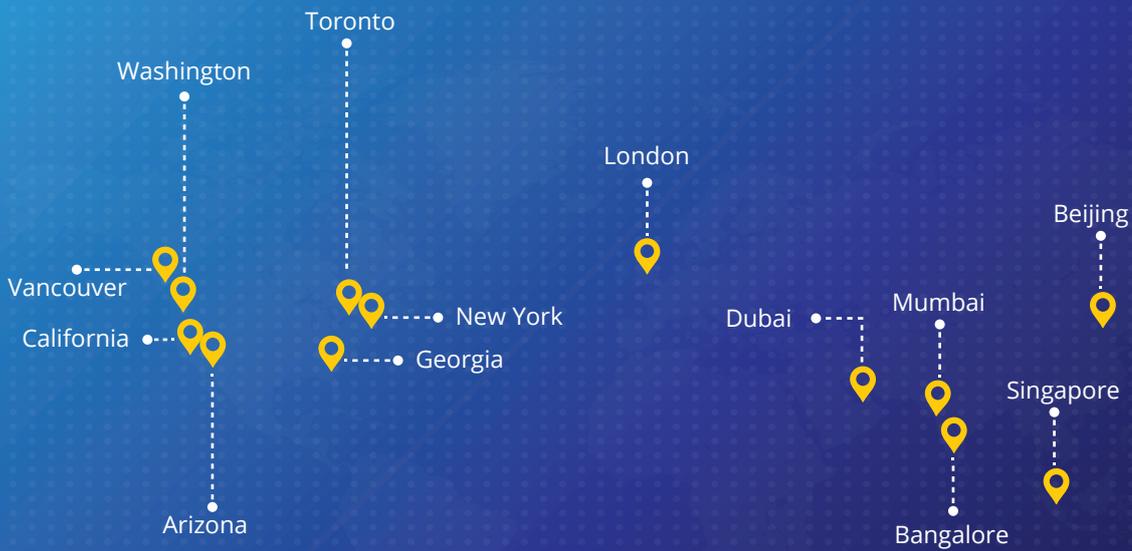
- Chief Data Officer, Fortune 500 Multinational Technology Co.



We have gained lot of time and cost efficiencies through Course5 Discovery, and we are really happy with the Model Factory and the Smart Decision Engine components, which enable our in-house analysts and influencers in doing faster root cause analysis and empower them with actionable tasks with inbuilt tracking and feedback collection. Great job team

- Head of CRM, Fortune 500 Insurance Provider (Health, Life, and Disability)





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