

# Drive demand and enhance marketing and sales efficiency with our AI solution

Our solution is designed to enable organisations to harness the power of AI for inclusive decision-making and improved business outcomes. The platform's core capabilities focus on leveraging AI-driven insights to analyse, measure and address Diversity, Equity and Inclusion (DEI) challenges within an organisation.

AI empowers your marketing and sales teams with intelligent automation and insightful analytics, enabling seamless execution and improved performance for sustainable growth, saving you 10 hours per week in marketing and sales processes.



## Why our AI solution?

### 1 UAE sovereign technologies

Built and managed locally in the UAE  
Complies with all UAE laws and regulations

### 2 Secured and hosted in the UAE

Protected and hosted in the UAE  
Managed through private cloud services or on-premises installations

### 3 Owned AI & big data models

Created in-house to fit your unique needs  
No reliance on external or third-party platforms

### 4 No data collection

Your data is never used to improve or train our AI systems  
Complete privacy and confidentiality guaranteed

## How does AI help marketing departments?



### Research in minutes

Automated and accurate research with data source information



### Precise accounting

A full-time analyst working with big data, processing campaigns and providing precise insights



### Automating campaigns

Plan, execute and track all marketing campaigns in different channels



### Creative and open to share

Human-level ideation and content creation through text and images



### Monitor SMM

Social Media tracking of mentions to understand consumer behaviour



### Market research

Complex research with comprehensible results



### Understanding customers

Automated segmentation and profiling



### Managing campaigns

Creating content to analyse results

## How does AI help sales departments?



### Sales pipeline mastery

Manage, control and report with ease from first contact to a closed deal



### Trained analyst on board

Set and manage KPIs, forecast sales and locate bottlenecks



### Efficient and speedy paperwork

Quotations, proposals, reports and presentations are done faster



### Support and post-sales

Summarise any post-sales data from customer feedback to product usage



### Track activities

Assistance in tracking statuses and closing deals



### KPI and forecasts

Expert analysis for sales activities



### Automated funnels

Delegates and automates background jobs



### Management and control

Monitors events, data, asks and results