

## Turning Millions of Dollars In Research Investment Into Actionable Insights

How A Consumer Electronics Giant Leveraged Agentic AI to  
Unlock the Full Potential of Investment in Marketing Research  
for Rapid Business Impact

For more than four years, AI Collaborator has partnered with one of the world's most pioneering Fortune 10 enterprises, bringing AI-Agility™ and shaping breakthrough outcomes across strategic business units.

### Client Challenge

A globally recognized leader in consumer electronics, our client is one of the world's most innovative brands and invests heavily in research to maintain a competitive edge and stay on top of rapidly changing consumer preferences. Despite heavy investment, the team struggled to turn research into timely, actionable insights needed to keep pace with changing consumer and business demands.

### Key Objectives

The customer set out to transform fragmented research data into accessible, decision-ready insights, enabling teams to move faster while reducing manual effort across the enterprise. This initiative focused on the following objectives:

- Overcome challenges posed by the massive volume of unstructured data for efficient analysis.
- Reduce manual effort by using AI to automate data analysis.
- Improve the accessibility, distillation, and distribution of insights across the enterprise.
- Optimize the use of marketing research data to deliver actionable insights that inform meaningful business decisions.

### The AI Collaborator Solution

This initiative has been a journey of over three years, starting with a thorough discovery phase that established the foundation for an innovative solution driven by AI agents, including the following elements:

- ✓ Advanced Agentic Workflows
- ✓ Multimodal RAG
- ✓ Natural Language Querying for Structure Datasets
- ✓ Deep Learning Forecast Models
- ✓ Key Trends Identification
- ✓ Open-ended Survey Analysis
- ✓ Deep Research Capabilities
- ✓ Responsible AI ensuring ethical, secure, and privacy-compliant development

*"The AI Collaborator team brought deep expertise, professionalism, and enthusiasm to their work. They partnered closely with our team to ensure we were aligned and felt fully confident in their capabilities every step of the way." - Senior Research Analyst*

### Client Outcome

The platform reduced research analysis time from up to a week to minutes, enabling distributed research teams across regions and business lines to share a unified, governed approach to insights.

- ⌚ Summarizing 120-page reports into visual slide presentations in under 3 minutes
- 👤 Streamlining vendor interactions and enhancing team productivity
- 👤 Unlocking the full value of external data investments for critical decision-making
- 🕒 Improving research governance and vendor oversight by identifying underutilized or redundant vendors
- ⌚ Reducing large-scale survey analysis from weeks to minutes

**Unlock the power of AI-Agility™  
responsibly with AI Collaborator**

