LEADING BUSINESSES INTO THE FUTURE WITH AN AI COMPASS

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The world of business is drowning in oceans of data, information and technology. And rather than north, south, east and west, Course5 Intelligence enables its customers to chart a course to the fifth direction – the future, through an ideal combination of human and artificial intelligence. Its mission is to enable large global corporations to optimise decisions and maximise outcomes in the digital world, with respect to customers, marketing, and competition, through analytical, insightful and AI solutions.

Credited with growing the company into a leading analytics and insights powerhouse, Ashwin Mittal CEO, Course5 Intelligence now spearheads its journey to AI leadership. In an engaging and informative conversation, he shares his views on AI as the next great frontier and his vision to provide cutting-edge AI business solutions. Excerpts...

- **Give us some context to the impact you envision that Artificial Intelligence (AI) will have on businesses...**

  In the last 40 years, we have seen two major revolutions. In the 80s and 90s, we had the PC revolution, and in the past 20 years, we have seen the internet revolution. Both have been game changers and one has been built on top of the other. We believe that the next 20 years will belong to the AI revolution, which will be as big as the previous two, if not bigger, and built on them.

- **Where do you see Course5 Intelligence against this backdrop?**

  Data is exploding in terms of volume, velocity and variety. Consumer behaviour and habits are changing and shifting to digital mediums. Our clients want applications that respond to their customers in real time.

  Since we are currently leaders in data science, which is the very core of AI, we are ideally positioned to capitalise on the AI wave. Our AI lab, which is one of the few in the country, undertakes pure research and innovation. We have filed for patents and hired some of the best AI scientists in the country.

- **What prompted you to set up this AI lab?**

  We believe the AI wave presents us with a 'once in a lifetime' opportunity. While our core services and solutions business have existing AI capabilities, we wanted to have a separate entity with a complete R&D mind-set.

  We felt the need for a pure innovation cell, which must ideally be kept on the edge of the organisation.

  How do you ensure that you are future-ready and stay ahead despite the uncertain course of the AI curve?

  That's exactly why we have invested so much in R&D and kept it as a separate entity. While pursuing an ongoing business, it's easy to work with blinkers on. The focus is on targets, customers and P&L; blue sky thinking becomes difficult. With our AI lab, we are in a strong leadership position to enable companies to really leverage AI innovation for transformational value.