

# Dairy, food and beverage manufacturer

Unlocking new insights with a central, AI-managed research library

Industry: Consumer Products  
Geography: Middle East  
Pattern: Expert Assist

## Solution

[IBM Cloud](#)  
[IBM Watson Assistant](#)  
[IBM Watson Discovery](#)  
[IBM Watson Knowledge Studio](#)

[Customer Success Story](#)

The business used AI to make it possible to cross-reference and draw meaningful conclusions from its own critical market research as well as third-party reports by creating a unified report repository, supported by IBM Watson and IBM Cloud technology.

*“Now everyone in the company, no matter which brand or department, can instantly find exactly what they need.”*

— Suhale Kapoor, Executive Vice-President and Cofounder, IBM Business Partner Absolutdata



## Cuts

reporting times drastically

## Delivers

new insight with AI-backed search functions

