EdgeVerve AI Next
CREATIVE BRIEF

PROYECTO	EdgeVerve AI Next
FECHA	16 de July, 2025
VERSIÓN	v1.0 - AI Generated
PLATAFORMA	EdgeVerve Agentic AI System

■ BUSINESS OBJECTIVE

■ THE PRIMARY BUSINESS OBJECTIVE FOR EDGEVERVE AI NEXT

■ MARKETING OBJECTIVE

■ 1. **Platform Brand Awareness:**

■ * SPECIFIC AWARENESS GOALS AND METRICS: INCREASE BR

■ 2. **Lead Generation:**

■ *   LEAD TARGETS AND QUALIFICATION CRITERIA: GENERATE

■ 3. **Thought Leadership:**

■ * **Positioning and expertise goals:** Position EdgeVerve AI Next as a thought leader in the Applied AI space, specifically highlighting our expertise in PolyAI, cloud-agnostic deployment, built-in responsible AI, and AI democratization. This will be achieved through publishing original research reports on AI adoption trends, speaking at industry conferences, and developing insightful content that addresses key pain points related to scaling AI within the enterprise. Search trends show a rising interest in 'AI governance +89%' and 'multi-model AI +78%', indicating a key area for thought leadership content.

■ BACKGROUND

EdgeVerve AI Next is an AI platform company focused on empowering enterprises to scale Applied AI across their organizations. While the enterprise AI platform market is growing rapidly (+67% YoY), many companies struggle to move beyond pilot projects and realize the full potential of AI. EdgeVerves unique value proposition lies in its PolyAI capabilities, cloud-agnostic deployment, built-in responsible AI, and commitment to AI democratization. This positions EdgeVerve to capture a significant share of the market by addressing critical challenges in AI adoption and focusing on the hottest topics like 'Generative AI for enterprise' and 'AI model governance'.

■ TARGET AUDIENCE

■ THE PRIMARY TARGET AUDIENCE IS CIOS AND CIO-1S OF COM

■ * CIO PROFILE: RESPONSIBLE FOR SETTING THE TECHNOLOG

■ * CIO-1 PROFILE: DIRECTLY REPORTS TO THE CIO AND MANAG

Decision Makers: The decision-making process involves a committee of stakeholders, including the CFO (financial justification), CTO (technical feasibility), and line-of-business leaders (business impact). All are research-driven and seek peer validation for such a large decision. The research validates pain points from time constraints, budget limitations and technology complexity. The behavioral insights also confirm that trust factors are essential, such as industry certifications, case studies and free trials.

■ THE PROBLEM WE ARE TRYING TO SOLVE

■ EDGEVERVE AI NEXT AI PLATFORM ADDRESSES THE CORE CH

■ WHAT ARE THE CHALLENGES?

Enterprises face several significant obstacles in adopting AI at scale, as validated by stakeholder inputs and market research: **Scaling beyond AI experimentation:** Moving from pilot projects to production-ready AI applications is difficult. Many struggle to put AI into full operation due to legacy manual processes. **Isolated systems and data:** Data silos and disconnected systems prevent seamless integration of AI into business operations. The lack of enterprise data readiness is a significant hindrance. **Lack of enterprise data readiness:** Data quality, data governance, and data access issues prevent AI models from performing effectively. **Legacy manual processes:** Traditional processes are not designed to support AI, leading to inefficiencies and bottlenecks.

■ SOLUTIONS/OFFERING

■ EDGEVERVE AI NEXT AI PLATFORM PROVIDES A COMPREHENS

Unified Platform: A single platform that connects people, processes, data, and systems, enabling seamless integration of AI into business operations. **PolyAI:** Model flexibility that supports a variety of AI models, including traditional machine learning, deep learning, and generative AI. **Cloud-Agnostic Deployment:** Flexible deployment options that allow enterprises to deploy AI models on-premise, in the cloud, or in a hybrid environment. **Built-In Responsible AI:** Features that ensure AI models are fair, transparent, and accountable. **AI Democratization:** Tools and resources that empower business users to build and deploy AI models without needing deep technical expertise.

■ WHY EDGEVERVE (PLATFORM)?

EdgeVerve AI Next AI Platform is the best choice for enterprises because of the following key differentiators:

■ * POLYAI - MODEL FLEXIBILITY: OUR PLATFORM SUPPORTS A

Cloud-agnostic deployment: Our platform can be deployed on any cloud or on-premise infrastructure, giving enterprises the flexibility to choose the deployment option that best fits their needs. **Built-in responsible AI:** Our platform includes features that ensure AI models are fair, transparent, and accountable. This addresses ethical and regulatory concerns associated with AI.

■ * AI DEMOCRATIZATION: OUR PLATFORM PROVIDES TOOLS A

Furthermore, competitors focus on 'Efficiency', 'Integration', and 'User-friendly' platforms, but lack key features that EdgeVerve AI Next provides such as 'Sustainability', 'Work-life balance', and 'Mental health'.

■ WHY DOES ENTERPRISE NEED THIS SOLUTION?

Enterprises need an enterprise AI platform to: **Drive Innovation:** Accelerate the development and deployment of AI-powered applications that drive innovation and create new business opportunities. **Improve Efficiency:** Automate repetitive tasks and streamline business processes, improving efficiency and reducing costs. **Enhance Customer Experience:** Personalize customer interactions and provide better service, leading to increased customer satisfaction and loyalty. **Gain Competitive Advantage:** Leverage AI to gain insights, make better decisions, and compete more effectively in the digital economy.

■ PRESENT MARKET TREND AND DEMAND

■ THE ENTERPRISE AI PLATFORM MARKET IS EXPERIENCING RA

■ AGENCY STATEMENT OF WORK (SOW)

The agency will be responsible for developing and executing a comprehensive marketing campaign to promote EdgeVerve AI Next AI Platform. The SOW includes the following deliverables: **Content Marketing:** Creation of blog posts, white papers, case studies, and infographics addressing key pain points and showcasing the value of EdgeVerve AI Next AI Platform. (Timeline: Ongoing throughout the 12-month campaign).

■ *   DIGITAL ADVERTISING: DEVELOPMENT AND EXECUTION OF

Website Optimization: Optimization of the EdgeVerve AI Next website to improve lead generation and conversion rates. (Timeline: Ongoing throughout the 12-month campaign). **Social Media Marketing:** Development and execution of a social media strategy to increase brand awareness and engagement. (Timeline: Ongoing throughout the 12-month campaign). **Video Production:** Production of explainer videos, customer testimonials, and product demos. (Timeline: 2 videos per quarter). **Campaign Analytics:** Tracking and reporting on campaign performance, providing insights and recommendations for optimization. (Timeline: Monthly reports).

■ KEY MESSAGES ACROSS LEVELS (L1 TO L4)

L1 (Executive Level • CIO/CEO): "EdgeVerve AI Next: Unlock exponential value and competitive advantage by scaling Applied AI across your enterprise." (Focus: Business impact, ROI).

■ *   L2 (VP OF IT): "EDGEVERVE AI NEXT: A UNIFIED PLATFORM F

L3 (Director of AI): "EdgeVerve AI Next: PolyAI-powered flexibility, cloud-agnostic deployment, and built-in Responsible AI for faster development and deployment of AI applications." (Focus: Technical features, benefits). **L4 (AI/ML Engineers):** "EdgeVerve AI Next: Streamline your AI workflow with our intuitive tools, pre-built models, and seamless integration with existing infrastructure." (Focus: Ease of use, developer experience).

■ CAMPAIGN THEME, APPROACH/OUTLINE/CREATIVE STRATEGY

Campaign Theme: "Unlocking Applied AI: Connecting People, Processes, Data, and Systems." **Creative Approach:** Visually showcase how EdgeVerve AI Next AI Platform helps enterprises overcome the challenges of scaling AI. Use real-world examples and customer testimonials to demonstrate the value of the platform. Highlight the importance of PolyAI, cloud-agnostic deployment, built-in Responsible AI, and AI democratization. The campaign should feel innovative, reliable, and enterprise-grade, aligning with the brand personality.

■ DIGITAL ASSETS (BANNERS, MICROSITE, INFOGRAPHICS, EMA

■ *   BANNERS: DISPLAY ADS ON LINKEDIN, GOOGLE ADS, AND I

Microsite: A dedicated landing page that provides detailed information about EdgeVerve AI Next AI Platform, including product demos, case studies, and pricing information. **Infographics:** Visually appealing graphics that highlight key statistics, trends, and benefits of EdgeVerve AI Next AI Platform. **Email Designs:** Professionally designed email templates for lead nurturing and customer communication. These will be segmented based on lead source and level of engagement.

■ DIGITAL CAMPAIGN VIDEOS

Video Content Strategy: Develop a series of videos that showcase the value of EdgeVerve AI Next AI Platform. **Video Types: Explainer Videos:** Explain the core features and benefits of the platform. (Length: 2-3 minutes). **Customer Testimonials:** Feature real customers sharing their experiences with EdgeVerve AI Next AI Platform. (Length: 1-2 minutes).

■ *   PRODUCT DEMOS: SHOW HOW THE PLATFORM WORKS AND

Production Requirements: High-quality video production with professional voiceovers and visuals. Videos should be optimized for viewing on desktop and mobile devices.

■ AI / TECH ENABLED IDEAS

Personalized Content: Use AI to personalize content based on user behavior, demographics, and industry. Serve dynamic content in emails, on the website, and in digital ads. **AI-Powered Chatbot:** Implement an AI-powered chatbot on the website to answer questions, provide support, and generate leads. **Predictive Lead Scoring:** Use machine learning to predict which leads are most likely to convert, allowing sales teams to prioritize their efforts.

■ CHANNELS / CAMPAIGN DIGITAL MEDIUMS

■ * PRIMARY CHANNELS:

■ * LINKEDIN: TARGETED ADVERTISING, CONTENT MARKETING,

Google Ads: Search engine marketing to capture users who are actively searching for enterprise AI platforms. **YouTube:** Video marketing to showcase product demos, customer testimonials, and explainer videos.

■ * SECONDARY CHANNELS:

■ * INDUSTRY PUBLICATIONS: ADVERTISING AND CONTENT PAR

■ * WEBINARS: HOST WEBINARS TO EDUCATE THE TARGET AUI

Supporting Mediums: Email Marketing: Nurture leads and drive conversions through targeted email campaigns. **Website:** Provide detailed information about the platform and generate leads through forms and landing pages.

■ AI RESEARCH INSIGHTS

■ COMPETIDORES	56, Top, The

■ **CRECIMIENTO**	+67% YoY
■ **TENDENCIAS**	Generative AI for enterprise, AI model governance, Federated learning
■ **CANALES**	LinkedIn, Medical journals, Industry conferences

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EdgeVerve | Empowering Business with AI