QUANTHOS
WE KNOW THE PATH

Insight Diagnosed. Impact Engineered.

Our Mission

To bridge the critical gap between data-driven strategy and real-world execution. We don't just deliver a report; we build the automated systems and train the teams that turn your data into a measurable competitive advantage.

Our Core Services

Data Strategy & Business Intelligence

We apply a data scientist's rigor to transform your raw data into your most valuable asset. We build the predictive models, executive dashboards, and BI frameworks that enable clear, fast, and profitable decision-making.

AI Automation & Workflow

We are the architects of efficiency. We use no-code tools and AI agents to design and build automated workflows that eliminate repetitive tasks, reduce errors, and free your best people to focus on high-value work.

Sales & Marketing Consultation & Activation

We engineer the processes that turn insights into revenue. We leverage AI to optimize every step of your customer's journey, from automated lead generation to hyper-personalized marketing and sales funnels.

Corporate AI Training

A tool is only as good as the team using it. We upskill your entire organization—from the C-suite to the front lines—with hands-on, role-specific workshops that build a true culture of data-driven performance.

Meet Your Quanthos Founders

Dr. Ahmed Amrousy is a **Senior Marketing and Export Trainer** with over **20 years of experience** delivering high-impact programs for leading organizations and academic institutions.

He holds an **MBA**, is a **DBA Candidate** , and instructs for the **Senior Executive Diploma at AUC**. His unique strength comes from his original background as a **Mechanical Engineer** , giving him an "engineer's mindset" to "reverse-engineer" business challenges and "rebuild" them with efficient, data-driven marketing and sales processes.

A recognized expert on AI's business impact, Ahmed has designed and delivered sought-after **"AI in Sales & Marketing" workshops** and has been featured as a guest expert on **national TV** discussing the topic.

He provides the practical, hands-on application that empowers teams to use AI for immediate, measurable results in customer engagement and performance.

Dr. Ahmed Amrousy

Meet Your Quanthos Founders

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Osama is a **Strategy and Business Intelligence Leader** with over 2 decades of experience driving data-powered growth across **pharmaceuticals**, **healthcare**, **publishing**, and **retail**.

He holds an **International MBA** and is a **certified Data Scientist**, but his unique strength comes from his original background as a **Pharmacist**. He brings a **"pharmacist's precision"** to the business world—using his analytical rigor to **"diagnose"** the root cause of a problem and prescribe the exact data-driven "prescription" for success.
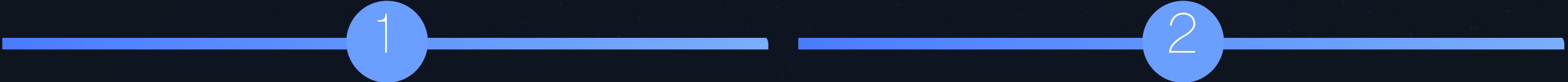
Throughout his career, Osama has built and led analytics functions from the ground up, empowering organizations to make smarter, more profitable decisions.

He doesn't just explain *what* AI can do; he shows organization *how* it can transform their decision-making, performance, and growth.

Dr. Osama Naguib

Case Studies: Data & Automation

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Data Diagnosis

Industry: Automotive

Challenge: Unpredictable spare parts inventory, leading to service delays and high capital costs.

Our Solution: Deployed a machine learning forecasting model that analyzed service history and seasonal trends.

Expected Impact *: +25% reduction in parts-related service delays and a 15% drop in excess inventory costs.

Workflow Automation

Industry: Corporate Finance

Challenge: The finance team spent 40+ manual hours per month on invoice processing and reconciliation, leading to errors.

Our Solution: Designed and deployed a no-code Robotic Process Automation (RPA) workflow that automatically extracted, validated, and reconciled invoices.

Expected Impact **: 95% reduction in manual processing time and a 100% accuracy rate, allowing a faster month-end close.

*https://www.mckinsey.com/industries/industrials/our-insights/distribution-blog/harnessing-the-power-of-ai-in-distribution-operations *

https://www.highradius.com/finsider/fortune-500-financial-close-process/ **

Case Studies: Training & Full Stack

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Sales Booster

Industry: B2B Manufacturing

Challenge: A veteran sales team saw AI as a threat and was failing to adopt new digital lead-generation tools.

Our Solution: Designed and delivered a 3-day "AI in Sales & Marketing" activation workshop.

Expected Impact *: 4.8/5 average participant satisfaction score. Teams built their own AI competitor-monitoring bots, leading to a measurable increase in qualified leads.

The Full Stack (Diagnose & Activate)

Industry: E-Commerce

Challenge: High customer churn, with generic "we miss you" emails having zero effect.

Our Solution: 1. Diagnosed: (Dr. Osama) Used NLP to analyze customer feedback, discovering the real reason for churn was "slow delivery." 2. Activated: (Dr. Ahmed) Re-engineered the post-purchase communication workflow and trained the service team on new, automated, hyper-personalized messaging.

Expected Impact **: A +12-point lift in retention for the targeted customer segment.

* https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai

** https://www.bloomreach.com/en/blog/why-ai-is-the-future-of-e-commerce

Collaborators