

What is BCG GAMMA

We are the Data,
Analytics
& AI powerhouse in BCG



GAMMA is BCG's Data & AI practice; we combine our consulting heritage with cutting edge data science



Global & deep experience

- Hundreds of advanced analytics & AI cases/year
- All industries / sectors
- Top industry clients
- Continuous in-house research
- Prize-winning publications and patents

Top-Analytics talent

- Advanced degrees from top universities
- Six cohorts of highly-specialized data specialists

Value realization focus

- Operationalized analytics not POCs
- End-to-end AI-driven business transformation

Worldwide 1,500+ AI practitioners, ~60 offices and 45 countries



Data Science

- Descriptive
- Predictive
- Prescriptive

Tech

- Machine Learning Engineering
- Software Engineering
- Architecture

Topic/industry expertise

- Customer relation
- Marketing
- Networks
- Operations
- Risk

On shore/Off shore teams

- Data scientists
- Data engineers
- Developers (UI, tools) ²
- Trainers

And hold more than 60 patents

10

BCG GAMMA
patents filed

42

BCG GAMMA data
scientists with at
least one patent¹

66

Collective patents
held by BCG GAMMA
data scientists
pre/post BCG²

9

Different
patent domains
represented
(e.g., Optimization,
ML, Healthcare)

25

Machine Learning,
Deep Learning, or
Large Scale
Computing patents

1. Either pending or issued status as of 2021-01-20

We bring wealth of experience across many topics...



Customer

Personalization
Cross sell and Up Sell
Churn and Retention
Customer Experience
Customer Acquisition
Sentiment Analysis



Product

Data-driven Marketing
Pricing and Promo Effectiveness
Feature Optimization
Assortment Optimization



Operations

Control Tower
Sales/Ops/Planning
Predictive Preventive Maintenance
Manufacturing process optimization
Energy efficiency
Procurement



Network

Branch Network
Real Estate Footprint
Infrastructure Capacity and Utilization
Routing engine
Sales Territory Design



Risk

Credit Risk Assessment
Fraud/Anomaly Detection
Project Risk Management
Claims Management



Enterprise

Back-office process automation
Workforce Deployment Design
War gaming/Scenario Simulation
Competitive Intelligence
Performance Management

... and across the full value chain

Example: Consumer goods

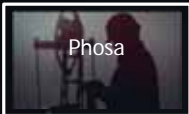


Source: BCG analysis and case experience

We have developed solutions across all industries



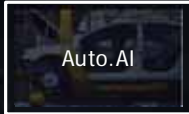
Energy



Phosa



Industrial Goods



Auto.AI



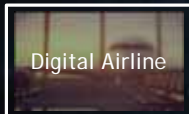
Health Care



Healthcare Ops



Consumer



Digital Airline



TMT



VBR



Insurance



Insurance



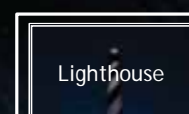
Financial Institutions



Smart Banking



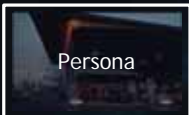
Cross-Industry



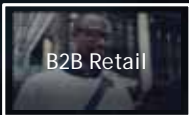
Lighthouse



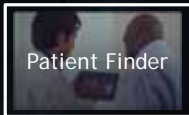
Future Value Chain 2.0



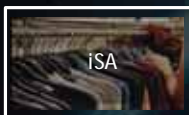
Persona



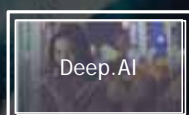
B2B Retail



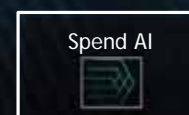
Patient Finder



ISA



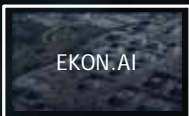
Deep.AI



Spend AI



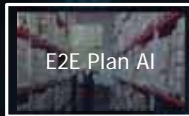
IDLO



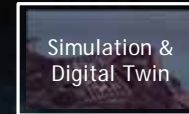
EKON.AI



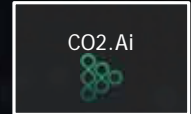
Digital SC&IG



E2E Plan AI



Simulation & Digital Twin



CO2.AI



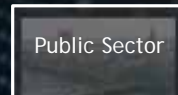
PIPE



PIPE



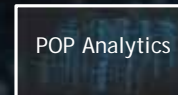
Public Sector



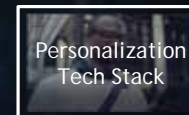
Public Sector



POP



POP Analytics



Personalization Tech Stack



Thank you

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