CEREBRUM

CEREBRUM LLC.

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Company Profile

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At Cerebrum, our belief that the future can become today drives us to utilize machine learning and artificial intelligence to build creative solutions. We are knowledge experts and aficionados building digital content differently, what we do is driven by science to augment user participation to supreme levels.

AUGMENT PARTICIPATION

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What We Do

The world is witnessing radical changes in how digital content is shaped, machine learning and artificial intelligence launched a new creative revolution, reaching mass audiences around the globe, touching and enhancing lives and businesses every day, with every process, platform, and application.

We partner with your organization to define your strategy, tailor your applications and uplift your business.

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Artificial Intelligence Strategy

Artificial Intelligence (AI) presents organizations with the highly needed competitive edge and in-depth knowledge to gain value, enter new markets, and optimize processes.
Businesses look for opportunities every day, and AI is the paramount business opportunity for now and for the next decade, it is the major game changer.
Organizations with skillful and timely adoption of AI grow with unparalleled success, gaining from quick technological disruption in industries and trade, while old fashioned organizations face existential risks.

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Artificial Intelligence Strategy

Adopting an AI strategy is a journey that tackles many aspects within the organization, we help you develop an organization-wide strategy to put you on track to grow with unparalleled success by addressing:
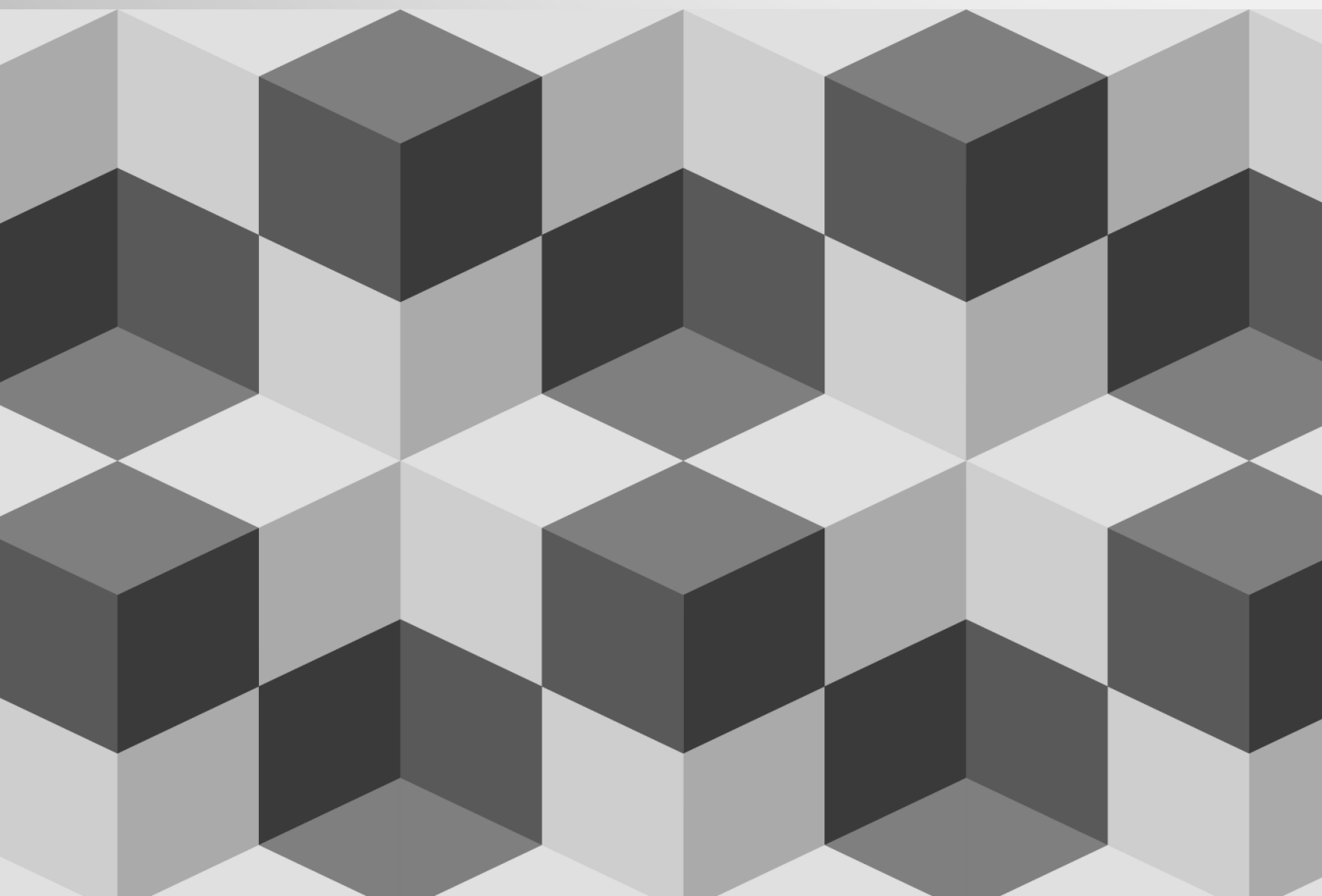
- The need for an AI Strategy, urgency, and why?

- Understand what AI is capable of and what is it is not capable of and how these capabilities are applicable to your business.

- How to align your business KPIs and OKRs with the AI algorithms.

- How to balance between technical needs of AI, business objectives and management perspectives.

- What approach you need to adopt while building your strategy.

- Define Data Strategy

- Determine resourcing criteria

- Define threat management approach

- Explore use cases

- Is the organization culturally ready to adopt AI?

- Are the legislations supportive, what privacy and cultural considerations being there?

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Knowledge Mining

knowledge mining helps uncover latent insights in all types of information, much of the information that's critical to business exists in unstructured formats like PDFs, images, videos, audio files, paper documents, and even handwritten notes. There's key information in this content that isn't readily visible or available to process.
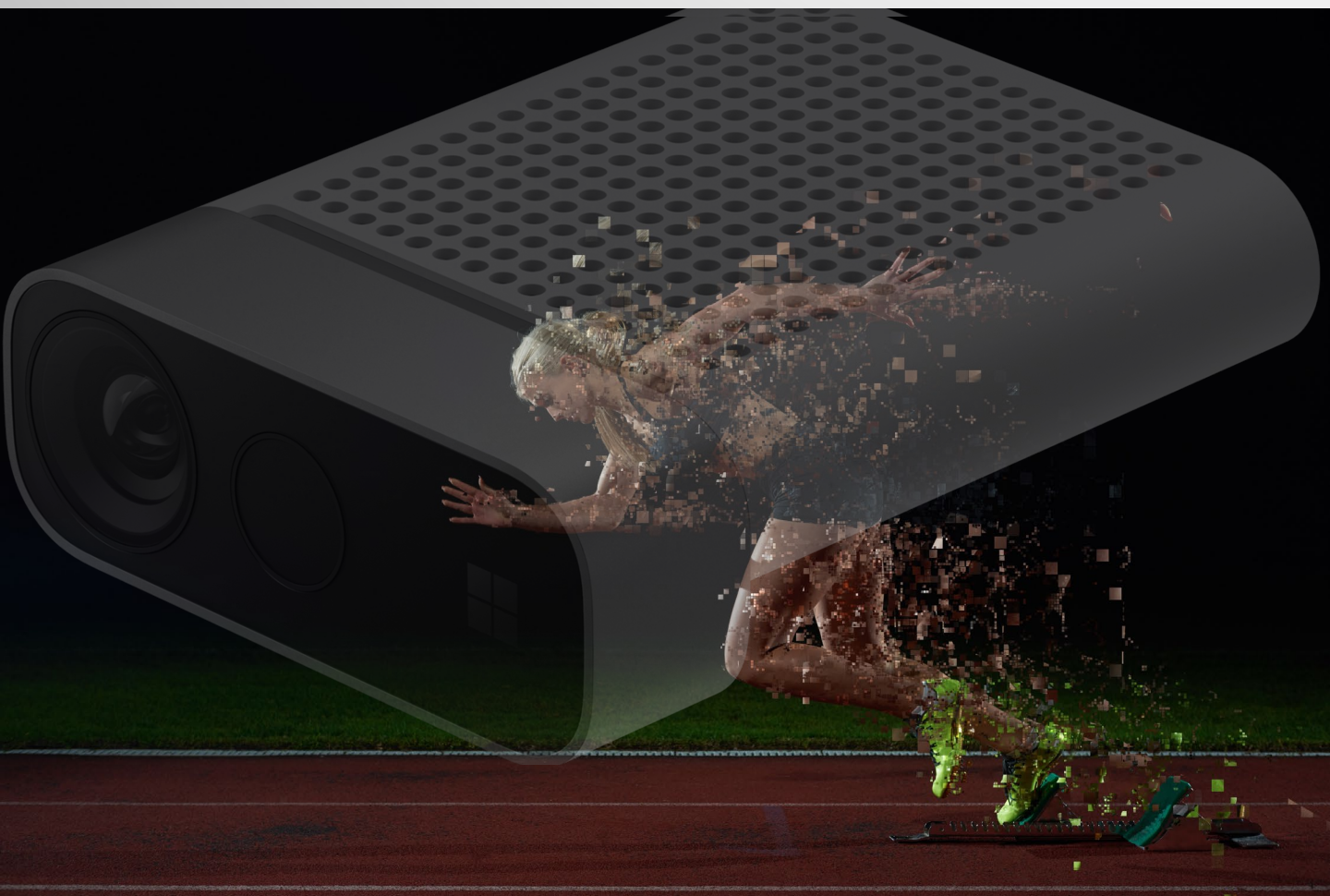
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Machine Learning & AI

Unlock the power of machine learning by infusing custom algorithms into your existing processes and applications, our data scientists can help you succeed in data driven decision making and have a better understanding of your data

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Machine Learning & AI

Utilizing Azure Kinect sensors, body tracking, and computer vision capabilities to build modernized solutions for retail, healthcare and sport entities.

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Mobile Application Development

One of the biggest challenges mobile apps face is getting people to download and use them, a successful mobile application combines multiple aspects, a great development team to code it, an artist to design it, and smart strategy to roll it out.

Our application development journey starts by engaging our industry experts to translate your idea and vision into actions, incorporating in-depth market research, decide on the development methodology, platform, and user acquisition plans, we ensure Application Analytics, Security, and feedback mechanism is part of every app.

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Mobile Application Development

Whether you're looking for a native, cross-platform, internal, or public facing app we ensure an end to end personalized, AI integrated experience.

Retail & eCommerce

- Single store
- Multi Vendor
- Multi Delivery

Logistics & Transportation

- Taxi Booking
- Point-to-point Delivery
- Delivery Management

Lifestyle & Community Apps

- Ride sharing
- Appointment & Scheduling
- Social Apps
- Healthcare & Fitness

Bluetooth Beacons   IoT Integrated   Geofencing   Augmented Reality   QR Code Engines
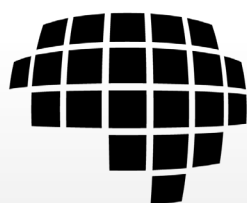
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Mobile Application rollout

Now that you have your app ready, how are you going to let people know about it? What strategy you have in place to rollout your product, how will you communicate the message to the users about the benefits of your application, how do you estimate the user acquisition cost?

We will develop an end to end plan that combines technical and social aspects to successfully launch your application

• Target audience analysis and identification

• Public Relations, and Marketing Campaigns

• Feedback and market response analysis

• Search Engine & Application Store Optimization

• Conversion rate, user acquisition plan

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