

artificial intelligence

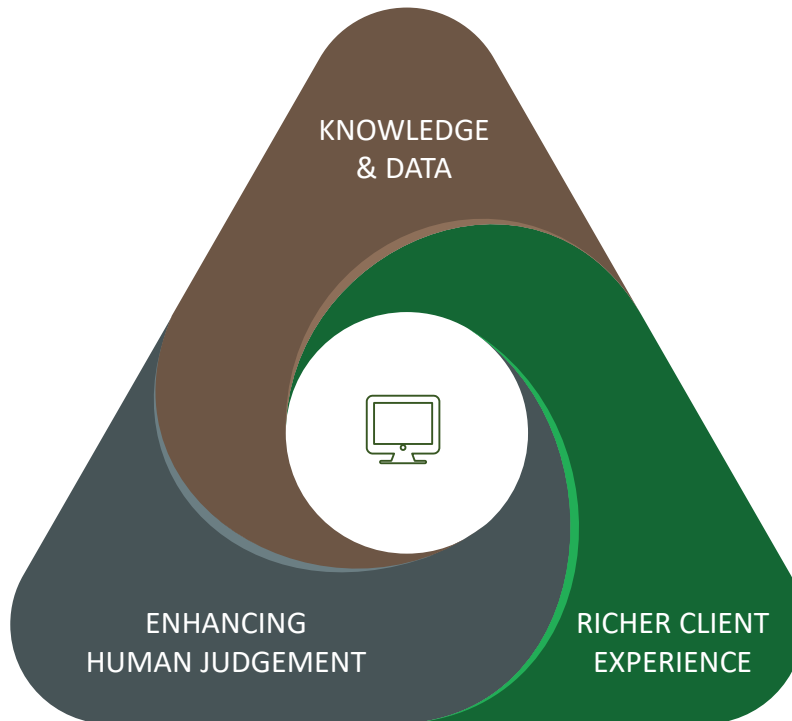
Impact and benefits to competitive strength

Laurus INVESTMENT COUNSEL INC.

Investing as it should be.



Categorization of ai



1. Knowledge & Data

- Optimizing supply chain
- Platform reconciliation
- Managing structural change

2. Enriching Client Experience

- Removes human bias
- Improves customer resolution
- Adapts to customer experience

3. Enhancing Human Judgement

- Anomaly detection
- AI Prediction, not judgement
- Ability to process large data sets



advantages to ai leadership

LIMITED COMPETITION

- Time and cost of entry
- Specialist knowledge
- Quality differential
- Adaptability

INCREASED MARGINS

- Ever-increasing order size
- Limited price sensitivity
- Limited suppliers
- Lack of substitution threat

GREENFIELD CAPABILITY

- Unique service
- Adaptability / inter-relationships
- Economies of scale

CONTINUOUS CLIENT

- Limited competition (defensible)
- Service vs product integration
- High switching costs





We all know the big names





Examples of laurus investment



Enghouse
Interactive