

WHARTON CUSTOMER ANALYTICS INITIATIVE

CORPORATE RESEARCH PARTNER BENEFITS

WCAI Corporate Research Partners have access to our Research Opportunity, a carefully structured program that connects our partners with researchers who are working on problems relevant to their businesses.

Key program benefits include:

- **Unique research project** tailored to the company's long-term business needs
- **Ability to explore long-term R&D challenges** without taxing in-house analytics teams or providers
- **Cutting-edge proposals** drawn from WCAI's network of more than 2,500 researchers worldwide
- **Full support** from Wharton faculty and WCAI staff throughout the process
- **Fostering company cross-collaboration** with projects that are scoped to engage all levels and verticals
- **Capstone research symposium** where research teams answer questions and present findings and next steps for implementation

WCAI Corporate Research Partner (2 years)

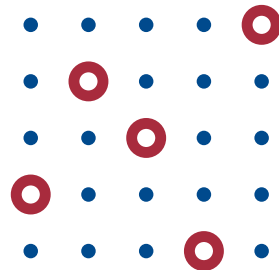
Corporate Research Partners represent WCAI's highest level of engagement with organizations. Members have access to the Research Opportunity (10-14 months), along with additional benefits and annual activities (full two years) listed on reverse.

The Wharton Customer Analytics Initiative (WCAI) is the world's preeminent academic research center focusing on the development and application of customer analytics methods. Through our innovative Research Opportunity program and R&D "crowdsourcing" approach, WCAI enables academic researchers from around the world to help companies understand how to better monetize the individual-level data they collect about customers through the development and application of new predictive models.

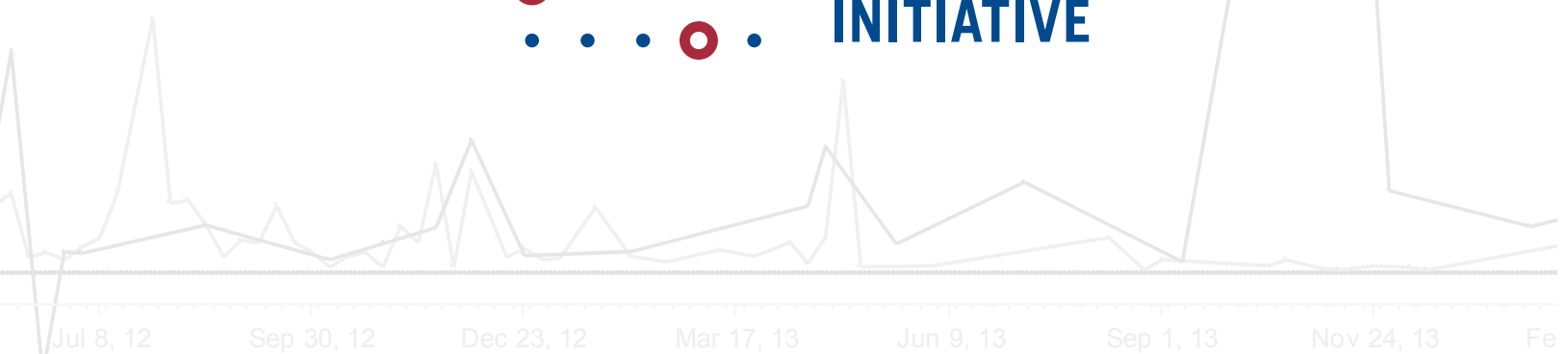
ADDITIONAL PARTNER BENEFITS:

- **WCAI Annual Corporate Partner Meeting and periodic roundtables** where WCAI partners from around the world and across industries can engage in candid discussion and review key challenges, breakthroughs, and implementation
- **Invitations to WCAI's annual conference** – with a special rate extended to WCAI partners
- **Advanced access and priority scheduling** for recruitment of Wharton MBA students for full-time and intern positions
- **Introductions to student clubs** that invite corporate representatives to campus to speak and participate in their conference panels
- **Invitations to attend** WCAI-sponsored panels, networking, and “executive-in-residence” events for students and alums
- **Publicity around the partnership** supported by the WCAI website, webinars, and various additional media

For more than 7 years, WCAI has helped shape the definition of “Customer Analytics” and elevate the role of analytics in an organization’s strategic decision-making, organizational design, and talent development.



**WHARTON
CUSTOMER
ANALYTICS
INITIATIVE**



RESEARCH, STUDENT PROGRAMS, AND SPONSORSHIP

Learn more about WCAI and our corporate partner programs at wcai.wharton.upenn.edu

CORPORATE PARTNERS*

ANNALECT • BAZAARVOICE • L'OCCITANE • ELECTRONIC ARTS • EQUILAR • HERSHEY'S • URBAN OUTFITTERS • USAA • TERADATA
PACIFIC GAS & ELECTRIC • NIELSEN • OMNICOM GROUP • AMERICAN RED CROSS • SIRIUSXM • SYMANTEC • HERTZ • DELOITTE

* PARTIAL LISTING