

Corporate Partnership Program

WHARTON IS INFLUENCING THE DIRECTION OF ANALYTICS IN BUSINESS

Wharton Customer Analytics Initiative, (WCAI), connects companies with researchers and students with the goal of innovating the field of data analytics, fostering new relationships and dynamic thought leadership. Our programs and activities focus on three interlinked goals:

- Engaging students to feed the talent pipeline in data and customer analytics
- Developing insights that translate to business growth and customer satisfaction
- Partnering with companies to build capacity for analysis and apply research findings to real business challenges

WHY PARTNER WITH US?

Our innovative partnership programs transform business through data & analytics. We help companies address pressing business challenges with the expertise of Wharton faculty, students, and our global research consortium. Companies may contribute to research opportunities through these actions:

- Explore data challenges, analytics interests, and facilitate "**learning by doing**" with WCAI faculty, senior fellows, and staff
- Draw on the insights of our work to power your business with knowledge from rigorous academic research and student projects
- Build visibility with the next generation of leaders by engaging with Wharton students through coursework, events, or research
- Network and learn from a community of peers to discuss shared challenges and best practices

Become a Partner Today!

Contact Mary Purk | 267.822.2008 | marypurk@wharton.upenn.edu

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HOW CAN YOU PARTNER WITH US?

Partners are invited to engage in ways that best meet their business intelligence needs.

CORPORATE PARTNER (\$50,000)

Are you looking to better understand your data, integrate analytics into your business processes or educate students in support of your recruitment efforts?

We have options for you:

- Sponsor a **Datathon, Analytics Accelerator, Analytics Fellows** or design a custom research project
- Provide data for Wharton analytics courses or workshops in which student teams generate and share actionable insights
- Network at Corporate Partner Meetings, Annual Analytics Conference and Workshops
- Establish brand visibility on Wharton Partnership websites and in Wharton Magazine
- Connect with Wharton MBA Career Management and Penn Career Services
- Receive early access to the MBA Resume Book

RESEARCH PARTNER (\$150,000)

In addition to the **Corporate Partner** benefits, **Research Partners** will receive access to Wharton Faculty and Senior Fellows to develop actionable insights that address your organization's growth strategy:

- Crowdsource research proposals from more than 3,700 academics from leading global institutions to address your business challenges
- Utilize your data and our researchers to solve business challenges in a 12 month engagement
- Participate in a Capstone Research Symposium where selected research teams provide predictive statistical analyses, discuss their findings and applications

