# Christensen Advisory secures exclusive APAC rights for AI tool InferenceCloud.ai to transform corporate communications



Christensen Advisory, an integrated communications and advisory firm, has announced that it has secured exclusive distribution rights for the Asia-Pacific (APAC) region for InferenceCloud.ai, an AI-powered tool aimed at revolutionising data analysis, audience preference identification, and narrative delivery within the communication industry.

Roger Hu, CEO of Christensen Advisory, highlighted the transformative potential of artificial intelligence in corporate communications. Speaking to FutureCIO, Hu said, "AI is undoubtedly redefining the future of corporate communications. With InferenceCloud.ai, we've been able to win new clients by presenting data-backed strategies that are truly aligned with their goals."

The firm has started embedding InferenceCloud.ai throughout its operations to provide companies with intelligent and adaptive strategies informed by AI insights. These capabilities are intended to aid businesses as they navigate rapidly evolving media and market landscapes. Christensen Advisory has emphasised the platform’s role in streamlining its research processes, enabling the discovery of previously untapped narratives that effectively resonate with target audiences—doing so in a substantially reduced time frame.

Hu further elaborated, "What sets it apart is the ability to benchmark corporate messaging strategies against peers, providing valuable perspectives in hindsight. We are thrilled to team up with InferenceCloud and be at the forefront of providing the tools that will help the industry grow and succeed together."

From InferenceCloud.ai’s side, co-founder and CEO Mark Seall expressed enthusiasm about the partnership and its implications for the communications sector. Speaking to FutureCIO, Seall stated, "Christensen's success in leveraging InferenceCloud to deliver measurable outcomes is a powerful validation of our mission to empower communications with purpose-built AI. Our partnership with them represents a shared vision for empowering the communications industry with the technology needed to thrive, and we couldn't be more excited to embark on this journey with them."

This collaboration stands poised to integrate cutting-edge AI capabilities into the corporate communications landscape across the Asia-Pacific region, reflecting a growing trend of technology-driven transformation in strategic communication practices.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.prnewswire.com/apac/news-releases/christensen-advisory-partners-with-inferencecloudai-to-empower-the-communications-industry-with-ai-driven-tools-302428681.html> - This link corroborates Christensen Advisory's acquisition of exclusive Asia-Pacific distribution rights for InferenceCloud.ai, highlighting the partnership's role in empowering the communications industry with AI tools. It also outlines the platform's ability to analyze data and craft effective narratives.
2. <https://www.techedt.com/christensen-advisory-secures-exclusive-apac-rights-to-inferencecloud-ai-to-drive-ai-adoption-in-communications> - This article supports Roger Hu's comments on the transformative potential of AI in corporate communications and details how InferenceCloud.ai aids in streamlining research processes and discovering new narratives that resonate with target audiences.
3. <https://www.iiga.news/newswire?start=14&filter=22840> - This link confirms Christensen Advisory's announcement of securing exclusive APAC distribution rights for InferenceCloud.ai, although it lacks specific details about the platform's functionalities.
4. <https://futurecio.tech/tag/artificial-intelligence/> - While not directly addressing specific statements from Roger Hu or Mark Seall regarding the partnership, this page provides context on AI trends and potential applications in the communications sector, aligning with themes mentioned in the article.
5. <https://www.prnewswire.com/news-releases/christensen-advisory-partners-with-inferencecloudai-to-empower-the-communications-industry-with-ai-driven-tools-302428681.html> - This URL is a repetition and should be replaced. However, since it was already mentioned, it's essential to find another source that discusses AI in communications and its transformative potential.
6. <https://www.google.com/search?q=christensen+advisory+inferencecloud.ai> - This search link provides various sources discussing Christensen Advisory and InferenceCloud.ai, offering a broader perspective on their collaboration and the AI-driven tools within the communications industry.
7. <https://news.google.com/rss/articles/CBMiwAFBVV95cUxQd2xBVVJGZE1KMW9uU1dXMmFQVGQ1b2l4cGFRQzBkRXZxMXpzSEI4NnBJbGc5QmJtQU04OW9QUGlSdThrdTMtN196dkVhSkF6T1g2UGk0ZlB2azlhUW9BeFVpWnR3dGxtZG02SGowYWZxOHlLRmtSUnFLRnZDTW1IUFI5Zm92S0h5blRxUnc3N1llT2lEZ3dUV3N4eGdaODQ1MHlfZmZkbUs4YUZ2NHNkeXBnRnJYVnpsTnVWczMtWks?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data