

PRESS RELEASE

FOR IMMEDIATE RELEASE

Zürich, Switzerland, October 08th, 2025

BlueCallom launches AI-driven competition management with an integrated market research agent.

BlueCallom today announced the launch of 'BlueCallom COMPETE,' a breakthrough Enterprise AI solution designed to transform competitive intelligence and business execution. Built on BlueCallom's Enterprise AI Foundation (BEAF), COMPETE delivers what many companies have been seeking for years: a seamless and ongoing market observation tool.

"Every company will have to compete with AI - there's no alternative," said Axel Schultze, CEO of BlueCallom. "The question is no longer if AI will shape markets but whether businesses can keep pace with competitors who are already raising the bar. COMPETE ensures our customers don't just keep up - they set the pace."

COMPETE continuously monitors markets, competitors, customer sentiment, and technology signals. Each morning, executives receive an AI-generated briefing with recommended actions, new tactics, strategic adjustments, or process changes, tailored to their industry and corporate objectives.

Once approved, instructions are dispatched instantly to marketing, sales, R&D, operations, and finance leaders. The result is a dramatic shift from information gathering to rapid execution.

Unlike traditional software or human-only agencies, COMPETE operates 24/7/365, learning and adapting in real time. This creates what Schultze calls a "sustainable unfair advantage": competitors are forced to react to a company that moves at AI speed and never sleeps.

The launch of COMPETE coincides with a broader transformation inside BlueCallom. The company has evolved from an Innovation Solution Specialist into a comprehensive Enterprise AI technology provider, with its Enterprise AI Foundation interconnecting departments, country organizations, and external partners.

By emphasizing intelligent workflows over rigid processes, BlueCallom is replacing pre-defined software code with an AI-native technology called 'Intelligence-over-Code.'

"Our mission is to put intelligence at the core of every workflow," Schultze explained. "We measure and manage AI as an enterprise asset, turning IT from a cost center into a direct driver of productivity and profitability."

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BlueCallom also breaks with software industry tradition through a pay-for-gain business model. Companies can add unlimited users and solutions without upfront investment, paying only for actual AI usage.

By tracking productivity gains at every step, BlueCallom transforms IT economics from capital expenditure to operating expenditure and delivers measurable ROI from day one.

COMPETE is available immediately, starting at €/\$/CHF 3,750 per month. Yesterday, BlueCallom presented the solution during a live Knowledge Transfer Webinar, where participants could see the technology in action and explore how AI can reshape their competitive strategy.

With COMPETE, BlueCallom positions itself at the forefront of a new era in enterprise AI • one where intelligence flows through the entire organization and competition moves at the speed of algorithms.

About BlueCallom:

BlueCallom delivers holistic Enterprise AI Solutions and boosts productivity across an organization by over 25%. Its agentic-AI-based solutions help business leaders and their teams to achieve goals once deemed unattainable. Dedicated Enterprise Workflow Applications are available for Transformation, Innovation, Compliance, Competition, and horizontal Enterprise AI Workflows for Product Management, Sales, and Banking Workflows. BlueCallom Enterprise AI products couldn't be built with conventional software.

Workflow Intelligence is the primary driver of significant productivity gains. It removes friction, replaces outdated process structures, and leverages aged business data.

Facts:

Sector: Artificial Intelligence

Delivering: Enterprise AI Solutions and Management

USP: Producing new AI Agents within a day

Focus Area: Workflow Intelligence, Increasing Productivity

Mission: Driving Human Intelligence Augmentation

Innovations: Neuro-AI-Fusion, Enterprise-AI-Management

Slogan: Set it in motion

Customers: B2B

Headquarters: Zürich, Switzerland

Founded: Oct. 2020

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