Covasant
AI-Driven. Human-Inspired.



SERAA Pulze · Sense

Your organisation hears more than it records.

SERAA Pulze reads the signals your systems never capture: what your field teams say in meetings, what the market says about your brand, and when the people your bankers serve are about to come into cash. It puts each in front of the people who act on it.

Three editions: Sales · Market · Liquidity

Every finding linked to its source

Delivered as SaaS

AI-Driven. Human-Inspired.

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The problem

The signal was there. Nobody wrote it down.

THE FIELD

SERAA Pulze for Sales

Same action, third week running.

Monday's huddle agrees to chase the delayed credit note. So does next Monday's. Three reps mention a competitor's price cut, in three different meetings. None of it reaches you.

THE MARKET

SERAA Pulze for Market

Your market is talking. Nobody is counting.

The same complaint repeats across hundreds of public comments and reaches R&D as one phone call. A competitor changes its message, and the team hears it second-hand.

LIQUIDITY EVENTS

SERAA Pulze for Liquidity

The window was open. Nobody called.

A founder's exit sat in an exchange filing weeks before the headline. By the time anyone noticed, other banks had called, and the number they had in mind was wrong.

Three places your organisation hears more than it records.

Signal from where it happens. Conversations, public comment and filings, not just the forms people fill in.

Linked to its source. Every finding opens to the moment, comment or filing behind it.

In front of the person who acts. Briefings, dashboards and leads reach the people who own the next step.

Three editions, each sold on its own

Edition	What it senses	Built for	Availability
SERAA Pulze for Sales	Internal sales meetings: huddles, reviews, check-ins	CRO, national sales head; CFO and CMO	Live in production
SERAA Pulze for Market	Public brand, product and competitor sentiment	CMO, brand, communications, product	Limited availability
SERAA Pulze for Liquidity	Public liquidity events: stake sales, IPO offers for sale, block deals, dividends	Head of private banking; wealth RMs	Limited availability

SERAA Pulze for Sales · Live in production

What your best rep knows, everywhere.

SERAA Pulze for Sales turns the conversations that drive your pipeline into intelligence you can act on. Every action is captured with an owner and a due date, every meeting is scored, and every insight links back to the exact moment it was said.



THE QUESTIONS IT ANSWERS

Did it happen? What was decided? Who owns it? Is it done? What did we miss?

WORKS WITH

- Microsoft Teams
- Teams calendar
- OneDrive folders
- Transcript upload
- Microsoft Entra ID sign-in
- Email briefings

Built for distributed field sales organisations with layered hierarchies: area, zonal and national.

What leaders stop guessing.

ACCOUNTABILITY

Did it happen? Who owns it? Is it done?

Every action item is captured with an owner, due date, priority and the moment it was said. Repeated actions are flagged across meetings, and a prep pack lists each person's open actions before the next huddle.

Proof in the product: every action traces to its source meeting and moment.

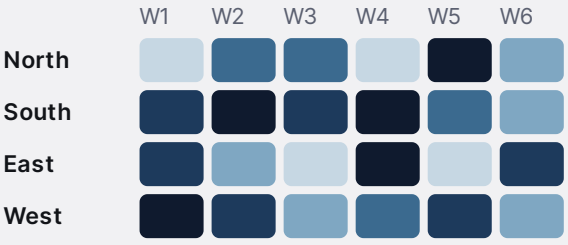
- **Unassigned** — found by AI, waiting for a manager
- **Assigned** — owner and due date set
- **In progress** — in the prep pack for the next huddle
- **Completed** — closed, with its source meeting
- **Overdue** — flagged, and repeats are caught

MEETING QUALITY

Coaching or a status update? Now you can tell.

A configurable 100-point framework scores each meeting across four business dimensions, with a hygiene score from attendance, duration and frequency. Leaders see a heatmap across zones and a trend over time.

Proof in the product: your admins set criteria and weights without code changes, validated to total 100%.



Illustrative heatmap, synthetic data. Darker = stronger composite score.

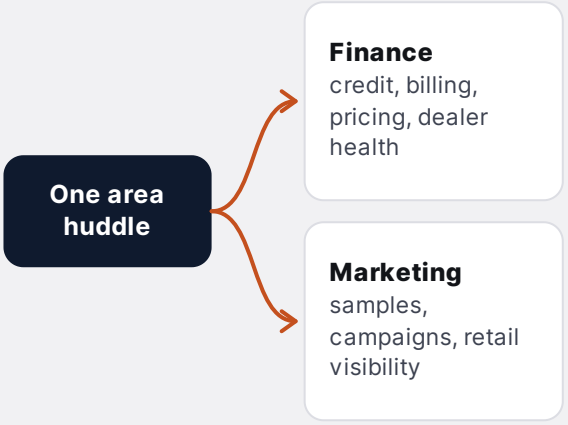
- Capability Building
- Revenue Focus
- Review & Governance
- Execution Alignment

CROSS-FUNCTIONAL

One conversation. Every function.

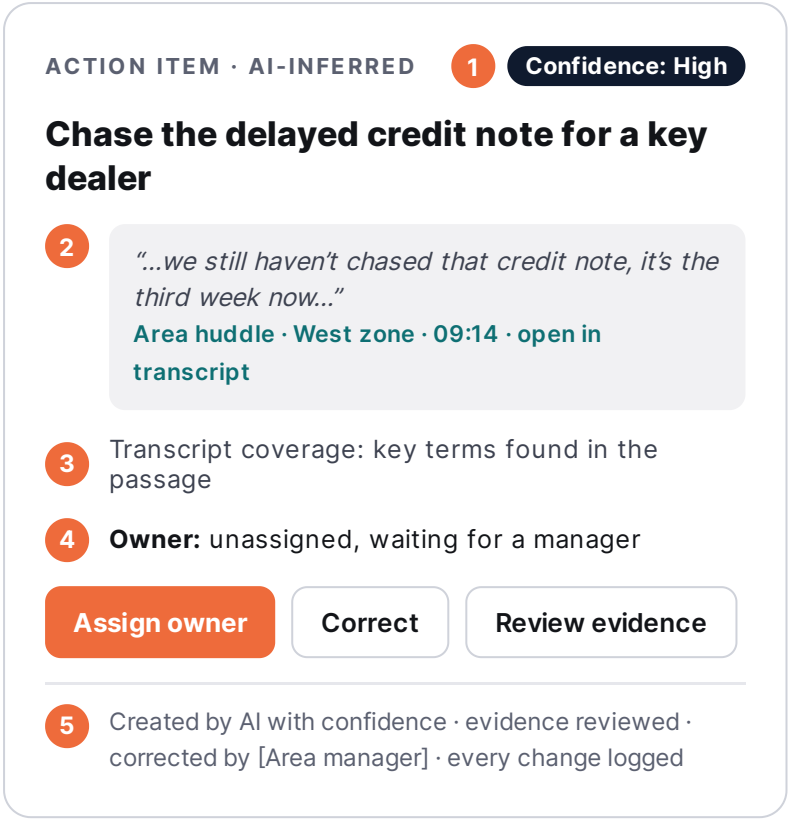
Finance and Marketing hear what the field heard, weeks earlier, without reading a transcript. Each has its own dashboard, and Finance has its own action tracker with overdue monitoring.

Proof in the product: each insight shows its source meeting and its confidence.



Found by AI. Confirmed by your managers.

Every finding shows where it came from and how sure the AI is, and a person decides what it becomes.



Illustrative screen, synthetic demo data.

1. **Confidence on every output**
   High at 90% and above, Medium at 70–89%, Low below 70%.
2. **Linked to the moment**
   Every insight opens the exact transcript passage, with its timestamp.
3. **Coverage you can see**
   How much of a finding's key terms appear in the transcript. It measures overlap, not truth.
4. **A person assigns it**
   AI-inferred actions need a manager to assign them before they become tasks.
5. **Corrections on the record**
   Reviewers classify what was wrong and attach the evidence. Every change: who, what, when.

Governed and accounted for

Scoped to your hierarchy

Each person sees only their part of the organisation; senior roles see the roll-up.

Single sign-on

Microsoft Entra ID, with role-based dashboards for each layer and function.

Cost before the invoice

Cost per meeting, series and team, with monthly budget alerts at a threshold you set.

Your keys to the configuration

Your administrators can switch off Covasant's administrative access.

AI should answer to people. In SERAA Pulze, it does.

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SERAA Pulze for Market

Your market is talking. Now you're counting.

Public comments, category search, competitor pages and filings, turned into product-level sentiment you can trend, benchmark against named competitors and trace to source. SERAA Pulze for Market is available today to a limited number of customers.



Sentiment you can count

A weighted 0–100 brand score: comments many people agreed with count for more, and one viral comment cannot take over. Every score shows how many signals were scored and excluded.

Down to the product

Each signal about your brand is matched to exactly one product in your catalogue, nicknames and model numbers included. The AI cannot add products.

Evidence, not impressions

Every number opens to the comment, page or filing behind it. Dashboards make no AI calls, so the same data gives the same numbers every time.

WITH SERAA PULZE FOR SALES

Voice of the Field. Voice of the Market. One product language.

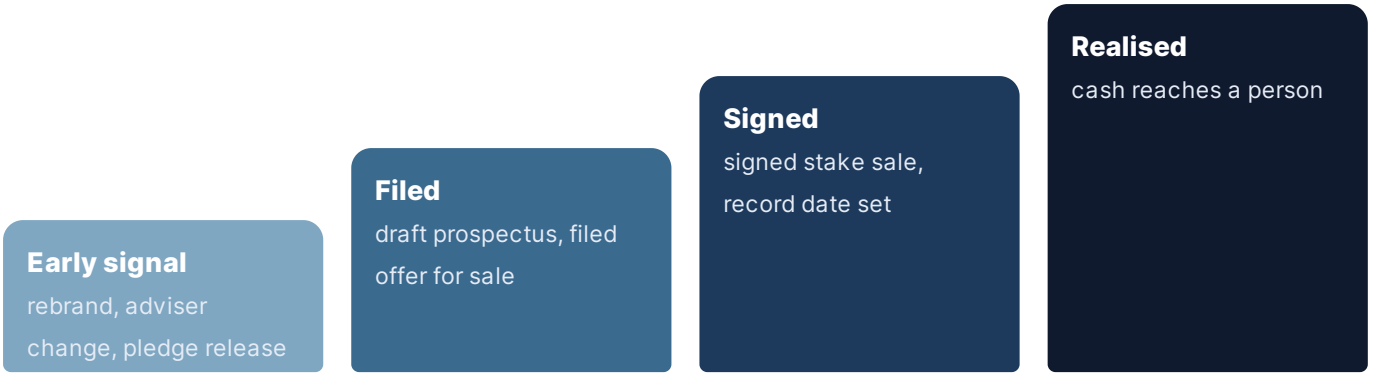
One product catalogue across both editions, so a product means the same thing in each, and one sign-in. Each edition is sold on its own.

SERAA Pulze for Liquidity

Find wealth before it moves.

Every day, SERAA Pulze for Liquidity reads exchange and regulator filings, deal news and regional reporting to spot liquidity events, then delivers a ranked, evidence-linked report to your wealth relationship managers. Available today to a limited number of customers.

THE EVIDENCE LADDER · WEAK CLUE TO REALISED



research task, not outreach

cultivate, months ahead

priority lead to one RM

follow up the plan

Ranked, and it explains itself

A 100-point opportunity score weighs event certainty, cash immediacy, who the beneficiary is, size, whether there is a lawful way in, and source freshness. Sources are graded A to D.

Honest numbers

Gross, estimated net and paper value are always kept apart. When price is unknown, a sensitivity range, not a guess. *Conservative in numbers, aggressive in follow-up.*

One lead, one owner

Region routing gives every family one accountable RM, with existing clients routed to their current RM, a suggested first conversation, a “do not do” line and a CRM-ready record.

Set once, delivered

Configure regions, sources, schedule and subscribers once. A ranked report arrives in each RM’s inbox. Delivered as SaaS, or hosted in your own cloud.

The engine recommends who deserves research. A person decides whether and how to approach.

Public, lawful sources only · a person validates top leads before they reach RMs · every lead linked to its sources · intelligence, not investment, tax or legal advice.

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Where to start

Start with the signal you need most.

Who it's for

SERAA Pulze for Sales

CRO, national sales head
visibility from territory to national roll-up

Area and zonal managers
less chasing, a prep pack before every huddle

CFO and CMO
credit, pricing and campaign signal the same week

SERAA Pulze for Market

CMO and brand teams
perception as a number, with its evidence

Product management
which product the market criticises, and why

Corporate communications
share of voice against named competitors

SERAA Pulze for Liquidity

Head of private banking
coverage before the headline

Relationship managers
a ranked report, honest numbers, a first conversation

Compliance
public sources, human validation, an evidence register

SALES

See it on a week of your own meetings.

MARKET

See a sample read-out for your brand and competitors.

LIQUIDITY

See a sample daily report, built on fictional leads.

Bring one team, one brand or one region.

A 30-minute walkthrough with our team, on your own data.

Request a Briefing

What your best rep knows, everywhere.

SERAA Pulze is the Sense product of SERAA, Covasant's enterprise AI platform, alongside SERAA Axon, SERAA Synapse and SERAA Cortex. Covasant is one of nine partners selected globally by Google Cloud to build agentic AI practices on Gemini Enterprise.

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