



Most Visionary Data & AI Firm - USA

Since its founding in 2004, Data and AI Solutions firm Infocepts has established itself as an industry leader, today partnering with more than 200 renowned market leaders across spaces such as retail, finance, media, pharma, and B2B technology domains. Demonstrably improving business results through the effective use of Data & AI, Infocepts has spent the last 20 years serving the vision of a truly data-driven world, resolving complex challenges, bridging the gap between the spheres of business and analytics, and unlocking hidden value to improve the decisions made and ultimately drive businesses forward. Infocepts Marketing Head Shanthi Srinivasan tells us more about the company's innovative solutions, its approach to the market, and talent development.

Offering Business-Centric Data & AI Solutions

Infocepts offers a comprehensive suite of products and services that equip business and data leaders with the necessary tools to accelerate business growth. By combining advanced technology with expert guidance and support, the company enables leaders to navigate complex challenges and leverage data-driven decision-making for business advancement. Infocepts' pioneering and proprietary end-to-end solutions are expertly tailored to the unique business needs of its clients across a host of global industries.

Such solutions include the fully managed AI platform DiscoverYai, intelligent analytics offering Decision360, and AI-driven workforce insights platform Employee360. Beyond these, Infocepts' expertise spans a broad range of areas, including Data Strategy, Artificial Intelligence, Data Modernization, Data Science, Generative AI, Enterprise Analytics, D&A Operations, Business Process Services, and more.

Committed to Excellence

The company's commitment to excellence and high client satisfaction is evidenced by its achievement of the top spot in client ratings on Gartner Peer Insights for Data Analytics Solution Providers for three consecutive years. This prestigious recognition reflects Infocepts' steadfast dedication to quality and the value they bring to their clients, who are the core of everything they do. Infocepts' client-centric approach is further underscored by their industry-leading 97.2% client loyalty rate, demonstrating differentiation in various key areas, as detailed below:

1. Perfect Balance - Operating at the nexus of scale and expertise, Infocepts stands apart from large conglomerate system integrators that often need more specialized knowledge and smaller data consultancies that lack the capacity for enterprise-level challenges. Their optimal size, comprehensive focus, and sharp specialization enable them to tackle complex data-driven challenges effectively and at scale.
2. Strategic Guidance - Infocepts' globally recognized CoEs serve as beacons of guidance and expertise for their clients, equipping them with the knowledge and strategies needed for immediate success and long-term innovation in the ever-evolving data landscape.
3. 4A's Approach - Assess, Advise, Action & Automate - underpins their commitment to strategic client partnerships, blending their experience and expertise with their clients' unique ambitions and objectives.
4. Holistic Solutions - Harnessing its two decades of expertise in helping clients to become more data-driven, Infocepts offers a suite of solutions designed to resolve the most pressing challenges standing in the way of using data for more informed decision-making.

"In our fast-paced, evolving industry, our commitment to exceptional client service is rooted in our relentless focus on innovation and talent development. We invest heavily in our team, nurturing professionals with technical expertise, strong business acumen, and AI fluency," says Shashank Garg, the Co-Founder & CEO of Infocepts. He adds, "To stay at the forefront of technological advancement, our centers of excellence keep a pulse on market trends and current client needs while anticipating future demands."

Moreover, as Shanthi tells us, "We've established a state-of-the-art innovation lab equipped with the latest in Data, AI, and Gen AI technology, facilitating extensive experiments and research. This lab is a cornerstone in cultivating a culture rich in creativity and exploration." Our proprietary hackathon platform, Kaizen, fosters collaboration among employees to solve real-world challenges presented by clients and partners. Additionally, a bi-annual 'Innovation Day' celebrates the groundbreaking ideas conceived during these hackathons.

Such initiatives combine to result in Infocepts being the archetypal modern workplace, where all team members feel valued and appreciated and are provided with ample opportunities to learn



and grow personally and professionally. Shanthi recognizes that “Infocepts was founded on a culture of hard work, consistent growth, and a desire to break norms,” which underpins the company’s day-to-day operations and its approach to recruiting new talent. Collaboration and open communication dominate the ethos of this workplace, promoting a fluid exchange of ideas and expertise essential for personal and professional growth.

Overcoming Obstacles to Becoming Data-Driven

In the rapidly evolving world of data and AI, pushing boundaries and staying ahead of future trends is crucial. Recently, AI discussions have surged, capturing the attention of both the industry and the public worldwide. For Shanthi, this growing interest presents both challenges and opportunities, as she explains.

“Access to abundant, high-quality data is crucial and remains a primary obstacle to AI adoption. While building and showcasing AI models is often seen as the more appealing aspect, the crucial groundwork required to prepare data is often ignored. It is here where opportunities for further sustained growth arise”. The company capitalizes on its twenty years of expertise to guide global leaders in adopting advanced data & AI strategies, yielding significant competitive advantage.

“The crowded data analytics market, brimming with similar technologies, challenges differentiation and diminishes user value,” Shanthi adds. Infocepts stands out with its accelerated modernization programs and productized AI solutions that merge superior functionality, problem-solving capabilities, specialized knowledge, and user-friendly interfaces, enhancing time-to-value, thereby alleviating leaders’ burden of navigating complex technologies.

A significant talent gap for data & AI professionals persists amidst increasing demand. Infocepts has introduced an ‘Elastic capacity’ solution, offering flexible, on-demand skills to address specific needs, as highlighted by Shanthi. “This ‘as-a-service’ model ensures our clients have immediate access to specialized expertise,

empowering them to make data-driven business decisions at scale and enhance their results.”

The Road Ahead

Through the above, it is clear that Infocepts is adapting to the ever-changing needs of its clients across the industry, and the next 12 months or so are set to be no different, with plans in place to further invest in key areas to scale the business. The company intends to enhance its Data & AI competency, continue to nurture talent, and introduce new, pioneering solutions to appeal to the needs of its ever-changing global client base. As for specifics, the pipeline includes the development of a Decision Intelligence Platform to provide comprehensive solutions, as well as global expansion, setting up a new development center in South America, and continuing its focus on the North America, Western Europe and Asia Pacific markets

With more than 380k business users supported globally through approximately 12k successful initiatives that have saved clients a combined \$180 Million, Infocepts’ visionary approach in traversing the data and AI landscapes for over 20 years is plain to see, and the company’s distinction within the sphere makes it worthy of this award celebrating such achievements.

Shanthi invites readers to take a short, 30-second survey (<https://www.infocepts.ai/top-3-obstacles-survey/>) to find out the top three obstacles standing in their way to becoming data-driven and get access to a complimentary call from their data and AI experts.



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