

INFOCEPTS

Business Transformation Powered by Data and AI

Shashank Garg, Co-Founder & CEO, Infocepts



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In today's data-centric landscape, Data and Analytics (D&A) initiatives must align with an organization's key priorities in order to derive strategic value and achieve long-term success. However, there's a noticeable divide between the business and analytics realms. Many organizations remain hampered by outdated analytics methods, applications, and tools, leading to slow decision-making and lost opportunities.

Bridging the Gap between Business & Analytics

Overcoming these challenges requires focused efforts and cultural shifts within organizations. Infocepts' goal is to pave the way for a genuinely data-driven world. They exist to RESOLVE their clients' most common and complex challenges using data to drive decisions, BRIDGE the massive gap between business and analytics, and UNLOCK the hidden value living within their data to strengthen decisions and advance enterprises to move forward.

Leveraging their two decades of expertise in guiding clients to be more data-driven, Infocepts has crafted a suite of solutions to tackle critical challenges in data-informed decision-making. Their approach blends advanced technologies, proven processes, and unmatched expertise, enabling clients to focus on strategic, high-value initiatives. Infocepts' strategic guidance, coupled with these cutting-edge solutions, helps clients achieve an ideal equilibrium — tackling today's challenges head-on while paving the way to reach their long-term vision.

Offering Business-Centric Data & AI Solutions

Infocepts offers Productized 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.

DiscoverYai: A fully managed solution that unlocks AI for businesses, merging product, expertise, and support. This approach equips teams with the innovation tools necessary for enacting meaningful change.

Decision360: Delivers a cutting-edge data experience, empowering users with smart, customized insights. It automates insights in plain language, suggests new questions, and transforms data interaction to foster a data-centric culture.

Employee 360: An AI-driven employee data platform that offers unique insights into workforce dynamics, proactively spotting trends, identifying disengagement, and assisting in the development of productivity-enhancing programs.

HyperCare: A game-changing approach to D&A infrastructure management. HyperCare ensures improvements through an automation-focused approach to continuously monitor and optimize D&A processes.

Data & AI Strategy: Experts at Infocepts craft bespoke data and AI strategies to launch, enhance, or refine projects, ensuring alignment with business objectives.

Artificial Intelligence: Infocepts combines human creativity with AI to push boundaries, positioning organizations at the forefront of an AI-empowered era.

Beyond these, Infocepts' expertise spans a broad range of areas, including Data Modernization, Data Science, Generative AI, Enterprise Analytics, D&A Operations, Business Process Services, and more.

Committed to Excellence

Infocepts' dedication lies in enhancing business outcomes through the effective use of data, AI, and user-friendly analytics. With over two decades of experience and a global team of Data & AI experts, they excel in addressing complex enterprise challenges with their integrated, data-driven solutions.

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



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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:

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.

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.

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.

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. This includes a deep understanding of client objectives, AI skills, and diverse data analytics capabilities,” says Shashank Garg, the Co-Founder & CEO of Infocepts. “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. Our state-of-the-art innovation lab, armed with the latest in Data, AI, and Generative AI technology, is pivotal for experiments and research, fostering a culture of creativity and exploration.”

Solving Problems That Matter

For the past 20 years, Infocepts has collaborated with various clients across retail, banking, manufacturing, media, B2B tech, and healthcare industries. Their expertise and unique solutions have enabled global organizations to effectively tackle their business challenges, leading to significantly improved business outcomes.



Recently, Infocepts developed an AI-enabled Digital Portfolio Forecasting solution for a media client facing challenges with ad inventory forecasting. Their advanced AI solution, integrating features like adaptive seasonality, self-service influencing factor tools, and NLP-powered show mapping, transformed the media giant's advertisement delivery predictions. It elevated decision-making precision, boosted user engagement, expanded self-service analytics, and accelerated operations through thorough end-to-end automation. These improvements optimized the client's digital inventory planning, contributing millions in additional revenue and saving over \$300k in annual labor costs.

"Our clients' ROI is our true measure of success. With ambitious targets of 100x ROI on revenue and 10x ROI on costs, we're dedicated to helping businesses unlock the full potential of their data and AI investments," says Garg.

Charting New Territories in Data Innovation

For the days to come, Infocepts will strategically invest in critical areas to expand its data analytics and AI business globally. "Our roadmap includes building advanced and cutting-edge capabilities in Data & AI Strategy, Data Platform Modernization, Data Products, Data & AI Fluency, and operationalizing Data & AI Investments," elucidates Shashank. "The company is shifting towards providing more Productized

Solutions to simplify the buying process for clients, granting them more independence and quicker value realization." As part of its productized solutions roadmap, the company is investing in creating a Decision Intelligence Platform that integrates domain expertise, data, insights, and actionable strategies, offering a comprehensive solution to data-driven challenges.

To better serve its clients in North America, Infocepts is strategically establishing a new development center in South America and expanding its talent base in the United States, Singapore and Canada. "Infocepts' success is fundamentally driven by our organizational culture and unique teams, who have a deep passion for learning, continuous improvement, and a shared commitment to excellence," adds Shashank. "Talent development remains a critical focus for Infocepts, aiming to cultivate experts who can push the boundaries of what is possible in the field of Data & AI."

About Infocepts:

Infocepts is a data solutions firm that enables improved business results through more effective use of data, AI & user-friendly analytics. We partner with our clients to resolve the most common & complex challenges standing in their way of using data to strengthen business decisions. **ITO**

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<https://www.infocepts.ai> or [LinkedIn](#)