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# Infocepts

## Embracing AI's Disruptive Potential in Data Analytics

**A** striking dichotomy exists today between data analytics and its effective utilization in business operations, underscoring the dire need to bridge this divide to attain optimal end goals. Many organizations still rely on outdated methodologies, leading to delays in generating valuable outcomes. As they set their sights on new-age solutions to improve their data proficiency, companies like Infocepts function as a launch pad for success, helping them drive true value from their data analytics initiatives.

The firm offers end-to-end data and analytics (D&A) solutions that combine processes, expertise, and proprietary technologies to deliver predictable client outcomes. With an increasing focus on AI, its business-centric D&A solutions are tailored to solve specific business challenges.

“We help businesses accelerate growth and create new opportunities by unlocking the value that resides in their enterprise’s data, thus strengthening decision-making and advancing their business,” says Shashank Garg, Co-Founder & CEO of Infocepts.

Infocepts offers a fully-managed AI-based solution called DiscoverYai, which enables business executives to detect and anticipate trends from the dark corners of their data and identify new growth opportunities. It empowers users to drive immense value from their enterprise data without requiring technical expertise. Its AutoML and generative AI-based analytical capabilities take away most of the work and enable users to interact with data using voice or natural language search, fostering a seamless and conversational experience.

To enable companies to gain a deeper understanding of their data, Infocepts offers Insights-IQ, a comprehensive solution that provides teams with the insights they require to make data-backed decisions. Using Insights-IQ, business leaders assess their organizational fluency and establish a data concierge to introduce interventions across the board. It enhances an employee’s ability to access, absorb, and trust data, enabling effective data communication. Whether they seek deeper financial insights, improved efficiency, or optimized strategies, Insights-IQ helps Enterprises increase productivity, reduce turnovers, and foster innovation.

To further enhance the data analytics processes, Infocepts’ AutoMate solution automates the top five business and data processes in the data-to-insights lifecycle following clients’ specific operational workflows. This gives users quicker and broader access to insights, helping executives accelerate time-to-insight.



Shashank Garg,  
Co-founder and CEO

Infocepts' data analytics solutions address real business challenges and yield tangible results. A typical example is its Employee360 solution (e360). e360 harmonizes employee data from different sources, generates predictive insights, and enables businesses to use actionable recommendations to accelerate people-related initiatives. It addresses the human resource-related challenges—skills shortages, lack of employee engagement, resistance to change, and attrition—and enables HR leaders to manage their workforce better.

The company acknowledges that each organization has distinct requirements and customizes its data analytics solutions to cater to those needs. The firm enables its clients to eliminate data-driven obstacles to generate significant revenue and streamline costs. In addition, Infocepts' solutions mitigate the risks inherent in business data, establishing a secure, efficient, and compliant data environment.



**We help businesses accelerate growth and create new opportunities by unlocking the value that resides in their enterprise's data, thus strengthening decision-making and advancing their business**

To deliver solutions that most effectively perform, Infocepts identifies clients' unique objectives and leverages advanced AI strategies to quickly assess data readiness, highlight key relationships in data, and identify drivers impacting end results. This process also provides an impact analysis that results in actionable recommendations; all delivered through a combination of tried-and-tested practices. Infocepts also aids organizations in setting up systems that ensure the AI models remain updated with the ever-evolving landscape.

Its customer-centric solutions have enabled the company to play a pivotal role in empowering numerous businesses to unlock their true data potential. Infocepts works with Fortune 500 enterprises across industries to interpret and leverage their data for enhanced business decision-making.

One prominent success story involved a global media and entertainment conglomerate that wanted to transition from a traditional to a digital advertising channel seamlessly. Infocepts built an AI-driven petabyte-scale cloud data platform on a modern data stack and AI-enabled insights that enhanced ad targeting, sales planning, and customer experience. These efforts increased clients' revenue by a billion dollars, generating a 100x ROI. This exemplary outcome outlines the firm's capability to deliver transformative results and drive business growth through its data-driven approach.

"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," adds Garg.

Throughout numerous client engagements, Garg and his team have successfully implemented cost optimization & revenue improvement strategies for clients through AI-driven predictive insights, replacing obsolete technologies, successfully transitioning to new-age solutions, and migrating their data and systems to the cloud.

Infocepts' clients value the expertise and unique capabilities it brings to the table. Utilizing its foundational components that comprise critical elements of the data lifecycle, users can seamlessly create their data analysis workflow and deploy them with remarkable speed and efficiency. This unique model ensures that, at all times, its team and their clients have available to them the most well-versed understanding of today's industry landscape while being able to see into the future and prepare for what's coming tomorrow.

As a global organization with teams in the U.S., EMEA, APAC, and India, Infocepts' success rests on its sizable and specialized team covering the entire data and analytics spectrum. It has had the highest overall ranking on Gartner peer reviews for the past three years and is recognized on Everest Group's Peak Matrix for Data and AI solution providers. Consisting of passionate, energetic, and exceptional professionals, the company enables data leaders to demonstrate the value of D&A initiatives to business executives.

With its productized solutions, Infocepts is bringing agility, elasticity, and scalability to the domain and initiating a paradigm shift. It functions as a conduit between business and analytics as it remains at the forefront, challenging the status quo and transforming how businesses harness data to thrive in the digital age.

*Infocepts invites readers to take a 30-second survey to find out their top three obstacles to becoming data-driven and get access to a complimentary call with their data and AI experts - <https://www.infocepts.com/top-3-obstacles-survey/>*

*For more information, please visit: <https://www.infocepts.com/>*

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*The annual listing of 10 companies that are at the forefront of providing Data Analytics solutions and transforming businesses*

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