

# Top Data Science Service Providers 2023

Aug 2023

Penetration-Maturity  
(PeMa) Quadrant

# Market Overview and Description:

The Data Science market is a dynamic ecosystem that incorporates aspects of data analysis, machine learning, statistics, and related methodologies to extract valuable insights from data. The spectrum of solutions includes cloud-based, on-premise, and hybrid platforms, offering flexibility and scalability based on business requirements. As part of the evolution of the field, emerging trends like MLOps (the combination of machine learning and operations), real-time analytics, AutoML, and serverless data science are being increasingly adopted.

As the business landscape evolves, modern data science service providers are expected to step up and provide a variety of advanced solutions. Some key expectations include:

1. **Cloud-Based Data Science:** The advantages of cloud computing, such as scalability, cost-effectiveness, and accessibility, are making it an increasingly popular choice for data science operations.
2. **Growth of Federated Learning:** Federated learning is a machine learning approach that allows for data analysis without needing to centralize the data, thereby preserving data privacy. With an increased emphasis on privacy regulations like GDPR, federated learning could see much more widespread adoption.
3. **Operationalization of AI Models:** As businesses continue to integrate AI into their operations, there will be a stronger focus on MLOps (Machine Learning Operations), which involves the deployment, monitoring, and maintenance of AI models.
4. **Synthetic Data Generation:** With the rising concerns around data privacy, the creation of synthetic data, which can mimic the statistical properties of real data without containing any actual information, will become more prominent.
5. **Generative AI:** Generative models, which include AI technologies such as Generative Adversarial Networks (GANs) and Variational Autoencoders (VAEs) have the potential to significantly transform data science. They can generate new data samples that mimic a given distribution, providing benefits such as data augmentation, anomaly detection and scenario analysis.

As more organizations across various sectors lean towards data-driven decisions and automation, data science has become a key player in driving operational efficiencies and strategic insights. This shift has led to a significant increase in the number of data science service providers over the years. For enterprises, selecting the right data science partner can be a crucial factor in their success.

To aid businesses in making this critical choice, AIM Research presents the Penetration and Maturity (PeMa) Quadrant for Data Science Service Providers—a reliable industry standard to evaluate vendor competencies. In this assessment, AIM evaluates leading providers based on their market Penetration (Pe) and service Maturity (Ma), demonstrating their comparative positions in the Quadrant. The balance between these two parameters is integral for addressing client requirements effectively and for seizing potential revenue opportunities.

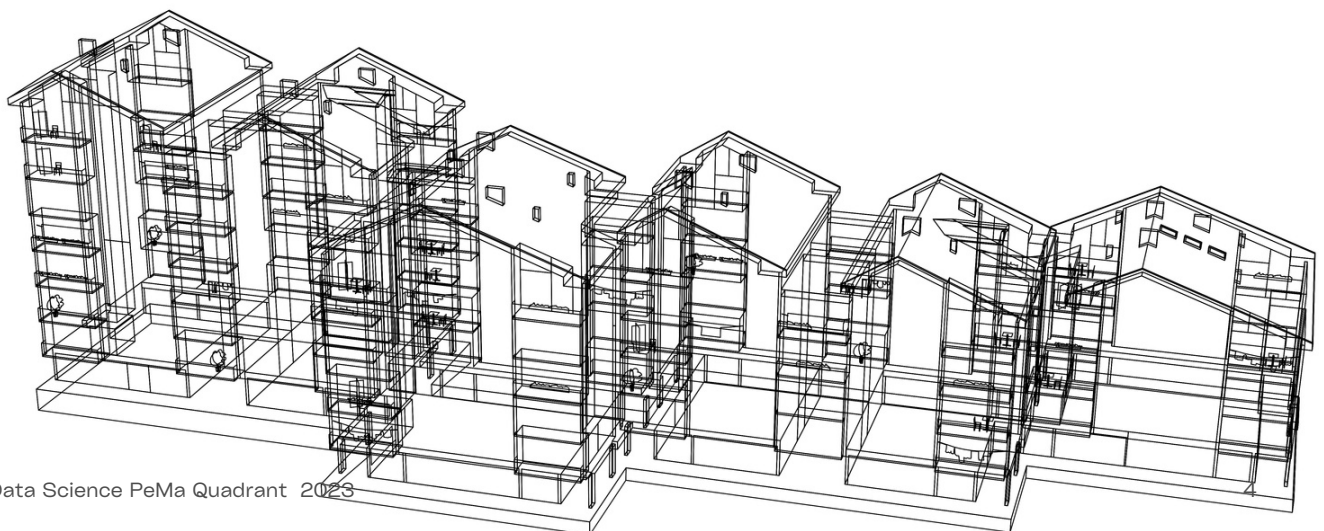
The PeMa Quadrant equips enterprises with an extensive perspective of the market, allowing them to weigh up the competencies of various service providers. It also serves as a valuable tool for businesses to determine the right data science partner that aligns with their specific needs and strategic goals.





# Forecasting Strategic Developments

1. **AutoML Adoption:** By 2027, it's anticipated that 65% of organizations will integrate AutoML solutions into their data science practices, enhancing productivity by automating the machine learning workflow.
2. **Real-time Analytics:** By 2025, it's projected that 75% of companies will adopt real-time analytics capabilities to turn their data into immediate actionable insights, enabling rapid decision-making.
3. **Cloud-based Machine Learning:** By 2026, an estimated 85% of organizations are expected to move their machine learning workloads to the cloud, leveraging the scalability and flexibility of cloud-native solutions.
4. **Explainable AI:** By 2027, it's anticipated that 60% of companies will place a high priority on explainable AI techniques to promote transparency and trust in their machine-learning models.
5. **Generative AI:** By 2026, it's projected that 45% of companies will be using generative AI models for a variety of tasks, ranging from data augmentation to synthetic media creation.
6. **MLOps Implementation:** By 2027, it's anticipated that 55% of organizations will adopt MLOps methodologies to streamline the deployment, monitoring, and maintenance of machine learning models.
7. **Data Privacy and Ethics in AI:** By 2027, it's predicted that 70% of organizations will incorporate ethical AI principles and robust data privacy measures into their data science practices, addressing growing societal and regulatory concerns.
8. **Deployment of AI at the Edge:** By 2028, it's projected that 40% of businesses will implement edge AI solutions, processing data closer to the source and reducing latency.
9. **Advancements in NLP:** By 2028, an estimated 50% of businesses are expected to implement advanced Natural Language Processing (NLP) techniques for

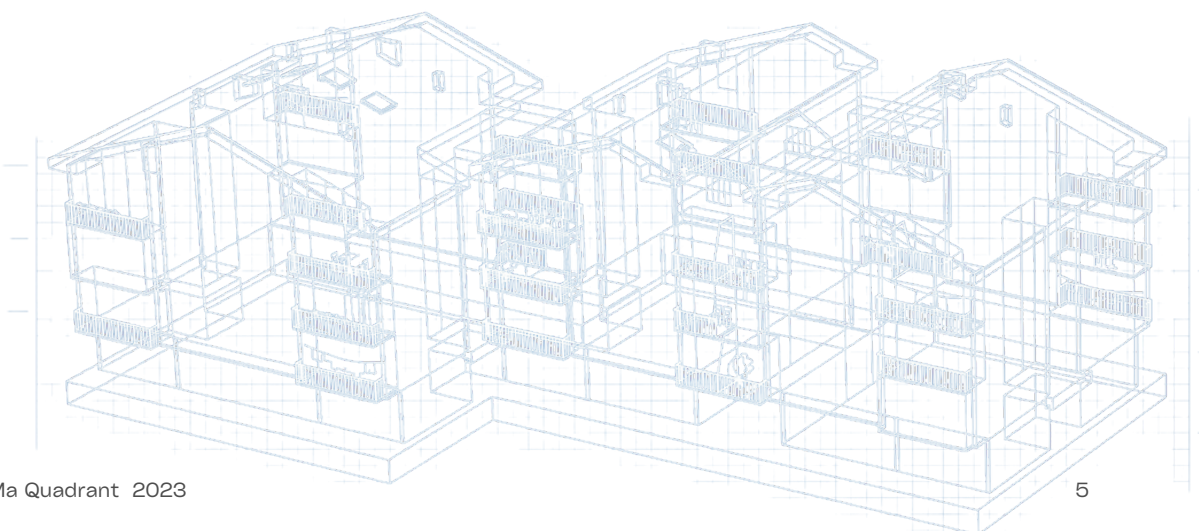




# Key Differentiators

Data science service providers are evolving beyond merely supplying fundamental analytics and modeling capabilities, as these have now become commonplace in the industry. Instead, the emphasis on differentiation is increasingly focused on advanced, unique offerings in the data science landscape.

1. **Real-time Data Analysis:** As organizations need actionable insights at a rapid pace, the ability to perform real-time data analysis and predictive modeling is becoming a significant point of differentiation.
2. **Holistic end-to-end solutions:** Businesses are looking for data science platforms that can overhaul and streamline their entire analytics process, from data collection and preprocessing to model development, evaluation, and deployment.
3. **Advanced AI and Machine Learning Techniques:** Businesses are increasingly looking for service providers that are well-versed in advanced techniques such as deep learning, reinforcement learning, and generative AI, which can handle more complex tasks and generate more accurate insights.
4. **Automated Machine Learning (AutoML):** Providers that offer AutoML capabilities allow businesses to develop machine learning models with less effort and expertise, making them an attractive choice for organizations with limited data science resources.
5. **Security and Compliance:** In an era of increasing cyber threats and stringent data regulations, data science providers that can demonstrate robust security measures and compliance with international standards are of great value to businesses.



## Scope and Methodology

Graphical evaluations provide a clear, impartial, and third-party assessment of data science service providers, aiding businesses in quickly determining a vendor's potential and suitability for their requirements. The 2023 PeMa study for Data Science service providers is underpinned by rigorous primary and secondary industry-wide research. Primary research data was collated via a survey distributed among participating firms.

The survey queries were thoughtfully devised following initial research to pinpoint the key factors that best define the Penetration and Maturity of a Data Science vendor. Each question was scored using a uniform evaluation criterion based on the vendors' responses. Outliers were capped, and scores were normalized between 0 and 1. The means of these normalized scores resulted in sub-index scores, which were subsequently averaged to derive the Penetration and Maturity indices for each vendor.

A total of **36 data science service providers** took part in the study. Participation was voluntary and without cost, with responses provided through a Google Form. Follow-ups were carried out with nominees to rectify discrepancies or clarify responses, as needed. In addition to the above, briefing calls were also scheduled in order to understand data science vendors and their offerings.

**Penetration** evaluates a vendor's market presence across different sectors and the measures taken to broaden their client base. Factors influencing penetration may encompass reputation, pricing strategy, marketing initiatives, and alliances with other vendors or organizations. High market penetration denotes a strong presence in the market, a considerable portion of the client base, and a firm industry reputation.

**Maturity** conveys the level of proficiency and experience of data science vendors in delivering top-tier solutions to clients. It gauges a vendor's ability to consistently offer value-added services that address their customers' evolving needs.



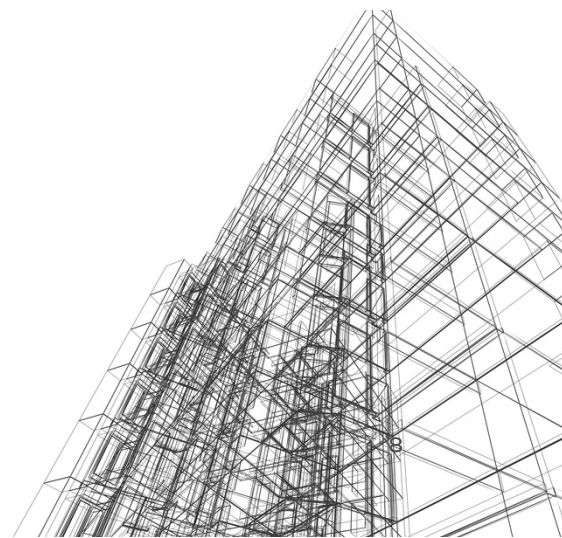
# 1

## **The PeMa Quadrants**

This section shows the different quadrants and the positions occupied by participating vendors in the quadrants along with their penetration and maturity index



# PeMa Quadrants



# Data Science Service Providers

## PeMa Quadrant 2023



# Penetration

Rank 2023	Data Science vendor	Financial Health	Growth	Customer Confidence	Company Outreach	Penetration
1	EXL Service	0.82	0.45	0.68	0.90	0.71
2	Wipro	0.53	0.56	0.74	0.96	0.70
3	Genpact	0.73	0.49	0.74	0.70	0.66
4	Merkle	0.74	0.39	0.74	0.70	0.64
5	Fractal	0.86	0.50	0.51	0.60	0.62
6	Tiger Analytics	0.68	0.50	0.50	0.65	0.58
7	Evalueserve	0.55	0.25	0.87	0.59	0.57
8	Latentview Analytics	0.42	0.40	0.54	0.67	0.51
9	Brillio	0.48	0.27	0.72	0.52	0.50
10	Axtria	0.73	0.38	0.31	0.55	0.49
11	EY GDS	0.24	0.42	0.50	0.75	0.48
12	TheMathCompany	0.45	0.57	0.47	0.32	0.45
13	eClerx	0.30	0.19	0.59	0.72	0.45
14	Concentrix	0.29	0.24	0.48	0.74	0.44
15	Course5 Intelligence	0.43	0.26	0.40	0.64	0.44
16	Akaike	0.22	0.60	0.40	0.36	0.40
17	Analytic Edge	0.28	0.22	0.45	0.54	0.37
18	Valiance	0.25	0.43	0.36	0.38	0.36
19	Cogniquist	0.34	0.33	0.29	0.34	0.33
20	Ganit	0.21	0.28	0.26	0.53	0.32
21	Data Science Wizards	0.25	0.55	0.19	0.28	0.32
22	SG Analytics	0.29	0.31	0.51	0.14	0.31
23	Artivatic.ai	0.11	0.44	0.60	0.10	0.31
24	Abzooba	0.20	0.11	0.67	0.21	0.30
25	Gramener	0.31	0.11	0.39	0.38	0.30
26	Sibia Analytics	0.13	0.49	0.22	0.33	0.30
27	Polestar	0.21	0.23	0.32	0.36	0.28
28	Think Analytics	0.29	0.09	0.48	0.25	0.28
29	LumiQ	0.16	0.44	0.26	0.19	0.26
30	Aays Analytics	0.28	0.38	0.16	0.22	0.26
31	Hansa Cequity	0.30	0.12	0.27	0.36	0.26
32	IndusNet	0.21	0.19	0.26	0.25	0.23
33	StratLytics	0.25	0.14	0.39	0.13	0.23
34	G-Square	0.16	0.24	0.16	0.21	0.19
35	FN Mathlogic	0.20	0.10	0.13	0.25	0.17
36	Techvantage Systems	0.09	0.12	0.19	0.23	0.16



# Maturity

Rank 2023	Data Science vendor	Work delivery	Tech advancement	Employee Maturity	Support Infrastructure	Maturity
1	Genpact	0.72	0.91	0.77	0.79	0.80
2	Wipro	0.60	0.78	0.85	0.90	0.78
3	Fractal	0.85	0.75	0.54	0.80	0.74
4	TheMathCompany	0.96	0.84	0.45	0.60	0.71
5	EXL Service	0.82	0.87	0.53	0.57	0.70
6	Concentrix	0.67	0.85	0.79	0.48	0.70
7	SG Analytics	0.62	0.74	0.56	0.83	0.69
8	Tiger Analytics	0.81	0.75	0.44	0.74	0.68
9	Course5 Intelligence	0.72	0.79	0.45	0.74	0.68
10	LatentView Analytics	0.49	0.96	0.35	0.85	0.66
11	Merkle	0.64	0.87	0.57	0.58	0.66
12	Hansa Cequity	0.64	0.75	0.64	0.62	0.66
13	Ganit	0.56	0.91	0.44	0.73	0.66
14	Indus Net	0.76	0.77	0.71	0.38	0.65
15	Data Science Wizards	0.47	0.65	0.85	0.61	0.65
16	EY GDS	0.58	0.66	0.67	0.68	0.65
17	eClerx	0.61	0.82	0.59	0.55	0.64
18	Brillio	0.49	0.59	0.71	0.75	0.64
19	Sibia Analytics	0.64	0.69	0.65	0.56	0.63
20	Analytic Edge	0.58	0.56	0.55	0.69	0.60
21	Axtria	0.60	0.73	0.52	0.54	0.60
22	Evalueserve	0.57	0.79	0.56	0.47	0.60
23	Valiance	0.67	0.52	0.59	0.60	0.60
24	StratLytics	0.76	0.53	0.61	0.44	0.59
25	LumiQ	0.47	0.64	0.51	0.71	0.58
26	Techvantage Systems	0.61	0.68	0.52	0.44	0.57
27	Gramener	0.54	0.62	0.51	0.58	0.56
28	Abzooba	0.57	0.68	0.44	0.51	0.55
29	Aays Analytics	0.43	0.70	0.52	0.47	0.53
30	Polestar	0.48	0.65	0.49	0.51	0.53
31	G-Square	0.51	0.76	0.44	0.39	0.53
32	Cogniquist AI	0.38	0.66	0.47	0.48	0.50
33	Akaike	0.35	0.66	0.47	0.48	0.49
34	Artivatic.ai	0.35	0.30	0.58	0.69	0.48
35	Think Analytics	0.43	0.57	0.50	0.34	0.46
36	FN Mathlogic	0.35	0.43	0.47	0.58	0.46

# 2

## **Vendors Key Competencies & differentiators**

### Leaders' Quadrant

This section elucidates the performance of Data Science vendors in the leaders' quadrant

# Genpact

## Key Competencies & differentiators

1. **Augmented Intelligence:** Genpact is a significant player in bringing augmented intelligence, which couples machine intelligence with human intelligence across industries, and thus reimagining end-to-end business processes for organizations.
2. **Unparalleled Partnership with Clients:** Genpact has a unique partnership with clients, equipped with 20+ years of domain expertise, a Lean Six Sigma mindset, and 14,000+ professionals leveraging Data & Analytics.
3. **Data and Analytics-Driven Advisory & Consulting:** Genpact's proprietary Analytics Maturity Assessment toolkit helps C-Suite, business, and functional leaders structure their Analytics-driven Digital Transformation blueprint and strategies.
4. **Accelerated Delivery of Value:** Genpact delivers value for organizations at scale with stable, sustainable, and productized decision intelligence solutions by leveraging pre-trained analytics accelerators, capabilities offered by hyper scalers, and full-stack technology offerings.
5. **Responsible Application of Data & Analytics Framework:** Genpact's Responsible AI Framework provides effective guardrails related to domain-specific and demographic-specific regulatory & compliance standards for the ethical use of data.
6. **Change Management & Governance Model:** Genpact has developed outcome-based, high-trust, and bias-free governance models that ensure resilient change management processes and implementations across clients.
7. **Data Literacy Program:** Genpact's DataBridge initiative aims to increase data literacy across the organization and shift employees away from transactional projects and into insight-driven value-generating roles.
8. **Organizational Analytics Ready Data Management:** Genpact has a uniquely architected Analytics Maturity Model that sets guardrails through a set of interconnected capabilities across 5 pillars: Data, Talent, Enterprise & Leadership, Process, and Technology.
9. **Industrialization of Generative AI:** Genpact is partnering with ecosystem partners like OpenAI and Microsoft Azure to build & deploy Large Language Models enabled solutions.
10. **Strategic Partnerships:** Genpact has strategic partnerships with Industry Veterans & Think Tanks like NASSCOM, and a strong partner network with Hyperscalers (AWS, Microsoft Azure, GCP, Dataiku & more).



# Wipro

## Key Competencies & differentiators

1. **Unparalleled Expertise:** Wipro boasts a substantial team of seasoned data scientists and data engineers, making it a powerhouse of data science services. This vast pool of talent allows Wipro to tackle complex projects and deliver high-quality solutions.
2. **Impressive Trajectory:** Wipro has demonstrated a robust growth pattern in its data science projects, indicating a successful track record and a strong market presence.
3. **Diverse Client Portfolio:** Wipro's experience spans a multitude of clients and projects, showcasing its ability to cater to a wide array of industries and project types.
4. **Client Trust:** Wipro has a high client retention rate, a testament to their commitment to customer satisfaction and the trust they have earned from their clients.
5. **AI-Driven Solutions:** Wipro is at the forefront of infusing AI into its analytics and advanced analytics solutions, reflecting its dedication to leveraging cutting-edge technology.
6. **Commitment to Ethical AI:** Wipro has developed comprehensive frameworks for AI governance, privacy, and responsible AI deployments, underlining their commitment to ethical AI practices.
7. **Innovation and Research:** Wipro has established dedicated centers of excellence for emerging technologies and has forged collaborations with prestigious universities and innovative start-ups. This commitment to research and development ensures they stay at the cutting edge of technology.
8. **Adaptive Approach:** Wipro follows a holistic approach to align with emerging industry and client needs. They have a diverse portfolio of offerings and continuously adapt their solutions to incorporate the latest technologies.
9. **Continuous Learning:** Wipro places a strong emphasis on upskilling and continuous learning. They have partnerships with leading learning management firms and academic institutions, ensuring their team stays updated with the latest trends and technologies.
10. **Global Footprint:** Wipro has a significant global presence, with locations across various regions. This allows them to serve a diverse range of clients and understand different market dynamics, making them a truly global player in the data science services arena.

# Fractal

## Key Competencies & differentiators

1. **User-Centric Approach:** Fractal Analytics uses a "user-centric, decision-backwards" approach to evaluate business problems from the user's perspective, which allows them to identify and build specific data science offerings tailored to the client's needs.
2. **Integration of Data Science and Behavioral Science:** Fractal Analytics integrates data science and behavioral science to understand the emotions driving decision-making of customers and employees. This allows them to leverage non-conscious or human-centered design techniques to drive desired actions.
3. **Investment in Research and Capability Development:** Fractal Analytics invests about 12% of its revenue back into research and capability development, focusing on areas such as Generative AI, Computational Neuroscience, Deep Reinforcement Learning, Quantum Computing, and Responsible AI.
4. **Generative AI Platform:** Fractal has developed a platform for delivering Generative AI solutions to clients, which has helped them deliver projects 2X faster.
5. **Large Language Models (LLM) Strategy:** Fractal has shifted its strategy to providing solutions using SaaS providers of LLM along with using, and fine-tuning Open Source LLMs for various generative tasks. They have developed an LLMops framework for evaluating, fine-tuning, quantizing, and deploying LLMs in different on-prem plus cloud infrastructures.
6. **Scalability Frameworks:** Fractal has built its own frameworks to manage and maintain the scalability of machine learning models, based on assessing MVPs developed by data scientists on parameters like impact, readiness, and complexity.
7. **Responsible AI Practice:** Fractal has a dedicated responsible AI practice that is integrated across key governance pillars of the organization. They aim to help their clients globally leverage AI in an ethical manner and be responsible to humans, society, and the planet.
8. **Innovation Culture:** Fractal fosters a culture where employees are encouraged to innovate. They have a well-defined and structured "Ideas to Business" program for prioritizing investments in new ideas.
9. **Learning and Development:** Fractal provides its employees with access to a diverse range of learning resources, including Coursera, Udemy, Pluralsight, and in-house courses available on Fractal's LMS - Hive. They also have a partnership with Azure on OpenAI training, Databricks, and Snowflake.

# TheMathCompany

## Key Competencies & differentiators

1. **Co.dx Platform:** TheMathCompany has an in-house platform called Co.dx that helps delivery teams with pre-built modules for over 300+ analytics use cases across industries. This not only speeds up the development process but also allows for more time to customize solutions to clients' requirements.
2. **Holistic Approach to Data Privacy:** TheMathCompany conducts a comprehensive data privacy assessment at the start of every client engagement. They implement robust controls like encryption mechanisms for data at rest and in transit, data masking for sensitive client data, and frequent regulatory compliance checks as per industry standards.
3. **Value Measurement Framework:** TheMathCompany works with clients to identify key performance indicators (KPIs) at the start of any engagement. They build a value measurement framework to track the impact during the course of the project, ensuring that the solutions provided are aligned with the client's business objectives.
4. **Co.ach Learning Platform:** TheMathCompany has a dedicated learning platform called Co.ach, designed to be run for analytics practitioners by analytics practitioners. This platform provides certified training programs on the latest industry trends, technologies, and innovative AI tools, ensuring their team stays at the forefront of the analytics field.
5. **Dumbledore Upskilling Initiative:** Their unique 'Dumbledore' initiative is a 16- to 18-week program designed to accelerate the learning curve of students as they transition from university to organization. This program not only trains fresh talent but also enables them to work on real client projects, providing them with invaluable industry experience.
6. **Focus on Explainability and Data Ethics:** TheMathCompany has a structured approach to explainability and data ethics. They use a 5-step process to help clients understand and trust the models and their insights. They also adhere to strict data storage, usage, and sharing policies, ensuring the highest level of data security and privacy.
7. **Global Presence with Localized Approach:** TheMathCompany has a significant global presence with offices in multiple locations. However, they also maintain a localized approach, with co-working spaces in 16 locations in India, covering Tier-1 and Tier-2 cities in all major states. This allows them to drive collaborations and physical interactions while maintaining a global reach.
8. **Commitment to Continuous Improvement:** TheMathCompany is committed to updating every solution they develop to ensure they are using the best available algorithms and solving the correct problem. They are focusing on DSML platforms to augment their current data science and machine learning capabilities, looking at new use case possibilities and techniques to improve the reliability and accuracy of their models.



# Tiger Analytics

## Key Competencies & differentiators

1. **Comprehensive Security and Compliance Initiatives:** Tiger Analytics is certified for information security and privacy. They have a robust IS governance framework, principles of privacy-by-design/default, and a designated data protection officer to ensure safeguarding PII. They also comply with regulatory obligations like GDPR, HIPAA, etc., and have processes to ensure models are not biased against protected attributes.
2. **Project Performance Measurement Framework:** Tiger Analytics has a comprehensive project performance measurement framework that focuses on 360-degree assessments using a combination of client, business, operational, and team success metrics. They also conduct client feedback surveys and team health checks during and after the completion of each project.
3. **Innovation and R&D Focus:** Tiger Analytics has dedicated programs like “Open Innovation” where teams focus on building capability in next-gen areas by building POCs using the latest algorithms, tools, and approaches.
4. **Talent Quality and Retention:** Tiger Analytics has a stringent selection process and the lowest attrition rate in the industry. They have a robust in-house learning and development infrastructure, along with ed-tech partnerships, which contribute to talent development.
5. **Client-Centric Approach:** Being entirely self-funded and highly profitable, Tiger Analytics can prioritize the needs of its clients effectively without facing short-term decision pressures from investors.
6. **Comprehensive Methodologies:** Tiger Analytics employs sophisticated frameworks tailored to specific industries and domains. This ensures value delivery at scale and enhances their ability to meet client requirements effectively.
7. **State-of-the-art Infrastructure:** Tiger Analytics provides its employees with state-of-the-art infrastructure, including close relationships with top cloud service providers and access to an internally developed knowledge ecosystem.
8. **Focus on Operationalizing and Scaling DS Models:** Tiger Analytics has a core focus on operationalizing and scaling DS models. They have worked across a range of use cases, from building feature stores to setting up end-to-end ML platforms to build and scale DS use cases into production.
9. **Ethical AI Framework:** Tiger Analytics leverages its ethical AI framework, which is augmented by best practices enabled across the data science/AI delivery organization.
10. **Global Presence:** Tiger Analytics has offices across the world, including locations in India, the US, Canada, the UK, Singapore, Australia, Malaysia, and the Philippines. This allows them to serve clients globally while maintaining a localized approach.

# EXL

## Key Competencies & differentiators

1. **Robust Information Security and Data Privacy:** EXL Service has a comprehensive policy for information security and data privacy. They conduct periodic assessments for all applications in the production environment to test for compliance with VAPT standards.
2. **Project Performance Measurement Framework:** EXL Service uses a detailed framework to assess the success of a data science project in terms of client impact, including incremental revenue, cost savings, and incremental profit. They also evaluate the success of data science projects across different stages of a product lifecycle and domain areas.
3. **Deep Domain Expertise and Capabilities:** With over two decades of experience in analytics and data science, EXL Service has built a core differentiation through the combination of strong domain expertise, analytics capabilities, and digital intelligence to deliver business outcomes at scale.
4. **Focus on R&D and Continuous Innovation:** EXL Service invests a significant portion of its revenue into R&D for AI, Analytics, Data Science, and Digital solutions. They have a dedicated R&D team that serves as the core hub of AI and Advanced Analytics innovation.
5. **Driving Business Value through Implementation:** EXL Service has a defined approach to implementation, resulting in higher repeatability. They combine data, tools, and domain knowledge to identify and implement opportunities for real improvement and business outcomes.
6. **Thought Leadership and Industry Engagement:** EXL Service actively engages with the industry through thought leadership articles, participation in events, and involvement in professional organizations and online communities.
7. **Advanced Analytics and AI/ML Capabilities:** EXL Service has developed a scalable and customizable Analytics & AI Platform that hosts data science modules and enables the establishment of POCs quickly. They have also launched a Generative AI-led portfolio of solutions and services focused on helping clients unlock the power of AI to transform their businesses.
8. **Ethical AI Framework:** EXL Service has developed a Global AI Governance Policy & Framework to oversee and govern the use of AI, vetting, and minimizing potential unethical or unlawful biases. They use IBM's AI Fairness 360 to detect and mitigate bias in the data sample throughout the ML pipeline.
9. **Global Presence:** EXL Service has a global presence with 50+ global delivery centers and a talent base spread across India, the US, UK/Europe, Mexico, Asia, and Australia. This allows them to serve clients globally while maintaining a localized approach.
10. **Client-Centric Approach:** EXL Service is a trusted partner to Fortune 500 organizations, delivering numerous projects in Data Science, Analytics, and AI-driven services. They solve business problems across the entire value chain with their end-to-end capabilities.

# LatentView Analytics

## Key Competencies & differentiators

1. **Domain Expertise:** LatentView Analytics has developed a deep understanding of various industries, including IT/ITes, BFSI, Retail & eCommerce etc. This domain expertise allows them to provide data-driven solutions that cater specifically to each industry's unique challenges and requirements.
2. **Global Presence and Reach:** LatentView Analytics has a widespread global presence with offices located across the USA, Latin America, Europe, and APAC regions. This global reach enables them to effectively serve clients from different geographical locations and diverse markets.
3. **Cutting-Edge AI-Powered Solutions:** The company's focus on innovation and technology is evident through its AI-powered platform for predicting consumer trends to accelerate product innovation. They utilize advanced analytics and AI techniques to deliver data-driven insights and drive business growth for their clients.
4. **Data Security and Compliance:** As an ISO 27001:2013 certified organization, LatentView Analytics prioritizes data security and compliance with industry standards, including HIPAA and PCI-DSS. They have a robust data security framework aligned with GDPR regulations, ensuring the protection of sensitive information.
5. **Holistic Approach to Business Problems:** LatentView Analytics takes a holistic approach to addressing business challenges. They offer domain-centric verticals that focus on specific industry problems, along with technology-specific horizontals that standardize solutions across domains, resulting in comprehensive and impactful solutions.
6. **Learning and Development Initiatives:** The company emphasizes continuous learning and development for its employees. They offer extensive training programs, boot camps, expert sessions, and access to various learning platforms to keep their team updated with the latest advancements in data science and emerging technologies.
7. **Proven Business Impact:** LatentView Analytics delivers tangible business impact through its data science solutions. They have successfully implemented projects like forecasting demand for new products, resulting in significant cost savings and improved forecast accuracy for their clients.
8. **Flexible and Scalable Solutions:** Recognizing the importance of flexibility and scalability, LatentView Analytics designs solutions that can adapt to changing business needs and accommodate future growth, ensuring a long-term and sustainable partnership with its clients.
9. **Emphasis on Explainability and Interpretability:** LatentView Analytics focuses on creating models that are explainable and interpretable. This approach instills trust in their solutions and helps clients understand the rationale behind the data-driven insights and recommendations.
10. **Strategic Partnerships and Alliances:** The company has formed strategic partnerships with global companies, technology providers, and platform vendors. These alliances enable LatentView Analytics to access cutting-edge technologies, expand its market presence, and deliver value-added solutions to its clients.

# Merkle

## Key Competencies & differentiators

1. **Multidisciplinary Expertise:** Merkle's data science team boasts a rich blend of diverse skills across analytics, data engineering, software development, automation, and more. This holistic approach allows them to tackle complex challenges and deliver comprehensive solutions that cater to various aspects of a project, setting them apart from other vendors who may have a narrower focus.
2. **Cloud-Native Scalability:** Merkle harnesses the power of leading cloud platforms such as AWS, GCP, and Azure to ensure seamless scalability of ML pipelines. By leveraging on-demand and spot instances and utilizing GPUs for compute-intensive workloads, they optimize performance and cost-effectiveness, giving them an edge in handling large-scale data science projects compared to vendors without such cloud-native capabilities.
3. **Responsible AI:** Merkle prioritizes data ethics and explainability, going beyond tools like LIME and SHAP. They challenge AI task necessity, involving ethics experts to ensure democratic and participatory system development, fostering trust with clients.
4. **Global Presence:** With a network of 55 offices across the world, Merkle offers substantial global exposure to its employees. This expansive presence not only facilitates collaboration on a global scale but also provides them with diverse perspectives and insights from various markets, enabling them to deliver more contextually relevant and impactful solutions.
5. **AI Leadership:** Merkle's leadership recognizes AI as a key initiative, driving increased investments in AI capabilities and infrastructure. By providing better tools, libraries, and support, they empower their data science teams to stay at the forefront of AI advancements and deliver innovative solutions, solidifying their position as thought leaders in the data science domain.
6. **Strategic Partnerships:** Merkle collaborates with major technology platforms and industry experts to deliver cutting-edge solutions. By forming strategic alliances with global companies, business software providers, and niche technology developers, they gain access to unparalleled expertise and innovation, ensuring they remain at the cutting edge of data science technology and services.
7. **Proven Business Impact:** Merkle measures data science success through direct (revenue, cost) and indirect (efficiency, CX) financial impact, showcasing tangible value to clients.
8. **Continuous Learning Culture:** Merkle measures data science project success through direct (revenue, cost) and indirect (efficiency, CX) financial impact, demonstrating tangible value and enhanced client outcomes.
9. **Integrated Personalization:** Merkle excels in seamless consumer personalization integration into platforms like Google and Adobe. This boosts the value and impact of data science solutions, empowering clients to deliver highly personalized experiences and gain a competitive edge.
10. **Agile and Innovative:** Merkle adopts an agile, innovative approach to data science, exploring emerging tech like generative AI, image models, and voice gen. Rigorous experiments identify use cases, delivering groundbreaking solutions to clients.



# 3

## **Seasoned Vendors' Quadrant**

The performance of Data Science vendors that have been placed in the Seasoned Vendors' quadrant is accounted for in this section

# Concentrix

## Key Competencies & differentiators

1. **Enhanced Data & Analytics Practice:** Concentrix has recently doubled the strength of its Data & Analytics practice through internal mergers with other teams, showcasing its commitment to expanding data science capabilities.
2. **Integrated Data Science Projects:** The company's data science projects are seamlessly integrated into its engagement model, providing clients with holistic solutions for better business outcomes.
3. **Comprehensive ROI Measurement:** Concentrix measures the success of its data science projects through both direct financial impact (quantifiable metrics like revenue increase) and indirect impact (improved work efficiency and customer experience).
4. **Decades of Experience & Cross-Domain Expertise:** With more than 20 years of experience in delivering data science solutions across various domains, Concentrix has acquired in-depth expertise and cross-vertical knowledge.
5. **Proprietary Solutions and Industry Recognition:** Concentrix offers industry-leading frameworks and proprietary solutions, such as C2i, CIP technology platform, and ML Ops Integrate, which have garnered recognition and acclaim from brands and industry leaders.
6. **Actionable Analytics Strategies:** In addition to delivering advanced ML and AI models, Concentrix provides actionable analytics strategies that complement its data science offerings.
7. **Proactive Innovation and Thought Leadership:** Concentrix adopts a proactive approach to innovation, continuously exploring emerging technologies and trends in data science. The company encourages data scientists to engage with external platforms, universities, and publications to assess recent technology advancements and emerging best practices.
8. **Investment in Scalable Infrastructure and Partnerships:** Concentrix invests significantly in scalable infrastructure, cross-functional expertise, and partnerships with data analytic platform specialists to support ML and deep learning projects.
9. **Ethical Approach to Data Science:** The company prioritizes ethics in data science engagements, utilizing frameworks and explainable AI techniques to ensure fairness, transparency, and conscientiousness in their solutions.
10. **Effective Model Deployment through ML Ops and ML Engineering:** Concentrix focuses on deploying data science models effectively through ML Ops and ML Engineering frameworks, enabling rapid deployment and activation for clients.

# Course5 Intelligence

## Key Competencies & differentiators

1. **Augmented Data-Centric Approach:** Course5 Intelligence differentiates itself by adopting an augmented data-centric model development and management approach. This unique strategy allows them to derive valuable insights and solutions from data, ensuring their data science projects are highly effective and impactful.
2. **Proprietary Algorithms and Patents:** Course5 Intelligence competitive advantage lies in its development of proprietary algorithms and models, protected by patents. This intellectual property enables them to offer custom, innovative solutions that address clients' specific business challenges.
3. **In-house Cloud-First Accelerators:** The company has made significant strides in adopting a cloud-first approach, creating in-house accelerators and solutions for deploying analytical models on cloud platforms like Azure, AWS, and GCP. This gives Course5i an edge in delivering scalable and efficient data science solutions.
4. **Collaborative Learning Ecosystem:** Course5 Intelligence fosters a collaborative learning ecosystem, encouraging knowledge sharing among team members. This collaborative culture ensures that ideas, best practices, and expertise are freely exchanged, leading to continuous growth and improvement.
5. **Thought Leadership in Generative AI:** Course5 Intelligence is at the forefront of thought leadership in Generative AI. By integrating cutting-edge technologies like GPT-4 and Knowledge Graphs, they enable clients to harness the power of advanced AI capabilities in their data science projects.
6. **Industry-Focused Data Science COEs:** Course5 Intelligence establishes Industry-Focused Centers of Excellence (COEs) that bring together domain experts and data scientists. These COEs specialize in industries like CPG/Retail, Industrial AI, Media, and Telecom, ensuring tailored and impactful data science solutions.
7. **End-to-End Data Science Services:** As a one-stop data science partner, Course5 Intelligence offers comprehensive end-to-end data science services, covering data collection, pre-processing, model development, deployment, and maintenance. This comprehensive approach streamlines the client's journey and maximizes value.
8. **Data Ethics Committee:** The company's commitment to data ethics is strengthened by a dedicated Data Ethics Committee. This committee ensures that all data science initiatives adhere to ethical guidelines, data privacy, and regulatory requirements, fostering trust with clients and stakeholders.
9. **Proactive Market Sensing:** Course5 Intelligence sets itself apart by consistently staying ahead of the market through proactive market sensing. By identifying emerging trends and customer needs, they are better equipped to offer relevant and timely data science solutions.
10. **Pioneering MLOps Practices:** Course5 Intelligence is a pioneer in implementing MLOps practices, optimizing workflows, and ensuring the reliability and scalability of models in production environments. This expertise streamlines the deployment and management of data science solutions, resulting in faster time-to-value for clients.

# Ganit

## Key Competencies & differentiators

1. **Specialized Industry Solutions:** Ganit Business Solutions stands out by offering highly specialized data science solutions tailored to specific industries, such as BFSI, Retail & eCommerce, etc. This industry-focused approach ensures that clients receive solutions that align perfectly with their unique challenges and requirements.
2. **Emphasis on Consumption Quotient:** Unlike many other vendors, Ganit prioritizes the "Consumption Quotient," ensuring that their data solutions are not just sophisticated algorithms but play an instrumental role in driving their clients' success. The focus is on meaningful integration and utilization of data solutions, resulting in tangible business outcomes.
3. **Responsible AI and Ethical Practices:** Ganit takes a proactive approach to responsible AI, actively identifying and addressing biases in training data and algorithmic decision-making to avoid discriminatory practices.
4. **Collaborative Decision-Making:** Ganit involves clients in their decision-making processes, fostering a collaborative approach to data science projects. By understanding clients' pain points and goals, they craft bespoke solutions that are not only innovative but also pragmatic and ready for implementation.
5. **Rigorous Evaluation Process:** Ganit employs a robust evaluation process for its data scientists, focusing on three key themes: Passion towards customer delight, Contribution towards building Ganit, and Attitude towards self and team development. This ensures that employees are aligned with the company's values and dedicated to continuous improvement.
6. **Cutting-Edge Technology Adoption:** Ganit stays ahead of the technology curve by partnering with hyper scalers like AWS and technology vendors like Databricks and Snowflake. This gives them access to the latest advancements in AI and ML, enabling them to provide cutting-edge solutions to their customers.
7. **Scalable Infrastructure and MLOps:** The company's commitment to scalability is reflected in its use of cloud providers like AWS, Azure, and GCP, ensuring that their models can handle increased workloads efficiently. They also incorporate MLOps practices, streamlining model maintenance, version control, and data governance.
8. **Comprehensive Training and Skill Development:** Ganit invests in its employees' growth by providing a curated training program that includes sessions with in-house subject matter experts, access to research publications, partnerships with technology leaders, and external training opportunities. This commitment to skill development ensures that their team remains at the forefront of technological advancements.
9. **Vertically Integrated Solutions:** Ganit stands out by offering vertically integrated data science solutions, covering everything from technical metrics like model performance and efficiency to functional metrics that assess the impact and usability of data science projects. This comprehensive approach maximizes the value delivered to clients.
10. **Marketplace for Pre-Trained Solutions:** Ganit has developed products and accelerators that provide generalized, pre-trained, and self-learning capabilities, allowing industries to access and implement solutions quickly. This marketplace approach reduces the time to deployment and fosters innovation across various sectors.



# Hansa Cequity

## Key Competencies & differentiators

1. **End-to-End Analytics Model Development:** Hansa Cequity stands out with its expertise in end-to-end analytics model development. From creating new use cases to recalibrating existing models, they offer comprehensive solutions that cater to the unique needs of their clients across various industries.
2. **Generative AI-led Portfolio:** Hansa Cequity has also launched a Generative AI-led portfolio of services and solutions aimed at assisting clients to leverage the power of AI for their business transformation.
3. **Diverse AI/ML Portfolio:** Hansa Cequity offers a vast portfolio of AI-powered solutions, from Conversational AI to Customer Experience solutions, catering to a wide range of industries and use cases.
4. **Accelerators and Tools:** Their AI Platform enables the Analytics community to experiment, develop, and enhance existing AI/ML techniques, leading to the creation of multiple accelerators that accelerate project delivery with enhanced accuracy.
5. **Proficiency in Machine Learning Techniques:** Hansa Cequity showcases a significant focus on training open-source NER algorithms and developing tools like Modelling-as-a-Service. They have also mastered Generative AI capabilities, adding another layer to their suite of solutions.
6. **Ethical Approach to Data Governance:** Hansa Cequity places a strong emphasis on data governance, transparency, and compliance, ensuring the ethical use of data, securing customer trust, and complying with regulations like GDPR and CCPA.
7. **Emphasis on Employee Training and Development:** They focus on enhancing the knowledge and skills of their data scientists by providing continuous learning opportunities and exposure to the latest technologies, industry trends, and best practices.
8. **Robust Performance Assessment Mechanisms:** The company uses quantifiable metrics to assess the performance of its data scientists, ensuring continuous improvement and high-quality service delivery.
9. **Partnership with Hyperscalers/Tech Companies:** Hansa Cequity has partnerships with prominent hyperscalers such as AWS and Google Cloud Platform. These strategic alliances enable them to leverage leading platforms for business growth and enhance the proficiency of their data scientists.
10. **Cutting-edge Infrastructure:** They provide their data science team with the best technology and tools, ensuring efficient model development and testing. This includes everything from top-of-the-line machines to on-demand AWS EC2 GPU instances and world-class Cloud architects.

# SG Analytics

## Key Competencies & differentiators

1. **Comprehensive Industry Focus:** SG Analytics has a diverse range of clients across industries such as Banking & Financial Services, Media & Entertainment, Fintech, Edtech, and Technology. Their extensive industry focus allows them to have deep expertise in addressing specific business challenges and providing tailored solutions.
2. **Long-Term Strategic Engagements:** The majority of SG Analytics' engagements are long-term and strategic, based on time & material rather than traditional fixed-price models. This approach ensures sustained collaboration with clients, fostering a deeper understanding of their needs and delivering continuous value over time.
3. **Global Presence and Reach:** SG Analytics has a strong global presence, with offices in key locations such as Pune, Hyderabad, Bangalore, Zurich, London, New York, Seattle, San Francisco, Austin, and Toronto. This widespread presence enables them to serve clients across different regions effectively.
4. **Propensity Models for Customer Segmentation:** SG Analytics excels in developing Propensity to Buy models, enabling clients to identify prospects for upselling, cross-selling, and acquiring new customers. They leverage advanced analytics to segment customers effectively, enhancing retention and revenue generation.
5. **Focus on Data Security and Privacy:** The company places a high emphasis on data security and privacy. They implement robust security measures, including dual authentication, encrypted data models, and secured access database modeling, ensuring that customer data remains safe and compliant with GDPR-related regulations.
6. **Strong Track Record of Delivering Tangible Business Outcomes:** SG Analytics has a successful track record of delivering tangible business outcomes to clients. They have significantly improved media business strategy, customer retention in BFS, and operational efficiency in healthcare through their analytics solutions.
7. **Emphasis on Innovation and Evolution:** SG Analytics believes that innovation is a mindset and continuously strives to innovate and evolve. They have transitioned from being an investment research company to integrating research and analytics, positioning themselves as a preferred partner for industry-leading clients.
8. **Proficiency in Advanced Algorithms and Techniques:** The company stays current with the latest advancements in data science and excels in applying advanced machine learning and deep learning techniques to address complex business challenges effectively.
9. **Scalability of Data Science Models:** SG Analytics has enhanced its ability to manage and maintain the scalability of data science models. They leverage cloud-based solutions and distributed computing frameworks to optimize algorithms and achieve elastic workload balancing.
10. **Commitment to Data Ethics and Explainability:** SG Analytics adheres to transparent practices, data privacy, and non-discriminatory approaches. They emphasize the explainability of algorithms to build trust, comply with ethical standards, and continuously monitor models for fairness and accountability.

# Indus Net

## Key Competencies & differentiators

1. **Extensive Team of Data Scientists:** Indus Net boasts a large team of data scientists with expertise in various domains, allowing them to handle diverse and complex projects effectively.
2. **Impressive Revenue Generation:** The company has shown significant revenue growth through its data science projects, demonstrating its ability to deliver high-value solutions to its clients.
3. **Long-term Strategic Engagements:** Indus Net Technologies focuses on building lasting partnerships with clients, as a majority of its business comes from long-term strategic engagements.
4. **Versatile Industry Expertise:** With a diverse client base spanning BFSI, Retail & eCommerce, Pharma & Healthcare, and Automotive & Manufacturing, the company showcases its versatility and domain-specific knowledge.
5. **Global Market Presence:** Indus Net Technologies has a strong presence in different countries, including the UK, USA, Singapore, and India, enabling seamless support to clients across various geographies.
6. **Commitment to Upskilling:** The company invests in upskilling its data scientists through strategic partnerships with industry leaders, ensuring they stay updated with the latest advancements in technology and analytics.
7. **Strong Focus on Ethics and Transparency:** Indus Net Technologies prioritizes data ethics, transparency, and compliance with privacy regulations, building trust with clients through responsible data practices.
8. **Comprehensive Toolkit of Solutions:** The company offers a wide range of data science solutions, from data discovery and ingestion to machine learning and responsible AI, catering to diverse client needs.
9. **Innovation-driven Culture:** Indus Net Technologies fosters an innovation-driven culture, encouraging its team members to come up with creative and innovative solutions to add maximum value to clients.
10. **Continuous Growth and Expansion:** With impressive year-on-year revenue growth and future expansion plans, the company demonstrates its commitment to staying at the forefront of the data science industry.

# 4

## **Growth Vendors' Quadrant**

In this section, we decode the performance of data science service providers who occupy the growth vendors' quadrant



# EY GDS

## Key Competencies & differentiators

1. **Unique Business Model:** Unlike other vendors, EY GDS functions as a captive cost center for EY organization globally, offering a unique blend of in-house expertise and cost-effectiveness.
2. **Strong Industry Expertise:** With 12 years of experience in data science, EY GDS has substantial domain knowledge and industry insights that they apply to deliver successful outcomes for clients in diverse industries.
3. **ROI-Centric Approach:** EY GDS measures its project success through various parameters such as business impact, cost savings, increased efficiency, and risk minimization, which demonstrates its commitment to delivering tangible results to its clients.
4. **Leverage of Advanced Technologies:** EY GDS uses cutting-edge data platforms like Snowflake, Databricks, and data lake, and AI technologies to deliver high-quality solutions, making it a tech-savvy vendor.
5. **Comprehensive Security Measures:** With an Information Security Management System (ISMS) based on ISO 27001:2013 and Data loss prevention (DLP) controls, EY GDS ensures high-level data protection, setting it apart in terms of security and data privacy.
6. **Holistic, Platform-Driven Approach:** EY GDS uses a platform-driven approach to problem-solving, looking at issues from a comprehensive viewpoint which includes cloud data migration and management, AI-enabled insights, and MLOPs.
7. **Intensive Training and Upskilling Programs:** With extensive internal training programs, certification sessions, and a dedicated boot camp for new graduates, EY GDS invests heavily in developing and enhancing its talent pool.
8. **Robust Risk Management:** EY's approach to AI and ML applications involves a thorough risk assessment to ensure both technical and ethical robustness.
9. **Scalable Solutions:** EY GDS uses readily available MLOPs frameworks, artefacts, and accelerators to scale data science models efficiently, ensuring that their solutions can adapt to growing business needs.
10. **Robust Partnerships and Collaborations:** EY GDS collaborates with leading tech companies like Microsoft and IBM, organizes and participates in events, and runs initiatives like the EY Better Working World Data Challenge, which helps them stay connected with industry trends and provide cutting-edge solutions to clients.

# eClerx

## Key Competencies & differentiators

1. **Advanced Proprietary Tools:** eClerx offers a suite of proprietary tools and accelerators like Roboworx and Market360, enhancing client engagement and delivering efficient analytics solutions.
2. **Hybrid Onshore-Offshore Model:** The company's flexible delivery model ensures efficient collaboration, seamless communication, and 24-hour availability, leading to higher client satisfaction.
3. **Whitebox Solutions:** eClerx collaboratively develops solutions with clients, allowing for cost savings to be directly transferred, fostering symbiotic intellectual capital growth.
4. **Continuous Investment in Skill Development:** eClerx allocates significant resources to training and skill development, ensuring rapid integration of the latest technologies and impactful results.
5. **Industry-Specific Solutions:** The company tailors machine learning solutions to cater to specific industries like luxury retail, asset maintenance, airlines, wealth management, and B2B MRO manufacturers.
6. **Cloud-Native AI-ML Solutions:** eClerx has migrated its AI-ML solutions to cloud-native architectures, leveraging the flexibility and cost-efficiency of cloud technologies.
7. **Platform-Centric Approach:** The company has adopted a platform-centric model for data science, enhancing scalability and response times to deliver measurable business outcomes.
8. **Focus on Explainable AI:** eClerx prioritizes data ethics and explainability, ensuring fairness, accountability, transparency, and clear interpretation of results.
9. **Collaborative Approach to Efficiency:** eClerx fosters collaboration across departments, streamlining processes and communication for enhanced productivity and cost-effectiveness.
10. **Strategic Approach to ROI:** The company measures data science project ROI through strategic alignment, process automation, contractual agreements, and data-driven insights for business impact and revenue growth.

# Brillio

## Key Competencies & differentiators

1. **AI-Driven Business Insights:** Brillio's expertise in AI enables the rapid extraction of critical business insights from vast volumes of data. The company's AI solutions provide actionable intelligence and strategic recommendations, empowering businesses to make data-driven decisions and stay ahead of the competition.
2. **Optimized ML Lifecycle Execution:** Brillio's expertise lies in simplifying and automating the model lifecycle for hundreds of models, leading to a reduction in efforts and timeline for Model Operations, along with optimized compute utilization.
3. **AI Trism:** Brillio follows a comprehensive approach to trust, risk, and security management (AI Trism) built into AI models. This ensures that AI solutions not only deliver accurate results but also maintain privacy, fairness, and transparency, addressing ethical considerations in AI development.
4. **Comprehensive Security Approach:** Brillio follows a proactive and continuous security approach, assessing clients' security posture, identifying vulnerabilities, and implementing appropriate security controls to ensure data privacy and protection.
5. **Industry-Specific Models:** Brillio offers domain-specific models tailored for various industries like BFSI, Healthcare, and Retail, catering to specific business needs and challenges.
6. **Deep Domain Expertise:** The company's data scientists possess deep domain expertise, allowing them to address industry-specific challenges effectively and deliver impactful solutions.
7. **Generative AI and Machine Learning:** Brillio leverages generative AI and machine learning techniques to push the boundaries of technology and enable creativity, enhancing the output, accuracy, and productivity of AI solutions.
8. **Value Quantification Framework:** Brillio emphasizes measuring the success of data science projects based on their impact on business and technical key performance indicators. The company uses a value quantification framework to track and evaluate KPIs such as revenue growth, conversion rates, customer satisfaction, risk management, and more
9. **Agile and DevOps Practices:** The company adopts core principles from Agile methodologies, DevOps, and design thinking, ensuring efficient project execution and faster time-to-market for AI/ML solutions.
10. **Thought Leadership and Learning Initiatives:** Brillio encourages thought leadership among its data science teams, actively engaging in research papers, conferences, and external events. The company offers comprehensive learning programs, partnerships with renowned universities, and mentorship programs to upskill data scientists and foster innovation.

# Evalueserve

## Key Competencies & differentiators

1. **Specialized Go-to-Market Expertise:** Evalueserve's expertise lies in delivering data science solutions for go-to-market use cases. They excel in areas such as predictive modeling, time series forecasting, and segmentation. This specialization ensures a deep understanding of the unique challenges faced by businesses in these industries.
2. **AI Scenario Planner:** Evalueserve's AI scenario planner empowers its clients in different sectors, to make informed decisions by forecasting raw material prices based on internal and external factors. This AI-powered tool helps clients save costs and mitigate risks associated with price fluctuations.
3. **Generative AI Assistant:** Evalueserve enhances data accessibility with a generative AI assistant integrated into the dashboard. By automating visualizations using technologies like RASA, Python, NLP, and more, clients gain quick insights, accelerating decision-making processes.
4. **MagnifAI Low-Code Platform:** Evalueserve's MagnifAI platform streamlines data segmentation, customer lifetime value analysis, and product recommendations. The low-code platform enables clients like Ansys to automate complex tasks efficiently and consolidate disjointed customer data and models.
5. **AIRA Platform:** Evalueserve's proprietary AI for Research and Analytics (AIRA) platform drives innovation and automation. It comprises reusable and configurable microservices, productivity accelerators, and low-code products. This platform allows for personalized insights and scalability across client organizations.
6. **ISO27001 Certification:** As an ISO27001-certified organization, Evalueserve prioritizes information security. With well-defined information security policies, regular audits, and advanced security measures, the company ensures the protection of sensitive and confidential data.
7. **Extensive Research Analyst Team:** Evalueserve's team of 1500+ research analysts brings diverse domain expertise and knowledge to the data science solutions they develop. This multidisciplinary approach enables a comprehensive understanding of the client's specific business needs.
8. **Scalable Model Ops Capabilities:** Evalueserve excels in operationalizing models with three deployment options, including on-prem, cloud deployment with automation, and productizing solutions using technologies like dockers and Kubernetes. Their model ops capabilities ensure scalability and ongoing monitoring for drift and accuracy.
9. **Holistic Performance Measurement:** Evalueserve's holistic approach to measuring performance considers technical skills, solution development, client management, innovation, and company contribution. This comprehensive evaluation ensures data scientists are motivated and recognized for their contributions.
10. **Technology Agnostic Approach:** Evalueserve's technology-agnostic stance allows them to leverage best-of-breed tools for each client solution. They continuously explore and adopt new AI/ML techniques to remain at the forefront of innovation and guide clients effectively in their AI journey.



# Axtria

## Key Competencies & differentiators

1. **Advanced Real-time Decision Engines:** Axtria leverages advanced real-time decision engines that enable clients to make data-driven decisions quickly. These decision engines utilize cutting-edge technologies like AI/ML to analyze vast datasets in real-time, empowering clients to respond swiftly to changing market dynamics.
2. **Unified Commercial Operations Platform:** Axtria offers a unified platform that integrates various commercial operations functions, including salesforce planning, target identification, marketing effectiveness, and sales analytics. This integrated approach enhances collaboration and efficiency across commercial teams.
3. **Scalable Data Models:** Axtria's scalable data models are designed to handle large and complex datasets, making it ideal for enterprises with significant data volumes. These models enable seamless data processing and analysis, even as data volumes grow.
4. **Strong Client Base:** Axtria boasts a robust client base that includes multinational pharmaceutical corporations, biotechnology companies, and leading healthcare organizations. Its clientele is a testament to the company's expertise and the value it delivers to top-tier clients.
5. **Agile and Flexible Development:** Axtria's agile and flexible approach to development and deployment allows the company to adapt quickly to changing client needs and evolving market conditions. This responsiveness ensures that clients receive timely and relevant data science solutions.
6. **End-to-End MLOps Solutions:** Axtria provides end-to-end MLOps solutions, facilitating seamless model deployment, monitoring, and management. This ensures that data science models are continuously optimized and aligned with business objectives.
7. **Continuous Innovation:** Axtria places a strong emphasis on innovation, investing in research and development to stay ahead of emerging trends in data science. The company continuously explores and adopts cutting-edge technologies, enabling it to deliver innovative and effective solutions to its clients.
8. **Comprehensive Training and Development:** Axtria's commitment to learning and development is evident through its in-house training institute, Axtria Institute (AI). AI offers a wide range of courses and certifications, allowing associates to upskill and stay abreast of the latest advancements in data science.
9. **Industry Partnerships and Associations:** Axtria actively participates in leading industry associations and collaborates with technology vendors to foster learning and knowledge sharing. These partnerships provide valuable insights into best practices and the latest trends in the data science space.
10. **Analytics Industrialization Solutions:** Axtria has developed analytics industrialization solutions that democratize analytics within client organizations. This approach enables the collaborative development of analytic assets that can be reused and shared across teams, resulting in increased efficiency and effectiveness.

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