

HORIZONS REPORT

AADA Quadfecta Services for the Generative Enterprise™, 2024

Leap toward the Generative Enterprise

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Excerpt for WNS

“

The integration of analytics, AI, data platforms, and automation—the 'quadfecta'—is poised to be enterprises' most significant growth catalyst in the next 2–3 years. As these technologies converge, they enhance existing business operations and fundamentally reshape industry landscapes by enabling more agile, intelligent, and data-driven decision-making processes.

Enterprises strategically embracing this quadfecta will streamline their operations and unlock new levels of innovation and customer engagement, setting a new standard for competitive advantage in the digital era.

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Ashish Chaturvedi

Practice Leader, HFS Research

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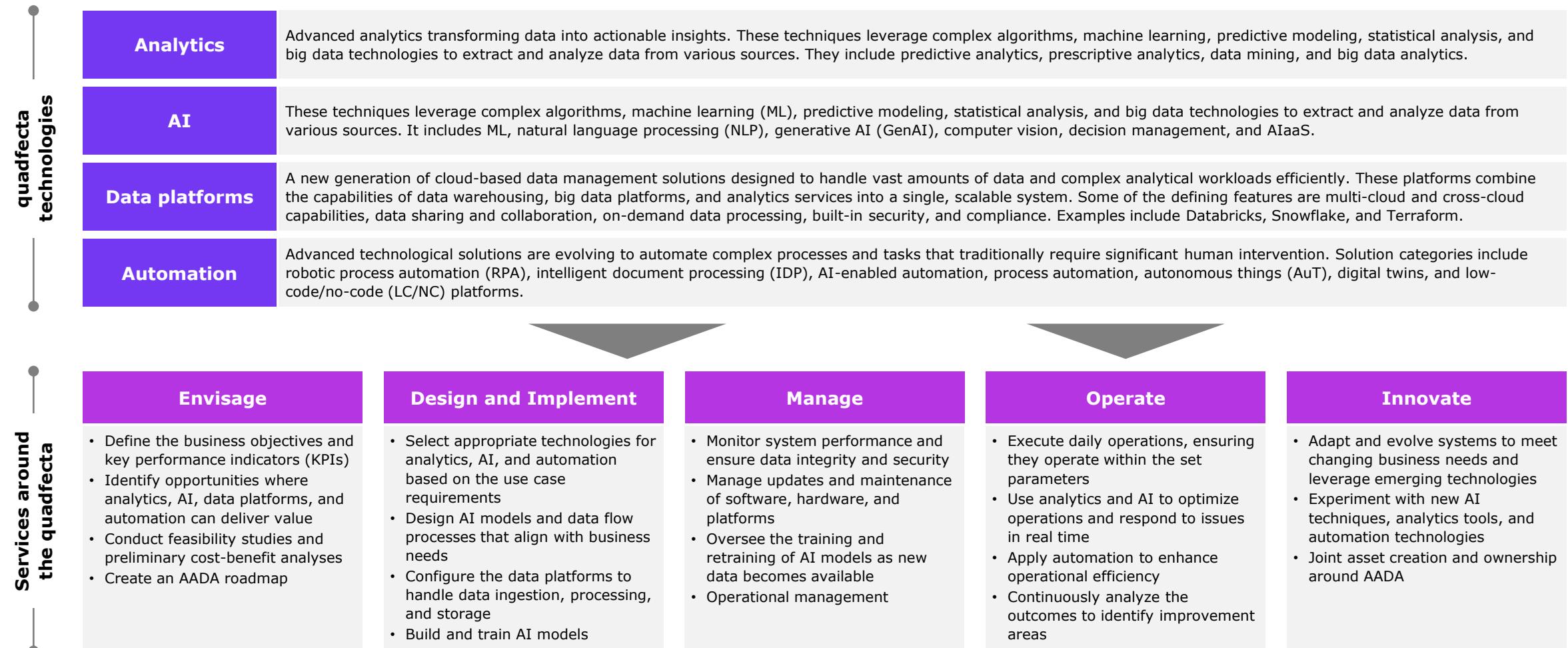
Introduction and the HFS AADA quadfecta value chain

Introduction

- From an enterprise perspective, integrating analytics, AI, data platforms, and automation (AADA)—collectively known as the quadfecta—represents a transformative shift in how businesses leverage technology to evolve into Generative Enterprises. By harnessing these interconnected technologies, enterprises can unlock **deep insights from their data, automate complex processes, and enhance operational efficiencies on a scale previously unattainable**. Looking forward, adopting the quadfecta is not merely an option but a strategic imperative for organizations aiming to maintain competitive advantages in a rapidly evolving market.
- Welcome to our 2024 HFS Horizons—AADA Quadfecta Services study. Horizons are HFS Research's vendor evaluation research vehicle, designed to assess the innovation and value potential of vendor capabilities across three distinct horizons:
 - **Horizon One:** Leverage at least one of the four AADA pillars to deliver throughput and efficiency benefits.
 - **Horizon Two:** Horizon 1 + the ability to drive experience-led outcomes and stakeholder experiences while achieving large-scale HFS OneOffice™ transformation benefits.
 - **Horizon Three:** Horizon 2 + deliver integrated solutions that leverage the full power of analytics, AI, data platforms, and automation and create entirely new sources of value, including forecasting future business models and enabling real-time decision-making. The aim is to create a Generative Enterprise.
- This research effort assesses how well service providers are helping their clients embrace the AADA quadfecta to drive innovation and realize value. The study evaluates the capabilities of providers across the AADA quadfecta value chain based on a range of dimensions to understand the **why, what, how, and so what** of their service offerings.
- Inclusion criteria:
 - Annual quadfecta revenue of at least \$100 million
 - An existing portfolio of at least one of the four quadfecta pillars of analytics, AI, data platforms, and automation across the quadfecta value chain

HFS AADA quadfecta services value chain

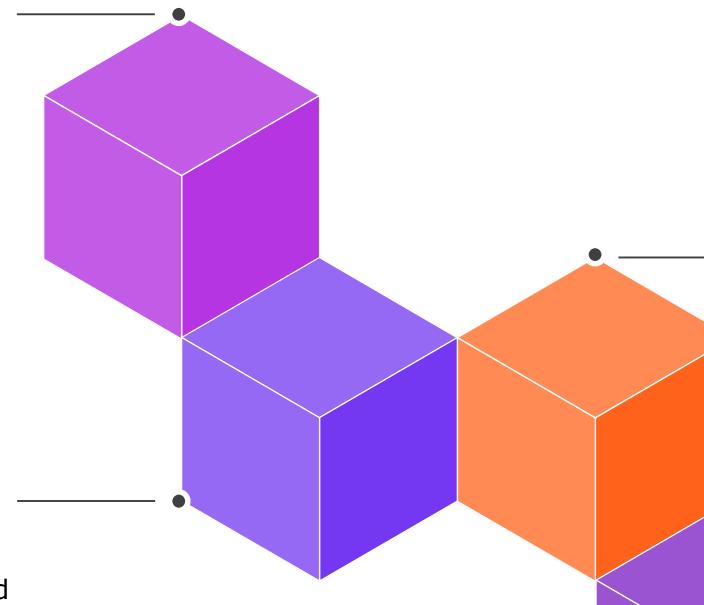
The HFS Horizons report on AADA quadfecta services evaluates service providers offering AADA services. The aim is to assess service providers' ability to demonstrate the continuous value delivered to their enterprise clients, leading to becoming a **Generative Enterprise** via the AADA quadfecta.



The focus of the AADA quadfecta services Horizons

Maximizing the value of data

How do you ensure that clients make the most of their data with the help of data platforms? How do you see this evolving with the latest developments in AI/GenAI?



Innovation in AADA

How do you help organizations capture the true value of the quadfecta by using innovation to develop in-house services, IP, and other proprietary tools?

Industry focus

Do you see a greater focus from specific industries on the quadfecta? How does it impact the broader goals of business transformation?

Partnership ecosystem

How do you leverage partnerships with other vendors to improve outcomes for clients through better tech?

Interplay of quadfecta AADA

How well are you able to bind the four quadfecta pillars to enable heightened business outcomes to clients? What change management are you undertaking to enable smooth interplay?

Generative Enterprise mindset

How do you help your clients progress toward becoming a Generative Enterprise with the AADA quadfecta?

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Research methodology

27 service providers covered in this report



Note: All service providers are listed alphabetically

Sources of data

This Horizons research report relies on myriad data sources to support our methodology and help HFS obtain a well-rounded perspective on the service capabilities of the participating organizations covered in our study. Sources are as follows:



Briefings and information gathering

HFS conducted detailed **briefings** with QA leadership from each vendor.

Each participant submitted a specific set of **supporting information** aligned with the assessment methodology.



Reference checks

We conducted reference checks with **23 active clients and 37 active partners** of the study participants via survey-based and telephonic interviews.



HFS Pulse

Each year, HFS fields multiple demand-side surveys in which we include detailed vendor rating questions.

For this study, we leveraged our fresh-from-the-field HFS Pulse study data featuring **~600 service provider ratings**.



Other data sources

Public information such as press releases and websites.

Ongoing interactions, briefings, virtual events, etc., with in-scope vendors and their clients and partners.

Horizons assessment methodology—AADA quadfecta services for the Generative Enterprise™ 2024

The “HFS Horizons: AADA quadfecta services for the Generative Enterprise™ 2024” research evaluated the capabilities of service providers across a range of dimensions to understand the **why, what, how, and so what** of their analytics, automation, data platforms, and automation offerings. Our assessment will be based on inputs from clients, partners, employees, and augmented with analyst perspectives. The following illustrates how we will assess your capabilities:

Distinguishing AADA service provider characteristics				
Assessment dimension	Assessment sub-dimension	Horizon 1 service providers	Horizon 2 service providers	Horizon 3 service providers
Value proposition: The ‘why?’ (25%)	<ul style="list-style-type: none"> Strategy and roadmap Clarity of vision for AADA quadfecta services and nature of outcomes Differentiators—Why clients work with you 	<ul style="list-style-type: none"> The ability to drive functional optimization outcomes with selective AADA capabilities Focus on specific simpler tasks such as basic data analytics, simple automation scripts (such as basic RPA), or introductory AI functionalities such as chatbots 	<ul style="list-style-type: none"> Horizon 1 + Ability to drive real business, experience-led outcomes, and stakeholder experiences while achieving enterprise-wide transformations 	<ul style="list-style-type: none"> Horizon 2 + Ability to drive ecosystem synergy via collaboration across multiple organizations with common objectives around driving completely new sources of value
Execution and innovation capabilities: The ‘what?’ (25%)	<ul style="list-style-type: none"> Breadth and depth of services across the AADA quadfecta value chain Strength of talent pool Innovative solutions (industry-specific, ESG, etc.) 	<ul style="list-style-type: none"> Strong implementation capabilities Emphasize cost-effectiveness and quick implementation Offshore-focused with strong technical skills 	<ul style="list-style-type: none"> Horizon 1+ Ability to support clients on their end-to-end AADA transformation journey Global capabilities with strong consulting and domain expertise across the AADA portfolio 	<ul style="list-style-type: none"> Horizon 2 + Strategy and execution capabilities at scale Well-rounded capabilities across all value creation levers—talent, domain, technology, data, and change
Go-to-market strategy: The ‘how?’ (25%)	<ul style="list-style-type: none"> What transformation outcomes are you pitching to clients? Nature of investments in your AADA quadfecta business (M&A, training, R&D) Co-innovation and collaboration approaches with customers and partners, including creative commercial models Assuring outcomes Voice of the partner 	<ul style="list-style-type: none"> Robust fundamentals of AADA transformation Technology and capability focus 	<ul style="list-style-type: none"> Horizon 1+ Proven and leading-edge proprietary assets, including industry-led solutions Clear articulation of the transformation outcomes Capability to deliver cloud-native transformation 	<ul style="list-style-type: none"> Horizon 2 + Driving co-creation with clients and the ecosystem partner Effectively envisioning of outcomes and providing business assurance for AADA transformation
Market impact: The ‘so what?’ (25%)	<ul style="list-style-type: none"> Scale and growth of AADA quadfecta business—revenue, clients, and headcount Proven outcomes showcasing transformation through AADA 	<ul style="list-style-type: none"> Referenceable and satisfied clients for the ability to execute technology transformation 	<ul style="list-style-type: none"> Horizon 1+ Referenceable and satisfied clients for ability to drive business transformation 	<ul style="list-style-type: none"> Horizon 2 + Referenceable and satisfied clients driving new business models based on the partnership

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Market dynamics

Executive summary

1	AI-led agentic services	<p>There's an increased focus on agentification of services involving augmenting human capabilities with smart AI and automated agents to enhance service delivery. This approach allows for higher rate cards but achieves a lower total cost of ownership (TCO) by leveraging AI to optimize processes and decision-making.</p> <p>Examples of platforms include Amazon Q, GitHub, Lyrz, Copilot, Replit Ghostwriter, and Google Gemini.</p> <ul style="list-style-type: none">• The big 4 and the likes of IBM are increasingly adopting this model to make headway in the AADA space.
2	AI-powered industry-solutioning	<p>Providers are focusing on developing industry-specific AI solutions that address the unique needs of different sectors. For instance, a large global retailer implemented an industry-specific GenAI solution developed by Databricks and Accenture to enhance workforce management. This AI-driven approach led to a 20% improvement in employee retention and a 15% reduction in hiring costs, demonstrating the impact of tailored AI applications on top-line growth in the retail sector.</p>
3	Data-driven transformation with cloud platforms	<p>Strategic partnerships with technology hyperscalers (such as Microsoft, AWS, and Google Cloud) and data platform companies (such as Snowflake and Databricks) are crucial for expanding AI and analytics capabilities. Providers are leveraging these partnerships to create a data and analytics operating model that harnesses AI to support data-driven decision-making and optimize operations. Moreover, focusing on cloud-based data platforms allows for scalable and flexible data management, which is essential for supporting AI and analytics initiatives.</p>
4	Focus on responsible AI and data governance	<p>There's a strong emphasis on responsible AI, ensuring that AI deployments are ethical, transparent, and secure. Providers are investing in tools and methodologies to ensure that AI applications are deployed ethically and that data privacy and security are maintained. Now, developing transparent and explainable AI solutions is being treated as a de facto prerequisite for most service providers.</p>
5	Hyper-automation and AI integration	<p>The push toward hyper-automation, supported by AI, is transforming business processes across industries. Organizations are automating repetitive tasks by using AI to enhance decision-making processes. Providers shared interesting metrics, where through a combination of GenAI and automation, they were able to save up to 80% manual coding efforts and automate tens of thousands of processes. Automating tasks or expediting development via tools is not new, but productivity gains after combining GenAI with the three other quadfecta pillars is something the industry has not witnessed before.</p>
6	Eleven leaders identified	<p>We assessed 27 service providers across value propositions, innovation capabilities, go-to-market strategies, and market impact criteria. In alphabetical order, the leaders in Horizon 3 are Accenture, Cognizant, Eviden, EXL, EY, IBM, Infosys, KPMG, TCS, Wipro, and WNS. These leaders are well on their way to helping clients become Generative Enterprises by bringing together the right mix of tech, talent, IP, and delivery, leading to effective outcomes. The interplay across the four AADA pillars set them apart. While client needs may differ based on maturity, the leading service providers deliver an enterprise-grade impact.</p>

Highlights: A few impressive AADA quadfecta case studies

Enterprise type	Tech leveraged	Solution overview	Impact
Data-driven transformation for a Chilean multinational retailer	AI, data platforms, ML, cloud	Built a scalable Google Cloud Platform to unify customer data across six countries, enabling better customer insights, predictive analytics, and improved operational efficiency	A 50% increase in marketing click-through rates and significant operational cost savings
Global financial services company	AI, RPA, API integration, automation	Implemented an automated solution for FXIP process with 344 bots, automating 60% of all FX processes, including KYC and KYB, client onboarding, and more	Saved 58,000 human hours, reduced TAT, and improved process accuracy, enhancing the overall brand value
AI-driven personalization for a European bank network	AI, data analytics, cloud (Databricks), customer data platform	Developed Persona360, a solution that consolidated data silos and enabled personalized client engagement, generating new client meetings and improving advisor outreach	Achieved 50% enhancement in agent calls and facilitated more than 1,000 personalized client meetings
Data lake implementation for a Chilean multinational retailer	AI, cloud (Google Cloud Platform), customer data platform, ML	A scalable data platform for the retailer to unify customer data across six countries, enabling better customer insights and predictive analytics	Achieved seamless omnichannel experiences and a 50% improvement in marketing engagement.
Global travel management company	Automation, AI, RPA	Automated complex claims, payments, and finance processes, including total loss claims, reducing the average handling time significantly	Processed 270,000 transactions per quarter, deployed 14 robots, and saved more than 25 FTEs

The top four trends shaping the AADA quadfecta space

AI and GenAI driving innovation across industries



- GenAI is becoming central to driving innovation across various enterprise sectors, from healthcare to retail and beyond.

Here are a few examples from different industries:

- Accenture and BMW's EKHO Platform:** Accenture developed the EKHO platform for BMW, utilizing GenAI to analyze enterprise-wide data and answer complex questions.
- Tech Mahindra's GenAI initiative for telecom:** Tech Mahindra created foundational models, including the GARUDA large language model (LLM), designed for multilingual applications across telecom and logistics.

Focus on data modernization and cloud-first strategies



- Enterprises are increasingly adopting cloud-first strategies to modernize their data ecosystems, making them more agile, scalable, and capable of supporting advanced analytics and AI.
- TCS partnered with a leading healthcare provider:** TCS partnered with a leading healthcare provider to migrate its data infrastructure to a cloud-based platform, integrating AI-driven analytics to improve patient care and operational efficiency. This initiative enabled the client to deliver better healthcare outcomes while reducing costs.

Talent development and upskilling as a strategic imperative



- Enterprises are heavily investing in talent development and upskilling initiatives to ensure their workforce is equipped to handle the demands of AI, automation, and advanced analytics.
- Accenture** has invested \$1 billion in the LearnVantage platform to upskill its workforce in AI, cloud, and data science. This initiative addresses the growing skills gap and prepares employees for the future of work.
- Publicis Sapient** has established an AI and Data Academy to continuously upskill its workforce in the latest technologies, including AI, ML, and cloud platforms.

Hyperautomation and autonomous operations

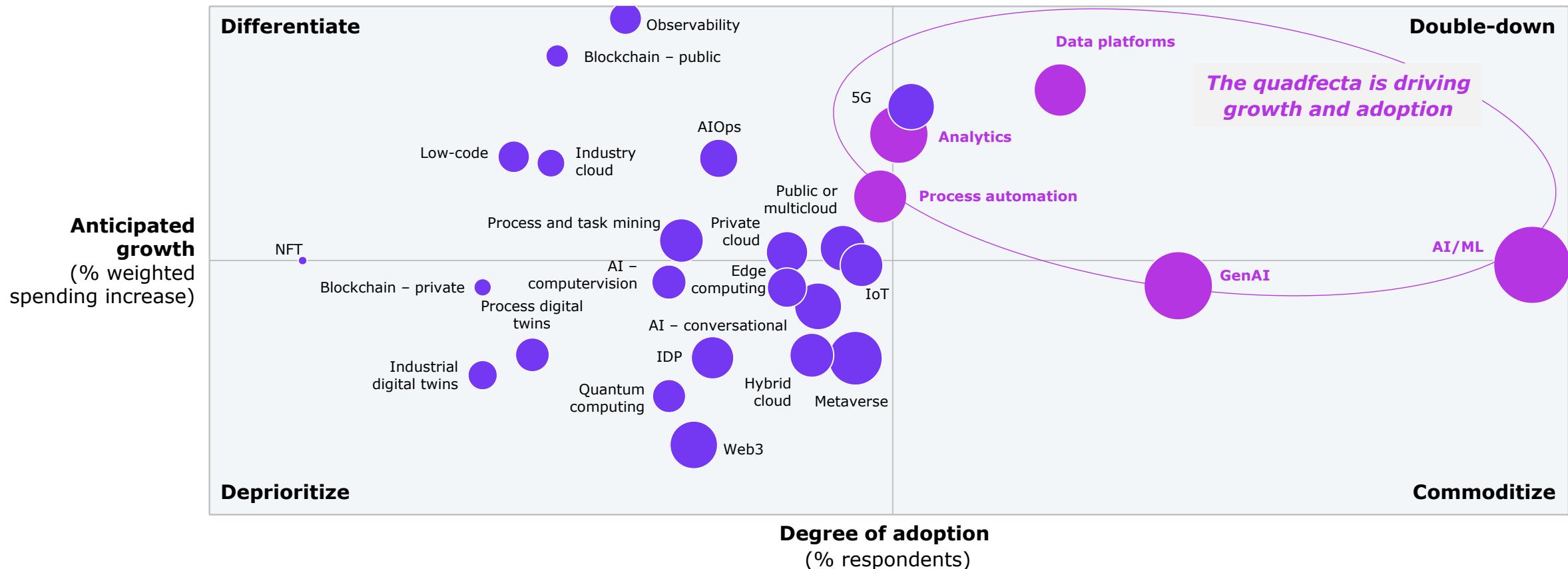


- The push toward hyperautomation is leading to the adoption of autonomous operations across IT and business processes.
- TCS implemented an autonomous operations initiative for a global battery OEM under 'Project Blackout,' leveraging AI, ML, RPA, and IoT to create a 'lights-out' factory model with minimal human intervention. The project achieved \$28 million in annual savings, reduced 160 FTE positions, and delivered a return on investment (ROI) within three years. Additionally, the deployment of autonomous robotic inspection systems significantly improved product quality.

The AADA quadfecta is the key driver for growth

Enterprise adoption versus growth of emerging technologies

● Size of the bubble represents value potential



Sample: HFS Pulse, 2024; 605 Global 2000 enterprise executives

Source: HFS Research, 2024

Improved CX is the top goal of client-AADA engagements, followed by efficiency gains and operational cost reduction

What are the primary goals of AADA quadfecta-related engagements

(Percentage of respondents)



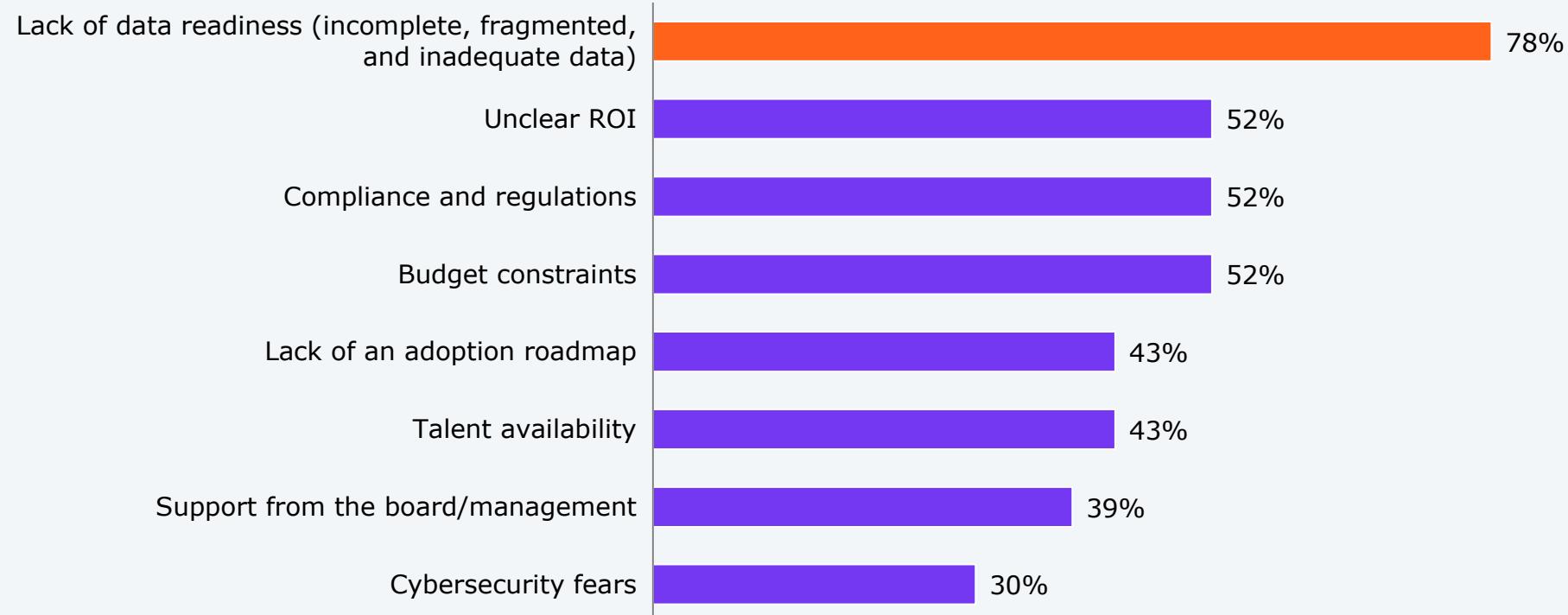
Sample: HFS Horizons study, AADA quadfecta providers, 23 client references

Source: HFS Research, 2024

Building a data spine is the first step to leverage the true potential of the AADA quadfecta

What are the biggest impediments to enterprise-wide adoption of AADA quadfecta initiatives?

(Percentage of respondents)

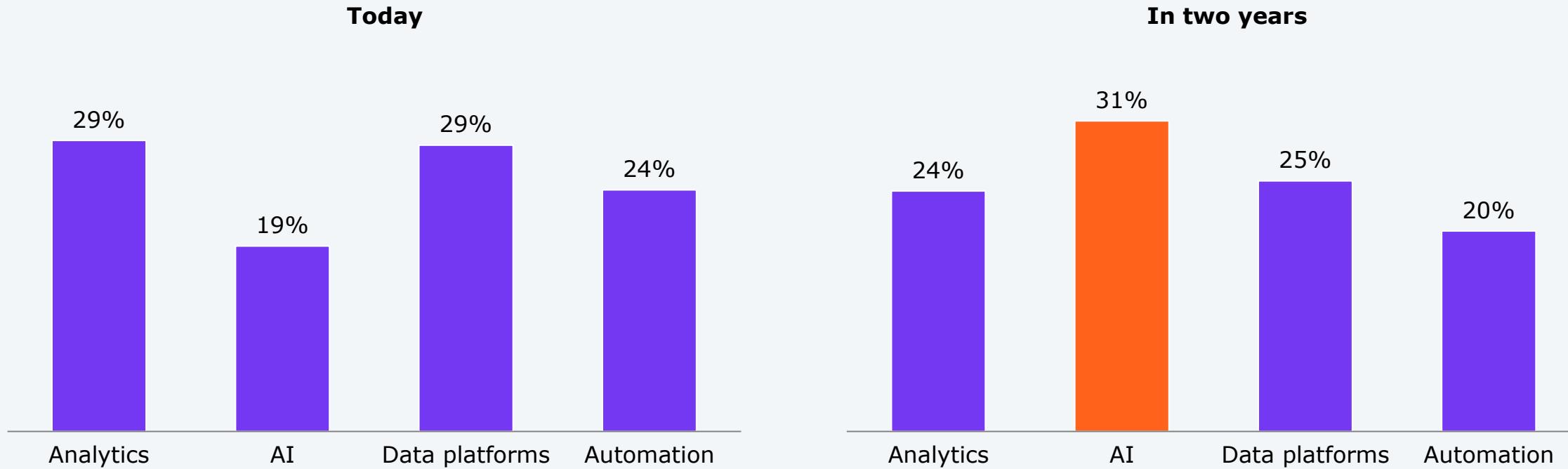


Sample: HFS Horizons study, AADA quadfecta providers, 23 client references

Source: HFS Research, 2024

Among the four AADA quadfecta pillars, AI is expected to receive the biggest investment boost in the next two years

Please segregate your AADA quadfecta spending among the four pillars—today and expected in two years
(Percentage of respondents)



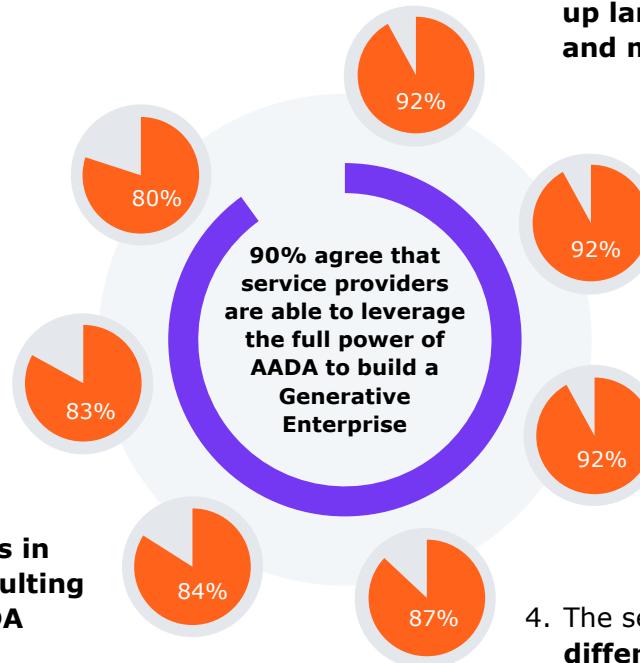
Sample: HFS Horizons study, AADA quadfecta providers, 23 client references
Source: HFS Research, 2024

Enterprises believe providers have well-rounded capabilities to fuel their AADA quadfecta engagements

Strong resonance to AADA service providers leading toward a Generative Enterprise

(Percentage of AADA leaders who "agree")

7. The service provider **is baking in sustainability across its AADA quadfecta offerings.**



5. The service provider **excels in providing high-end consulting services around the AADA quadfecta.**

6. We are likely to **award more AADA quadfecta-specific work to this service provider in the future.**

1. The service provider has the capacity to **take up large AADA quadfecta transformation and modernization engagements.**

2. The service provider can help in **eliminating functional silos and fixing broken processes.**

3. The service provider has good knowledge of and is **capable of implementing emerging technologies such as GenAI at scale.**

4. The service provider has **differentiated AADA quadfecta offerings.**

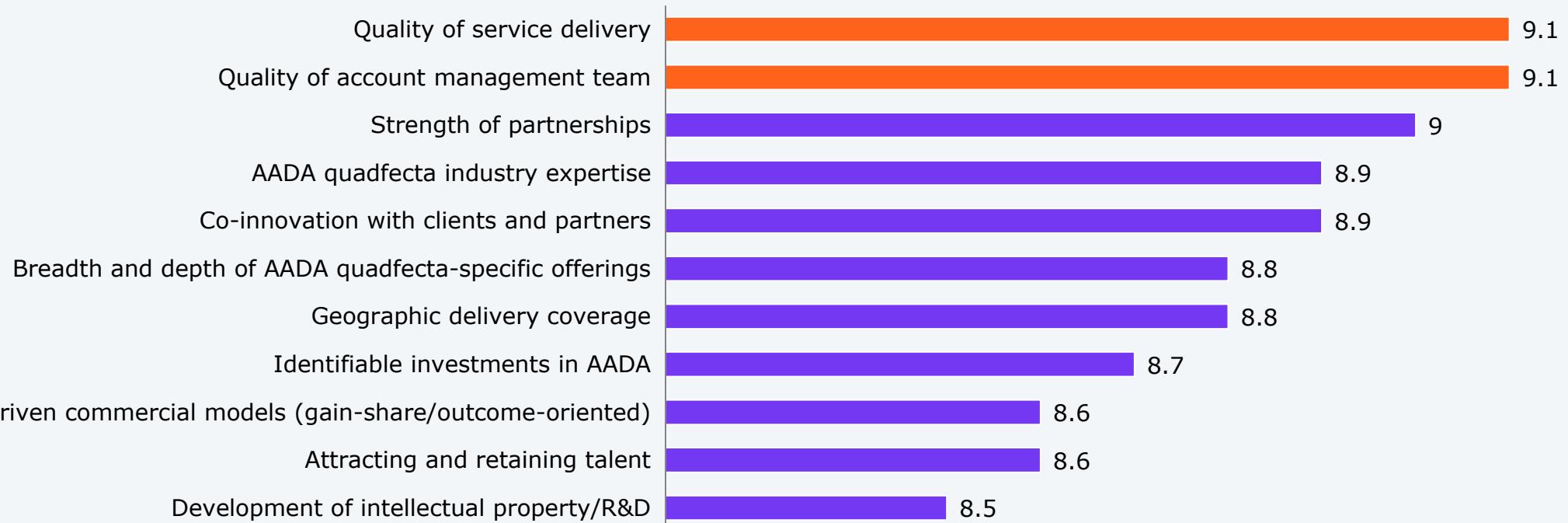
The AADA quadfecta is expected to accelerate clients' achievement of their Generative Enterprise transformation journey.

Sample: 60 interviews with AADA leaders and partners

Clients and partners hail providers' high-quality service delivery and account management with well-rounded complementary capabilities

Based on your experience, please rate the service provider across the following parameters. Please use a scale of 1 to 10, where 1 is poor and 10 is excellent.

(mean score shown in the chart)

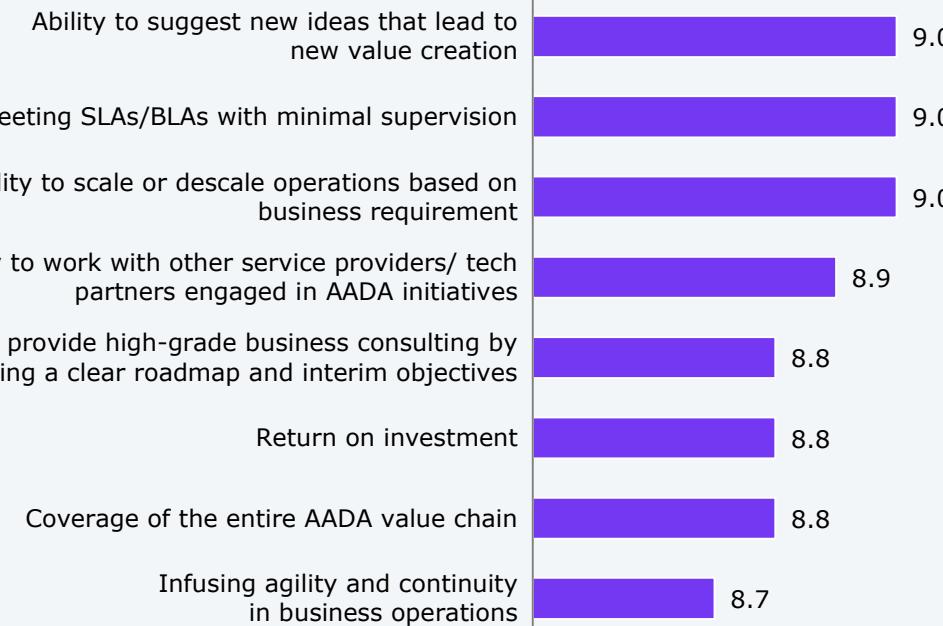


Sample: HFS Horizons study, AADA quadfecta providers, 60 client and partner references

Source: HFS Research, 2024

Service providers score big in terms of value creation via exchange of new ideas, competence, and quality delivery; however, need to preserve talent

Based on your experience, please rate the service provider across the following parameters. Please use a scale of 1 to 10, where 1 is poor and 10 is excellent.
(mean score shown in the chart)



Sample: HFS Horizons study, AADA quadfecta providers, 60 client and partner references
Source: HFS Research, 2024

What are the improvement areas of your service provider (client and partners)?

A cloud of words representing improvement areas for service providers. The words are arranged in a cluster, with larger words in the center and smaller words surrounding them. The words are related to business, technology, and talent.

commercial
understanding
focus
better
business
partnerships
brand
gtm
improvement
skills
cases
expansion
set
flexibility
messaging
talent
investment
tech
consulting
insights
proactive
reporting
ready
process
use
agility
compliance
consistency
analytical
real-time
strategy
optimization
quality
communication
vision
improve
solution
expertise
partnering
training

Sample: HFS Horizons study, AADA quadfecta providers, 23 client references
Source: HFS Research, 2024

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Horizons results: AADA quadfecta services for the Generative Enterprise 2024

HFS Horizons: Summary of providers assessed in this report (1/2)

Providers (alphabetical order)	HFS point of view
Accenture	Driving tangible value through AADA by focusing on scaled and industry-oriented enterprise solutions
Akkodis	Servicing multiple industries with connected and sustainable AADA solutions through an all-encompassing 'octofecta' approach
Coforge	Enhancing enterprise efficiency through strategic AI, analytics, and automation integration across BFSI, travel, and retail
Cognizant	Navigates and excels in digital solutioning by seamlessly integrating AADA
DataArt	Advancing enterprise capabilities in AADA by designing and engineering tailored data-driven solutions
Deloitte	Delivering integrated AADA solutions for scalable business transformation
Eviden	Driving enterprise efficiency and growth in the AADA space with a business-driven consulting approach
EXL	Data analytics, AI, and automation are the key tenets for agile delivery, leading to quantified business outcomes
EY	Deep contextual knowledge and technical expertise to help enterprises unlock the full potential of AADA
IBM	Blends ethical AI with deep integration, delivering industry-specific transformations
Impetus	With tailored solutions and strong cloud partnerships, aiding clients' modernization journeys
Infosys	Aims to empower enterprises through autonomous AI, integrated data platforms, and scalable automation solutions
KPMG	Holistic execution, IP development, and strategic partnering in the AADA space to drive cohesive business transformations
LTIMindtree	A pragmatic, data-driven approach to enhance enterprise capabilities in AADA

HFS Horizons: Summary of providers assessed in this report (2/2)

Providers (alphabetical order)	HFS point of view
Mphasis	Delivers enterprise-focused AADA solutions through in-house developed tools and accelerators, driving cost-efficient and resilient transformations
Publicis Sapient	Employs a value-oriented approach to integrate AADA for delivering measurable business outcomes
PwC	Streamlining enterprise operations with focused AI and automation strategies
Sonata Software	Leverages its Platformation™ framework to deliver modernization and digital engineering services in AADA
Sutherland	Enhances AADA-driven business outcomes with a vision to augment, automate, and analyze with precision
TCS	Leverages integrated AI, data platforms, analytics, and automation solutions to deliver industry-specific outcomes at scale
Tech Mahindra	Comprehensive suite of AI, analytics, and automation solutions to enable faster, scalable, and efficient business outcomes
Teleperformance	Leverages its global digital expertise to deliver scalable AADA solutions across diverse industries
Tiger Analytics	Drives data-driven transformations, delivering tailored solutions that solve complex business challenges
UST	Focused on building scalable solutions through automation and strategic partnerships for long-term client success
Virtusa	Delivers scalable AADA solutions with a strong focus on modernization
Wipro	Delivers AI and data-driven solutions across industries, focusing on efficient process automation, advanced analytics, and scalable data platforms
WNS	Aims to deliver decision intelligence by combining AI and human expertise to provide customized analytics and automation solutions across key industries

HFS Horizons: AADA quadfecta services for the Generative Enterprise 2024



Note: All service providers within a Horizon are listed alphabetically.

Source: HFS Research, 2024

quadfecta-driven Enterprise modernization is Horizon 3

Horizon 3 service providers demonstrate

- Horizon 2 +
- Deliver **integrated solutions that leverage the full power of AADA** to create a **Generative Enterprise**.
- Provide highly customized solutions engineered to transform business models or create significant competitive advantages
- The ability to drive an **ecosystem synergy** via collaboration to create entirely **new sources of value**, including **forecasting future business models, enabling real-time decision-making, data insights and AI-driven simulations to drive product innovation**
- Co-creation and joint asset creation with clients as ecosystem partners and enablers

Enhanced stakeholder experience is Horizon 2

Horizon 2 service providers demonstrate

- Horizon 1 +
- Integrated solutions combining several elements of the quadfecta, such as **data integration services with intermediate analytics and AI capabilities**
- The ability to drive experience-led outcomes and stakeholder experiences while achieving large-scale OneOffice™ transformation benefits
- Global capabilities with solid consulting and domain expertise across the AADA ecosystem
- Deep partnerships with leading quadfecta software and platform vendors

Productivity improvement is Horizon 1

Horizon 1 service providers demonstrate

- Leverage at least one of the 4 AADA pillars to **deliver throughput and efficiency benefits**
- The ability to drive **functional optimization** outcomes with selective AADA capabilities
- Focus on specific, simpler tasks such as basic data analytics, simple automation scripts (like basic RPA), or introductory AI functionalities such as chatbots
- Emphasize cost-effectiveness and quick implementation

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WNS profile: AADA quadfecta services for the Generative Enterprise 2024

WNS: Aims to deliver decision intelligence by combining AI and human expertise to provide customized analytics and automation solutions across key industries

HORIZON 3 – Market Leader	Strengths	Development opportunities
WNS	<ul style="list-style-type: none"> Value proposition: WNS empowers enterprise clients by integrating domain-specific expertise with advanced AI-powered assets, enabling efficient, outcome-driven transformations. Key differentiators: WNS is one of the few service providers whose inorganic growth strategies have already started yielding value. The Smart Cube and Vuram capabilities are integrated smoothly into the broader AADA offerings, augmenting transformation. WNS also combined proprietary AI assets with human intelligence to ensure precise, context-aware decision-making. Outcomes: WNS Achieved a 400% increase in email click-through rates through hyper-personalization and AI-driven marketing campaigns for a retailer. It improved operational efficiency by 40% and reduced claim process costs by 50% through automation and AI-driven claims processing for an insurer. Client and partner kudos: Clients laud WNS' flexible resourcing model and flexibility to merge into the client culture. Partners appreciate its deep domain expertise, business agility, flexibility, and customer success. 	<ul style="list-style-type: none"> What we'd like to see more of: Keeping tech at the forefront of solving BPO client challenges and intermingling the AADA and BPO delivery. Opportunities in the next 12 months: WNS should capitalize on the growing demand for AI-driven hyper-automation in sectors such as healthcare and finance, where regulatory pressures and operational complexities create opportunities for robust analytics and automation solutions. Client and partner critiques: Clients want to see an expansion in hyper-automation use cases. Partners like WNS to expedite product adoption curve for a faster go-to-market.
HORIZON 2 – Enterprise Innovator		
HORIZON 1 – Disruptor		

Relevant M&A and partnerships	Key AADA quadfecta clients	Global operations and resources
Acquisitions (2020–2024): <ul style="list-style-type: none"> The Smart Cube: Digitally-led market intelligence and analytics solutions provider VURAM: Hyperautomation services company specializing in low-code automation Partnerships: <ul style="list-style-type: none"> AWS, Microsoft Azure, GCP, Snowflake, Adobe, Appian, Automation Anywhere, UiPath 	<p>Number of clients: 250+</p> <p>Key clients:</p> <ul style="list-style-type: none"> Fortune 500 global beverage company Fortune 500 leading international coffeehouse chain Major Fortune 500 multinational F&B corporation Prominent health and beauty retailer Global insurance and asset management company Top financial services group Leading global pharmaceutical and healthcare company Leading Fortune 500 technology conglomerate Top Fortune 500 global technology leader Major international hotel group 	<p>Combined AADA headcount and specific headcount for each:</p> <ul style="list-style-type: none"> 6,500+ employees delivering AADA services <p>Number of delivery and innovation locations by major geo:</p> <ul style="list-style-type: none"> Onshore: Presence in key countries such as the US, the UK, and Australia Nearshore: Delivery locations across regions such as Costa Rica, Poland, Romania, and Turkey to support clients in key geographies Offshore: India, the Philippines, Sri Lanka, and Malaysia. Innovation locations: New York, London, and Pune

Flagship internal IP—AADA quadfecta		AADA implementations —focus areas/use cases
<ul style="list-style-type: none"> SKENSE: Enterprise-grade platform with industry-specific prebuilt GenAI-powered AI/ML models for cognitive data capture and processing of unstructured and semi-structured datasets InsightTRAC: Procurement analytics platform Gen AI Led Knowledge Assist solution addressing industry-specific complexities of customer experience to provide instant, tailored customer responses GRC+: Financial crime and compliance solution for flagging transactions with customer data to identify risks or suspicious activities automatically 	<ul style="list-style-type: none"> Malkom: Intelligent automation platform for end-to-end shipment life cycle Precizion: Pharma competitive intelligence platform Forecasto: Pharma forecasting platform 	<ul style="list-style-type: none"> Retail and CPG: Revenue growth management, customer experience management, customer and loyalty analytics, supply chain analytics, digital analytics Insurance: Underwriting, pricing, claims analytics, including recovery-as-a-service/subrogation-as-a-service BFS: Investment and financial research, risk/compliance analytics, customer analytics, card dispute management Healthcare and life sciences: Competitive intelligence, marketing and commercial analytics, forecasting, Salesforce analytics, patient analytics Travel, shipping, utilities, hi-tech, others: Customer and Loyalty mgmt., airline ancillary analytics, cargo analytics, campaign mgmt., collections analytics, operations analytics for shipping, utilities, strategic research

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Ashish Chaturvedi is a practice leader for HFS Research. He covers supply chain operations, the retail and CPG industry, and the quadfecta of AI, analytics, data platforms, and automation (AADA). He is an accomplished IT industry analyst who is featured regularly in various IT news articles and is part of RetailWire BrainTrust. With more than 15 years of technology research experience, Ashish has authored more than 100 research reports covering retail technologies, enterprise modernization, platform economy, future supply networks, and digital-driven growth.

Over the years, Ashish has advised several senior executives on digital strategy, product and service planning, next-gen technologies, and IT procurement. He has delivered several multidisciplinary research engagements, including provider and market intelligence reports, go-to-market workshops, white papers, podcasts, and research-based advisory.



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Hridika joined the HFS team in 2021. She focuses on the F&A and general and business process outsourcing domains. She also analyzes how emerging tech, mainly process intelligence, intelligent document processing (IDP), and artificial intelligence (AI) enables enterprises to reach their transformation goals.

Hridika's background includes seven years of experience in quantitative research and analysis with Kantar. She also serviced British American Tobacco, catering to the company's primary and secondary research needs worldwide.

About HFS

- **INNOVATIVE**
- **INTREPID**
- **BOLD**

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