BUSINESS BRIO: CHARTING NEW FRONTIERS IN AI & DATA SCIENCE

Soma Banerjee of Business Brio talks about how her homegrown company is facilitating the adoption and implementation of AI and Big Data analytics for companies worldwide.

What are the service offerings of Business Brio in Data Science, and its achievement till date?

Business Brio is an analytics and data science consulting and projects company, established in 2013. It is highly focused on data engineering and artificial intelligence (AI) services and has tied up with partner companies across the world for data management, digitization and IT for upstream and downstream integration. The company has been engaged with renowned international brands from retail, manufacturing, telecom, banking & insurance, utilities, healthcare and government sectors for providing data engineering and AI solutions across Asia, EMEA, Europe, UK and North America.

Business Brio was the recipient of NASSCOM Analytics Innovation Award in 2015, and short-listed by Red Herring as the finalist in Top 100 Asia Companies in 2017. We were featured among the top 10 data science solution providers in *CIO Insider* magazine in 2018. The achievements of the company are not only recognized by coveted awards but the leadership team frequently chairs discussions/panels/summits and are invited as speakers in industry bodies of IEEE, CII, NASSCOM, ICC as well as academia platforms of IIM Ahmedabad, India; George Mason University Washington, D.C., USA; Cranfield University, UK; and Cambridge University, UK, to name a few.

Since your inception in 2013, your company has expanded its client base to those in the Middle East, USA and Europe. How did you perform during the pandemic across markets?

During the pandemic period from March 2020 to September 2021, Business Brio signed on multiple new clients, including one of the world's oldest financial services company established in 1889 and listed on NASDAQ. We provided consulting services in data science to a joint venture of Siemens and Mitsubishi during the same period. Business Brio also extended product analytics services to the leading food provider in over 50 countries for their Middle East operations. In early 2021, it engaged with the biggest home warranty services company, which is rated as the best in 2021 in North America. We also provided master data management services to one of the leading healthcare product companies present across four continents and headquartered in UK in the 2nd quarter of 2021.

What is different about the way in which Business Brio adds value to the journey of Data Science and AI?

Business Brio is leading the first ever assessment standard on Big Data Analytics in the world under the umbrella of ISO along with the standards national bodies of 18 other countries. The company is the first data science company in the world to be certified on ISO 56000 — Innovation Management framework. The leadership team

Soma Banerjee, Co-Founder & CEO, Business Brio

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is also part of the AI Expert panel of the European Observatory of ICT Standards for AI, sponsored by European Union, and already a contributor to the first AI Landscape Report by Stand.ICT.

The key to success for Business Brio lies in its core management team's 100 plus years of rich cumulative experience that spans across companies like GE, Accenture, Infosys, Nielsen, Ducker Research, Fidelity and the likes. One of the key advantages of Business Brio is the understanding of how AI or machine learning (ML) projects differ from bespoke IT projects and how to avoid the critical failure modes of such AI/ML projects in terms of bias, transparency, explainability, over-reliability, decision oversight and trustworthiness. We have three patents in this domain. The innovation spirit of the company is not only rooted with the management team but spread throughout the organization.

What is the future roadmap for Business Brio?

The organization is ISO 27001 certified on data security and is actively involved in creating Intellectual Properties in the domain of data engineering, data science and AI through publications, standards and patents. For the near future, Business Brio is focussing on analytics-based product development in healthcare and human capital management domains along with sustained focus in its ongoing services.