Quantiphi Recognized for

2021

Competitive Strategy Leadership

North American Artificial Intelligence Services in the Public Sector Industry

Excellence in Best Practices

FROST & SULLIVAN

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Quantiphi excels in many of the criteria in artificial intelligence services in the public sector space.

Developing an Agile and Digitally Transformed Public Sector

Governments rely upon data to deliver services to citizens efficiently. The more accurate data the public sector collects, processes, and analyzes, the better it can address and anticipate its users' needs. Yet, a significant amount of valuable data is contained in documents whose volumes have grown considerably during the last decade. Uncovering the value locked in droves of data and converting it into useful format is typically done manually, involving numerous clerical workers and costly man-hours. The work is repetitive and often tedious, leading to human error over time that can negatively impact accuracy in the banking, finance, insurance, and healthcare sectors that generate significant paperwork. Another challenging job is promptly attending to citizens' queries because doing so calls for dedicated customer relationship professionals to handle the issues through personalized interactions. Training and maintaining large teams with in-depth domain knowledge is complex and expensive. Although government organizations continuously strive to offer a seamless customer journey, from the first interaction to query resolution, the rapid rate of the digital transformation journey does not always allow employees to come to terms with existing systems and processes before those systems are either replaced or upgraded. Hiring new employees with the requisite skill set is challenging, as the market outpaces both academia and other forms of workplace skill acquisition.

These challenges have led to the development of automated conversational user interface-based applications that customers can interact with in real time using natural language. The conversational interfaces are powered by artificial intelligence (AI) technologies that can understand human language using natural language understanding capabilities and respond accordingly. Users find it exciting to interact with such intelligent automated conversational agents or chatbots to get their queries addressed because the interaction can be much faster than with human representatives. Hence, Frost & Sullivan identifies a vital need for technologies that can understand and acquire in-depth domain knowledge and are intelligent enough to address the most critical customer queries with optimum accuracy and precision. Even though the technology itself is the driving force behind this technical currency crisis, it can also provide highly efficient and labor-saving solutions. Thus, developing an agile and digitally transformed public sector capable of reacting to all the perpetually changing data fast enough is evident, and the need for new models and processes is palpable.

Strategy Innovation and Customer Impact

Quantiphi combines applied AI, advanced machine learning (ML) research, data engineering practices, and cutting-edge cloud capabilities to solve complex business challenges along the digital transformation journey. This system integrator's portfolio deploys data solutions on three levels (i.e., platforms, Big Data, and business intelligence) and applies AI through two tiers (i.e., statistical ML and deep learning). The company's unique approach leverages award-winning technology and disciplined cloud and data engineering practices, driven by passionate pioneers with certified expertise in ML, data analytics, and conversational AI. With a global footprint (i.e., offices in Chicago, Toronto, London, Princeton, San Jose, Mumbai, and Bangalore), Quantiphi helps governments and enterprises achieve quantifiable business impact by creating innovative and scalable solutions at an unprecedented speed across numerous industries.

Turning a Consultative Approach into a Competitive Advantage

For the past eight years, Quantiphi has been active as an AI-first digital engineering company, exploring with clients in ideation workshops to identify the problems they want to solve and understand the potential pathways to fix them. Based on this experience, the company developed a consultative approach to interact with customers purposefully. Perceiving problems that exist in a specific sector is pivotal to Quantiphi's go-to-market strategy. Rather than trying to sell a solution without in-depth insight into the issue, Quantiphi's experts investigate specific sectors to pick use cases where its solution areas (i.e., AI/ML, data analytics, conversational AI, and infrastructure) are likely to have an impact. For example, many states reported fraud of hundreds of millions of dollars from unemployment insurance during the pandemic. Unsurprisingly, public sector and government customers often expect a pre-baked solution, anticipating that Quantiphi will propose a fit-for-all design that they need to apply. When dealing with Quantiphi, it is not an option. The company ensures that its suggested solution is free of bias.

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>
> ***- Hemangi Patel, Senior Industry Analyst***

For this reason, it is necessary to create a trusting relationship and pay attention to every different use case. Particularly within the public sector environment, Quantiphi differentiates itself by finding the most viable product or service that is always authentic, transparent, and scalable. Frost & Sullivan acknowledges Quantiphi's effort to persistently educate customers, without exception, about the available technologies and the possible outcomes to ensure positive results in all circumstances.

Leveraging Strategic Partnerships to Deliver Impact

Companies like Google Cloud and Amazon Web Services (AWS) invest considerably to build tools and services within the cloud technology space. Quantiphi utilizes these cloud technologies as a system integrator by working with channel partners to deploy specific customer implementations. Along with prime partners (i.e., Google Cloud and AWS), the company collaborates with Nvidia, Tensorflow, and Looker to implement its offering. By learning through repetition, Quantiphi developed custom ML models that enable the company to deliver tailored solutions faster than its competitors at an affordable price. Moreover, Quantiphi leveraged these credible partners (and their reputable brands) to its advantage, particularly during the pandemic when state and local governments relaxed the strict procurement rules to create attractive market opportunities within the public sector. Frost & Sullivan lauds Quantiphi for cultivating broader market relationships and actively helping customers gain insight into the challenges they want to address (rather than passively responding to dubious problem statements).

Solving Business and Technical Challenges in the Public Sector

When bringing digital transformation to the public sector, Quantiphi delivers tailored solutions and services that speak to specific challenges within this environment, many of them exacerbated by the COVID-19 crisis. The company prioritizes particular technologies, i.e., AI/ML, data analytics, conversational AI, and infrastructure. Examples include categorizing emails and creating automatic responses, thereby efficiently handling the rocketing virtual communications from constituents. This large amount of constituent information also demands automatic translation services. Furthermore, some departments experience a dire need for streamlining the ingesting and processing of documents, for instance, through automated claims and benefits processing. Searchable multimedia repositories assist employees in finding items within data collections that comprise large volumes of documents, audio, and video material. Furthermore, an intelligent data lake mitigates the risk of poor data infrastructure by shifting the entity toward a centralized approach that promotes and advances data management analytics.

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>
> ***- Riana Barnard, Research Analyst***

Frost & Sullivan commends Quantiphi for its strategic approach in selecting four prominent focus areas:

- **Engagement solutions** explore how constituents interact with systems. Identifying the limited virtual services in the public sector, Quantiphi caters for transcription and categorization, also including virtual agents to deliver constituent information and self-services.
- **Automation solutions** address the significant manual work associated with processing forms in understaffed departments, offering Document AI to streamline tedious workflows and providing claim and application processing capabilities.
- **Intelligence solutions** capture the shift to data-driven insights, for example, computer vision for social distancing and mask compliance, translation services, or multimedia repositories. Furthermore, Quantiphi educates agencies, helping them understand the value of their data and demonstrating its utilization in a more streamlined way.
- **Infrastructure solutions** speak to the unorganized data silos by including capabilities, such as data lake intelligence, to enable analytical workbench and dashboarding through improved data capturing and curation management systems, supporting interoperability. Quantiphi integrates innovative solutions with existing systems to ensure a manageable process using cloud technology to augment some of these functions.

From a business perspective, Quantiphi's digital transformation journey touches upon vital aspects to drive innovation. Firstly, the company helps government agencies to reimagine services with a digital mindset, which improves safety and surveillance. It also accelerates operation efficiency through document understanding, computer vision, and predictive maintenance. Lastly, conversational AI, chatbots, and virtual agents boost the customer experience and reduce costs due to increased operational efficiency and more accurate inventory management.

Poised for Stellar Future Growth in the Public Sector

In one of many recent use cases, Quantiphi demonstrated its capability to reduce manual intervention and susceptibility to errors by helping multiple state departments of labor/employment automate their claims and benefits processing at the same time. Virtual agents handled high volumes of customer inquiries to meet users' demand for 24/7 assistance. Quantiphi's analytical workbench and dashboarding solution also contributed to the successful extension of benefits during the pandemic. Through recent deployment experiences, Quantiphi realized how some of these technology solutions, particularly document AI and conversational AI, hit an inflection point. For this reason, the company aims to invest more into these areas and work on offerings around cybersecurity. Integrating ethical considerations into AI solutions is on top of Quantiphi's agenda. With its deep insight into customer models, the company is currently developing a software-as-a-service market model that centers around the capabilities mentioned above.

Conclusion

Facing a significant amount of valuable data captured in documents whose volumes have grown significantly, governments struggle to deliver efficient services to their citizens. Quantiphi brings digital transformation to the public sector by providing tailored solutions and services that speak to specific challenges within this environment, many of them exacerbated by the COVID-19 crisis. This forward-looking data science software and services company deploys data solutions on three levels (i.e., platforms, Big Data, and business intelligence) and applies AI through two tiers (i.e., statistical machine learning and deep learning). By leveraging a unique advisory approach coupled with disciplined cloud and data engineering practices (in collaboration with prime partners), Quantiphi drives innovation to deliver quantifiable business impact in the public sector. A new digital mindset helps government agencies accelerate operational efficiency (e.g., through document understanding, computer vision, and predictive maintenance) while advancing customer experiences and reducing costs (e.g., through the implementation of virtual agents.) Compelling use cases demonstrate the company's capability to achieve stellar growth, reinforced by its strategic advantages.

For its visionary innovation and excellence in implementation, strengthened by its customer-centric commitment and driven by passionate employees, Quantiphi is recognized with Frost & Sullivan's 2021 North American Competitive Strategy Leadership Award in artificial intelligence services in the public sector.

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What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

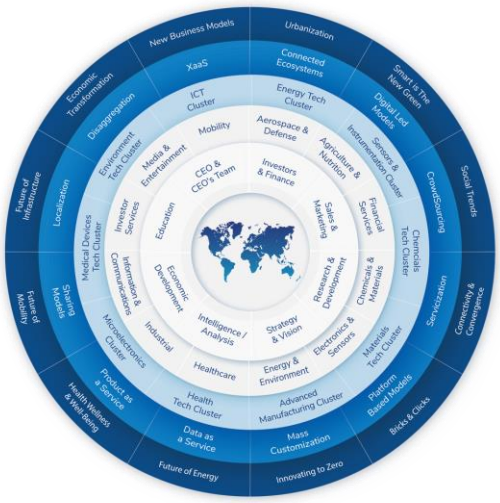
Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous flow of Growth opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.



Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)