

KYNDI RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

*Identified as best in class in the North American
natural language processing platform industry*



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. Kyndi excels in many of the criteria in the natural language processing platform space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

Roadmap for Leadership: Customer-centric, Continuous, Proactive

According to a Frost & Sullivan survey, 87% of enterprises believe that artificial intelligence (AI) and machine learning (ML) are key pillars in achieving business goals centered around growing revenue, increasing operational efficiency, and boosting customer experience.¹ Therefore, technology vendors have started focusing on self-learning solutions that use AI and ML techniques to analyze unstructured communications data to gain business insights.² By using AI to automate customer conversations,

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**- Hemangi Patel,
Industry Analyst**

businesses facilitate quicker and more accurate customer query turnaround and gain additional insight from customer conversations to drive greater customer satisfaction.

Since the launch of innovative technologies such as AI-powered chatbots and platforms, users are no longer searching through documents using traditional search engines. Instead, users get answers to questions more directly using natural language processing (NLP). NLP is a machine’s ability to understand unstructured human language data and provide an appropriate

¹ Global State of AI, 2022 (Frost & Sullivan, January 2023)

² Global Text Artificial Intelligence Growth Opportunities (Frost & Sullivan, February 2022)

response.³ NLP provides businesses with a powerful tool to answer queries successfully and increase client engagement.

Founded in 2014 in San Mateo, California, United States, Kyndi is an NLP platform provider that advocates returning highly accurate and complete answers (versus information snippets and links) to users. At the core of the platform is a natural language-powered answer engine designed to find answers in unstructured data at unmatched precision, completeness, and speed. In March 2022, the company launched the Kyndi Natural Language Search solution, the first product built on top of the Kyndi Platform that provides answers from unstructured, text-based data through organic search. Because innovation drives Kyndi's solutions, the company is constantly performing market research and upgrading its offerings to outpace competitors in the NLP space. In 2021 and 2022, Frost & Sullivan recognized Kyndi for its entrepreneurial spirit and competitive strategy execution around its AI-powered NLP platform and remains impressed with the company's continuing innovation and sustained leadership.

To ensure steady growth over the long run, Kyndi bridges market gaps and stands out from alternative search solutions by providing precise and trusted answers without needing the user to read through a long list of documents. Kyndi's technology extracts relevant answers from clients' documents using a no-code environment and an intelligent answer-engine methodology. By leveraging a combination of large language models and neuro-symbolic reasoning, the company's solution analyzes the query's content and context to gain a deep understanding of the question and then returns accurate and comprehensive answers. Hence, it is a win-win situation for users, who quickly find answers to questions, and for Kyndi's clients, who benefit from faster deployment and improved user experience.

The company's go-to-market strategy combines partnering with global consultants (e.g., Accenture, Deloitte, Infosys) and cloud services providers to integrate with their marketplaces or, as part of a plug-in, a supporting element in their overall product. In addition, Kyndi has partnered with small system integrators (e.g., Thrive Dynamic, FPT, Arctic AI) to expand its client base. This strategy has resulted in the faster adoption of an NLP platform while offering clients control over their content. By focusing on differentiating from a black box approach, the company helps users with explainability, finding answers from proven enterprise content while explaining exactly where the answer source is and why a specific answer is provided. Kyndi's platform optimizes clients' implementation, by reducing and simplifying several time-consuming tasks such as data labeling, model training, and system tuning and optimization.

Powered by sophisticated NLP technology, Kyndi's solution understands users' queries intuitively and responds as if it were a human expert. Highlights include "query resiliency," which delivers the same information regardless of user phrasing, showing the same answer and all the related content. Moreover, Kyndi developed a dashboard where clients find user insights, such as frequently asked questions after clustering similar questions, answer click rates, and questions with no answers. This dashboard serves as a roadmap for clients' customer support and marketing teams to create new content and fulfill that content void.

³ *Global State of AI, 2022* (Frost & Sullivan, January 2023)

Frost & Sullivan believes Kyndi is uniquely prepared for today's demands and exceptionally positioned for tomorrow's needs. Kyndi's clear strategic vision and execution underpin its partner-of-choice status and sustainable growth for years to come.

Kyndi Clarity: A One-Click-to-Answer Solution Designed for Effective Self-service

Kyndi emphasizes regular improvements and innovations to its solutions to ensure optimal performance. In February 2023, Kyndi introduced Kyndi Clarity, a one-click-to-answer solution built on top of the Kyndi Platform that empowers self-service for end users to find relevant and trustworthy information instantly on their own, without having to rely on support or an information technology team. Users can ask a question and receive specific, trusted, and complete answers through a simple and intuitive interface, increasing engagement and facilitating a successful first contact. The company reported that Kyndi Clarity answered about 80% of the user queries with one click.

"From a user perspective, talking with Kyndi's Platform is like talking to an expert in the field, where a back-and-forth of questions and answers happens automatically and seamlessly."

**- Valentina Barcia,
Best Practices Research Analyst**

The company developed Kyndi Clarity to empower its clients with a customer-centric approach, actively listening to users' queries and creating related content that fills that need. This solution gives users a self-service experience, improving customer satisfaction while reducing support team costs. Kyndi Clarity collects all the user activity assembling powerful insights shown in the clients' dashboard. Its faster and easy deployment process (which requires no need for data

labeling and model training) and hybrid approach to AI simplify tuning and management for data science and knowledge management teams. The deep level of transparency and explainability of the solution provides page and sentence-level sources of answers to users' queries. Thus, it boosts user confidence and increases the credibility of the answers. Furthermore, the solution integrates with traditional self-service channels (e.g., chatbots and intelligent virtual agents) to improve the efficacy of those tools with a powerful answer engine.

Kyndi leverages and expands on the same underlying technologies and approaches as some other prominent platforms such as ChatGPT, but it differentiates by consistently delivering accurate and complete answers from trusted enterprise content. As customers continue to become more digitally savvy, they expect businesses to provide them with the ability to quickly find valid information across all digital channels. Kyndi Clarity helps organizations deliver an enhanced self-service experience for customers, employees, and content management teams, resulting in higher customer and employee satisfaction. The company's ongoing dedication to innovation and continuous improvement enhances its value proposition and performance.

Guaranteed Satisfaction through End-to-end Customer Service

Kyndi serves clients across various industry verticals, including healthcare and pharmaceutical, financial and insurance services, manufacturing sectors, and several federal agencies (e.g., Department of Defense). From a user perspective, talking with Kyndi's Platform is like talking to an expert in the field, where a back-and-forth of questions and answers happens automatically and seamlessly.

Moreover, Kyndi provides exceptional 24/7 customer service through its dedicated team of client success experts that support customers through a cloud-based tool. It has clear visibility into how users leverage Kyndi and where they struggle. The company also offers clients essential resources, such as webinars, whitepapers, blogs, and product demonstrations, enabling them to learn more about NLP, AI, and its applications for key industry verticals and segments.

The company works closely with clients throughout the entire purchase process. At a pre-purchase level, Kyndi provides a proof of concept on the clients' data within two weeks, showing how clients will deploy the technology and its application. Then, Kyndi works with the client to determine costs and collaboratively creates a return-on-investment calculator. After deployment, the company has regular customer meetings to collect feedback and ensure success metrics are met at everyone milestone. Kyndi uses this client feedback and industry trend monitoring to guide its product roadmap, ensuring its offerings align with customers' dynamic needs.

A Foot in the Present and an Eye on the Future

Kyndi acknowledges that the NLP market is highly competitive, and clients need education about these innovative technologies, as some of them have tried AI solutions that failed and fell short. Thus, the company builds its Platform to offer clients a simple and effective way to increase user engagement. Kyndi Clarity exemplifies the company's efforts to deliver cutting-edge and highly effective solutions to its clients via self-service channels. The company's impressive growth momentum and trajectory are a testament to its customer-centric approach and revolutionary solutions, earning its clients' trust and loyalty and enabling it to capture more market share.

Conclusion

Frost and Sullivan believe that enterprise leaders assess the way forward as business and technological trends impact the text artificial intelligence (AI) landscape. Hence, their organizations benefit from AI, and new growth opportunities arise for information technology applications and service providers. Consequently, companies must constantly develop innovative products to meet evolving customer demands. Recognizing the challenges of incorporating AI and natural language processing (NLP) and the continually changing landscape, Kyndi works to provide critical solutions to reduce risks for its customers. The company excels in the NLP market by providing its clients with an advanced answer engine platform that instantly delivers accurate and trusted results. With Kyndi Clarity, the company upgraded its solution, simplifying the process for multiple user personas to find quick and relevant answers in unstructured text-based data, while allowing organizations to improve system performance continuously by tapping into user insights.

With its strong overall performance, Kyndi earns Frost & Sullivan's 2023 North American Competitive Strategy Leadership Award in the natural language processing platform industry.

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

