

nasscom di

# AI for Business

*A compendium of successful stories  
where technology and  
entrepreneurship intertwine*

September 2023



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Ajay S Kabadi

Founder,  
DocketRun Tech Pvt. Ltd.

Grand Winner  
AI for Business  
Grand Challenge

## Foreword

In the ever-evolving landscape of technology, innovation knows no bounds. As we navigate a future increasingly shaped by data and artificial intelligence, the significance of AI solutions cannot be overstated.

This e-book stands as a testament to the expertise and ingenuity, offering a profound insight into the world of cutting-edge technology. Through this publication, readers are invited to explore the forefront of technological advancement, understanding the transformative potential of AI.

May it ignite curiosity, spark ideas, and foster a deeper understanding of the limitless possibilities within AI.

## Message from nasscom AI

Artificial intelligence (AI) is transforming the world, and India is at the forefront of this transformation. nasscom AI is committed to supporting the growth of the Indian AI ecosystem by fostering innovation and collaboration. The AI for Business Grand Challenge was a resounding success, with nearly 100 submissions from across India.

The submissions demonstrated an impressive level of quality, showcasing the abundance of talented AI startups and ISVs in India. Many of the solutions exhibited innovation, scalability, and the capacity to bring about a meaningful influence on businesses within the country.

I would like to congratulate all the winners and runners-up on their well-deserved success. I am confident that the solutions developed for the Grand Challenge will help to accelerate the adoption of AI in Indian businesses.



**Ankit Bose**

Head, nasscom AI



## Sunil Mahajan

Director ISA  
Technology Sales –  
Ecosystem, IBM

## Message from IBM

In the dynamic realm of AI, businesses face uncertainty, unsure of how to leverage this transformative technology. In its early stages, AI is a potent ally and potential hazard, particularly in the intricate domains of security, privacy, and business operations.

Proceeding with AI development without a clear roadmap can result in frivolous outcomes. AI systems may produce inaccuracies, hallucinate information, or generate dangerous outputs. The current AI landscape lacks robust guardrails, leaving businesses vulnerable in the uncharted territory of this advanced technology. Organizations seek trustworthy, accurate, scalable, and adaptable AI. Building trust requires transparent data sources, while openness ensures AI models evolve effectively with dynamic business scenarios and use cases.

We congratulate all the winners and runners-up of the grand challenge, that brought in technology and innovation together.

## AI for Business Grand Challenge

*'AI for Business Grand Challenge'*, in partnership with IBM was crafted to ignite innovation and revolutionize the B2B landscape. In this challenge, start-ups and Independent Software Vendors (ISVs) across India were expected to design enterprise grade solutions based on the "Areas of Interest" - process automation, customer care, IT automation, sustainability, IT security, and modernization, using the state-of-the-art embeddable AI offerings from our technology partner, IBM.

Participants had the opportunity to address real-world challenges and showcase groundbreaking solutions. The program spanned five weeks from August to September 2023, drawing interest from 100 approach notes and resulting in 33 solutions from B2B startups and ISVs in India. The closing ceremony on September 6, 2023, celebrated the winners across the six areas of interest, marking the challenge as a significant success. For more information, please visit our website:

<https://www.nasscom.in/ai/ai-for-business/>











## Suman Saurabh

Co-Founder,  
DocuStack.ai  
[www.docustack.ai](http://www.docustack.ai)

### Focus Area: Customer Care | Winner

Participating in the grand challenge was a transformative learning experience for Docustack, providing invaluable interactions with AI innovators and insights into industry trends. Learning the practical aspects of incorporating advanced AI technologies during the challenge shaped the future scope of our solution.

With the exceptional support from the nasscom AI and IBM, we are exploring state-of-the-art AI tools and governance capabilities, ensuring we stay at the forefront of AI innovation.

Docustack's platform aims to revolutionize support by reducing response times and increasing first-call resolution through AI chatbots and smart assist features. Advanced AI technology enables efficient handling of queries, gathers product improvement insights, and monitors interactions to prevent escalations, empowering organizations to deliver exceptional customer support.

## Focus Area: Customer Care | Runner-up

Participating in the challenge proved to be a valuable experience for Kluarc Technologies. The well-organized event, marked by clear communication, provided an excellent platform for showcasing our AI expertise.

During the challenge, Kluarc initiated the development of AI and AR solutions with a customer-centric focus, envisioning future integration of cutting-edge embeddable AI tools from IBM to create an enterprise-level solution. We deeply appreciate the unwavering support from the organizing team, whose guidance was instrumental in effectively presenting our product.

Kluarc Technologies specializes in creating innovative products using AR, AI/ML, and Computer Vision. Our AI-powered innovations optimize customer satisfaction by reducing Average Handling Time and enhancing First Call Resolution, ensuring elevated customer satisfaction.



**Ronald Christopher  
& Kushal Lokesh**

Founders,  
Kluarc Technologies  
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## Yogini Gohel

Co-Founder,  
ShunyEka Systems  
[www.shunyeka.com](http://www.shunyeka.com)

### Focus Area: Cyber Security | Winner

Participating in the AI for Business Grand Challenge was a pivotal moment for ShunyEka Systems, allowing us to adapt our solution to real-world use case. This experience not only validated our solution's strengths but also provided insights into tailoring it to diverse business needs. Support from nasscom AI and IBM was instrumental, guiding us through challenges and aligning our approach with industry trends.

ShunyEka specializes in cloudOps and security automation, aiming to revolutionize the cloud landscape with autobotAI, a generative AI-powered platform automating security and cloud operations at scale. Emerging victorious in the Grand Challenge, autobotAI — *'Making Automation Easy'* is poised to lead the charge in redefining secure, efficient, and agile cloud operations, enabling businesses to thrive in a proactive AIOps future.

## Focus Area: Cyber Security | Runner-up

Participating in the AI for Business Grand Challenge was a valuable experience for Quotientica, fostering connections with industry leaders and facilitating insightful discussions on emerging technologies and prevalent challenges. The grand challenge provided a learning platform, offering perspectives on global market dynamics and industry shifts. nasscom AI team's exceptional support during the GC is deeply appreciated. Scheduled meetings with the IBM team aim to explore market access and technical infrastructure inclusion.

Quotientica, a data science company, specializes in real-time fraud detection for financial institutions using ML. Our solution, with adaptability at its core, holds promising future scope. Offering a comprehensive approach, we ensure secure financial operations, streamlined workflows, reduced manual reviews, and effective risk management through a tailored machine learning platform.



**Akhilesh Tripathi**

Co-founder & CEO,  
Quotientica

<https://www.quotientica.com/>



## Anil A. Kuriakose

Co-Founder & CEO,  
Algomox Pvt Ltd  
[www.algomox.com](http://www.algomox.com)

## Focus Area: IT Automation | Winner

Our journey in the AI for Business Grand Challenge was transformative, allowing us to showcase our AIOps platform across diverse, real-world IT use cases. The challenge served as a crucible, refining our solutions and deepening our understanding of AI's capabilities in IT Operations and Automation.

The support provided by IBM and nasscom AI was pivotal, fostering our success and learning. The experience, particularly leveraging IBM's advanced technologies and WatsonX, was profound.

As a pioneering AIOps company, Algomox is dedicated to revolutionizing IT operations, driving operational excellence through intelligent automation, and insightful analytics. Our solutions embody innovation, strategic relevance, and a transformative vision for IT operations in the digital landscape.

## Focus Area: IT Automation | Runner-up

In today's tech-driven financial services sector, the need for scalable solutions is more vital than ever. Finlabs was established to address this need, offering innovative technology solutions and deep domain expertise. Our solutions go beyond the ordinary, synthesizing real-world challenges to deliver practical, effective answers. Our offerings include Finexa, Fiscus, and LearnGenie. Our notable clients include Mahindra Finance, Kotak Education Foundation, Protean, Capgemini, LIC Mutual Fund, Muthoot Finance, Aditya Birla Capital, and Bandhan Mutual Fund.

Our innovation has been acknowledged with awards like Runner-Up in the IT Automation category at AI for Business Grand Challenge, Dun & Bradstreet Startup 50 Trailblazer, and Mint Future of Workforce Disruptor in Emerging Enterprise. We appreciate the support and provided by nasscom AI and IBM during the challenge. We look forward to future collaboration.



**Sudipto Roy**

Co-Founder,  
Finlabs India Pvt. Ltd.  
*[www.finlabsindia.org](http://www.finlabsindia.org)*









**Ajay S Kabadi**

CEO & Founder,  
DocketRun Tech Pvt. Ltd.  
*[www.docketrun.com](http://www.docketrun.com)*

## Focus Area: Modernization | Winner

The grand challenge provided an immersive learning experience. This helped us to look at various Modernization Systems that can be developed, and integrated to our existing Manufacturing Video Analytics Engine and integrating with IBM Tools.

We learnt about the transformative potential of IBM cloud technology. We learned to fast-track AI model training using GPU enabled systems for advanced violation data analytics.

Our future solution involves transitioning to cloud-based video analytics, ensuring scalability and real-time analysis. Integrating Watson-X will enhance accuracy. This collaboration with IBM enables us to explore edge computing and IoT, refining our solution for greater efficiency and security.

## Focus Area: Modernization | Runner-up

Navigating the AI for Business Grand Challenge was incredible for Jidoka Technologies. We received constant guidance from the nasscom and IBM team, encompassing process and technology, paving the way for our journey.

IBM's initiative allowed us to grasp the intricacies of scaling our solution from the edge to the cloud, a valuable learning opportunity. Exposure to IBM Cloud and Watson capabilities was a game-changer, opening doors to future possibilities.

Combining Deep Learning-based AI with heuristics and industrial automation, Jidoka specializes in cognitive inspection for defect detection in manufacturing, enhancing quality and efficiency across various industries. Our solutions consistently deliver 99% accuracy, a 40% reduction in false rejections, and a 20% increase in speed, offering significant ROI in 8-16 months.



**Sekar Udayamurthy**

Co-Founder & CEO,  
Jidoka Technologies  
*[www.jidoka-tech.ai](http://www.jidoka-tech.ai)*



**Rohit Kochar**

Founder,  
Bert Labs  
[www.bertlabs.com](http://www.bertlabs.com)

## Focus Area: Sustainability | Winner

Participating in the well-organized AI for Business Grand Challenge was a remarkable opportunity for Bert Labs with an enriching experience of presenting our solution, emphasizing our core work, and sustainability goals. Bert Labs pioneers innovation at the intersection of AI and IoT, addressing complex industrial challenges, and enhancing energy and production efficiency for large corporations across diverse industries.

Our proprietary Bert Platform Solution, a patented AI-IoT-powered system, seamlessly integrates Bert Optimus, Bert Geminus, Bert Nova, Bert Maximus, and Bert Qrious. This fully automated, 360° integrated-controls solution transforms manufacturing and supply chain processes for enterprises in various sectors. Bert Labs is dedicated to helping businesses achieve their ESG, sustainability, and energy transformation goals, making a significant impact on the world.

## Focus Area: Sustainability | Runner-up

The AI for Business Grand Challenge was a transformative event, providing valuable insights into AI advancements that can scale our B2B operations. The focus on B2B business dynamics was evident, shaping the future scope of our solution and establishing an accessible model for mental healthcare. Interactions with IBM and nasscom AI teams were exceptional at every stage, making the experience accommodating and fruitful. IBM technologies like Watson NLP, introduced during the event, highlighted robust capabilities for future projects.

Our mission is to create the world's most advanced AI Coach for mental health, named Healo, offering 24/7 support with anonymity. Healo, powered by LLMs and expert-curated conversations, connects users with the right mental health professional, and covers 70+ disorders, reducing therapy costs and offering relatable content and comprehensive personality assessments for a holistic mental health solution.



**Srishti Srivastava**

Founder,  
Infiheal Healthcare Pvt. Ltd.  
*[www.infiheal.com](http://www.infiheal.com)*



## Amit Desai & Twinkle Shah

Co-Founders,  
AssessHub  
[www.assesshub.com](http://www.assesshub.com)

## Focus Area: Process Automation | Winner

Participating in the AI for Business Grand Challenge has provided invaluable insights into the potential of our HR automation use case. The future of our solution envisions conversational AI, employing LLMs and Computer Vision to replicate human effort, and revolutionizing HR processes for heightened productivity.

AssessHub is a leading assessment science and AI automation platform, designed to aid companies in hiring, training, and retaining the right talent. Utilizing AI and ML-driven assessments, AssessHub predicts future performance before making hiring decisions. It features automated online assessments, encompassing functional, technical, cognitive, and behavioral evaluations. AI tools like chatbots, video-based behavioral analysis, and automated audio evaluations reduce human intervention in talent acquisition.



## IBM Build Program

IBM, a pioneer in AI development, introduces watsonx, a revolutionary platform designed to address the complex needs of businesses venturing into the world of AI. The watsonx platform is built on four core beliefs:

**Open:** watsonx leverages the best open technologies available, fostering collaboration and innovation within the AI community.

**Trusted:** The platform is designed to be responsible and governed, ensuring ethical and reliable AI practices.

**Targeted:** watsonx is tailored for the enterprise and specifically targeted for various business domains, aligning AI capabilities with specific industry needs.

**Empowering:** watsonx is crafted for value creators, providing tools and resources to empower businesses to unlock the full potential of AI.







watsonx comprises three distinct product sets:

**watsonx.ai:** This product puts state-of-the-art, proprietary foundation models into the hands of businesses. It serves as a next-generation enterprise studio for AI builders, offering an open and intuitive user interface for training, validating, tuning, and deploying both traditional machine learning and new generative AI capabilities.

**watsonx.data:** A fit-for-purpose data store optimized for governed data and AI workloads, ensuring that businesses can manage their data effectively while meeting regulatory and compliance standards.

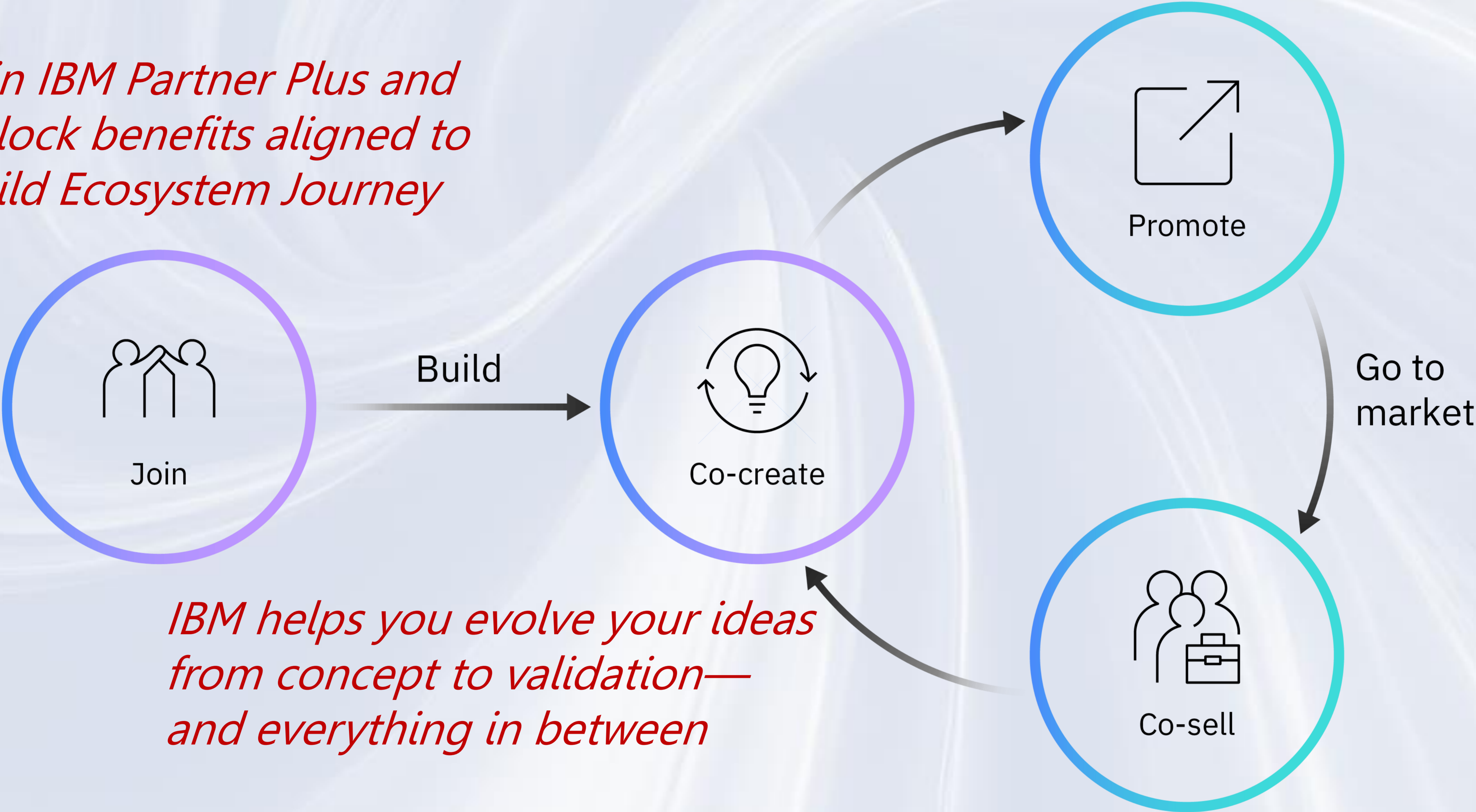
**watsonx.governance:** An end-to-end toolkit that encompasses both data and AI governance, providing businesses with the tools they need to ensure responsible and ethical use of AI.

IBM's Watsonx emerges as a beacon of innovation in the realm of AI for businesses. By addressing the challenges of accuracy, scalability, and adaptability, IBM is paving the way for a new era of AI—one that is responsible, collaborative, and capable of transforming businesses across various sectors. Know more about IBM Embeddable AI & watsonx at <https://developer.ibm.com/technologies/embeddable-ai/>

# Your Journey with IBM

*Whether you need assistance entering a market or are ready to build a sales pipeline, utilize IBM resources to promote your solutions*

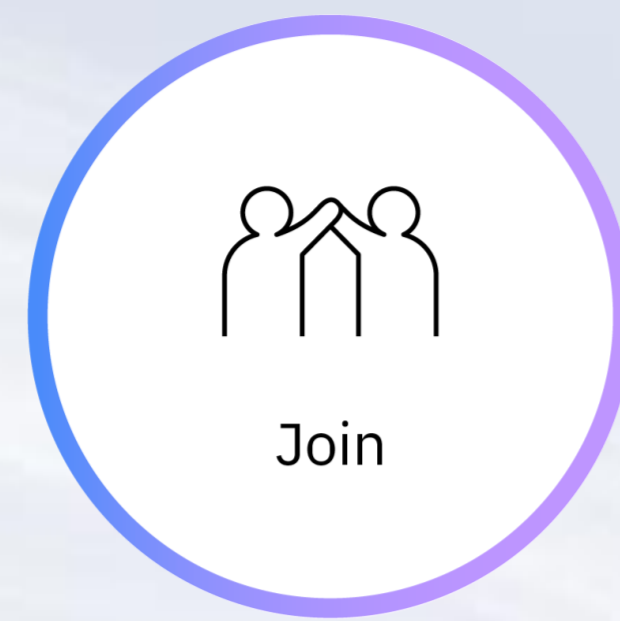
*Join IBM Partner Plus and unlock benefits aligned to Build Ecosystem Journey*



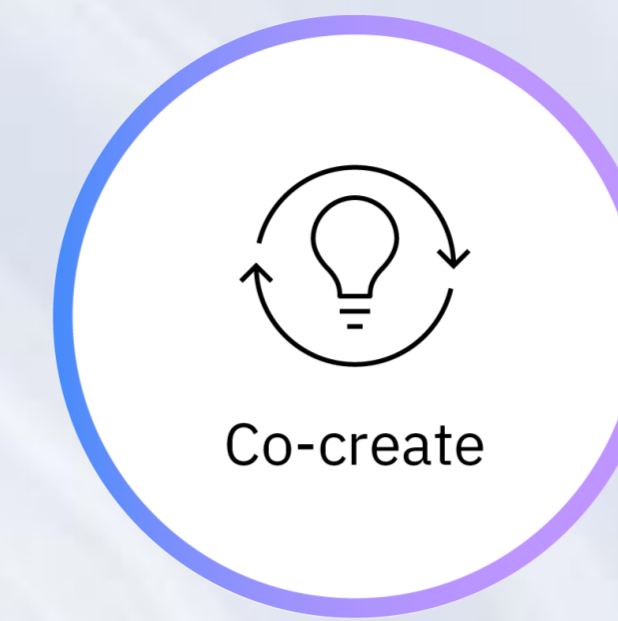
*IBM helps you evolve your ideas from concept to validation—and everything in between*

*After validation, monetize your solution rapidly through IBM's network of sellers, partners and digital marketplaces*

# A partner journey for building and selling high-value solutions

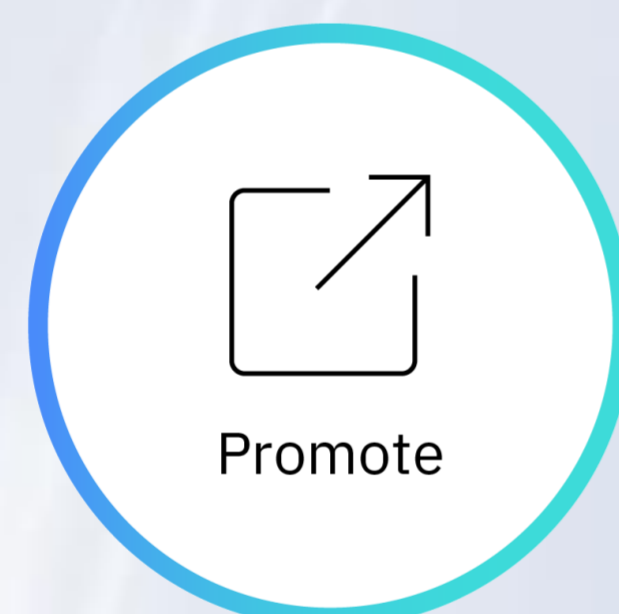


## Build with IBM



- **Cloud Credits**  
Expand your access to IBM technology and resources to accelerate co-creation of your solution.
- **Embeddable AI Libraries**  
Explore the new IBM Watson Natural Language Processing, Speech to Text, and Text to Speech libraries.
- **Technical Assets**  
Leverage self-service tools, samples, and digital guidance for sellers and developers.

- **Technical Expert Engagement**  
Get assistance from IBM's partner-dedicated Build Lab to amplify your solution's capabilities and grow your team's technical skills.
- **Build Funding**  
Access IBM credits, resources, or funds to support your migrations or new development.
- **Software Access Catalog**  
Download, demo, evaluate, develop with and test over 16,000 IBM products.



## Go to Market with IBM



- **Solution Listing with Lead Share**  
Promote and amplify validated solutions with IBM clients through Red Hat® Marketplace and IBM Cloud® Catalog, IBM clients' interest and leads shared through Red Hat® Marketplace.
- **Marketing Demand Engine Support**  
Generate demand on-demand with automated marketing and tap into free learning assets.
- **Demand Generation Reimbursement**  
Supercharge your demand generation with direct marketing investments from IBM.

- **Co-Sell Support**  
Activate IBM sellers and engage clients faster with advanced Co-Sell support.
- **Innovation Studio Access**  
Innovate with proposed co-creation activities to help you build new solutions to progress co-sell opportunities.
- **IBM Sales Partner Advocacy Program**  
Encourage collaboration between your and IBM sales team to co-sell your solutions with embedded IBM technology.



## nasscom AI

nasscom AI is the voice of the AI ecosystem in India. As a focused initiative of nasscom, we provide a common platform for our ecosystem players to augment their AI capabilities and development through various programs and initiatives. Our primary goal is to facilitate the establishment, growth, and sustained vibrancy of a dynamic and innovative AI ecosystem within the country.

With a forward-thinking vision, our aspiration is to position India as the foremost global hub for AI innovation. Our overarching mission is to ensure the widespread and trustworthy adoption of AI on a significant scale, actively shaping the future of AI throughout the nation for a more promising world. Our initiatives, such as AI Connect and Nivesh programs, AI Gamechangers awards, collaborative grand challenges with top enterprises, establishment of the Responsible AI Hub, and the release of impactful AI reports, aim to guide our stakeholders in adopting a holistic, responsible, and ethical approach to building better AI-driven world in future. For more information, visit [www.nasscom.in/ai](http://www.nasscom.in/ai).



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