QUALITY AND INNOVATION

WE ARE LEADING STANDARDS DEVELOPMENT AND THOUGHT LEADERSHIP IN DATA SCIENCE, SHARES **GAUTAM BANERJEE**, MANAGING DIRECTOR, BUSINESS BRIO

GAUTAM BANERJEE

Established in 2013, Business Brio is an analytics and data science consulting and projects company. It has been engaged with renowned international brands from retail, manufacturing, telecom, banking and insurance, utilities, health-care to government sectors for providing data engineering and AI solutions across Asia, EMEA, Europe, UK and North America.

MOTIVATION MATTERS

The mantra of team Business Brio is: "We are not limited to a specific technology, tool or product in data science and big data — we find and deliver what works for you." When asked what motivated him to venture into this sector, Banerjee shares, "There are primarily three reasons; first, huge potential in statistical and computation model application in businesses as envisaged in 2012. Second, lack of formal standards in this field in terms of process maturity framework, technical specifications, guidelines, reports including patents (protected solution disclosure) to enable long term stability and growth of the domain. That is an opportunity. Third, but not the least- my fondness and proclivity for statistical models."

KEY TO SUCCESS

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

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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 StandICT. 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, explain ability, over-reliability, decision oversight and trustworthiness. It has three patents in this domain. The innovation spirit of the company is not only rooted with the management team but spread throughout the organisation.

ACHIEVEMENTS GALORE

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. The company featured among the top 10 data science solution

providers in CIO Insider magazine in 2018 and in Forbes India in 2021 as well for their contribution and achievements in the field. The leadership team also 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.

ROAD AHEAD

"The company is focusing on development of AI-based reusable frameworks for productised services in few key domains and functions along with sustained focus in its ongoing services," claims Banerjee.

CSR INITIATIVES

"We are involved with an orphanage and running a school in Sundarbans area of the Indian mangrove delta region enlisted as UNESCO World Heritage Site but considered endangered under the IUCN Red List of Ecosystems framework," shares Banerjee.