Business Brio
Opex · Analytics · Research

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Co-founder

Data is the new oil. Business Brio enables organizations harness the power of 'data' and enables data driven decision making. Business Brio started its journey in 2013 from Kolkata and 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. The organization is ISO 27001 certified on data security.

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 was featured among the top 10 data science solution providers in CIO Insider magazine in 2018 and covered by Forbes India in 2021. 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.

Business Brio was started with the vision of equipping organizations to derive value from volume of data through scientific approaches. Prior to starting Business Brio, the founding team had worked in large global corporations like Accenture, Fidelity, Nielsen, Infosys, GE Capital across continents where they utilized data and quantitative techniques for improving processes and functions, and drive business benefits.

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 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 industry experience across continents. 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. The company has multiple patents in this domain. The innovation spirit of the company is not only rooted with the management team but spread throughout the organization.