



HFS Hot Vendor: Bridge i2i

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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One thing we've learned at HFS in over a decade of covering the data and analytics market is that building data-driven business practices is easier said than done. In the age of AI, enterprises still struggle with curating and applying relevant data to create real business impact. Even if your firm has a mature analytics organization, there's always more to do—new areas of demand for analytics from business units or new data science techniques to revisit old problems.

As analytics demand flourishes, new challenger firms will continue to emerge on the supply side. BRIDGEi2i is one such specialist that takes its challenger role seriously. Our conversations with a few of its clients revealed that the company is taking a different approach to delivering analytics and AI services. Clients describe BRIDGEi2i as thoughtful, creative, and bringing non-traditional approaches to business challenges. One client mentioned, "They are very creative with what they come back with... they might not have a background in our industry-specific process, but they took over the associated analytics and did better than our team! They have innovative ways of folding in new data we couldn't use before, and we have seen good uplift as a result."

In case you're wondering about the company's name, it stands for bridging the gaps that often creep in going from information to insight to impact (that's the i2i part). The Bangalore-based niche analytics firm has two main industry-agnostic focus areas where it has developed analytics IP—customer experience (CX) and operational effectiveness. BRIDGEi2i's IP includes targeted solutions such as Recommender, which includes an ensemble of predictive and prescriptive analytical models that can be used for cross-sell and up-sell, campaign, and targeting-effectiveness use cases.

In particular, CX is an area where it is more widely known and valued by its client base. BRIDGEi2i's founders have strong marketing analytics backgrounds, having worked for several Indian analytics brands in the past, such as HP and Genpact. In under a decade, it has built up this brand through its relationships, differentiated approach, and functional knowledge.

HFS' take

BRIDGEi21 has been smart with its laser focus, only taking on advanced analytics and AI challenges and staying away from the more commoditized areas of data management and infrastructure services where larger IT firms rule. Clients are extremely vocal about the level of transparency and frankness with which the company operates, leading them to trust BRIDGEi2i as an equal partner. Perhaps the company's biggest strength is the transparency it builds into its engagements. It allows BRIDGEi2i to advise and guide clients through the process changes and

change management needed to make analytics and AI initiatives successful and focus its efforts where they are most impactful.

On that note, analytics and AI success often comes down to talent, and this is one area where BRIDGEi2i will need to stay focused. The company needs to build a robust pipeline of data engineers and industry-focused talent to complement the functional expertise, and, as it grows, it must add more mid-level talent to strengthen its engagement and delivery model in the long term.

Vendor factsheet

- BRIDGEi2i was founded in 2011 with headquarters in Bangalore, India
- Its funding includes Series A funding from Edelweiss PE
- BRIDGEi2i is one of the fastest-growing companies of India's Growth Champions 2020 and in the APAC region, according to ET and Statista

Solution portfolio

BRIDGEi2i has four proprietary AI Accelerator frameworks for solving clients' domain-specific problems: Watch Tower, Recommender, Optimizer, and Converser.

These frameworks are pre-built units that consume volume, variety, and velocities of data to do anomaly detection and alerting,

personalization, next-best action, simulation, and optimization, and use the insights generated to create immersive experiences with business users via chatbot or voice, respectively. These are used individually or in combination by Bridgei2i to solve clients' domain-specific problems.

Industry coverage

BRIDGEi2i serves clients in the enterprise tech, consumer tech, consumer packaged goods, insurance, and financial services industries.

Partnerships

BRIDGEi2i has a strategic partnership with CI Group, a UK-based integrated marketing and brand solutions company.



About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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