



HFS Hot Vendor: Cognitive Scale

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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.

Cognitive Scale

Q1 2018

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Albeit a nascent market, Enterprise Artificial Intelligence (AI) is developing strongly. However, organizations struggle to identify the most relevant technology partners for their projects as well as sourcing relevant talent that is scarce, to say the least. CognitiveScale is aiming to accelerate organizations journey towards AI-enabled projects by offering a platform approach that offers pre-trained Machine Learning capabilities as well as curated data sets.

CognitiveScale's key proprietary offering is its platform solution called Cortex, which it has just relaunched with major upgrades. Cortex is positioned as a unique bridge that solves problems in the workflows and handoffs between Data Scientists, analysts, application developers and process owners. For a lot of organizations today, it is challenging to get Machine Learning and AI models out of their siloed, test phases into operationalized production environments.

Data Scientists are hardpressed to create consistency across models, and align their work with traditional applications. Cortex's platform has created a model in which these handoffs between data science, development teams, and system admin teams can be guided in a more streamlined way to provide consistency in business architecture, development, deployment and runtime across the AI model lifecycle.

CognitiveScale has created accelerators and reusable building blocks for its industries, which can be used to define and monitor KPIs that measure performance for each AI model in production. These KPIs are interestingly tied to business outcomes for the process in question, not just technical model metrics. Lastly, Cortex has a visibility and control layer that clients can use to build trust.

HFS' take

HfS sees CognitiveScale's focus on AI-application integration as a critical need in today's market. Client organizations in our research unwaveringly bring up their challenges with going from PoCs and prototypes to productionalized AI and Machine Learning models running at scale. The company's efforts at linking model performance to actual process outcomes is

another area where clients struggle. While a lot of software startups in this market focus on individual building blocks, CognitiveScale's approach is refreshingly comprehensive, extending from an organization's analytical workflow to its AI application development and maintenance.

By offering a blend of Machine Learning training, pre-built agents and curated data sets, CognitiveScale has one of the most comprehensive offerings among AI startups. HfS has suggested that the best way to understand the evolving AI supplier and capabilities landscape is to recognize the interplay of computing power that optimized for AI, an expansive set of algorithms, platforms enhanced for the particular use

case and lastly but most importantly access to vast data sets including unstructured data. CognitiveScale is positioned at exactly that intersection. However, to leverage this promising position, CognitiveScale has to demonstrate its ecosystem credentials as well as that the technical capabilities are similar to best-of-breed approaches for specific requirements.

Vendor factsheet

- Founded 2013, Headquartered in Austin, Texas
- Founded by former senior executive of IBM Watson
- CEO: Akshay Sabhikhi; Founder & CTO: Matt Sanchez
- Financial Banking by industry

- heavyweights Microsoft, IBM and Intel. Further major investors include one of its largest clients USAA as well as Norwest Venture
- Number of clients: 27 (as of February 2018)

Solution portfolio

Build on its Cortex augment intelligence platform. CognitiveScale offers the following products to build industry-specific Ai Solutions

- Marketplace (Share/Reuse): Where enterprise developers identify the accelerator they need to operationalize AI
- Studio (Develop & Compose): Users compose the accelerator (agents, skills, datasets) and test an agent before putting it into production
- Repository (Store/Access): For Enterprise developers to access all curated knowledge to power cognitive applications; Flexible deployment; enterprise/cloud support
- Performance (manage): Offers business performance management; KPI driven Machine Learning performance; reports consumption and metering; enforced AI Policies while increasing auditability and assurance

Industry coverage

CognitiveScale is targeting Global 1000 organizations with a particular focus on financial services, healthcare and digital commerce. This focus can be seen for instance in AI Accelerators that comprise of industry optimized datasets, Algorithms, and skills library.

Partnerships

The core of its partners ecosystem consists of the following investors in Cognitivescale:

- IBM Watson
- Intel
- Microsoft

While currently selling largely direct, futher partners include:

- AWS
- Deloitte
- Cloudera



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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