HFS

MARKET CHALLENGERS

Infocepts: A data and AI specialist simplifying modernization with scalable platforms and pragmatic innovation.

Enterprise clients are increasingly growing weary of established market leaders, actively seeking more agile partners that deliver personalized solutions—often at better price points. Recognizing this shift, HFS has launched the Challenger Series to identify, evaluate, and highlight service providers that are challenging the status quo in their respective sectors.

Authors:

Akshat Tyag, Associate Practice Leader
Sam Duncan, Practice Leader

At a glance

INFOCEPTS *Data & AI*

2004 established	**Washington DC** HQ	**8–10%** YoY growth	**1500** employees	**50+** active client base

The latest firm to receive the coveted HFS Challenger accolade is Infocepts. The company earned its spot due to its transformation from a business intelligence (BI) and data integration specialist to a full-spectrum data and AI partner, delivering measurable business value. Testament to its recent success is that Infocepts typically boasts impressive client retention numbers, including almost 15 years with a global media firm. It has grown organically without outside capital into the company we see today.

Infocepts was founded in 2004 by former MicroStrategy professionals, initially offering BI services. Over the next decade, it honed its expertise in enterprise reporting, serving Fortune 1,000 clients. As data priorities evolved, so did Infocepts—first into broader analytics, then cloud modernization, and now into AI enablement. AI adoption services represent 80% of new client entry points today. Today, Infocepts has over 1,500 global employees and operates across the US, EMEA, India, and Singapore, working extensively in retail, pharma, and media.

Evolution from data enablement to AI orchestration

Infocepts offers a tightly integrated portfolio that aims to help clients transition from traditional BI to scalable AI adoption, leveraging accelerators, AI lifecycle platforms, and flexible engagement models. Rather than approaching each capability in isolation, Infocepts focuses on reducing typical enterprise friction points such as integration inefficiencies, tool sprawl, and resource rigidity. It does this with modular delivery and solution accelerators, enabling enterprises to move quickly without being locked into long transformation cycles.

Infocepts supports clients across the data lifecycle:

- **Data platforms and operations:** Building, modernizing, and operating the foundational data capabilities within an organization. This includes building enterprise data platforms, data clean rooms, and data trust programs to support governance, quality, and security and embracing newer capabilities such as data fabric for AI.

- **Business applications and analytics:** Driving value with analytics apps through self-service BI, embedded decision-making tools, and proprietary platforms such as 'Decision360', used to deliver domain-focused insights (e.g., supply chain and marketing). Infocepts has delivered successful tool rationalization efforts; for instance, a global media client streamlined BI platforms through Infocepts' Analytics Tool Consolidation framework, boosting adoption and reducing costs. Its growing solution library also includes Employee360, a workforce analytics platform enabling organizations to track the impact of people initiatives through data-driven metrics.

- **AI systems and adoption:** Infocepts' flagship DiscoverYai platform supports the entire AI lifecycle, i.e., from ideation and experimentation to production and governance—with built-in MLOps, explainable AI tooling (e.g., SHAP modules), and frameworks for model modernization using LLMs.

- **Consulting and advisory:** Providing end-to-end strategic guidance, roadmaps, and change management support to ensure successful initiative adoption and measurable business outcomes.

- **Elastic engagement models:** Infocepts' elastic capacity model, born during COVID disruptions, allows clients to buy hours rather than headcount, providing agile, high-impact delivery. It's now a preferred engagement mode for enterprise clients. HyperCare, Infocepts' branded managed services model, provides continuous support with built-in Cloud FinOps and D&A operations, extending the firm's outcome delivery post-go-live.

- **Solutions-as-a-Service:** Infocepts offers packaged solutions alongside traditional project services. These solutions are built by codifying industry pain points and client-centric challenges into reusable offerings. Each solution is backed by proprietary tools and accelerators, enabling clients to start with a 40–70% ready foundation. Examples include HyperCare for managed services and FinOps, Decision360 for actionable business insights, and CXO Copilots for functional AI agents.

- **Accelerators and toolkits:** Infocepts has developed accelerators such as Cloud Cost Monitor, Report Factory, BI Converter, and an Automated Data Quality Analyzer to support rapid modernization, reporting scale, and trust in data. Its Flash suite accelerates platform migration, including targeted services such as Power Migrate and Databricks Migrate—key to Infocepts' modernization playbook.

A flexible, competency–first talent model stands out

One of Infocepts' core differentiators is how it trains and deploys talent. The company prioritizes competency-based training over tool-specific skilling. Consultants are first grounded in foundational areas such as cloud, AI, and data governance, followed by hands-on experience across tools such as AWS, Azure, and Snowflake. This approach creates adaptable, multi-skilled professionals working across technologies and project types. For enterprises, this translates into smaller, more agile teams that deliver faster outcomes. According to leadership, this model enables up to 2.8 times the skill leverage compared to traditional global system integrators (GSIs), meaning fewer resources are needed to achieve the same or better business results.

This model also helps Infocepts run leaner teams. With a focus on cross-skilling, clients report needing fewer resources to achieve the same (or better) outcomes, which can be a significant win amid enterprise cost concerns.

Innovation is an eminent aspect of Infocepts' delivery model. Through a structured internal crowdsourcing program, account teams surface potential client challenges, which are then tackled through organization-wide ideation. The best ideas are showcased during Innovation Day, a biannual event involving clients, analysts, and partners. Several accelerators and packaged solutions have emerged from this process, helping clients adopt proven innovations faster and reduce time to value.

Building AI adoption—not AI hype—in select domains

Infocepts deliberately separate real AI impact from 'shiny object syndrome.' Its strategy centers on the use of case-led AI, where success is defined by business transformation, not just model deployment. Infocepts takes a pragmatic approach to enterprise AI by focusing on use case-led adoption rather than isolated experimentation. Its offerings support clients across the AI lifecycle—from model modernization with LLMs to scaling responsible AI practices. Domain-specific solutions such as Tariff360 accelerate adoption in areas such as supply chain and trade analytics, while platforms like Decision360 and its award-winning Customer Data Platform enable intelligent, embedded decision-making. This approach helps clients move from pilot to production faster, with measurable business impact.

HFS' take

Infocepts has evolved from a BI and integration specialist into a partner focused on scaling real-world AI adoption for enterprises.

Infocepts combines technical depth and practical AI tools with a delivery model focused on enterprise problem-solving. This approach has helped clients simplify complex data and AI initiatives without relying on large-scale, high-overhead programs. Its sustained focus on client needs over market noise has supported long-standing relationships and repeatable value delivery.

Infocepts' 'solutions-as-a-service' model combines reusable IP with service delivery, giving enterprises a flexible way to adopt and scale data and AI without long-term lock-in.

Looking ahead, the firm is expanding delivery hubs in tier-2 Indian cities and new global locations such as France, Canada, and Singapore. It is also scaling its library of prebuilt, domain-specific solutions to enable faster adoption and broader market reach.

Like many mid-sized challengers, Infocepts still has room to grow in global brand visibility. While its reputation is strong among long-term clients and analyst communities, broader market recognition remains an area for continued investment—particularly outside its core industries. That said, its consistent delivery, expanding product suite, and pragmatic AI approach position it well to accelerate recognition and relevance beyond its current client base.

Client case studies

Case Study 1: Global HVAC leader—modernizing CXO analytics with Decision360

Delivered

Implemented Infocepts' Decision360 platform to modernize CXO-level analytics for a global HVAC company operating in 160+ countries.

Replaced static, Excel-based reporting with AI-curated insights and interactive dashboards tailored to executive needs.

Used an MVP-driven, iterative design approach that aligned UI/UX with stakeholder expectations, ensuring faster adoption and reduced execution risk.

Streamlined insight generation by integrating curated business context from data owners alongside AI-generated narratives.

Outcome

Boosted operational efficiency by 75% through streamlined analytics delivery and decision-making.

Improved data trust and reduced reliance on manual analysis.

Enabled faster, more confident executive decisions with real-time, focused KPIs and clear data lineage.

Case Study 2: Global media company—unified customer data platform for B2B engagement

Delivered

Built a modern, unified customer data platform for a global publishing and event management firm to enable personalized B2B engagement.

Applied data mesh principles through a greenfield implementation, enabling cross-channel data ingestion, automated quality checks, and event-driven flows.

Integrated open-source catalogs and recommendation APIs to power personalized content discovery and matchmaking between buyers and sellers.

Outcome

Accelerated time to market for new products and services by 30%.

Increased event participation and audience engagement through personalized content and search experiences.

Enabled international growth with scalable architecture and targeted, research-driven content strategies.

Case Study 3: Global biopharma leader—driving operational excellence with hypercare

Delivered

Deployed Infocepts' Hypercare managed services platform to streamline analytics operations for a global biopharmaceutical company with operations across the US, Europe, and Asia.

Provided 24x7 support for 10+ technologies and 52 data products, leveraging the Info-Assess framework to identify high-effort areas.

Enabled intelligent automation with tools like the Jarvis chatbot for real-time orchestration, self-healing workflows, and noise reduction across the data pipeline ecosystem.

Outcome

Reduced monthly labor costs by 27% and minimized end-user disruptions by 70%.

Achieved 100% system uptime with zero downtime incidents.

Improved issue resolution times by 27%, enhancing user experience and operational efficiency.

Challenger fact sheet

Founded
2004

Headquarters
Washington DC

Number of employees
1500

Funding source
Self-funded (Founder Capital)

YoY Growth%
8-10%

Active Client Base
50+ Active Enterprise clients

Key clients
Infocepts works with industry leaders in domains such as media, fashion retail, pet retail, retail, pharma, manufacturing, and more. Details of the work done can be found here - https://www.infocepts.ai/case-studies/

Solution portfolio
Platforms / Packaged Offerings – DiscoverYai, CXO Co-Pilot, Decision360, Data for AI, Data product design, SupplyChain360, Flash Migrate, Hypercare, LLM Twin products

Foundational Offerings – AI Agents, Data & AI Strategy, BI Co-pilots, Customer Data Platform, LLM-based Apps, Automation, Data Engineering, Cleanroom Apps, Data Fabric, Data Trust Enablement, Model Modernization, Managed Services, Data Product Design, Platform Modernization, Data Monetization

Find more information here - https://www.infocepts.ai/what-we-do/

Partnerships
20+ partnerships including AWS, Microsoft Azure, Databricks, Snowflake, Dataiku, Strategy, Aquila Clouds, AtScale, Collibra, Datadog, DQ Labs, Informatica, Nexla, Profisee, Salesforce, Starburst, ThoughtSpot.
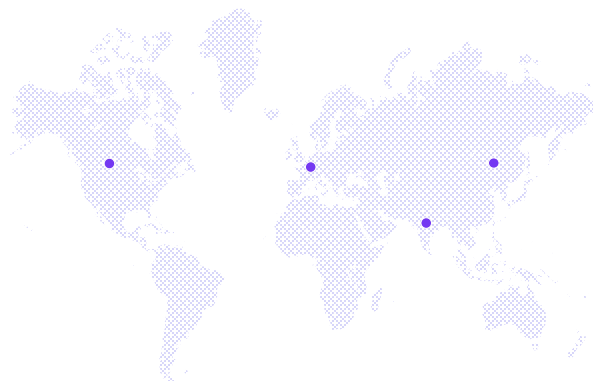
Find more information here - https://www.infocepts.ai/partnerships/

Delivery locations
North America, Western Europe, East Asia and India. Find more information here - https://www.infocepts.ai/global-offices/

HFS Research authors

Akshat Tyagi
Associate Practice Leader

Sam Duncan
Practice Leader

Akshat Tyagi is an associate practice leader at HFS Research, specializing in cybersecurity and emerging technologies such as Web3, blockchain, quantum computing, and XR.

He brings more than eight years of experience as a research analyst at Protiviti, Gartner, and EY, advising C-suite leaders on cybersecurity strategies. His work tackles critical business challenges such as securing AI-driven ecosystems, ensuring regulatory compliance, and balancing innovation with risk management.
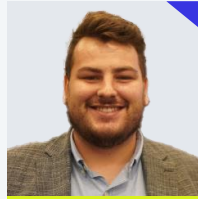
Sam Duncan is a practice leader for HFS Research, based in Cambridge, UK. He graduated from Bournemouth University with a degree in economics. His interest in macroeconomics focuses on how the evolution of technology accelerated globalization. He also studied law, accounting, and investment management.

About HFS

- **INNOVATIVE**
- **INTREPID**
- **BOLD**

HFS Research is a leading global research and advisory firm helping Fortune 500 companies through IT and business transformation with bold insights and actionable strategies.

With an unmatched platform to reach, advise, and influence Global 2000 executives, we empower organizations to make decisive technology and service choices. Backed by fearless research and an impartial outside perspective, our insights give you the edge to stay ahead.

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