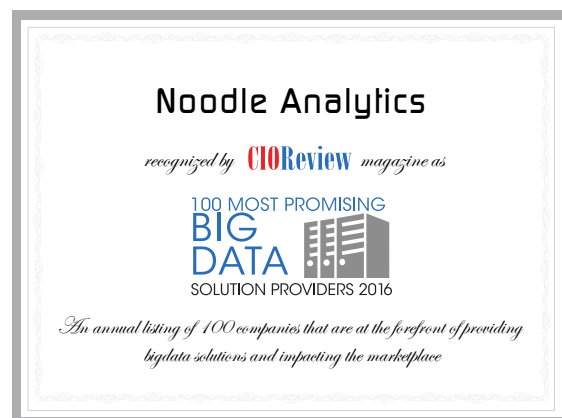## 100 Most Promising Big Data Solution Providers 2016

'Big Data' is no more a buzzword. Now that organizations have already put their wide arms around Big Data, the next impediment lies in refining the data to bring out insightful and meaningful results. With every bit of '0' and '1' being harnessed as meaningful "collections," enterprises are sure to achieve complete utilization of their concrete information, and attain significant outcomes. Another trend that has gained notable traction is capitalization of cloud for storing invaluable sets of data. While majority of enterprises consider it as a risky venture owing to the concerns of security, others embark upon it for the sake of business agility. With myriad of such transformations, enterprises are confident to embrace innovative ways to hold together the regulations of corporate world, and ensure their participation

in the realm of Big Data. In order to uphold a fine balance, it has become critical for the CIOs to choose proper technology and select best vendors that are at the forefront of effectively tacking the impediments across the Big Data realm. To help them accomplish their objective, CIO Review presents "100 Most Promising Big Data Solution Providers 2016." A distinguished panel comprising of CEOs, CIOs, VCs, and analysts including CIO Review's editorial board has decided the top Big Data Solution Providers from over thousand companies. The companies featured in this list provide a look into how their products work in the real world, so that you can gain a comprehensive understanding of the solutions available and how they stand against competition. We present to you CIO Review's 100 Most Promising Big Data Solution Providers 2016.

Noodle Analytics

recognized by **CIOReview** *magazine as*

100 MOST PROMISING
BIG DATA
SOLUTION PROVIDERS 2016

An annual listing of 100 companies that are at the forefront of providing bigdata solutions and impacting the marketplace

Company:
Noodle.ai

Key Person:
Stephen Pratt,
CEO
Raj Joshi,
Chief Client Officer

Description:
Noodle.ai applies AI to business processes. A unique collaboration of business advisors and AI technologies, their AI solutions combine human expertise with the latest advances in machine learning, predictive data analytics, and data science

Website:
noodle.ai

Noodle.ai
Providing Enterprise Artificial Intelligence

Artificial Intelligence (AI) is improving with a surprising pace, fueled by research and investment in hardware, algorithms, and clever applications of the two by forward-thinking organizations. It is easy to see some of this progress in the consumer context as we marvel about the future of the self-driving car or experiment with digital assistants, but AI is being applied "behind-the-scenes" to enterprise challenges to even greater effect. AI has already proven its value in many areas: supply chain optimization, marketing personalization, human resource management, fraud identification, predictive maintenance—but clearly this is only the beginning. As companies solve discrete challenges with AI, they can begin to connect those solutions, gradually building an enterprise with a super-competitive mix of artificial and human intelligences—Enterprise Artificial Intelligence. It might seem "sci-fi" if it were not already happening.

> ## We help our clients apply AI to solve complex business challenges

Headquartered in San Francisco, CA, Noodle.ai helps businesses apply AI to their enterprise. A unique collaboration between business advisors, process experts, and AI technologies, Noodle.ai builds AI solutions that combine their clients' human expertise and competitive advantages with the latest advances in machine learning, predictive data analytics, and data science. "We help our clients implement AI within their organizations, applying the best data and machine learning science to crucial business challenges," describes Stephen Pratt, CEO, Noodle.ai.

Led by former top executives of IBM, GE Digital, Infosys, and MicroStrategy, the founders were frustrated by a landscape of AI vendors dominated by narrow specializations or DIY solutions. They set out to build a firm—and an AI—that understands where AI can be readily implemented within an organization to provide im-

mediate improvements. "If we don't see a 10x return on the investment, we chose the wrong KPIs," states Pratt.

Over the years, Fortune 1000 companies have invested millions of dollars in Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) solutions and, most recently, in data analytics. However, many of these companies have not realized a significant ROI from their investments. Similarly, as the Internet of Things (IoT) has expanded and the quantity and quality of sensor data improves, organizations can struggle to maximize the value of their investments in enterprise infrastructure.

On the other hand, AI is not without limits and projects should be carefully considered. "We advise our partners to identify one discrete process that is particularly suitable for improvement, and focus on that—at least initially," advises Raj Joshi, Chief Client Officer. "Prioritize business challenges that have a large quantity of data, require frequent high-impact decision-making, are of significant value for the organization, and are improvable with today's AI algorithms."

Noodle.ai has helped many clients realize significant value in data that had previously been overlooked. One executive says of his experience with Noodle.ai, "the predictive accuracy of Noodle's application is just far better than what we were able to do on our own—and it continually improves."

Regarding its future plans, Noodle.ai intends to work closely with their clients, incorporating their feedback to improve its current services and solutions. "Over the next three to five years, AI technologies and big data will be the most significant competitive differentiators in business," remarks Joshi. "We're excited to be at the center of this." CR

Stephen Pratt

Raj Joshi