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The Navigator for Enterprise Solutions



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Innover



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The annual listing of 10 companies that are at the forefront of providing Digital Transformation services and transforming businesses

Innover

Enabling ROI-Driven Business Outcomes for Global Enterprises

Digital transformation is at the center of modern organizational strategies today. It empowers enterprises to transform their legacy processes, reinvigorate customer experiences, create new profit pools and achieve long-term competitive advantage for their business.

Innover, an Atlanta-based technology and process digitization company, provides end-to-end Digital Transformation solutions that deliver ROI-driven outcomes for its customers. The company's deep domain expertise and empathy-driven approach empower it to understand unique customer business problems and create an innovative yet sustainable business model fueled by new-age technologies.

LAYING THE FOUNDATION FOR DIGITAL SUCCESS

Innover has carved out an enviable reputation for itself by making digital transformation a reality for a global customer base including 65+ Fortune 1000 companies. Amit Gautam, President & Chief Strategy Officer at Innover, puts things in perspective. "Organizations often struggle to translate their growth aspirations into reality owing to a tactical/transactional view of Digital Transformation. Technology curve is evolving so fast that sometimes technology alone seem like a solution, it rarely is. Context of the problem is far more critical; technology can only be an enabler. At Innover, we adopt a three-pronged, convergent approach leveraging Context, Technology and actionable outcomes as enablers to solve business problems and deliver ROI-driven outcomes."

FUELING BUSINESS AMBITIONS AND DRIVING IMPACT

Innover takes strength from its service studios, products, and accelerators to help businesses find new ways to reach consumers, architect the right solutions for their long-term vision and lay the foundation for future growth. From accelerated speed of implementation to ensuring minimum business disruption to effective change management, Innover takes accountability of all critical factors that hold the key to a successful digital deployment.

Innover's Data Engineering Studio leverages sophisticated real-time and batch ingestion patterns to integrate structured and unstructured data from heterogeneous sources, and create reliable, tamper-proof data pipeline and polyglot persistence layer suitable for analysis. The company's Advanced Analytics studio applies Artificial Intelligence, Machine Learning, and Natural Language Processing on this data to provide ready to consume, actionable business insights to monetize clients' data. In order to accelerate the Data to Analytics to Business Insights, Innover has developed the LEAPTM platform that integrates and accelerates actionable business outcomes from the source of the data to the dashboards that make them actionable.

Over the past decade, the velocity and veracity with which organizations can reach their customers in their journey - from awareness to evaluation, to conversion, to loyalty - has seen unprecedented growth and innovation. Innover's Digital Experiences studio



including – Personalization, Marketing Automation, Digital commerce, and CPQ implementation – enables brands to provide personalized customer experience across all digital channels and touchpoints and maximize return on their digital spend.

Organizations have their data stored in multitude of applications that they have invested in over a long period of time. Innover's Software Engineering studio drives two critical needs for its customers. One is to help deliver customized, complex, and cloud-native applications. Design thinking and keeping the user experience at the center of application design is the biggest differentiation for Innover. Also, designing applications that adapt to information consumption at different devices (responsive design) is another critical component. Second is the API/Microservices architecture. Information consumption is no longer limited to a defined set of internal applications. Today, to be effective and



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efficient, information needs to be available on-demand and in a company's expanded ecosystem. Having a critical Information Service Bus is business-critical.

At Innover's process studios – Supply chain and Business Services –the company optimizes costs, processes, and Service Level Agreements (SLAs) across all stages of sales order and service case lifecycles.

To raise the innovation bar, the company has invested in Innover Labs - a dedicated CoE where Innover harnesses the potential of technologies like Distributed Ledger (Blockchain), Artificial Intelligence, AR/VR, RPA, etc. to develop cutting-edge solutions and help its customers stay ahead of the curve.

The 7 studios are backed by its proprietary products and accelerators – LEAPTM, \$START, ADROIT, TruckSmart, and Track&Trace that provide accelerated insights and help to get accurate results, first time leading to 5X+ returns in 8-12 weeks.

Innover's efforts have gained significant market recognition, and the company was presented with a Silver Stevie® Award in the 'Most Valuable solution by a Customer Service Team' category in the 15th annual Stevie Awards. Innover was also recognized as "The 10 Most Recommended Supply Chain Solution Providers" and "10 Most Promising Big Data Analytics Companies"

in 2020. Innover also won the coveted Golden Bridge Award - Best technology to combat Covid-19 - for its Distributed Ledger Technology powered platform that addressed the medical supply shortage concerns of U.S. hospitals.

Innover always strives to add sustained value to its customers and has developed a strong partner ecosystem with leading technology vendors to deliver innovative solutions and help customers reduce cost of ownership, risk of implementation and accelerate time-to-market.

FUTURE AHEAD

"Innover is committed to a culture of continuous innovation as it grows its service portfolio, invests in digital technologies, advances research and development, and forges stronger relationships with global partners. Innover will continue to solve complex business problems using right technology," adds Amit about the future of Innover. [OR](#)