

FROST & SULLIVAN

QUANTIPHI

2022
COMPETITIVE
STRATEGY
LEADER

NORTH AMERICAN
ARTIFICIAL INTELLIGENCE SERVICES
IN THE HEALTHCARE INDUSTRY

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Quantiphi excels in many of the criteria in the artificial intelligence services in the healthcare space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

Quantiphi's Award-winning Path

Quantiphi provides applied artificial intelligence (AI) and infrastructure and data solutions to solve complex business challenges along the digital transformation journey. It is a global multi-industry company with core capabilities around data science and advanced data analytics.

"It [Quantiphi] offers end-to-end solutions and services for AI technology implementation, from data management to data and marketing analytics to infrastructure modernization and cloud services. (...) Strong partnerships with market leaders Nvidia, Google Cloud, and AWS solidify its strategy. By building its expertise on partners' industry-leading solutions, the company optimizes the client's desired platform to meet their goals and bring innovations to the market."

- Hemangi Patel,
Industry Analyst

With over 500 projects delivered to more than 200 customers worldwide, Quantiphi differentiates in the space with its remarkable expertise in various AI and machine learning (ML) modalities, including computer vision, custom AI, conversational AI, natural language processing, document AI, marketing analytics, data modernization, data analytics, and infrastructure. It offers end-to-end solutions and services for AI technology implementation, from data management to data and marketing analytics to infrastructure modernization and cloud services.

In 2021, Frost & Sullivan recognized Quantiphi for its AI services in the public sector and remains impressed with the company's continuing innovation and sustained market position.

Strategic Leadership: A Clear Vision and Execution

Quantiphi's primary mission is to help organizations define, reimagine, and realize the value of transformational opportunities, identifying and fulfilling customer needs. Its continuous innovation efforts support stakeholders' (providers, payers, pharmaceutical, and healthcare technologies) digital transformation, improving upon existing technologies and paving AI's roadmap in the healthcare sector. The company further strengthened its value proposition and commitment to being the AI-first digital transformation engineering company in the last year. Specifically, Quantiphi formed its healthcare and life science (HCLS) business unit to achieve this commitment across the healthcare space.

Today, the healthcare sector experiences complex data and infrastructure challenges, particularly difficult to navigate when using siloed and disparate data sets. Additionally, healthcare stakeholders struggle to formalize a clear roadmap for adopting digital strategies and maintaining data integrity and security adherence to Health Insurance Portability and Accountability Act (HIPAA), General Data Protection Regulation (GDPR), and Good Practice guidelines and regulations, widely known as GxP. Quantiphi enables clients to address these challenges by working closely with customers to streamline and accelerate adoption, providing strategic, functional, and technical planning services while ensuring solutions and services are HIPAA-, GDPR-, and GxP-compliant.

The company is also committed to delivering innovative solutions and services to target market segments by expanding its client-facing and solution capabilities to meet scientific, business, and clinical needs. This approach has its foundation in three specific areas: advisory services, research and development (R&D) focus, and solutions management. Quantiphi leverages the breadth of its business, clinical, and scientific expertise to assist clients with translating their vision into actionable roadmaps, design documents, and targeted solutions.

On the other hand, the company purposely invests in new technologies that increase the client's value. Through its HCLS Business Unit, Quantiphi tests the application of emerging AI and ML solutions against industry focal points and facilitates early investments in product development. Finally, for internally developed or channel partner solutions (not HCLS specific), it has a dedicated team to curate those solutions for targeted HCLS use cases.

In delivering digital transformation, the company starts by understanding clients' infrastructure and data solution needs and then enabling core business intelligence functionalities. Leveraging the power of over 300 healthcare and life sciences professionals across offices in Boston, Princeton, Toronto, Mumbai, and Bengaluru, Quantiphi offers professional services and products while configuring and customizing the necessary tools and solutions. This approach, along with industry-leading solutions, differentiates it in the market.

Key Partnerships Empower Better Customer Outcomes

Quantiphi taps into available growth opportunities by leveraging a solid strategy. The company offers solutions and services to enterprises and the healthcare sector that create business value by focusing on

smarter products, value-added customer experiences, complex process automation, and customer risk management.

Strong partnerships with market leaders Nvidia, Google Cloud, and AWS solidify Quantiphi's approach. By building its expertise on partners' industry-leading solutions, the company optimizes the client's desired platform to meet their goals and bring innovations to the market.

Specifically, Quantiphi is a launch partner for Google Cloud's new healthcare solution, Healthcare Data Engine, an intelligent end-to-end solution designed to harness the power of digital data to help healthcare and life sciences operational leaders, researchers, and clinicians gain real-time, holistic views of longitudinal patient records in a secure, compliant, and scalable cloud environment.¹

The company distinctly differentiates in the space with its approach to maintaining data integrity and security adherence to global compliance norms, unrivaled domain and market knowledge, cutting-edge technology, and deep R&D investments. Another remarkable differentiator comes from Quantiphi's healthcare AI expertise across the value chain, including data abstraction, health data curation, medical imaging management, advanced virtual agents, predictive analytics, and assisted diagnostics.

Frost & Sullivan believes Quantiphi is uniquely prepared for today's demands and exceptionally positioned for tomorrow's needs. Quantiphi's clear strategic vision and execution underpin its partner of choice status and sustainable growth for years to come.

Roadmap to Success: Customer-centric, Continuous, Proactive

Quantiphi serves customers across various industry verticals, including healthcare, retail, public sector, insurance, and media and entertainment. The company provides applied AI and Big Data solutions to Fortune 500 companies globally. Moreover, Quantiphi offers exceptional 24/7 customer service through its dedicated team of client success experts who support customers with their ongoing needs and challenges with digital transformation. Furthermore, the company extends essential resources to customers, including blogs, reports, webinars, and whitepapers, enabling them to drive innovations and adopt wide-scale digital transformation.

Quantiphi's customer-centric approach to delivering solutions and services to clients has led to repeat business with existing clients. For instance, based on the positive experience with Wake Forest University School of Medicine, the client has collaborated on additional projects to enhance its clinical research.

The company uses client feedback and industry trend monitoring to guide its product roadmap, continuously evolving its solutions to maintain its innovative edge. Furthermore, it conducts surveys and client check-ins to ensure high customer satisfaction, sustaining its preferred vendor status. Notably, Quantiphi runs a CSAT project to capture the relationship with its customers. The company surveyed approximately 492 respondents from 100+ customer organizations to understand their expectations and satisfaction across all engagement levels to derive delight drivers and future priorities, benchmark with competition, and measure the Net Promotor Score.

¹ https://www.wfmz.com/news/pr_newswire/pr_newswire_health/quantiphi-named-a-launch-partner-for-google-cloud-healthcare-data-engine/article_a127b980-4697-5414-bbb8-1f6af9252886.html, accessed May 2022

Also, Quantiphi is working towards building a Customer Advisory Board with partner channels, potential customers, and its board members. The company aims to tighten its relationship with customers, form a community with them, and increase overall engagement and understanding of the benefits of its solutions.

“Aiming to deliver best-in-class value for customers, Quantiphi always focuses on its clients and aspires to build a strong relationship with them. Frost & Sullivan appreciates how this client-oriented approach adds true value to customers’ operations and contributes to their effective and sustained success.”

**- Pavel Zhebrouski,
Best Practices Research Analyst**

The company is also working on delivering an exceptional purchase experience for its solutions while improving continually to satisfy customers’ evolving requirements. Quantiphi ensures flexible pricing and delivery models, ideation workshops, demos, and solution accelerator frameworks (Qinetic, Qognition AI, QDox). Additionally, it provides seamless onboarding with integration and operationalization and a strong return on investment-driven approach to secure the greatest value for customers.

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A Foot in the Present and an Eye on the Future

Since its inception, Quantiphi’s sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added a range of new customers to its established base. The company continues its robust growth stemming from its branding strategy and product delivery, making it the vendor of choice for industry leaders.

One prominent use case of powerful synergy comes from Quantiphi’s ML-powered solution developed with Johns Hopkins’ Brain Injury Outcomes Division and Google Cloud. The successful partnership accelerated clinical trial insights for over 500 patients and predicted the presence of intracranial hemorrhage from patients’ computed tomography scans in traumatic brain injury cases with 93% accuracy.² Also, it contributed to reducing clinical trial-related brain scan review time from five hours to 30 seconds and shortening surgical decision-making time from 2,500 hours to 90 minutes, thus, saving crucial operating time and contributing to patients’ effective treatment.³

Another successful case study comes from Quantiphi’s cooperation with one of the largest multinational pharmaceutical and life sciences companies, which wanted to build a long-term system for storing, curating, and sharing medical images and patient healthcare information curated from multiple sources.

Through Google’s HIPAA-compliant products, like Healthcare API, Cloud Dataflow, and BigQuery, the

² Brain Hemorrhage Image Segmentation, <https://quantiphi.com/case-study/brain-hemorrhage-image-segmentation/#technologies-used>, accessed May 2022

³ Quantiphi receives Honorable mention in Fast Company’s 2021 World Changing Ideas, https://finance.yahoo.com/news/quantiphi-receives-honorable-mention-fast-112500538.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAACA05KfH3gllKPEkv0JnaPCDiTn0YdnMbGfFwicT_g5xLHLDD9DzRk7bJYnTolpvpjXlrltqsTqYwWJnM-QHNZ3mme--DAxvx5Hime0BLpkdUbyva3VT_0a1ASlpR5GdaW_ADvYkVKolEnlytYOqus1rEecl_h9Mc15ibsdFxi5a, accessed May 2022

company provided a robust radiology data lake with a customized and integrated DICOM viewer and annotation tool for day-to-day access and analysis. This approach resulted in accelerated R&D operational processes, migrated and stored over nine petabytes of data, improved data quality, and facilitated flexible user management.⁴

Frost & Sullivan believes Quantiphi is well-positioned to drive AI in the healthcare sector into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

Frost & Sullivan believes that innovation and growth opportunities drive future success; many factors contribute, yet having a competitive strategy is critical. Quantiphi understands this core concept and is leading artificial intelligence (AI)-enabled digital transformation in the healthcare market due to its focused approach, helping it outpace competitors. Its primary mission is to help organizations define, reimagine, and realize the value of transformational opportunities, identifying and fulfilling customer needs. The company's continuous innovation efforts support providers, payers, pharmaceuticals, and healthcare technologies digital transformation, improving upon existing technologies and paving AI's roadmap in the healthcare sector. Quantiphi's strategy involves strong partnerships with market leaders Nvidia, Google Cloud, and AWS, building its expertise on partners' industry-leading solutions to optimize the client's desired platform to meet their goals and bring innovations to the market. Overall, the company develops and implements its strategy with customers in mind, securing its position as a trusted partner and market leader.

For its strong overall performance, Quantiphi is recognized with Frost & Sullivan's 2022 North American Competitive Strategy Leadership Award in the artificial intelligence services in the healthcare industry.

⁴ Radiology Data Lake, <https://quantiphi.com/case-study/radiology-data-lake/#technologies-used>, accessed May 2022

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

