

Movate AI: STREAMLINING COMPLEXITY, EMPOWERING INNOVATION

Transforming enterprises with AI-driven innovation

Movate AI is a comprehensive, AI-powered suite designed to drive enterprise reinvention at scale. Built on Movate Athena, a next-gen modular plug-and-play AI and data framework, it seamlessly synergizes enterprise functions to deliver a smooth, engaging, and intelligent digital experience.

As your enterprise reinvention partner, Movate AI adapts to diverse industry needs, empowering stakeholders across the organization with cutting-edge AI-driven solutions.

Transforming enterprises with AI-driven innovation

Your catalyst for building the future, today.

Spanning the enterprise

Sales, marketing, HR, R&D, IT, biz ops, legal, SCM, procurement, finance

Serving every unique consumer

Employees, prospects, buyers, sellers, partners, agencies, analysts, vendors, logistics & fulfilment

Purposefully enabling

Delightful cohesive & contextual experiences to optimize CX & grow lifetime value

The outcome

Frictionless & delightful digital lifetime journeys & experiences for every unique business-consumer purpose, unified with gleaned knowledge & insights at the speed of thought.

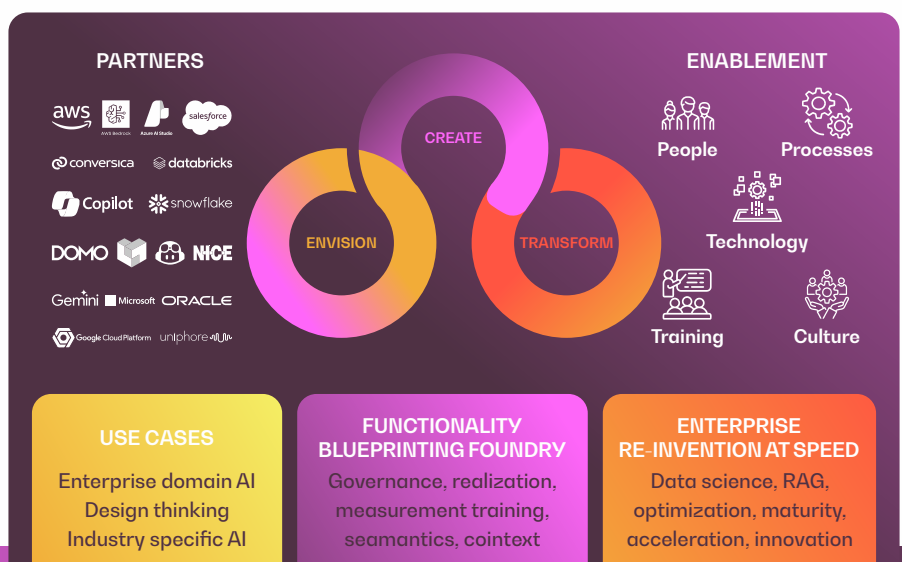
Powered by

A deep-rooted product engineering (DPE) & innovation culture, proven expertise & human ingenuity, fused with new-age skills & competencies

The framework

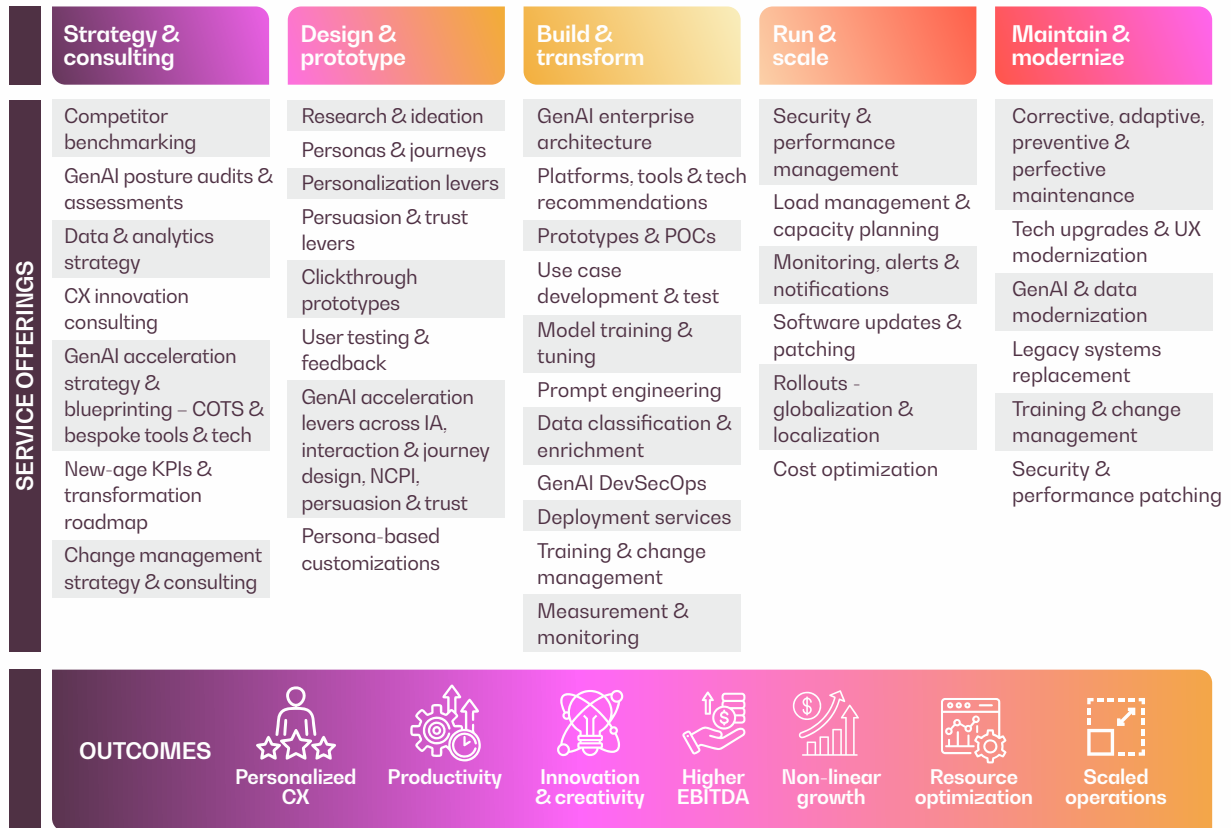
Gives you the clarity to shape a future-proof AI strategy, build next-gen capabilities, and transform the way work gets done—driving a smarter, data-driven enterprise.

With AI experts, powerful tools, and ready-to-use blueprints at your fingertips, you have everything you need to achieve real business impact.



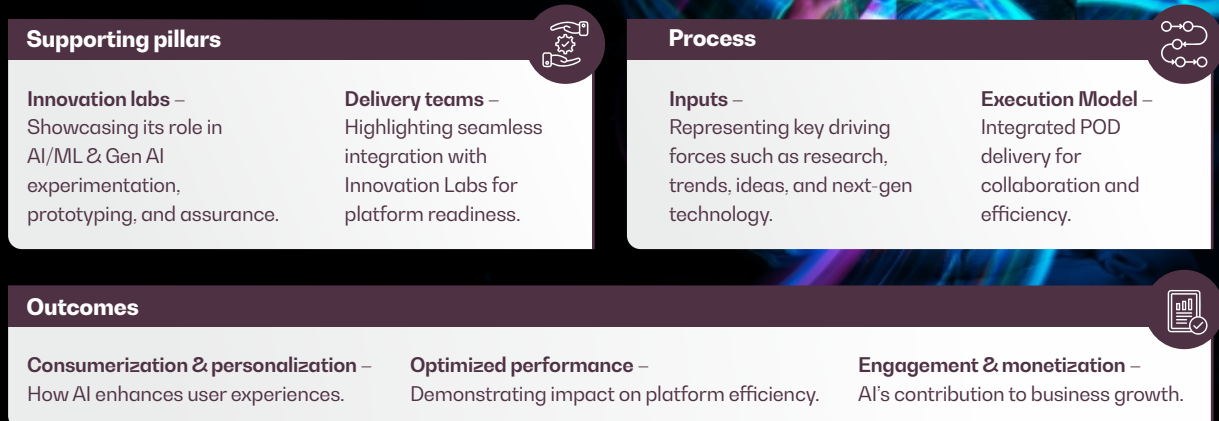
Transformational outcome-led services

From vision to execution: End-to-end GenAI transformation that delivers real impact



Innovation that drives value

From ideas to impact with AI-powered excellence



Enterprise value creation

Movate AI is built for impact, driven by the philosophy of "Innovation for innovators."

Value creation potential		Key differentiators	
Non-linear business models, revenue streams and ways of working	Real-time decisioning and responses	100+ accelerator use cases	Movate Edison
Enchanting consumer experiences	Dynamic business pathways and experiences for accelerated engagement	Proprietary enterprise reinvention framework – Movate Athena	Movate Contelli Movate Insights
Hyper-personalized intelligent CX automation	Elimination of manual intervention	A philosophy – ‘Innovation for innovators’	Co-pilots and autonomous QE with Movate’s QENxt platform
Productivity and business effectiveness		Proprietary platforms	

Enterprise strategic priorities		
Strategic alignment with business goals	Performance, scalability and cost mgmt.	Model training and elimination of hallucinations and plagiarism
Data quality, governance and accuracy	Strategy and change management - Skills, training and culture	Adherence with regulatory compliance standards and statutes
Model explainability, RAI, inclusivity, security and privacy	Systems integration, information, data flow and insights	

Toward a strategic tech ecosystem

Chart the path toward an AI-powered ecosystem with our pathways.

WAVE 1

UTILIZE EXISTING ENTERPRISE TECH ECOSYSTEM

- GenAI pipelines for repetitive tasks
- Chatbots, voice bots and virtual assistants
- Smart routing, KB Docs and FAQs
- Document tagging and filing

WAVE 2

INTEGRATED ENTERPRISE TECH ECOSYSTEM

- GenAI pipelines for organization's efficiency
- Universal cobots
- Content supply chains, transcription and summarization
- Smart routing and persona based next best action
- Autonomous quality engineering
- Intelligent automation

WAVE 3

THE STRATEGIC ENTERPRISE

- Agentic AI pipelines for organization's effectiveness
- Design thinking and tech consulting led approach
- Integrated experiences, processes & systems to realize the generative enterprise
- New-age products, platforms, PBCs for enterprise reinvention
- Executable roadmaps across the tactical, mid-term and long-term horizons

Solutions that win

Our winning GenAI solutions lead the way in helping clients drive business outcomes. Here are some of them available for a quick demo on the technical and functional specifications.

On-Road POI CX

GenAI-powered POI consumerization enhances consistency, compliance, and quality by detecting, tagging, and integrating POI across platforms.

Telecom tower inspection

GenAI-powered telecom infrastructure management enhances compliance and safety for employees and local communities through streamlined inspections, automated image detection, real-time tower data, and intelligent next-best actions.

Readability enhancer

GenAI-powered engineering transforms complex business and policy documents into clear, accessible content, improving readability, comprehension, and editorial precision.

OPS insights analyzer

A GenAI-powered solution analyzes team performance and operational efficiency, delivering data-driven insights for precise large-scale workforce management.

Sports performance analyzer

A GenAI solution leveraging advanced analytics to process training videos and historical data, enabling coaches and athletes to enhance performance, refine technique, and optimize game strategy.

Success stories

Agentic AI transformation for a tech giant

Consumer-grade GenAI experience transformation spanning LOBs for gift cards, code and credit redemptions.

65% reduction in MTTR
50% reduction in team headcount
60% improvement in CSAT
99% peak season SLAs met
50% L3 agent productivity boost

Revolutionizing services & operations a leading telecom player

Streamlining processes and enhancing productivity through automation, readability analysis, and data-driven insights.

40% increase in consistency across POI categories
30% improvement in POI Clarity, readability
\$250K annual savings in manual review costs

Enhancing EMR tower inspections for a tech leader

Enhancing EX and safety through AI-powered image detection and automation for faster tower updates.

90% reductions in processing time for inspections
80% improvement in ML model detection accuracy
30% reduction in operational costs

Powering a global tech transformation - 18+ years of partnership

Innovation, operational excellence, and responsible AI solutions across key functions

63% reduction in incorrect ML generated content
36% prompts improved with SME feedback
30% Reduction in case handling time

Is your enterprise ready for the era of AI-led value creation?

Contact us for demos and more details.

Check out more info and other resources

[Click here](#)