

**Company:** WNS, Mumbai, India  
**Nomination Submitted by:** WNS North America Inc.  
**Company Description:** WNS delivers an entire spectrum of BPM solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses.  
**Nomination Category:** Product & Service Categories  
**Nomination Sub Category:** Best AI-Enabled Product  
**Nomination Title:** WNS Infoturf.ai - Where AI Grows Your Data Advantage



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

InfoTurf.ai, WNS’ proprietary Gen AI and hyperautomation-powered data research, extraction, summarization and publishing platform, was initially released on April 1 2023 as a customized solution for a US-based legal publisher. It was subsequently adapted to support use cases across multiple industries.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

**Total 307 words used.**

WNS’ InfoTurf.ai is a proprietary platform powered by Generative AI and hyperautomation. Designed to revolutionize how businesses interact with data, InfoTurf.ai delivers intelligent research, extraction, summarization and publishing—at scale.

By seamlessly integrating diverse data sources and layering domain-specific context, InfoTurf.ai ensures faster, more accurate and scalable information processing. Its end-to-end automation and near real-time data refresh capabilities empower enterprises to manage content lifecycles with unmatched efficiency and security.

Core Capabilities:

- **AI-Powered Open Research:** Enables real-time, intelligent searches across diverse open web sources by integrating advanced search APIs, relevancy scoring, and NLP-driven semantic understanding—ensuring accurate, scalable, and ethical information retrieval.
- **AI-Powered Data Extraction:** Performs rapid, precise extraction from both structured and unstructured data—including CAPTCHA-protected sites—leveraging smart APIs and relevancy algorithms for enhanced data accuracy.
- **Cognitive Intelligence:** Delivers deeper insights through contextual data extraction, intelligent validation, and proactive refreshes using custom crawlers, automated scheduling, and change alerts.
- **Gen AI-Powered Content Generation:** Automates content creation workflows with large language models for summarization, editing, translation, and more—boosting productivity and content quality.
- **AI-Enabled Microbots:** Deploys autonomous microbots for targeted data gathering, monitoring, and interaction within complex environments, emphasizing real-time decisions, resource efficiency, and compliance and which supports across content authoring and publishing, via integration.
- **Advanced Data Insights:** Transforms business intelligence through enriched master data management, real-time dashboards, and dynamic change detection.
- **Workflow Orchestration:** Streamlines and automates end-to-end processes with embedded quality controls, audit trails, performance metrics, and MIS reporting—driving operational excellence.
- **Automated Publishing:** Facilitates instant, multi-format publishing of insights, including AI-generated PowerPoint decks, ensuring timely and relevant content delivery.

**Key Benefits:**

Significant improvements in operational efficiency and data processing capabilities while enabling significantly faster data refresh cycles. Key achievements include:

- Enabled customers to scale research and data operations by **5–10x**, while reducing recurring costs by up to **50%**.
- Delivered >99% data accuracy, consistently surpassing client SLAs and industry benchmarks.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

**Total 350 words used.**

Since its launch, **InfoTurf.ai** has quickly become a key transformative solution in enterprise data and research automation, with over **7 enterprise clients** across industries such as legal, management consulting, food delivery & ride-hailing platforms, technology, credit rating & analytics, data aggregators and financial services using it to modernize information management.

**Market Performance Highlights:**

- Generated **multi-million-dollar revenue** within the first 18 months of launch.
- Achieved **3x growth** in client adoption year-over-year.

**Customer Satisfaction and Testimonials:**

Customer feedback has consistently highlighted **ease of integration, automation maturity**, and the platform’s **intelligent output quality** as key differentiators. InfoTurf.ai’s intuitive design and automation capabilities led to **40–50% productivity gains** for clients across globe.

*“The team at WNS was able to help us re-examine our legacy systems, document our current processes and help with change management involving implementation of centralized and standardized workflows. Utilizing WNS’ InfoTurf.ai, a proprietary platform powered by Gen AI and hyperautomation, WNS reduced the refresh cycle from **bi-annual to merely 24 hours**; operated with minimal human intervention; handled large data volumes seamlessly, and even tackled captcha challenges automatically.”*  
— Josh Gazes, Senior Vice President – Operations, ALM Media, LLC

**Critical Reception:** WNS’ InfoTurf.ai is recognized in analyst briefings and Fortune 500 innovation showcases for its AI innovation and domain-specific customization— and is continually evolving through client-driven enhancements.

**Monetary details:** Annual Contract Value (ACV) of **\$18 million** has been generated through InfoTurf.ai-powered BPaaS services, with an additional \$4 million currently in the Statement of Work (SOW) pipeline.

**Industry Recognition:** InfoTurf.ai's impact has been acknowledged through various industry accolades, including [2023 ISG Case Study Awards: Standout Case Study North America](#).

**Client Success Stories:** Impact delivered to clients include

- Accelerated data refresh cycle from 6 months to 24 hours for 6,000+ data points for a leading legal publisher.
- Reduced compliance risk by auto-extracting 10,000 due diligence documents across ~40,000 banks and financial institutions, cutting the scanning cycle from 14 days to just 24 hours for a B2B payments and compliance provider.
- Reduced second measure database extraction time by 98% for an American investment management firm

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 14 words used.**

- Brochure published on our website includes three success stories: [Link](#)
- Client testimonial video: [Link](#)

**Attachments/Videos/Links:**

[WNS Infoturf.ai - Where AI Grows Your Data Advantage](#)

[REDACTED FOR PUBLICATION]