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 - Business Technology Solutions
Nomination Sub Category: Best Business Information or Data Delivery Solution
Nomination Title: WNS I Best Business Information or Data Delivery Solution I Infoturf.ai

2025 GOLD STEVIE WINNER
HOW TO ENTER >

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:

   This product was released in July 2024.

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 301 words used.

   In today's data-driven economy, enterprises grapple with the challenges of processing 2.5 quintillion bytes of data generated daily. Information Processing Services -IPS play a pivotal role in helping organizations convert vast volumes of structured and unstructured data into actionable insights. However, traditional IPS models face bottlenecks: manual-intensive research, integration complexity, high costs, and limited scalability.

   WNS InfoTurf.ai is a proprietary, industry-agnostic platform designed to address these challenges. Powered by Generative AI and Hyperautomation, InfoTurf.ai delivers real-time, large-scale data extraction, cognitive processing, and content lifecycle automation — all while enhancing data quality, speed, and efficiency.

   Key Features & Capabilities:

   - AI-Powered Research & Crawling: Intelligent data sourcing from diverse structured/unstructured sources using GenAI, Google Search APIs with relevancy scoring, and change-monitoring crawlers.
   - Smart Refresh & Monitoring: Automated schedulers, real-time refresh cycles, and change alerts enable up-to-date insights.
   - Hyperautomation-Driven Workflow: Auto-downloads, intelligent task assignment, and E2E workflow orchestration with MIS summaries.
   - 'One View' Platform: A centralized dashboard suite for performance tracking, quality control, governance, and workflow analytics.

   Core Functions:

   - Automates the entire content lifecycle — from research and extraction to summarization, translation, formatting, and publishing.
   - Supports multi-format outputs - Word, Excel, PDF, XML, JSON for seamless integration with enterprise tools and systems.
   - Enables secure, scalable IPS across industries — including BFSI, Healthcare, Manufacturing, Logistics, Hi-Tech, and Retail.

   Business Benefits:

   - Real-Time Decisioning: GenAI-driven visualizations and data aggregation accelerate time-to-insight.
   - Enhanced Workflow Intelligence: Uses Azure OpenAI to automate case creation, task routing, and intelligent escalation.
   - Versatile Output Delivery: Supports user-defined templates across productivity suites - O365, PowerPoint, Excel, enabling touchless reporting and dissemination.
   - Scalable Architecture: Delivered via SaaS/BPaaS with a modular, thin-client design and consumption-based pricing — allowing organizations to scale without infrastructure investments.

   InfoTurf.ai transforms IPS into a future-ready, cognitive engine — driving cost efficiencies, speed, and business agility at scale.

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 305 words used.

   Since its launch, **InfoTurf.ai** has demonstrated strong market traction and measurable impact across global clients. Positioned as a next-generation Information Processing Services - IPS platform, it leverages GenAI and Hyperautomation to automate large-scale, high-accuracy data research, extraction, and publishing — achieving significant operational and business benefits.

   Performance Metrics & Customer Outcomes:

   - **~40–50% productivity gains** over manual research methods
   - **5–10X scalability** in data volume processing
   - **~50% cost reduction** on a recurring basis
   - **100% SLA compliance**, with **>99% content accuracy and quality**
   - Delivered by a team of **domain experts** to ensure enriched insights and contextual data interpretation

   InfoTurf.ai has been deployed across diverse use cases such as proprietary database creation, financial/executive profiling, legal filings monitoring, risk and compliance intelligence, and market price benchmarking. Its flexibility enables wide industry adoption in Financial Services, Legal, Publishing, Investment Research, and Retail sectors.

   Real-World Client Success Stories:

   1. American Credit Rating Agency

   Enhanced creditworthiness assessments through GenAI-powered research

   Achieved **70% improvement in data accuracy** and **96% completeness** for evaluations

   2. Leading Legal Publisher

   Deployed near real-time refresh of legal data leveraging Hyperautomation

   Reduced refresh cycle from **6 months to 24 hours** for 6,000+ filings

   Achieved touchless extraction for legal content

   3. American Investment Management Firm

   Improved portfolio tracking and benchmarking with AI-led insights

   Realized a **98% reduction in data extraction time**

   Enabled automated reporting via pre-formatted Excel and PowerPoint templates

   Customer Satisfaction & Testimonials:

   Clients consistently cite InfoTurf.ai reliability, scale, and GenAI capabilities as critical enablers of speed-to-insight and cost efficiency. Testimonials highlight "seamless data refreshes without manual intervention" and "automated insights delivered at a fraction of the cost and time."

   With a **consumption-based pricing model** and rapid deployment capability, InfoTurf.ai continues to exceed expectations in performance, accuracy, and client ROI.

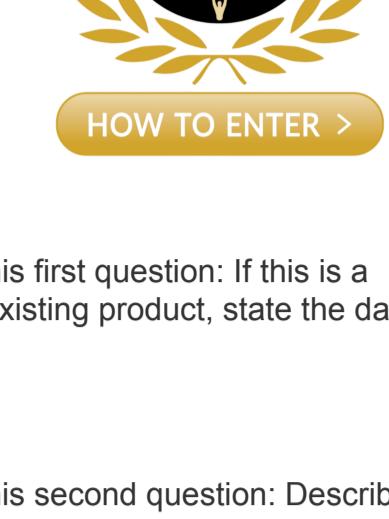   [Watch Josh Gazes, SVP](#) – Ops, ALM Media, Share Insights on their Digital Transformation Journey

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 24 words used.

   https://youtu.be/KTr1Gzd2Mfw?si=6ARW7bGCQW4V-5dC .

   https://www.wns.com/industries/hi-tech-and-professional-services/infoturf-ai?utm_source=LinkedIn&

   Watch Josh Gazes, SVP – Ops, ALM Media, Share Insights on their Digital Transformation Journey

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Attachments/Videos/Links:

WNS I Best Business Information or Data Delivery Solution I Infoturf.ai

[REDACTED FOR PUBLICATION]