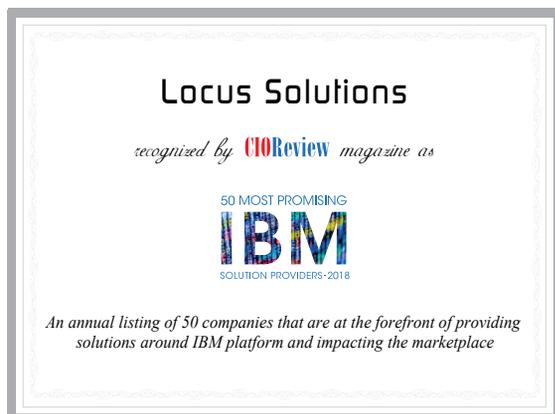# 50 Most Promising IBM Solution Providers - 2018

The information technology (IT) industry worldwide is undergoing humongous shifts with the evolution of cognitive computing, cloud computing and the Internet of Things (IoT). In this continually changing IT scenario, IBM has managed to hold its ground by constantly revamping itself according to the requirements of the market. Even as it started out as a hardware company, it has kept pace with the changing trends and adapted itself accordingly.

With its newest expeditions into the areas of analytics and cloud computing, IBM is attempting to move away from the traditional commoditized services businesses with their low margins. Instead, the enterprise is relying heavily on recently launched products and technologies. A prime example of this is Watson, their high-visibility artificial intelligence (AI) based data-powered business platform, aids in finding industry-based solutions to real-world problems. IBM provides a variety of solutions for different business problems and assists companies in various ways. It becomes an uphill task for a CIO to detect the apt service provider from the multitude of service providers available in the market.

We understand the perils associated with finding the right IBM solution provider, and to make this uphill task easier, a distinguished panel comprising of CEOs, CIOs, VCs and analysts, as well as CIOReview's editorial board, has assessed a number of IBM solution providers and shortlisted the frontrunners. The listing provided will help your company analyze the best IBM solution provider that will boost your business towards a more successful future. We present to you "50 Most Promising IBM Solution Providers – 2018.".

Locus Solutions

recognized by **CIOReview** *magazine as*

50 MOST PROMISING
IBM
SOLUTION PROVIDERS·2018

An annual listing of 50 companies that are at the forefront of providing solutions around IBM platform and impacting the marketplace

Company:
Locus Solutions

Key Person:
Jeetu Lakhotia
Founder and CEO

Description:
Locus Solutions comes in as facilitators for enterprises to tap in to the power of IBM's robust cognitive computing and analytics offerings

Website:
locussolutions.com

Locus Solutions
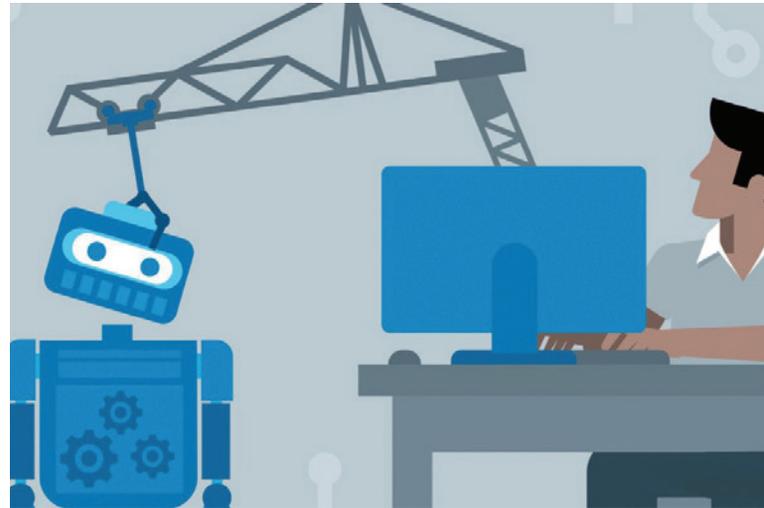# Proponents of IBM's Analytics and Cognitive Solutions Stack

As cognitive technologies continue to be the buzzword in the enterprise sphere, many companies still struggle to identify the value proposition that the technology might bring about to their business. Be it, gaining an edge on the market competition or enhancing productivity in the workflow, CIOs are on the lookout for plausible "starting points" to leverage cognitive technologies. This is where California-based, Locus Solutions comes in as facilitators for enterprises to tap into the power of IBM's robust cognitive computing and analytics offerings. "We are focused on trying to understand what our clients are trying to accomplish, and help them understand what exactly it means to leverage AI and related jargons, such as machine learning and cognitive computing in their workflow," says Jeetu Lakhotia, the founder and CEO of Locus Solutions.

> " Locus Solutions customers who view internal and external data as an under-utilized asset are considering the business value of the cognitive computing power of Watson "

The company focuses on two aspects of the IBM solutions stack, the analytics and the cognitive technologies. For the former, in addition to the traditional reporting, dashboarding, and datawarehousing capabilities, Locus Solutions also specializes in advanced analytics which is primarily around predictive notions, used for demand forecasting in the retail sector, for instance. The company also caters to several financial entities in their planning and budgeting processes. For all its solutions pertaining to analytics, Locus helps its clients leverage the power of the IBM Data Science Experience offering.

On the cognitive technology side of things, the company has their expertise on the ever-popular IBM Watson brand. Locus' two-pronged specialization includes having their clients make sense of their structured and unstructured data such that they are able to gain a 360-degree view of their customers; and advanced capabilities such as sentiment and tone analysis, natural language processing, and image recognition among others.

Furthermore, Locus has also built momentum on IBM's relatively newer initiatives that are designed for implementing industry-specific models atop Watson technology such as, prebuilt frameworks to understand legal contract agreements or the ability to decipher medical records.

For a client in the retail sector who was constantly subject to out-of-stock predicaments in most of their branches, Locus integrated a system that brought together data from different sources including POS. This provided the client with visibility into their processes all the way from procurement to warehouse and the storefront. For effective demand forecasting, Locus leveraged Watson capabilities for sentiment analysis and integrated third-party data sources such as weather and foot traffic. Methods to analyze social media trends were also incorporated into the systems. As a result, the client's sales rose by more than six percent while the cost of implementation "paid for itself" in three months. What started off as a pilot project in a few of the client's stores has today expanded to more than 50.

Locus Solutions plans to sharpen its expertise further to help their clients along their cognitive computing journey. "We will be working more closely in generating industry models on top of Watson; it may also mean expanding into geographies and industry verticals where it makes more sense," concludes Lakhotia.

Locus Solutions has thus firmly positioned itself as an ideal partner for companies that pertain to verticals including retail, communication services, and financial services. The company strives to be an end-to-end problem solver starting all the way from identifying the business problem, delivering the solution, and extending support options. Be it knowledge transfer and mentoring, or classic managed services, or a hybrid of both, Locus Solutions has a flexible and economical service model for its clients. CR