Knowledge Lens

Accelerating Actionable Insights

As we know, AI is the most powerful and fastest growing technology in the whole world. AI is a type of artificial consciousness that works at the instruction of a human being. Even though Artificial intelligence has been developed by humans, but there is no doubt that AI works more efficiently, better and at a lower cost than humans. That is why AI is being used in many business industry fields.

In this scenario businesses are in continuous search of AI and Data solution providers that can transform them and make digitally ready for the future.

Knowledge Lens is one of the leading AI Company that is accelerating the digital revolution with cutting edge offerings.

In a conversation with **Mr. Sudheesh Narayanan**, **Founder & CEO** of **Knowledge Lens**, we discussed on current industry scenario and how Knowledge Lens is empowering its customers.

• **Tell us about the company.**

Knowledge Lens is Product led Innovation Company focusing building innovative solutions on digital technology areas such as Big Data Analytics, Data Science, Artificial Intelligence, IoT, Blockchain, AR /VR and Cloud.

We have successfully transformed companies into Smart Enterprises by implementing Next Generation Enterprise Data Lakes, AI Powered Smart Factory Solutions, AI Powered Intelligent Apps and Industry 4.0 solutions both on premise and cloud.
Our mission is to enable enterprises to discover the hidden insights from their data assets and deliver business value that take them ahead of their competitors. We have a technically strong team of 400+ experts working to add differentiated value to our customers. What truly sets us apart is the use of technology, domain and our innovations to create disruptive solutions that enables enterprises to take a quantum leap in their digital transformation journey. We enables user-focused, domain-specific software applications built on cutting edge, adaptive technologies.

• **What were the initial challenges you faced?**

Identifying the ROI in business transformation journey and convincing customers to seek a radical solution and getting them go out of their traditional business models have been a key challenge. However, our successful track records and customer references have helped us sail through this challenge and convince our customers to take a step aside from the traditional approach to problems.

• **Which was that point that triggered the growth of the company?**

There are multiple points which accelerated the growth of the company. One of the important milestone was when we rolled out the Central Control Room for Air Quality Management in India working with the Government of India (CPCB) to build a Centralized National Air Quality network for monitoring and analysis of AQI levels across India. The important milestone was when won the NASSCOM Emerge 50 recognition for our product GLens. GLens provides Real-Time Environmental Pollution Control suite to help Indian Regulators enforce regulations on various industries and violators. Today, the solution GLens handles the pollution analysis and control for the Government of India with 60% of industries (i.e. approx. 3000 industries), securing a truly premiere position in the country's environment space.

And most recently, we signed an MoU for Digital Mining powered by IoT, with the CSIR-CIMFR and we are looking for our Industrial IoT Solution iLens to Transform the mining industry in the near term.

• **What is the reason behind your company's long-standing success?**

We followed a non-conventional approach for building the brand "Knowledge Lens" . We believe that our most valuable asset is our people. At the core of our DNA is our focus on building trust, gaining customer loyalty and the mission to touch the lives of every Indian.

Customer Service and Employee Success has been the prime focus of the brand "Knowledge Lens"

Leveraging these pillars we developed "GLens", Our Pollution Monitoring, Environment Monitoring & National AQI Analysis Solutions have helped us build a pan India presence.

We developed strong partnerships with our customers in management consulting, biotechnology and industrial automation for example Welspun, Rockwell Automation, ZS Associates, Novartis , Hindustan Coca Cola Beverages etc. These brand references enabled us to scale further.

Our USP is speed of delivery and customer-centric approach, due to which we have provided a lasting impact through our endeavors with Indian government organizations, Pollution Control Boards & several government bodies in the Middle East.

Our deep domain expertise also enables us to evolve as per the changing business landscape.

• **How have the company graphs changed since the foundation? Can you share a few statistics?**

We have had a successful growth rate that has doubled Year on Year. Our business model is entirely self-sustained, with absolutely no dependency on VC funding. And this model has proven to be revenue-generating and profitable for us because of our tech-driven, employee first approach.

• **What are the products/services the company focuses on? How are your services different from**

those in the market?

Our flagship product is GLens, a Real-time Environment Data Acquisition, Monitoring and Analytics Platform currently live in 2000+ industries in India across industry segments such as Oil & Gas Refinery, Cements, Pulp & Paper, Fertilizers, Power, Sugar, Manufacturing, and Agriculture.

Our premier Industrial IoT solution, iLens addresses the Industry 4.0 demands with capabilities including Interface Connectivity, Edge Analytics and Predictive Analytics. iLens is currently powering automation, manufacturing, energy and utility companies. The AI, Machine Learning (ML) & Deep Learning (DL) accelerators for predictive and adaptive capabilities are being powered by AiLens, our enterprise AI governance solution.

To address enterprise Big Data needs, we have engineered MLens solution to facilitate data migration, backup, recovery and masking to achieve the creation of Enterprise Data Lakes.

We are serving Fortune 500 companies across the globe such as Amgen, Visa, KPMG, Rockwell, IBM, ZS, CocaCola, Adani, Dalmia, Aditya Birla Ultratech, JSW, Tata Chemicals, Reliance, Orient Cement, MRPL-ONGC and Bharat Petroleum.

We have strong partnerships with industry leaders such as Microsoft Azure, AWS, Databricks and Informatica for services and implementation.

We are an ISO 9001, ISO 27001, CMMI, MCERTS certified

company and have been recognized by CIO Insider, NASSCOM and CIO Review for our excellence.

• Is there any new addition to the list of products/services? Anything exciting you would like to share?

One of the most important additions is how we are developing the Digital Twin story for the IoT industrial revolution to almost every small and medium-scale enterprise in the world. It is our principal focus to bring a cost-effective solution so that even the small players can come into the platform.

We want to drive solutions for large manufacturers, but our goal and vision is to be able to give the same solutions to small and medium enterprises to make sure that they can digitize themselves and not miss out on the digital transformation journey.

• How do you decide to take the company a step further in terms of your products/services?

We believe that data is the new oil. Successful enterprises are the ones that leverage the power of data to create a competitive difference. We play the crucial role of transforming this data into actionable business insights. Through our deep expertise in Big Data Analytics, AI, Industrial IoT & Blockchain, we have enabled several enterprises to digitally transform their operations.

In the years to come, Data Science will have an even larger role to play in enterprises' path to success. The need of the hour is innovative solutions coupled with deep

domain expertise. Our brand DNA of 'doing the impossible' and redefining accepted standards of digital innovation have helped us pioneer this new wave of digital business transformation.

• Can you please brief us about your professional experience?

I am the founder and Chief Executive Officer of Knowledge Lens. Over the past 6 years, we have established Knowledge Lens as an established brand in the industry.

I have 22+ years of hands-on experience in Artificial Intelligence, Big Data, Cloud Platform Management, PaaS product development, and technical expertise in Spark, Hadoop, and HBase, and have enabled Cloud and Big Data adoption within several enterprises. At Knowledge Lens, I have conceptualized and built multiple products in Big Data, Cloud and IoT including GLens, MLens and Fluxa.

As part of my role, I don many hats- Artificial Intelligence Researcher, Big Data Strategist, Lead Solution Architect and Chief Product Architect. I have also authored the book "Securing Hadoop", published articles on Big Data and Cloud Management, and have secured patents for Big Data and Cloud Orchestration.

• How do you look after your employees? What makes your team unique?

We consider our employees as our family members. We encourage them to foster a spirit of learning, building and sharing. A case in point is how, many of our top

performers have expertise in a wide range of technologies. We do not limit their capacity for knowledge building. We follow the philosophy of doing the right thing always. For our employees this means that the sky is the limit in terms of learning opportunities and skills enhancement.

We make sure to keep our employees engaged through weekly team building games & activities held at our Bengaluru office. Our remote workers join in virtually. We also have an Annual Celebration where we recognize the efforts of our employees. This is a great opportunity for employees across our remote offices to get together and collaborate.

At the core of our philosophy is the principle of wealth sharing with our employees, which enables mutual growth and success. This keeps our young and vibrant team motivated to take up new and challenging opportunities for growth.

• Is there any special experience with your clients you would like to highlight?

There are multiple instances of that.

Once, a prominent automation company approached us. They have an electronic manufacturing lite. One of the solutions which we brought for them was making predictions on their machines. From identifying the quality issues on the production side of things to intervening to make sure that the operators are well alerted before any quality issues came up—we helped them achieve all these deliverables.

• According to you, what are the basic factors that businesses in digital landscape should focus on to get better results?

Today, Artificial Intelligence and Analytics led innovations are gradually taking the center stage in organizations. Successful digital transformation initiatives are a product of technological expertise and the demonstrated ability to disrupt existing models of innovation. Organizations must show a renewed focus on their clients' unique business challenges and play an active role in their journey, rather than promising quick-fix transformations.

• Whose business story do you find the most inspiring?

I find the Zoho Story quite inspiring. Building a SAAS platform and scaling is a difficult business when you don't have the power of VC money. Creating a unique business value and disrupting the market by Zoho has been outstanding.

• According to you, how has AI become part of our day-to-day life?

AI is every part of our life. Right from Google search to Amazon orders to Alexa, we are driven by AI daily. AI is going to become part of our everyday much more in coming days as we will forget to type and will use only voice commands and gesture controls. We will have documents read out to us and AI systems and not computers controlling our productivity going forward. PC and Mobile will be replaced by AI enabled systems that will control our actions and our work going forward.