



AN INTRODUCTION TO.... **AIBLE**

SEPTEMBER 2021

WHO ARE AIBLE?

Aible is the enterprise cloud-based AI solution. Founded in 2018, the business operates out of Pleasanton, California, and is laser-focused on the power that artificial intelligence and machine learning can bring to enterprise users.

They focus heavily on how their technology can make a quick impact and deliver real-world ROI to their customers - something that really drives the business from the top to the bottom. Aible market to a variety of different roles - from Chief Data Officer, Data Scientists, and Data Engineers, to end-user business decision-makers - with the intention of helping those roles to make the very best decisions.

SIMPLY PUT - WHAT DO THEY DO?

Aible believe they are the pioneer in impact-optimized enterprise AI. When we talk to customers about AI, they can find it a rather confusing topic. Perhaps think of Aible as your really clever sidekick who is there to help take the tough business decisions with you.

They are driven to ensure that AI delivers real-world results and impact. It's something very personal to Arijit Sengupta (CEO) and he talks about it being a key driver for setting up the business. His view is that AI has not delivered enough real-world results and he is personally invested in ensuring that Aible is at the forefront of changing that.

Unlike many software platforms, a key feature of Aible is the ability to allow non-technical business users to get to grips with the platform. Their technology enables the various lines of business (sales, marketing, HR, operations et al) to make sense of raw data and then provide recommendations within existing enterprise technologies. Fundamentally the AI works in partnership with the domain knowledge and expertise of the business person tasked with making the ultimate decisions.

Security is an important feature for Aible. The software runs directly in a customer's AWS or Azure cloud account - or on-premise. All data stays with the customer rather than transferring to Aible.

WHY YOU NEED TO KNOW ABOUT THEM...

The Aible team is clearly confident that their technology can transform your business. The CEO wrote a book called 'AI is a waste of money' - a testament to his decision to launch an AI business that focuses on real-world results.

They have a bold approach to selling - asking the customer to spend time in deployment rather than in pre-sales. If they don't deliver real business results in the space of the first 30 days - the customer doesn't pay and they cancel the contract. That's an approach that has to be respected. Aible talk about 'data to insights in an hour' and business impact in a month. For technology veterans - this is what a customer wants to hear. Real-world, quick deliverables - and where the vendor backs their rhetoric with cold, hard cash.

Start-up & Scale-up Series

Headquarters:
California, United States.

Website:
www.aible.com

Primary Business:
Computer Software.
Artificial Intelligence.
Automated Machine Learning.

Established:
2018.

Chief Executive:
Arijit Sengupta.

Founders:
Arijit Sengupta.
Jonathan Wray.

AIBLE

FOUNDERS & LEADERSHIP TEAM.

A pedigree founding team operates and steers the Aible business:

- Co-founder and **CEO, Arijit Sengupta** is a serial entrepreneur and founded the AI-enabled business analytics firm BeyondCore. At the time of writing, he holds 17 patents and has a first-class education background with a Harvard MBA and Stanford degree in his locker.
- Co-founder **Jonathan Wray**, was Director of Product Management and Solutions Architecture for Einstein Discovery whilst at Salesforce and has a wealth of industry experience at the likes of Danaher and Fortive.

WHAT VIEWPOINT ANALYSIS LIKE ABOUT THEM.

- The leadership team has a real passion for the AI arena and have proven their capabilities across multiple projects.
- We like the front-foot approach to sales. The 'Aible Payback Guarantee' is a bold move. They are so confident that Aible can have a business impact within 30 days, that customers don't pay them until they see an impact (indeed they ask to be paid 30 days after signing the contract).
- We like the way Aible brings sophisticated technology but places it in the hands of the people that need to make business decisions.
- Aible's AI approach focuses on future decisions - working to provide the data and recommendations and putting it in the hands of the people who need them the most. Most BI platforms tell a story about the past - marrying this with Aible then creates an opportunity for their users to control the future.
- They provide integrations to the likes of Salesforce and Tableau to help customers of those platforms to quickly build predictive models.

ABOUT VIEWPOINT ANALYSIS

Viewpoint Analysis helps end-user businesses to find and procure the BEST enterprise technology to meet their needs. A core part of our service is Vendor Content and Awareness. We research IT vendors and produce content (reports, commentary and analysis) to help create awareness in the marketplace and to help end-users to understand what they do and how they differentiate themselves. Our Guidance Services then use our vendor knowledge to introduce the right vendors to meet a customer's need; run fast and efficient selection processes; and pre-purchase reports to reduce procurement risk.

Our 'An Introduction To' reports are focused on the enterprise technology start-up and scale-up arena. If your business would like to be featured, please contact us at:

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