

New York, October 4, 2017

[Mphasis](#) (BSE: 526299; NSE: MPHASIS), a leading IT solutions provider specializing in cloud and cognitive services, today announced that its DeepInsights™ platform won the Alconics Award for 'Best Application of AI in Financial Services' at the [AI Summit](#) in San Francisco.

The Alconics are the world's only independently-judged awards celebrating Artificial Intelligence for business. Following the significant advances made in recent AI technologies and applications in 2017, this year's awards were the most competitive yet with more than 300 entries across all categories. The 'Best Application of AI in Financial Services' award highlights a product/service that has disrupted every corner of the finance industry.

Mphasis' DeepInsights™ is a cognitive intelligence platform that enables enterprises to have faster and more effective access to insights from data. The platform is powered by state-of-the-art algorithms in machine learning, neural network, deep learning, semantics, image analytics, graph theory, predictive analysis and natural language processing.

DeepInsights™ enables enterprises to engage with their customers through personalized experiences and explore newer business models that leverage the potential of anywhere, any time on any device computing capabilities. DeepInsights™ was developed by [NEXTlabs](#), the research and innovation hub of Mphasis, part of Mphasis' commitment to leverage cutting edge technology for their clients.

"We are thrilled to be recognized as industry leaders of AI for financial services, amongst such worthy competition. The team at Mphasis has worked tremendously hard to develop Deepinsights™ platform and train its cognitive intelligence algorithms to provide valuable insights to our clients. We are thankful to Alconics Awards for recognizing our accomplishments," said **Nitin Rakesh, Chief Executive Officer and Exec. Director, Mphasis.**

The winners were announced during a ceremony at the AI Summit in San Francisco on Wednesday, September 27.

About Mphasis

Mphasis (BSE: 526299; NSE: MPHASIS) enables customers to reimagine their digital future by applying a unique formula of integrated cloud and cognitive technology. Mphasis X2C²™ formula for success, (shift anything to cloud and power everything with cognitive), drives five dimensions of business value with an integrated consumer-centric Front to Back Digital Transformation, enabling Business Operations and Technology Transformation. Mphasis applies advancements in cognitive and cloud to traditional application and infrastructure services to bring much needed efficiency and cost effectiveness. Mphasis' core reference architectures and tools, combined with domain expertise and hyper specialization are the foundation for building strong relationships with marquee customers. Click [here](#) to know more.

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