

CT hosts event on ‘Beyond Prediction: Using Microsoft Azure’s AI/ML platform for Data Driven Decision Making’ in India

Bengaluru, June 5, 2018: Cambridge Technology Enterprises (NSE: CTE; BSE: 532801), a leading global technology company focused on Artificial Intelligence as a Service (AlaaS) to transform organizations into AI-first leaders, successfully hosted a series of events with Microsoft Azure to help Indian enterprises achieve higher business success and gain advantage from Artificial Intelligence (AI) and Machine Learning (ML).

For years, experts have spoken about the future of AI in making a tangible difference to businesses, and at Cambridge Technology (CT), we believe that future is now. Over three quarters of executives from around the world believe that they would like to incorporate AI into their business practices over the next 3 years, but now there is no reason to wait as technology is already transforming every aspect of the way an organization operates.

No matter what the size of a business is, there are AI services and solutions that can be integrated into any business model to improve the way they do everything - from advertise to interact with their customers utilizing their datasets. CT’s AI solutions are focused on being client size agnostic with a goal to help its clients analyze their business needs and challenges, develop a unique plan to meet them, and put that plan into action.

With referencable clients in place, Cambridge Technology conducted a series of event to engage with a broader set of new clients in India.

The event titled ‘**Beyond Prediction: Using Microsoft Azure’s AI/ML platform for Data Driven Decision Making**’ was themed on Microsoft Azure’s AI and ML Platform and demonstrated limitations of pure predictive models and outlining solutions for enterprises to start building their capabilities in AI and ML.

The remarkable and rapid development of AI and ML techniques for supervised learning has generated a high level of interest in India Inc. in building innovative practices that enable their businesses to solve use-cases such as predicting consumer sentiment and churn while focusing on creating value in real terms. Our expert speakers addressed concerns around less attention being paid to the deeper questions of whether pure prediction methods are enough to solve different kinds of business challenges.

The event was a huge success with active participation from different verticals including BFSI, FMCG, Chemicals, Industrials.

“We are glad to partner with Microsoft Azure to accelerate the pace of data driven decision making and help enterprises to reach newer heights through our solutions in AI and ML. The event was a success with participation of executives from different verticals including Banking and Financial Services, FMCG, Chemicals, Industrials”, said Aashish Kalra, Chairman of CT.

Microsoft Azure is a growing collection of integrated cloud services that developers and IT professionals use to build, deploy, and manage applications through a global network of datacenters. CT, as an Azure Partner, helps customers to design, build, and manage Azure solutions that are customized for their business. In the MS Azure Cloud Solution Provider program, CT is customer’s single point of contact and a trusted advisor that delivers a complete and integrated product set of MS Azure solutions.

About Cambridge Technology

[Cambridge Technology \(CT\)](#) is a leading global technology company transforming organizations into “AI-first” leaders. CT is enabling its customers to create AI solutions that transform their businesses; by helping solve the world’s complex and most interesting business challenges with AI. CT gives organizations unparalleled access to cutting-edge technology by bringing together the best-in-industry using its years of expertise in building solutions for some of the world’s largest and most innovative enterprises; leveraging Big Data, Cloud & Machine Learning experience. CT’s products and services address all the transformational AI needs of an organization — from strategic workshops to implementation of transformative business solutions through its AI as a Service (AIaaS). CT’s expertise across multiple domains makes it the preferred choice for organizations seeking an AI Partner to innovate and leapfrog the market. CT is assessed at Maturity Level 5 for CMMI v1.3 with ISO 27001:2013 certification. For more information, visit www.ctepl.com or follow [@cam_technology](https://twitter.com/cam_technology) on twitter.

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Certain statements in this press release may contain statements concerning our future growth prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this press release. The Company assumes no obligation to update any forward-looking information contained in this press release. Any forward-looking statements and projections made by third parties included in this press release are not adopted by the Company and the Company is not responsible for such third party statements and projections.