

Global GenAI Expertise for the Enterprise

Overview

Perficient is the leading global digital consultancy delivering end-to-end digital strategies for the world's biggest brands. Generative artificial intelligence (GenAI) is revolutionizing the way businesses operate, and our expert strategists, designers, technologists, and engineers are guiding clients through these rapid innovations. Our GenAI solutions transform areas such as product design, search, product descriptions and recommendations, virtual agents, agent assistance, coding, content creation, narrative reporting, and process automation.

We harness the full potential of GenAI to drive growth, efficiency, and creativity across the enterprise, while addressing any challenges along the way. Learn more about our GenAI solutions expertise at Perficient.com.

“Embracing Generative AI isn’t just about keeping up with the trends, it’s about discovering use cases that enable your organization to thrive in today’s fast-paced environment.”

Robert Bagley, Director, Data and Analytics, Perficient

Our GenAI Leadership



Eric Walk
Principal
Data Strategy



Brian Flanagan
Principal
Digital Experience Strategy



Robert Bagley
Director
Data and Analytics

Industry Analyst Recognition

- Forrester: The Modern Application Development Services Landscape, Q3 2024
- Gartner Competitive Landscape: GenAI System Integrators for Customer Support Services, Q2 2024
- Forrester: The Top Emerging Technologies in Insurance, 2024
- The Forrester Tech Tide™: Retail AI And Automation, Q1 2024
- Forrester: Rethink Enterprise Applications Governance, Q1 2024
- Forrester: How Generative AI is Changing the Game in B2C Commerce Solutions, Q1 2024
- Forrester: The AI Services Landscape, Q1 2024

Explore Two GenAI Client Case Studies

Revolutionizing Clinical Trial Data Management With AI-Powered Collaboration

We partnered with a top-five life sciences organization to deliver a cloud-based, AI-powered clinical data review solution. This unified platform optimizes collaboration with AI-assisted messaging, and features dashboards, natural language query, patient profiles, EDC integration, and study setup tools. It ensures patient safety, enhances team collaboration, and accelerates treatment development. The result: streamlined clinical trial data management and faster, data-driven decision making globally.

Enhancing the Chatbot Experience With Google’s Dialogflow and Vertex GenAI

We combined Google’s Dialogflow and Vertex GenAI solutions to transform a leading automotive manufacturer’s website with an AI chatbot offering curated and dynamic responses. Our solution enhanced customer engagement with intuitive features, real-time insights, and seamless integration that enable informed decisions and drive showroom visits. Our end-to-end delivery—from AI vendor selection to deployment—redefined the online shopping experience and created a faster, smarter, and more engaging journey for buyers.

AI Programs

AI AMP Our AI AMP is an innovative five-week engagement that identifies how AI can make the biggest impact on the business and customer experience by delivering a scalable strategy and roadmap. Perficient will deliver a proof of concept that leverages AI to demonstrate how the technology can accelerate business and drive change to sustain a competitive advantage.

AI AMP

PACE Framework Perficient's PACE (Policies, Advocacy, Controls, and Enablement) Framework provides a holistic approach to responsibly operationalizing and adopting AI across an organization. PACE empowers organizations to unlock the benefits of AI while proactively mitigating risks. An operational governance program based on the PACE Framework will identify, measure, and mitigate risks rather than delay critical innovation and give organizations the confidence to adopt AI.

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Our AI Strategic Positions

<u>Generative AI</u>	<u>AI Product Development</u>	<u>Augmented Analytics</u>
<p>Successful integration of GenAI requires a strategic approach to ethics, governance, and risk management.</p> <p>As GenAI becomes ubiquitous and embedded into everyday tools, enterprises must navigate its implications and impacts on privacy, security, and society.</p> <p>The imperative is clear—adopt and adapt, or risk falling behind.</p>	<p>AI-driven product development revolutionizes the process of creating digital solutions.</p> <p>GenAI goes beyond software engineering. It allows teams to quickly define, design, and validate product ideas, streamline development, and perform a variety of software tests for continuous product improvement.</p> <p>Delaying adoption could result in a significant competitive disadvantage.</p>	<p>Harnessing the capabilities of AI and machine learning, augmented analytics automates the labor-intensive processes of data preparation, insight discovery, and natural language conversations about the organization.</p> <p>Augmented analytics has the potential to revolutionize business intelligence; effective deployment requires addressing and assessing data for modeling and quality.</p>

Driving Innovation in GenAI



Perficient's Generative AI Innovation Group strives to drive innovation, connection, and community with Perficient's clients, colleagues, and partners. It focuses on the emergence of GenAI tools and capabilities and the impact these technologies have on businesses. The innovation group also guides the development of Strategic Positions related to AI technology.

Our **Generative AI Council** ensures all AI engagements align with Perficient's standards and ethical guidelines. In 2024, the council guided the development of Scarlett, an internal Perficient chatbot that increases employee productivity while mitigating security, privacy, and compliance risks.

Perficient received a **2024 Innovation in Philanthropy Award** from the St. Louis Business Journal for hosting AI bootcamps for high school students. The award recognizes Perficient's partnership with the **Mark Cuban Foundation** to teach students about AI fundamentals through educational presentations, interactive lessons, and lab exercises. The award follows the recent extension of Perficient's partnership with the foundation to host AI Bootcamps in seven markets: Dallas, Houston, Detroit, St. Louis, Minneapolis, Atlanta, and Fargo, North Dakota.