Driving AI-Powered Transformation for the World's Leading Brands

Perficient is the leading global digital consultancy delivering end-to-end digital strategies for the world's biggest brands. Artificial intelligence (AI) is revolutionizing the way businesses operate, and our expert strategists, designers, technologists, and engineers are guiding clients through these rapid innovations.

Our AI 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 AI to drive growth, efficiency, and creativity across the business while addressing any challenges along the way. Learn more about our AI solutions expertise at **perficient.com**.

Perficient Is Recognized by Industry Analysts

- Forrester: The AI Technical Services Landscape, Q2 2025
- Forrester: Design GenAI-Powered Experiences Responsibly, Q1 2025
- Forrester: The Application Modernization And Multi-cloud Managed Services Landscape, Q4 2024
- Forrester: The Modern Application Development Services Landscape, Q3 2024
- Gartner Competitive Landscape: GenAI System Integrators for Customer Support Services, Q2 2024
- The Forrester Tech Tide™: Retail AI And Automation, Q1 2024
- Forrester: How Generative AI Is Changing The Game In B2C Commerce Solutions, Q1 2024
- Forrester: The AI Services Landscape, Q1 2024

FORRESTER®   **Gartner®**

How We Put AI Into Action

AI AMP is an innovative five-week engagement that identifies how AI can make the greatest impact on an organization's 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.

Perficient's **PACE Framework** (Policies, Advocacy, Controls, and Enablement) provides a holistic approach to responsibly operationalizing and adopting AI across an organization. PACE empowers businesses 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 and give organizations the confidence to adopt AI.

AI AMP

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Strategic Positions

Generative AI	AI-Driven Product Development	Augmented Analytics
• Successful GenAI adoption requires a strategic approach to ethics, governance, and risk management. • As GenAI becomes ubiquitous and embedded into everyday tools, enterprises must navigate its implications and impacts on privacy, security, and society. • The imperative is clear—adopt and adapt, or risk falling behind.	• AI-driven product development revolutionizes the process of creating digital solutions. • 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. • Delaying adoption could result in significant competitive disadvantage.	• 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. • Augmented analytics has the potential to revolutionize business intelligence; effective deployment requires addressing and assessing data for modeling and quality.

Award-Winning Innovation. Real Impact.

Perficient's Generative AI Innovation Group strives to drive innovation, connection, and community with our clients, colleagues, and partners. It focuses on the emergence of GenAI tools and capabilities and the impact these technologies have on the business. 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. The council has guided multiple initiatives, including the development Scarlett, an internal Perficient chatbot that increases employee productivity while mitigating security, privacy, and compliance risks.

In 2025, **Perficient's GenAI Integrity Accelerator won the AI Excellence Award from the Business Intelligence Group.** The accelerator combines custom evaluation criteria and industry-standard metrics from common LLM-as-a-judge tools to help teams determine which models and metrics are most reliable. It then uses those metrics for analytics and long-term reporting in support of continuous improvement.

Perficient also won a **2025 Gold Globee® Award for Best Artificial Intelligence Service Provider**.

Perficient was honored with an **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 in cities across the U.S.

Transforming Business With AI

Revolutionizing Clinical Trial Data Management With AI-Powered Collaboration	Enhancing the Chatbot Experience With Google's Dialogflow and Vertex GenAI
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 queries, patient profiles, EDC integration, and study setup tools. It ensures patient safety, enhances team collaboration, and accelerates treatment development. The result is streamlined clinical trial data management and faster, data-driven decision making.	We combined Google's Dialogflow and Vertex GenAI solutions to transform a leading automotive manufacturer's website with an AI chatbot that offers curated and dynamic responses. Our solution enhances customer engagement with intuitive features, real-time insights, and seamless integration that enables informed decisions and drives 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.

"As organizations continue to learn about and innovate with AI, they should evaluate the growing role of AI agents to think, plan, decide, and act within existing workflows. Agent automation can start small, one procedural step at a time, and expand to manage more and more of the complex workflows as we gain confidence and demonstrate reliable business value."

—Robert Bagley
Director, AI

Our Experts Guide Strategy, Experience, and AI Innovation

Eric Walk
Principal
Strategy, Data and Intelligence

Brian Flanagan
Principal
Strategy, AI

Robert Bagley
Director
AI