



Virtusa's AI/ML and genAI solutions

Revolutionizing the experience

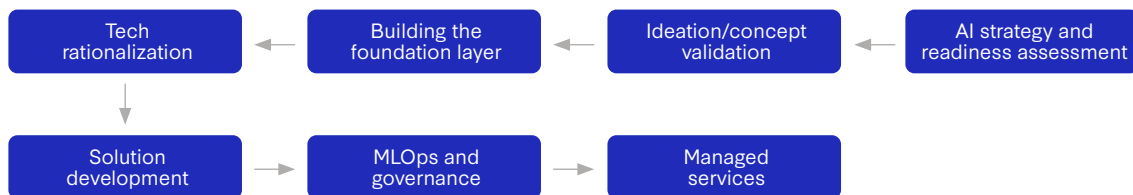
virtusa
Engineering First

Virtusa's AI/ML excellence.

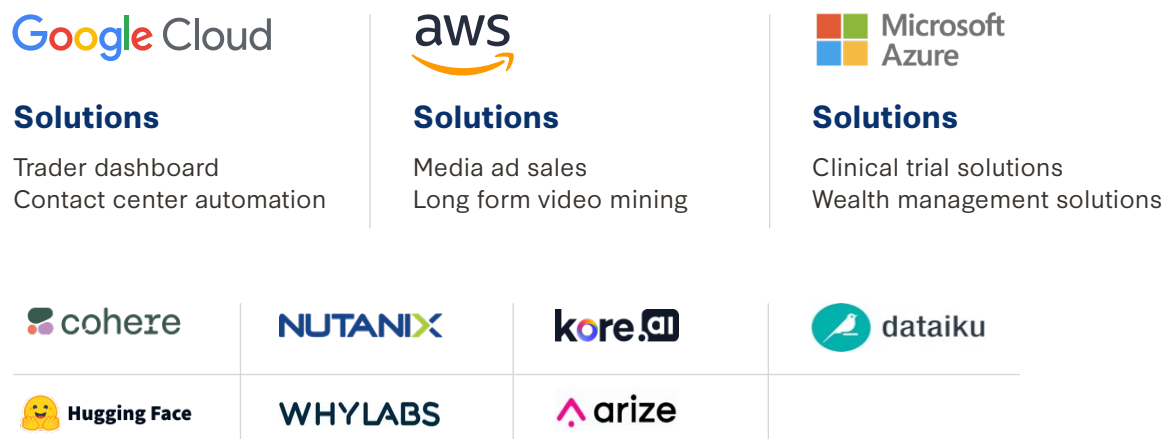
Empowering progress through people, offerings and partnerships.



Offerings across the entire AI/ML pipeline.



Unlock transformative potential through deep partnerships.



Key differentiators

Academia partnership

Translate research into real-world results with leading institutions. Train talent through collaborations (SAIL, IIT Madras, Kellogg).

Industry-specific platforms

vLife, iComms, OIP - best-in-class AI/ML for healthcare, telecom, banking.

Our CoE for genAI



450+
GenAI
experts



250+
Trained associates
on genAI



40+
Solutions
developed



35+
Active
projects

Infrastructure

- Environments for GenAI LLM's from hyper-scalers: Azure-Open AI, AWS-Bedrock, and Google-Vertex AI
- Model marketplace access-leverage models from market-place like Hugging Face
- Privately contained LLM's for experimentation
- Access to vector databases

People

- COE: Data scientist, genAI specialists
- SME's with expertise in statistics and applied math
- AI training for employees (101, LLM developers)
- AI training for business leaders

Assets/IPs

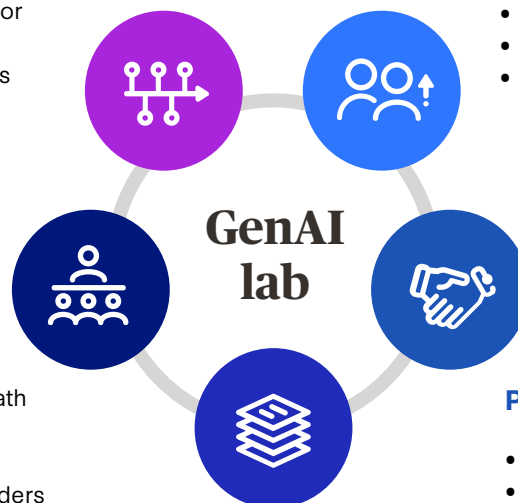
- Gallery of curated approaches for typical GenAI scenarios
- LLM OPs platform for end-to-end orchestration

Activities

- AI radar
 - QA offerings
 - GenAI
 - AI assisted engineering
 - LLM Ops
- Industry/Domain based AI use cases
- Customer specific POC's/demos
- Partner specific POC's/co-build

Partnerships

- Partnerships
- Microsoft Azure, Google and AWS AI enabled platform software like Salesforce
- Einstein, Pega-CDH and Adobe-Sensei partnership with niche platforms Kore.ai, Expert.ai



Our consulting services for AI and genAI.



Business advisory

Ideation • Prioritization • Economics • Change management • Compliance



Tech advisory

Model selection • Customization strategy • Embedding solutions
Cost management • Hardware strategy • UX



Experiment and build

POCs and pilots • Data prep • Vectorization and indexing • Prompt engineering
Fine tuning • Integrations • Orchestration pipelines • Performance • Security • Assurance



Operate

Model performance • Human feedback • Prompt optimization
Hardware updates • Fixes and enhancements

Transforming businesses through AI. A collection of AI and genAI case studies.



Commercial sales model prediction

Using Zammo.ai, genAI based search has been opened up on product documents to field force for maintenance purposes for a multinational medical devices company.



Decision engine

Virtusa helped streamline the AI driven decision engine generated insights into contextual and relevant suggestions for sales rep - HCP interactions an American pharma company.



Regulatory intelligence

Implemented automation for report generation through genAI, utilizing document summarization and genAI for regulatory affairs for an American multinational, pharmaceutical and medical technologies corporation.



Intelligent virtual assistants

Fortune 100 bank, HQ at NYC, increased call containment rate by 90% through automation and AI/ML.



Semantic search

Smart enterprise search for a large US bank to omnichannel search experience and reduce calls to customer support.



Speech and audio

Automatic workflows for translations, subtitles generation and auto-dubbing for a large media company.



AI CoE establishment

Leveraging genAI architecture, the focus involves shaping data strategy, ensuring application and model security, overseeing MLOps, conducting model optimizations, managing application integrations, and executing model fine tuning for a leading insurance company.

About Virtusa

Virtusa Corporation is a global provider of digital engineering and technology services and solutions for Forbes Global 2000 companies in the financial services, healthcare, communications, media, entertainment, travel, manufacturing, and technology industries worldwide. At Virtusa, digital engineering is at the heart of everything we do. We are 35,000 builders, makers, and doers that partner with customers to reimagine enterprises and creatively build solutions to the most pressing business challenges that move them to the forefront of their industries.

Virtusa's unique Engineering First approach means never presenting an idea we can't execute. With deep industry expertise and empowered agile teams made up of world-class talent, we think about execution early in the process, because the earlier you think about execution the earlier an idea can have an impact. Solving from the inside out enables businesses to respond swiftly to changing needs with improved quality, lower costs, and lasting results.

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