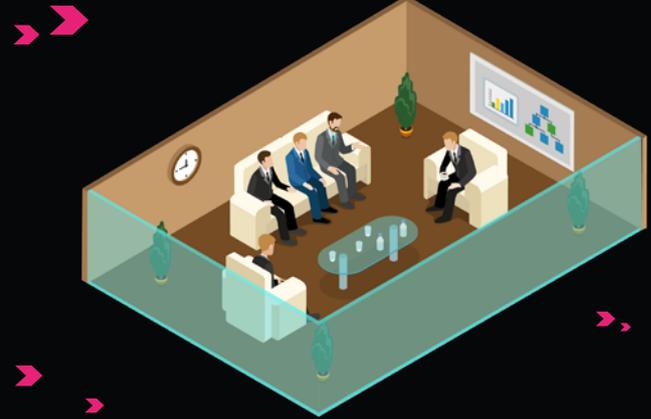




## **BUSINESSNEXT Unveils a Unique Experience Center**

Experience centre shares glimpses of an Autonomous BFSI Future



***BUSINESSNEXT is powering 1 million+ bankers across 65,000 branches and call centers, managing 1 billion end customers worldwide***

***Driving digital inclusion for more than two decades running complex banking ecosystem with '0' security breaches***

**Delhi NCR, August 09, 2023:** BUSINESSNEXT, a universe of composable enterprise solutions for banks and financial services, today announced the launch of the experience center in its India based headquarter Noida which is geared up to showcase pathbreaking solutions and digital innovation in the BFSI domain. The experience center provides a unique immersive experience of the futuristic autonomous banking era to the BFSI decision-makers and audience with clear business outcomes. Riding on revolutionary AI, generative AI and automation technologies, the brand prides itself in designing and enabling the digital transformation journey of 80% of the leading banks and financial institutions of India.

The experience center is equipped to provide a view of 'Total Experience', breaking the silos of experiences across Customers, Employees and Users, going notches beyond delivering the omnichannel experience. It anchors the futuristic 'Autonomous Banking', the innovative self-servicing constructs, with Intelligent Composability, AI powered Customer 360 and complete Observability of IT stacks. Driven by 'shape-shifting architecture' at its core, BUSINESSNEXT solutions and platforms are geared up to leverage the consistent technology disruptions enabling BFSI partners to be #UpForTomorrow.

**Sushil Tyagi, Executive Director, BUSINESSNEXT**, on the launch occasion said, *“We envision this experience centre as the first step towards bringing to life the futuristic autonomous banking era. BFSI today stands at the tumultuous cusp of technology, security and compliance, aiming to widen the scope of digital inclusion and deliver the ‘driverless moment of banking experience’ to customers. This centre is landmark in terms of executing the foundational digital aspiration of the BFSI industry and accelerating their contribution towards high octane economic growth trajectory”.*

Supporting his thought, **Pulkit Midha, Senior Vice President, Global Operations, BUSINESSNEXT** said, *“BUSINESSNEXT has an enviable record of enabling digital transformation journey of leading banks, insurance and financial institutions of India, Middle East and Southeast Asia – HDFC Bank, Kotak Mahindra Bank, Kotak Life Insurance, Bajaj Allianz, Arab bank to name a few. We have enabled the banks to successfully meet the perennial challenge of ‘running the bank while changing the bank’ via driving the digital thrust towards delivering a total customer experience. With customer centricity at the core of our digital thrust, we aim to deliver autonomous banking where each customer is able to self-service at their own time and pace. This center underscores our commitment of enabling our partners and stakeholders to be up for tomorrow.”*



## ► About BUSINESSNEXT

BUSINESSNEXT is a universe of composable enterprise solutions with a focus on banks and financial services globally. Recognized as a Visionary by leading industry analysts, it leverages technology, innovation, and experience to relentlessly deliver incredible, unique, and human experiences, acing the volatile and complex business environment. BUSINESSNEXT platforms namely [CRMNEXT](#), [CUSTOMERNEXT](#) & [DATANEXT](#) are AI and ML-driven cloud-agnostic platforms dedicated to enabling digital transformations. It comprises an enriched portfolio of hyper SaaS modular solutions that are responsive, can readily plug & play, and has superlative integration capabilities with the ecosystem. BUSINESSNEXT today powers 1 million+ users across 65,000 branches and call centers, managing 1 billion end customers worldwide. BUSINESSNEXT has its USA headquarter in Raleigh, North Carolina and its international headquarter in Noida, India. It has a footprint across 5 continents and direct offices in 14 countries across the U.S.A, MEA, and APAC. For more information, visit <https://www.businessnext.com/>

### Media Contact Information:

Sneha Singh | +91 9971568911 | [sneha.singh@businessnext.com](mailto:sneha.singh@businessnext.com)

Varsha Verma | +91 9711055772 | [varsha.v@the-practice.net](mailto:varsha.v@the-practice.net)

