



BUSINESSNEXT recognized in the 2024 Gartner® Sales Force Automation Magic Quadrant™, for 11 years running

Report highlights its strong focus in financial services and insurance in the APAC region followed by EMEA and North America

New Delhi, India, September 11, 2024: BUSINESSNEXT, a universe of composable enterprise solutions for banks and financial services, is featured as a Niche Player in the 2024 Gartner Magic Quadrant for Sales Force Automation Platforms report. The company was evaluated for its comprehensive suite of enterprise solutions, with a focus on its sales automation capabilities, tailored for banking and financial services institutions.

This positioning places BUSINESSNEXT among the top 13 vendors globally in the sales force automation platform, demonstrating the company's industry-focused approach and commitment to delivering cutting-edge solutions. BUSINESSNEXT's SFA capabilities extend beyond traditional functionalities by offering guided selling, predictive and prescriptive analytics, and a user-friendly AI strategy. With a strong presence in financial services and insurance across APAC, EMEA, and North America, BUSINESSNEXT continues to enhance its platform, recently adding GenAI-powered models, visualizations, and mobile features for increased operational efficiency.

Key strengths highlighted in the magic quadrant report include machine-learning-based lead management, advanced predictive scoring models, and a customizable AI strategy. As part of its ongoing innovations, BUSINESSNEXT is poised to introduce a smart seller assistant and further enhance its AI-powered workflow and KYC verification capabilities, reinforcing its commitment to supporting global businesses in their digital transformation journey.

Sushil Tyagi, Executive Director, BUSINESSNEXT said, *"This recognition from Gartner highlights our commitment to providing innovative, scalable solutions that empower sales teams to exceed their goals while delivering exceptional customer experiences."*

BUSINESSNEXT continues to push the boundaries of sales automation with its strong focus on developing native specialized AI solutions to drive autonomous processes for various industries including banking, insurance, financial services, retail, healthcare, and more.

Future enhancements include the launch of WORKNEXT studio, a completely no-code configuration-based platform powered by BUSINESSNEXT for enabling GenAI-powered tools for lead and account summarization, prompt-based workflow design and layout for enhanced workforce productivity.

► **About BUSINESSNEXT**

BUSINESSNEXT is a universe of composable enterprise solutions with a focus on banks and financial services globally. Recognized as a leader in Financial Services CRM 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](#) & [WORKNEXT](#) 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 headquarters in Raleigh, North Carolina and its international headquarters 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/>

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