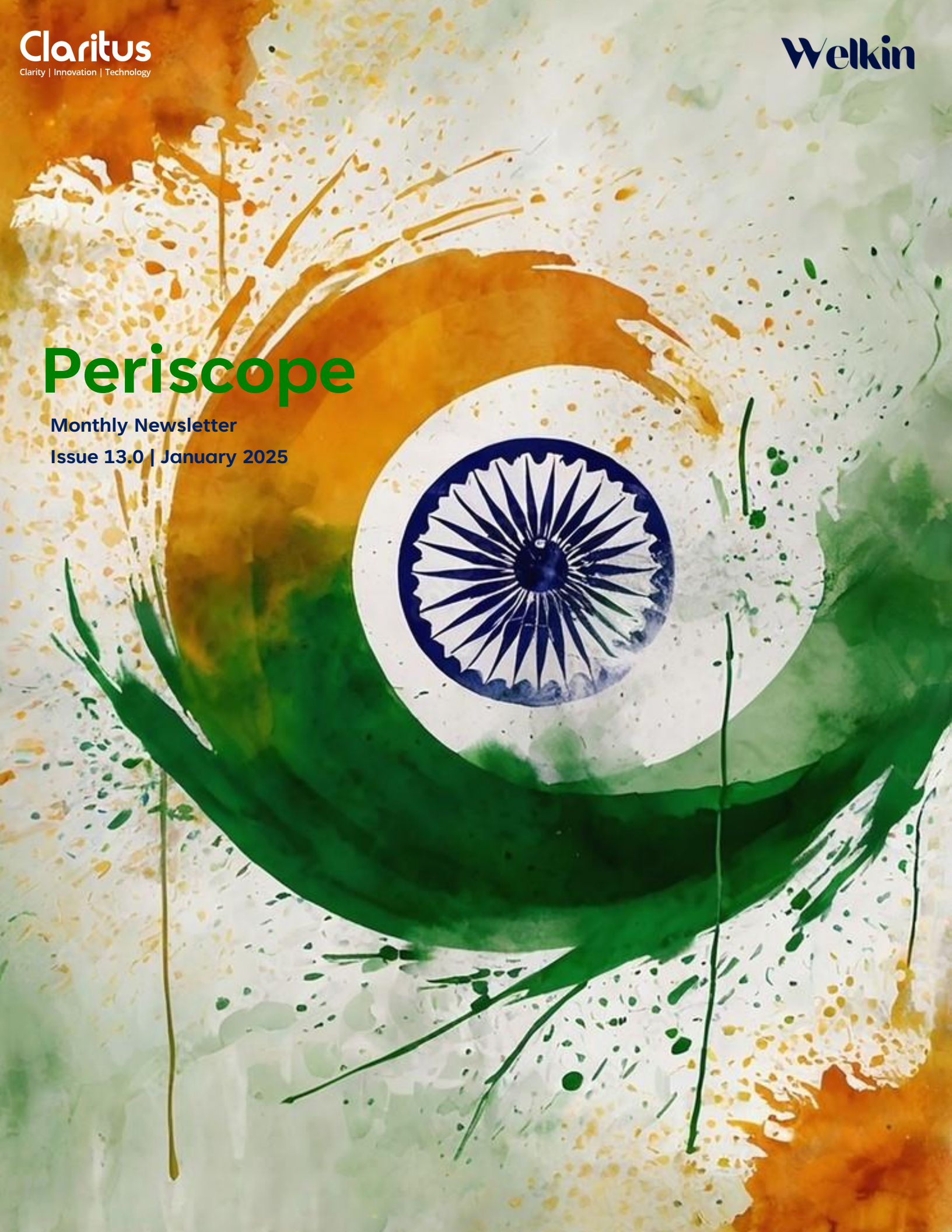


Periscope

Monthly Newsletter

Issue 13.0 | January 2025



What's Inside



[Director's Column](#) ↗

[Who We Are](#) ↗

[Exciting News](#) ↗

[Our Wins – Greener Future Powered by Azure](#) ↗

[Our Wins – AI Meets Humanity](#) ↗

[Happy Clients](#) ↗

[Contact Us](#) ↗



Director's Column

Mmaneesh Batra

It fills me with immense pride and joy to present to you the **13th edition** of **Periscope**, Claritus' flagship newsletter that continues to inspire, inform, and innovate. As we celebrate **India's 76th Republic Day**, a day that embodies the spirit of unity, progress, and determination, I extend my warmest wishes to you all.

In this special edition, we shine a spotlight on **Azure Services Integration for AI-Driven Automation**, an area that is rapidly transforming how businesses operate and thrive in a competitive landscape. At Claritus, we remain committed to being at the forefront of such cutting-edge advancements, empowering our clients to achieve seamless automation and heightened efficiency.

Our **case studies** in this edition exemplify this vision. Additionally, I am thrilled to announce **new acquisitions that bolster our capabilities** in the fields of **cloud solutions and AI-driven transformation**. These strategic moves reinforce our commitment to providing unparalleled value to our clients and expanding our expertise to deliver innovative solutions.

To all our stakeholders—our dedicated employees, esteemed clients, and valued partners—your trust and collaboration remain the bedrock of our success. Together, we are building a future where technology serves as the driving force for transformation and growth.

I invite you to explore this edition of Periscope, where you'll discover insights into how Azure services and AI-driven automation are reshaping industries, unlocking potential, and paving the way for limitless possibilities.

Wishing you all a year filled with success, innovation, and growth.

Let's continue this journey of excellence together!

Warm Regards!



Who We Are

580+ Clients | 280+ Highly Skilled Team | Pan India Presence

Since 16+ years, Claritus has been creating solutions that not only solve problems but make long-term impacts on your business. We combine proven methodologies to create memorable experiences for our clients, across the globe. We are committed to delivering value through our cutting-edge solutions and outstanding customer service.

We strongly believe in

Clarity: strive for clarity in our strategy coupled with transparency in our execution

Innovation: Riding on the continuous evolution of technology

Technology: We live and breathe technology and 'think digital' is at the core of every solution we offer

Our Business Verticals

- ✚ Digital Transformation – Blockchain | Power Platform
- ✚ Welkin – Cloud | Licensing
- ✚ Upsurge – Talent Acquisition | Staff Augmentation
- ✚ Government - Licensing

Our Online Store: www.claritus.store



Exciting News!

The Future of Communication is Conversational



Generative AI In Chatbots Market Profound Level Growth By USD 1,714.3 Million by 2033, CAGR at 27.5% During the Forecast

The Global Generative AI in Chatbots Market is poised for remarkable growth, with its value anticipated to surge from USD 151.0 million in 2023 to USD 1,714.3 million by 2033, reflecting a compound annual growth rate (CAGR) of 27.5% during the forecast period from 2024 to 2033. Several key factors contribute to this growth.

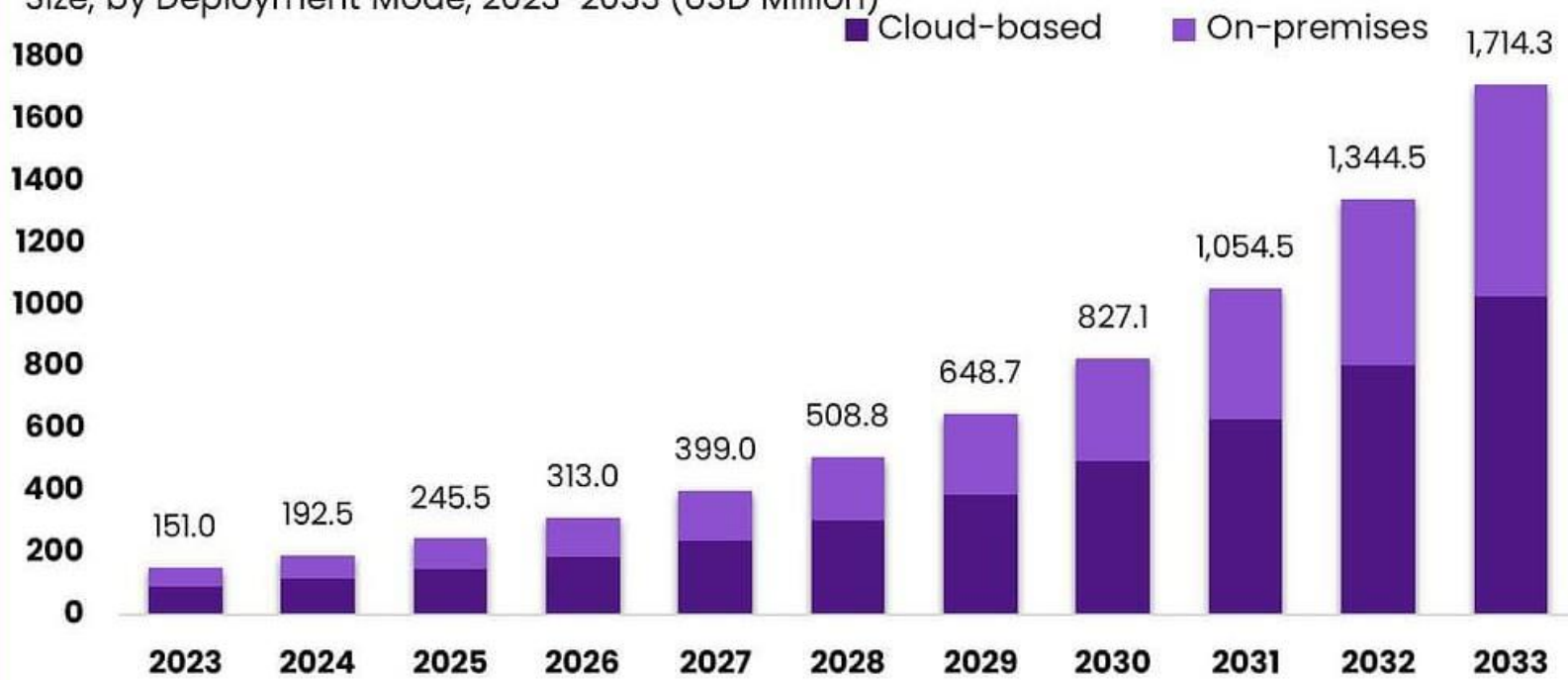
The growing demand for AI-driven customer service solutions in industries such as retail, healthcare, and banking is a significant driver. Generative AI chatbots enhance conversational capabilities, enabling businesses to deliver faster, more efficient, and personalized customer support. These chatbots excel at handling complex queries, interpreting natural language, and engaging in human-like interactions, thus improving the overall customer experience.

Technological advancements in machine learning, natural language processing (NLP), and deep learning have notably enhanced AI chatbot capabilities, allowing them to provide more accurate and context-aware responses. This has led to a market shift toward increasingly sophisticated, customizable, and scalable chatbot solutions.

Additionally, the rising adoption of cloud-based AI services is fueling market demand, as these services provide businesses with the flexibility and scalability to integrate chatbots into their existing systems. The growing use of AI for automation processes is also creating new opportunities for generative AI chatbots across various sectors, further driving market growth. As AI technology continues to advance, chatbot applications are expected to expand, unlocking further business opportunities.

Global Generative AI In Chatbots Market

Size, by Deployment Mode, 2023–2033 (USD Million)



The Generative AI chatbot market is undergoing rapid growth, driven by government incentives and advancements in technology. Governments are actively encouraging AI adoption through grants and funding initiatives, prompting businesses to incorporate AI-powered solutions like chatbots into their operations.

This market presents significant investment potential, with industries such as e-commerce, customer service, and healthcare increasingly adopting AI-driven automation to enhance customer engagement and improve operational efficiency. However, challenges such as high implementation costs and concerns over data privacy may limit adoption, particularly for smaller businesses.

Consumer awareness is rising, with more individuals recognizing the convenience and efficiency of interacting with AI-enabled chatbots. This growing acceptance is accelerating demand, especially in self-service applications.

The technological impact is substantial, as generative AI chatbots are streamlining routine tasks, reducing the burden on human workers, and enhancing customer satisfaction. At the same time, the regulatory environment is evolving, with governments working to ensure AI solutions comply with data privacy laws and ethical standards for decision-making and user interactions. These regulations will play a pivotal role in shaping the market's future trajectory.

A stylized, colorful illustration of a raised fist, split vertically into yellow and green halves. The fist is rendered with thick, expressive brushstrokes, giving it a textured, hand-painted appearance. The yellow side is on the left, and the green side is on the right. The background is white with scattered black and yellow speckles, suggesting a splattered or ink-splattered effect. The text "Our Wins" is overlaid in white, sans-serif font on the right side of the fist.

Our Wins

A Greener Future, Powered by Azure



Overview

This case study highlights the successful **deployment of Azure services** for our client, **a leader in the Renewable Energy Industry**, to enhance their business operations through AI-driven automation. The solution integrates compute, database, storage, AI, and serverless technologies to ensure scalability, reliability, and cost-effectiveness.

Challenges

- ✚ Seamlessly integrating multiple Azure services.
- ✚ Balancing cost efficiency with high availability.
- ✚ Automating document processing workflows.
- ✚ Scaling dynamically to handle fluctuating workloads.
- ✚ Implementing real-time monitoring for proactive issue resolution.

Solution

Architecture

Compute Layer

- ✚ Azure App Service for hosting web applications.
- ✚ Azure Functions for serverless, event-driven tasks.

Data Layer

- ✚ Azure SQL Database for structured data.
- ✚ Azure Cosmos DB for NoSQL storage.
- ✚ Azure Storage Accounts for unstructured data.

AI and Automation Layer

- ✚ Azure OpenAI Service for AI-powered applications.
- ✚ Azure AI Document Intelligence for document automation.

Integration and Monitoring

- Azure Monitor for centralized performance tracking.



Advantages

- **Scalability:** Auto-scaling capabilities with Cosmos DB, App Service, and Functions.
- **Cost Optimization:** Utilization of reserved capacity plans to minimize expenses.
- **AI-Driven Insights:** Enhanced business automation with OpenAI and Form Recognizer.
- **Resilience and Security:** Built-in redundancy, backup solutions, and high availability

Implementation & Process Flow

- **Azure App Service:** Hosted web applications and APIs, routing traffic securely to backend services.
- **Storage Account:** Managed API requests for data retrieval and processing.
- **Azure OpenAI Service:** Processed AI requests, returning results via secure API calls.
- **Azure AI Document Intelligence:** Automated document processing workflows.
- **Azure Cosmos DB:** Served as a NoSQL backend, handling frequent data queries.
- **Azure Functions:** Managed event-driven tasks like background jobs and triggers.
- **Azure SQL Database:** Supported relational data storage and retrieval.

Traffic Flow

- **Incoming Traffic:** External applications initiated API requests.
- **Data Handling:** Services communicated seamlessly for real-time processing.
- **Processing & Output:** AI models, databases, and storage systems collaborated efficiently.
- **Monitoring & Optimization:** Azure Monitor ensured continuous performance tracking.

Conclusion

The integration of Azure services resulted in a scalable, cost-efficient, and AI-driven automation solution. By addressing key challenges, the system improved business processes, enhanced security, and optimized operations for dynamic workloads.



Where AI Meets Humanity: The Future of HRMS

This is about the implementation of an **AI-driven HRMS (Human Resource Management System)** for a **multinational client**. The goal of this system was to leverage Artificial Intelligence (AI) technologies to enhance various HR processes and improve overall efficiency the organization

The Challenge

The client was facing challenges in managing processes due to the manual and time-consuming nature of traditional HR systems.

- ✦ Inefficient recruitment process: The HR team spends a significant amount of time finding and shortlisting the right resumes and conducting initial screening interviews.
- ✦ Inaccurate employee performance evaluations: The performance evaluation process relies heavily on subjective assessments and is prone to biases.
- ✦ Ineffective employee engagement: The company lacks personalized, data-driven strategies for employee development and engagement.
- ✦ High administrative workload: HR personnel spend a considerable amount of time on routine administrative tasks, such as employee onboarding, leave management and payroll processing

The Solution

To address these challenges, we decided to implement an AI-driven HRMS system. The system incorporates various AI technologies to automate and optimize HR processes.

- ✦ **AI-Powered Resume Screening:** The HRMS system utilizes Natural Language Processing (NLP) to automatically screen and shortlist resumes. It analyses the textual content, identifies key skills, and matches them against the job requirements.

- ✚ **Intelligent Performance Evaluation:** The HRMS system incorporates Machine Learning (ML) algorithms to facilitate unbiased and data-driven performance evaluations. It collects and analyses relevant data such as employee KPIs, feedback from peers, and client ratings.
- ✚ **Personalized Employee Development:** Using AI-based recommendation systems, the HRMS system suggests personalized development plans and training programs for employees based on their skills, career aspirations, and performance data. These recommendations are generated by analysing historical data and benchmarking against successful career paths within the organization. It also fosters employee engagement and enhances professional growth opportunities.
- ✚ **Automated Administrative Tasks:** The HRMS system automates routine administrative tasks such as employee onboarding, leave management and payroll processing. It uses AI technologies like Robotic Process Automation (RPA) to streamline these processes, reducing errors and saving HR personnel's time. The system can handle tasks like calculating leave balances, processing payroll, and generating reports, freeing up HR personnel to focus on strategic initiatives.

The Outcome

- ✚ **Time and cost savings:** The automated resume screening process reduces the time spent on initial candidate screening, enabling HR personnel to focus on more critical tasks. Additionally, automating administrative tasks improves efficiency and saves costs associated with manual processing.
- ✚ **Improved hiring decisions:** The AI-powered resume screening ensures fair and unbiased candidate evaluation, resulting in better hiring decisions. leads to a more skilled and qualified workforce.
- ✚ **Enhanced employee engagement:** Personalized development plans training recommendations foster employee engagement and satisfaction. Employees feel valued when their growth and career aspirations are.
- ✚ **Accurate performance evaluations:** The data-driven performance evaluation process mitigates biases and ensures fair assessments. This leads to more accurate performance feedback and helps in identifying high-potential employees for advancement.
- ✚ **Better strategic decision-making:** Power BI enabled dashboards with drill down capabilities published on Power Apps is enabling HR personnel and management to make data-driven decisions and identify trends, challenges, and opportunities within the organization.



Our New Acquisitions



HINDUSTAN M-I SWACO LTD.



Contact Us



Claritus
Clarity | Innovation | Technology



Phone: +91 98113-64129

Email: marketing@claritusconsulting.com

Web: www.claritusconsulting.com

Online Store: <https://www.claritus.store/>