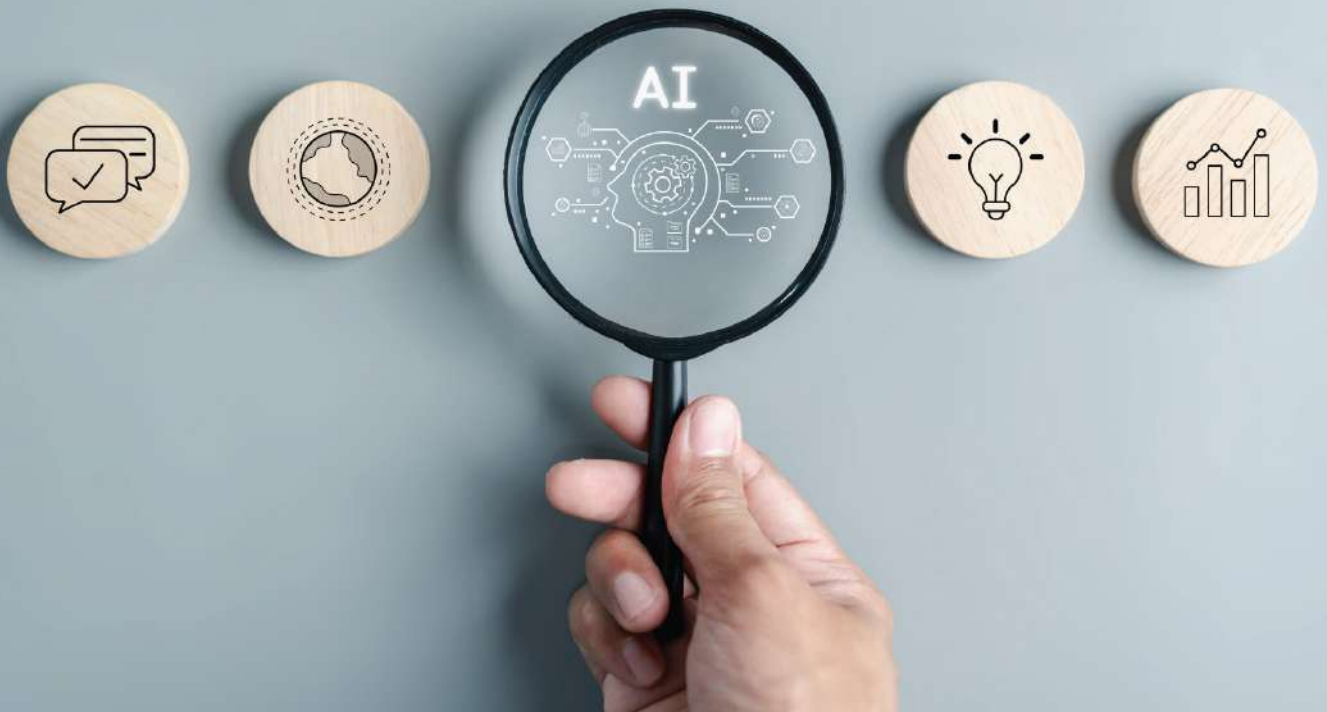


PRESENT

LEADERSHIP DIALOGUE

AI for Business: Unleashing Gen AI for Smarter Business Outcomes

Case Study



Session Overview:

ObserveNow Media, in collaboration with Niveus Solutions (Part of NTT DATA) and Google Cloud, hosted an exclusive Leadership Dialogue in September 2025 at Hilton EGL, Bangalore. The event, with the theme

"AI for Business: Unleashing Gen AI for Smarter Business Outcomes," brought together visionary CXOs to discuss how Generative AI is changing how organizations operate, innovate, and make decisions. This closed-door roundtable focused on real-world experiences, challenges, and success stories from those leading the charge in this new era.

Curated By:

ObserveNow Media is a B2B Data Intelligence company that organizes high-impact, thought leadership sessions. The company specializes in creating closed-door, bespoke, and large-scale industry events for clients, connecting them with their target audiences and showcasing products and services efficiently.

Niveus Solutions (Part of NTT DATA) is an award-winning cloud engineering services organization and Google Cloud Partner. They help enterprises leverage cloud services and build resilient, scalable infrastructures. Niveus specializes in application, infrastructure, and data modernization, data management, cloud consulting, security, and managed services.

Google Cloud helps every organization digitally transform with enterprise-grade solutions powered by cutting-edge AI and cloud technologies. Customers in over 200 countries and territories rely on Google Cloud to address critical business challenges and enable sustainable growth.

Event Overview:

Organized By: ObserveNow Media in collaboration with Niveus Solutions and Google Cloud

Theme: "AI for Business: Unleashing Gen AI for Smarter Business Outcomes"

Format: Closed-door roundtable, followed by Networking Dinner & Cocktails

Venue: Hilton EGL, Bangalore (Hall Name: Opal 1 & 2)

Discussion Themes:

The roundtable discussion was structured around several key questions to facilitate a comprehensive exchange of ideas:

- Strategic priorities for IT infrastructure and digital transformation initiatives.
- Defining and measuring the success of major technology investments, especially in cloud and AI.
- Leveraging cloud investments to accelerate innovation and achieve market differentiation.
- Current status of organizations' journeys with Artificial Intelligence and Machine Learning.
- Addressing pain points related to scaling existing infrastructure and handling peak loads.
- Concerns regarding data security, privacy, and compliance in the current environment.
- Strategic approaches to data management—from collection to governance—to unlock the potential of AI.
- Exploration of agentic solutions and their use cases within organizations.
- Cybersecurity resilience and top security priorities for the next 12-18 months.

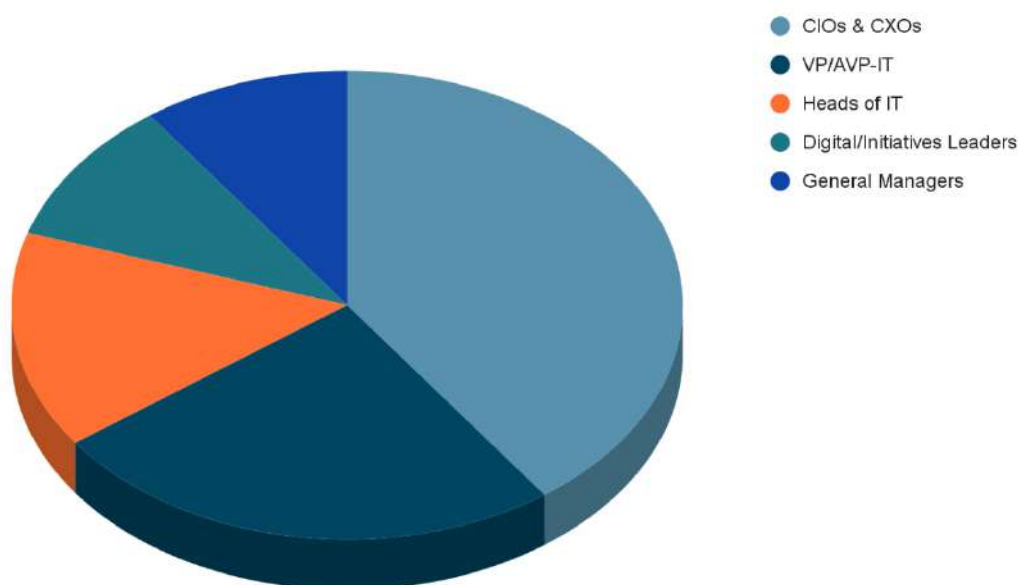
Participating CXOs:

- **Mr. Zain Khwaja** - Managing Director, U.S. Pizza
- **Mr. Suman Mishra** - Co-founder, Zeco Systems Private Limited
- **Mr. Manohar Chatlani** - Co-Founder, Soch Apparels Pvt Ltd
- **Mr. Praveen Kumar D K** - Co-Founder, Managing Partner, Multi Recruit
- **Mr. Anirban Chakraborti** - Co-Founder & SVP - Online Business, Sangeetha Mobiles Pvt Ltd
- **Mr. Vittal Shetty** - CISO, SUCO Bank
- **Mr. Madhavan Ayyavu** - CTO, Zeco Systems Private Limited
- **Mr. Arvind Prithvinath Singh** - Chief Technology & Product Officer, Executive Vice President-IT, Puravankara Limited
- **Mr. Gupta Boda** - Vice President Information Technology, Sumadhura Infracon Pvt. Ltd
- **Mr. Suyash Kumar** - Vice President Marketing, Doqfy
- **Mr. Sumit Srivastava** - Vice President of BD, Products and Technologies, Tayana Mobility Technologies
- **Mr. Sivakumar Karmegam** - Country leader - Innovation lab project, Decathlon Sports India
- **Mr. Manjunath Naganna** - Head Of Information Technology, Ace Multi Axes Systems Limited
- **Mr. Madhuresh Singhal, PhD** - General Manager - IT and Knowledge Services, Eurofins Advinus
- **Mr. Yash Pandey** - Deputy General Manager of IT, Gokaldas Exports Limited

Event Participation Split:

The event had a diverse participation from senior leaders, with the split as follows:

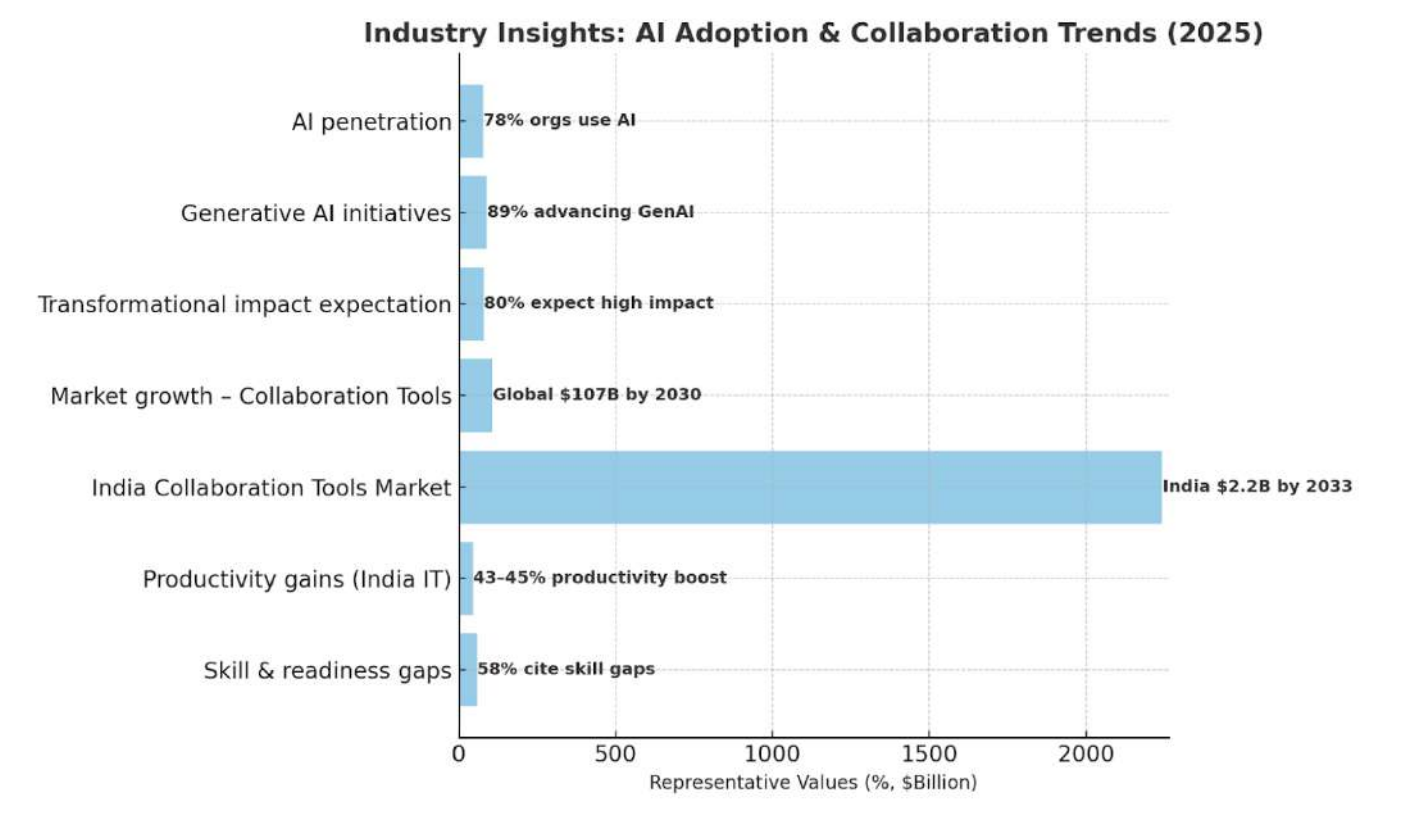
- **CIOs & CXOs: 40%**
- **Heads of IT: 25%**
- **VP/AVP-IT: 15%**
- **Digital/Initiatives Leaders: 10%**
- **General Managers: 10%**



Industry Insights: AI Adoption & Collaboration Trends (2025)

The session highlighted several key industry insights and trends:

- 79% of executives believe Generative AI will be critical for workplace productivity within the next two years.
- 68% of enterprises have already started experimenting with AI copilots and workplace automation tools.
- One in two employees using AI tools report saving at least 5-10 hours per week on routine tasks.
- 62% of organizations plan to increase investments in AI employee productivity tools in 2025.



Conclusion:

The "AI for Business: Unleashing AI for Smarter Business Outcomes" session made it clear that AI is a crucial driver of enterprise success today, not a concept for the future. By using Generative AI, cloud-native solutions, and intelligent automation, organizations can enhance collaboration, improve decision-making, and achieve measurable business outcomes. The combined expertise of Persistent Systems, Google Cloud, and ObserveNow Media provided participating leaders with valuable insights on overcoming adoption challenges, using enterprise data effectively, and integrating AI into existing workflows. The dialogue highlighted actionable strategies for transformation and underscored the power of curated, peer-to-peer exchanges in accelerating innovation and shaping the future of work.

Industry insights:

- 92% of B2B marketers find in-person events deliver the highest ROI compared to other marketing channels.(Source: Gartner (2024))
- 1 in 2 event attendees convert into qualified leads, with 20–30% progressing to active sales conversations within 30 days. (Source: Bizzabo (2024))
- Buyers are 1.7x more likely to finalize decisions after face-to-face interactions versus digital-only engagements.(Source: McKinsey (2023))

And ObserveNow events consistently exceed these benchmarks:

- 80-90% of attendees report a stronger understanding of partner solutions after direct, in-person interactions.
- On average, 60% of event attendees become direct business leads, and within that, 40% express a clear intent to further explore partnerships or solutions.

BRANDING ELEMENTS



EVENT GALLERY



EVENT GALLERY

