



Turning Business Users into Data Driven Decision Makers

With Persistent's GenAI-Enabled Business Intelligence



Executive Summary

Enterprises have invested heavily in Business Intelligence (BI) platforms, yet many leaders still struggle with:

- Slow, ad hoc analysis cycles
- Thousands of overlapping reports and dashboards
- Low adoption among business users
- Inconsistent KPIs and manual data reconciliation
- Improve governance and auditability of critical analytics assets

Persistent’s GenAI enabled BI framework transforms traditional analytics into conversational, intelligent and governed decision systems. We help business and technology leaders unlock faster, more trusted decisions by combining deep BI expertise with enterprise grade GenAI engineering.

Pivot to BI That Walks the Talk

Organizations leveraging GenAI in BI achieve:

Outcome	Accelerate time-to-insight	Increase BI adoption	Rationalize and modernize BI estates	Lower analytics TCO	Strengthen trust and compliance
	Move from days / weeks of manual analysis to minutes using natural-language queries and automated narratives	Empower non-technical users to ask questions in plain language and receive visual, narrative and prescriptive insights	Reduce report sprawl, simplify semantic models, standardize KPIs across the enterprise	Automate report migration, validation and maintenance to minimize manual effort and platform complexity	Embed governance, data privacy and Responsible AI practices into every analytics lifecycle stage

Our Approach: Two Complementary Capability Pillars

Pillar 1: Conversational BI Enablement

End-to-end capability to deploy natural-language analytics:

- **Platform and architecture strategy for GenAI enabled analytics:** Assess current BI landscape, define a target architecture reusing existing investments.
- **Data and knowledge layer preparation for AI interactions:** Curate, model and enrich data and metadata for governed LLMs consumption.
- **LLM and semantic layer integration with BI platforms:** Integrate GenAI models with BI semantic layers and authorization controls accurate and secure responses.
- **Conversational interface deployment for business users:** Deploy chat or voice based assistants embedded in BI tools, portals or collaboration platforms.
- **Monitoring, governance and adoption enablement:** Continuously monitor usage, quality and hallucinations and drive adoption through training and feedback loops.

Real World Impact

Persistent's Agentic AI-powered BI chatbot transformed decision-making for a financial services firm's business users query data in natural language, reducing analyst dependency by 50% and delivering insights 60% faster, thereby, enabling real-time, confident decisions across finance and sourcing teams with measurable productivity and governance.

Pillar 2: Automated BI Estate Modernization

Agentic AI approach using our Report Migration and Unifier Accelerator:

- **GenAI-powered bulk extraction of source metadata:** Automate extraction of reports, fields, dependencies and usage patterns at scale.
- **Report rationalization and unification:** Identify redundant and low-value reports, standardize KPIs, design simplified, unified report portfolio.
- **Automated guide generation with GPT:** Auto-generate detailed migration guides, mapping old reports to new semantic models and dashboards.
- **Automated dashboard and report implementation:** Accelerate build and validation using automation for report creation, testing and reconciliation.
- **Monitoring, governance and adoption:** Track new report usage, maintain lineage, ensure continuous alignment with business needs.

Real World Impact

Persistent's GenAI-based BI Transformation Toolkit accelerated Tableau to Power BI migration by automating data model, visual and dashboard migration. The client cut assessment and migration effort by 50%, reducing costs and speeding time-to-value on the Power BI platform.

Persistent's GenBI Service Portfolio



Advisory and Strategy

- GenBI maturity assessment
- AI enabled analytics roadmap
- Use case prioritization
- GenBI CoE design



Data and AI Engineering

- Conversational BI architectures
- LLM BI integration
- RAG knowledge bases
- AI agent deployment



Pre-built Accelerators

- Report rationalization
- AI driven BI migration
- Semantic unification
- Lineage and dependency discovery



Training and Adoption

- Business user enablement
- Prompt engineering workshops
- Role-based training
- Adoption playbooks



Managed Services

- Platform operations
- Usage and health monitoring
- GenAI lifecycle management



Governance and Responsible AI

- Data & AI governance
- Audit frameworks
- Bias and hallucination validation
- Privacy and compliance controls

Why Persistent: Engineering Fast, Intuitive GenAI-Powered Analytics Ecosystems

Persistent brings a combination of scale, depth and innovation to GenAI in BI.

- **Proven BI and Data expertise:** 350+ trained BI and data specialists, with experience across leading BI platforms.
- **Extensive transformation track record:** 120+ BI transformation programs delivered and 1,000+ enterprise dashboards implemented across industries.
- **Proprietary accelerators:** Purpose-built accelerators for BI migration, rationalization, lineage discovery and GenAI enablement reduce time-to-value and implementation risk.
- **End-to-end GenAI + BI capabilities:** Drive strategy and architecture through engineering, adoption and governance.
- **Enterprise-grade governance and Responsible AI:** Deep focus on security, compliance and trust, making GenAI in BI viable for highly regulated organizations.

GenBI QuickStart Assessment: Your 6-Week Launch Path

Kickstart your GenAI-powered analytics journey with our a productized engagement designed to move from vision to a working prototype.

Who it's for

- Enterprises with existing BI platforms exploring GenBI
- CIOs, CDOs, Heads of Analytics seeking low risk experimentation

What's Included

- Executive workshops to identify high-value GenBI use cases
- BI, data and governance readiness assessment
- Target architecture for conversational BI
- Deployment of a working GenBI prototype
- A clear roadmap with phases, investments and outcomes

Key Takeaways

- Validated GenBI use cases tied to business KPIs
- A practical, scalable roadmap for enterprise adoption

Ready to Move Beyond Static Dashboards?

Kickstart your GenBI journey with Persistent.



Schedule a discovery
session



Experience a live GenBI
demo



Start with the GenBI
QuickStart Assessment

To begin your journey from static dashboards to truly conversational, AI-powered decisions.

[Contact us](#)

About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 27,500 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

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