

PRESS RELEASE

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GFT improves leading position for AI and data analytics projects in the Google Cloud

GFT's advanced AI Expertise Recognised 2nd time running in 2023 ISG Provider Lens™ for Europe in the Google Cloud Partner Ecosystem

Stuttgart, Germany 14 December – **GFT has improved its leadership position** in the “2023 ISG Provider Lens™ Google Cloud Partner ecosystem - Data Analytics and Machine Learning”. This recognition highlights GFT's expanding expertise and innovative solutions in artificial intelligence (AI), particularly with the recent launch of the [GFT AI.DA Marketplace](#).

“GFT has gathered extensive experience with AI and data analytics projects on GCP,” said Mark Purdy, principal analyst and author of the ISG report. “They continue to invest in bespoke solutions as well as skills, which makes them a strong choice for data analytics and ML services in Europe.

“This recognition reflects GFT's deep expertise in AI as well as our long-standing commitment to this disruptive technology,” said GFT CEO Marika Lulay. “With GFT AI.DA Marketplace, we've taken a bold step forward. Our recent updates like Engenion and GFT AI Impact Beta exemplify our focus on transforming technical challenges into business opportunities.”

GFT AI.DA Marketplace launched in September 2023. It features an extensive library of use cases and methodologies and offers **tailored AI solutions** that **boost client productivity and user experience**.

The ISG Provider Lens™ recognition not only validates GFT's enhanced position in AI but also underscores its **specific strengths in data analytics and machine learning** within the Google Cloud ecosystem.

David Tuppen, Head of Data, Analytics and AI, GFT said: “2023 has seen an increased focus on AI. Businesses and partners around the world are striving to work closer with this technology and identify how best it can help their productivity. As we move into 2024, we are well-positioned to support our partners and clients with their AI requirements and capitalise on the opportunities it presents.”

In 2022, GFT earned accolades from ISG for its leadership in Europe within the data analytics and machine learning segment of the Google Cloud Partner Ecosystem. This year, the company has not only maintained this status but has strengthened its position, underscoring its commitment to AI innovation and excellence.

This press release is also available for download via the [GFT newsroom](#)

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About GFT – Shaping the future of digital business

GFT is a digital transformation pioneer. By leveraging next-generation technologies, we enable clients to boost their productivity with intelligent software solutions. We focus on Digital Finance, Enterprise AI & Data Solutions, and Platform Modernisation.

GFT's strengths include deep technological excellence, a strong ecosystem of partners, and industry expertise. We are [agile@scale](#) and boost digital transformation for clients from the finance and insurance sectors, as well as the manufacturing industry. GFT talents create, implement, and manage software applications to enable innovative businesses while complying with regulations.

With locations in more than 15 markets around the globe, GFT ensures proximity to its clients. We draw on over 35 years of experience and a global team of over 10,000 determined talents. GFT provides them with career opportunities in the most innovative areas of software engineering. The GFT Technologies SE share is listed in the SDAX index of the German Stock Exchange (ticker: GFT-XE).

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