



Atain is an enterprise orchestration partner that brings people, processes, and platforms into sync with AI to redefine the future of work. By orchestrating expertise, Atain accelerates velocity to eliminate variability and deliver assured outcomes.

The new brand marks our North Star of being seen as a trusted, value-led, outcomes-based partner, building on these strengths while repositioning our why and how.

Our Name and Logo

Atain is derived from the Old French word *ataindre*, meaning to reach.

Atain positions AI not as a capability layer, but as the engine that governs everything we do. The pointedness of A ascends to articulate a forward trajectory and ambition; the circle at its center denotes the intelligent core driving assured outcomes.

Assured Outcomes

As an enterprise orchestration partner, Atain brings people, processes, and platforms into sync with AI to redefine the future of work. By orchestrating expertise, Atain accelerates velocity to eliminate variability and deliver assured outcomes.

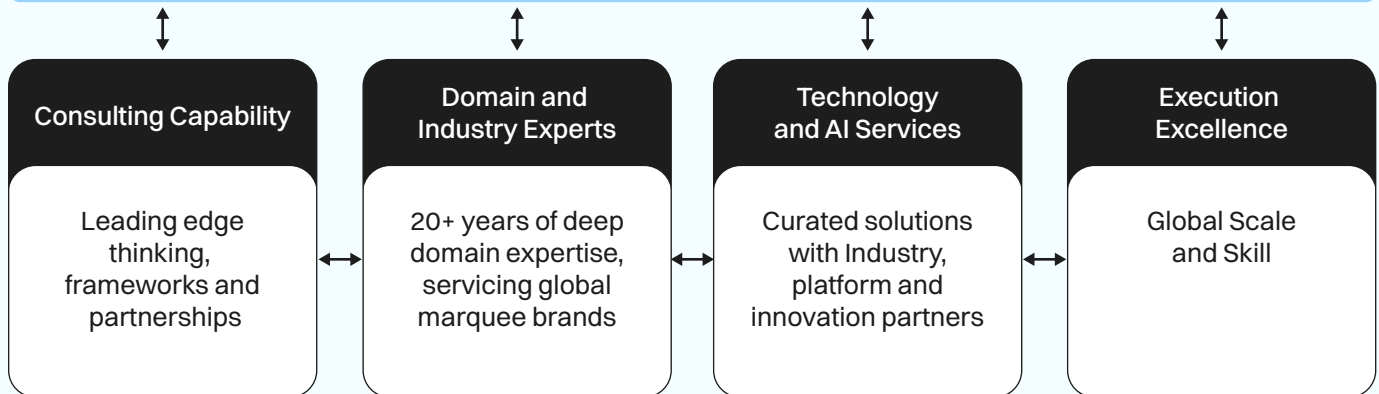
Atain's AI-First Unified Hub

OUTCOMES

Business KPIs - SLAs - Governance - Client Reporting

UNIFIED HUB

SMART, COS², Techbud AI Foundation, SMARTworks Innovation hubs



PLATFORM & SYSTEM

CRM - ERP - Core Systems - Data Platforms

We enable Assured Outcomes with our core levers.

- Our SMART Framework delivers value by focusing on Superior Metrics through AI-redefined work.
- The TechBud.AI Platform, Atain's GenAI foundation, curating solutions using zero-pilot, enterprise-grade partners alongside ISO 42001 certified standards for responsible, auditable, and risk-aware AI.
- A Partner Ecosystem that represents a curated ecosystem of hyperscalers, AI platforms, and enterprise technologies integrated into client environments to extend capabilities without disrupting existing systems.
- Specialized Services including AI Customer Experience, Trust & Risk, and Safety operations, Enterprise Operations, Backoffice, and Technology Services
- Industry Expertise, including travel and hospitality, banking and financial services, and retail and e-commerce.