# IPsoft Named a Leader in Virtual Assistants by Ovum

## Amelia ranked as best-in-class technology in Ovum’s Decision Matrix for Intelligent Virtual Assistant Solutions

NEW YORK, January 3, 2019 — [IPsoft](https://www.ipsoft.com/), the global leader in enterprise AI, today was recognized in the “Ovum Decision Matrix: Selecting an Intelligent Virtual Assistant Solution, 2020–21” as a Leader among 11 evaluated companies. In the report, [Ovum](https://ovum.informa.com/), an independent analyst firm, acknowledges IPsoft’s [Amelia](https://www.ipsoft.com/amelia/) as market-leading conversational AI technology, offering strong language support, facial recognition and a large number of vertical integrations that work in concert to deliver best-in-class user experiences.

* **Download the report** [**here**](https://info.ipsoft.com/ovum-selecting-an-iva-solution)**.**

As part of its research, Ovum ranked 11 enterprise AI companies based on customer references and structured vendor briefings, among other criteria. In the analyst firm’s evaluation, Amelia is highlighted for the speed and ease involved in training her to handle new roles. “Amelia’s NLU (Natural Language Understanding) is based on ELMo (embedding for language models) — ELMo uses not just individual words in the conversation but also context through surrounding words being spoken. The result is that less data is required to train the cognitive model, making it easier to deploy a customer solution,” according to the report. “When Amelia is trained for a language, it’s always natively direct to model, with no intermediate language translation to an existing model.”

The Ovum Decision Matrix also underscores differentiating factors that allow Amelia to perform tasks with human intelligence and emotional understanding. “IPsoft develops language packs which plug into Amelia together with all the other components such as sentiment analysis,” the report states. “It also classifies conversation using a neural network trained on the psychological pleasure, arousal [and] dominance (PAD) emotional state model used to represent all emotions to provide additional context.”

Companies around the world are utilizing Amelia in a variety of industries to improve IT support, elevate customer service and generate new revenue. Amelia is designed to deliver the best elements of human interaction – conversation, expression, emotion and understanding – to everyday user experiences, driving deeper customer connections and greater business value. Amelia´s cognitive brain includes state-of-the-art affective computing and sentiment analysis to enable it to model and appropriately respond to a user's emotions, mood and personality.

With more than 20 years of AI and automation experience, IPsoft is continually improving Amelia by reducing the effort required to train and build conversational solutions for numerous industries and use cases, a factor that Ovum highlights in its research.

“IPsoft is also the only vendor in this [report] to offer facial recognition out-of-the-box,” the report states. “An example use case is kiosks with a human-like avatar to allow for more personalized experiences. IPsoft also has different Amelias that can work in concert, e.g. an IT Service Desk Amelia, an HR Amelia, [and] a back-office Amelia, forming groups of individual Amelias and then connecting these bots across domains.”

“To be named as a leader in the Ovum Decision Matrix is an honor and a testament to the remarkable accomplishments of our clients and partners working with automation and cognitive AI,” said Chetan Dube, IPsoft Founder and CEO. “IPsoft is diligent in making Amelia the most human and dynamic Digital Employee in the industry. It is a privilege when our efforts, and those of our clients, receive this kind of recognition.”

About Amelia

[Amelia](https://www.ipsoft.com/amelia/) is the market’s first digital colleague. Since her introduction in 2014, she has gained hundreds of skills across multiple industries. She is modeled on human intelligence, understanding and empathy.

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About IPsoft

IPsoft is the world’s largest privately held AI software company delivering cognitive, conversational solutions for the enterprise. As the leading digital workforce company, we team humans with digital employees to unleash creativity and deliver business value at scale. With a combination of Amelia, the industry’s most-human cognitive AI colleague, and 1Desk™, the first end-to-end digital transformation platform, IPsoft rapidly streamlines IT operations, automates processes, increases workforce productivity and improves customer satisfaction – delivering bottom line results. Headquartered in New York City with offices in 15 countries, IPsoft serves more than 500 of the world’s leading brands across IT services, financial services and banking, insurance, telecommunications, retail, manufacturing, healthcare and other sectors. See how IPsoft is powering the future of work [www.ipsoft.com](http://www.ipsoft.com)

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