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We've also developed proprietary AI-powered tools that address enterprise-wide challenges like SaaS spend optimization and intelligent automation discovery.

What differentiates Zertain is that we bring all of these capabilities under one roof. Our clients in BFSI, healthcare, and media get a single, unified automation strategy and execution partner — not four different vendors for scheduling, integration, CRM, and AI.

### What role do low-code and no-code platforms play in modernizing enterprises, and how is Zertain enabling faster development and integration using these tools?

The biggest barrier to enterprise modernization isn't technology — it's speed. Organizations have backlogs of hundreds of automation and application requests that IT teams simply cannot deliver fast enough through traditional development. Low-code and no-code platforms fundamentally change this equation by collapsing delivery timelines from months to weeks and putting the power of application development closer to the people who actually understand the business processes.

At Zertain, we've built our entire delivery model around this principle. Through our partnerships with low code nocode OEM, we help enterprises rapidly deploy CRM

workflows, custom operational applications, and cross-platform integrations — without the cost, complexity, or technical debt of conventional development. The real shift we drive for our clients isn't just faster delivery — it's ownership. When business teams can configure and evolve their own workflows, IT stops being a bottleneck and starts being a strategic enabler.

### As organizations move toward scalable, connected digital ecosystems, how is Zertain supporting end-to-end enterprise integration and preparing clients for the next phase of digital transformation?

We sit at the integration layer of the enterprise — connecting workload automation, business applications, data pipelines, and AI capabilities into a cohesive, scalable ecosystem. Whether it's orchestrating mission-critical batch processes through BMC Control-M, wiring real-time integrations across cloud and on-premise systems through Workato, or building operational applications on Creatio and Caspio that feed directly into this connected fabric — we ensure our clients aren't just digitizing processes in isolation but building an enterprise architecture that scales with them. The goal is simple: every system talks to every other system, data flows where it needs to, and the business operates as one connected organism rather than a collection of disconnected departments. ■

### How is Zertain helping enterprises accelerate efficiency through hyperautomation and AI-driven automation across workflows and systems?

Zertain takes a consulting-first, outcome-driven approach to hyperautomation. Our engagements begin with AI-powered automation discovery — assessing existing processes, identifying bottlenecks, and building a prioritized automation roadmap with projected ROI, so clients move from exploration to execution in weeks rather than months.

On the delivery side, we operate across the full automation stack: BMC Control-M for enterprise workload automation and batch orchestration across hybrid and cloud environments; Workato for business process automation and application integration, eliminating manual handoffs and enabling real-time data flow; Creatio for no-code workflow automation in CRM and operational processes; and Caspio for rapid application development, where we are the sole global Platinum partner.