

AS SEEN IN *Forbes, Fortune & Entrepreneur*

CINCINNATI BUSINESS LEADERS



The Future Is Now

Fusion Alliance reimagines the customer experience, bringing tomorrow's innovations to today's Fortune 500 and mid-market businesses.

When you hear about artificial intelligence (AI), is your first thought a simplified grocery shopping experience? Maybe it should be.

Fusion Alliance, a technology consulting firm with offices in Cincinnati, Columbus, and Indianapolis, uses AI and other advanced and emerging technologies to make people's day-to-day lives easier and safer—while helping companies prepare for a rapidly changing future. Whether it's helping to streamline your shopping experience at Kroger or protecting the elderly in our communities with lifesaving health monitoring devices, Fusion's commitment to people-first technology makes it a leader in digital transformation.

For nearly 30 years, Fusion has helped companies transform health care, customer service, logistics, business, and more with customer-focused, data-driven, experience-rich solutions. "The more technically complex a solution is, the more important it is to keep it centered on real people," says president and CEO Doug Brown. "We don't do technology for technology's sake. We use data and technology to help companies connect with their customers and build momentum in today's digital world."

With work spanning a wide range of industries from highly regulated spaces to leading-edge technological development, Fusion partners with Cincinnati-based companies like Kroger, Total Quality Logistics (TQL), and BioLink along with a portfolio of other Fortune 500 and mid-market clients. Fusion leverages data insights, user experience design, and technology solutions while actively building a fun, success-oriented culture of learning. "Engaged employees lead to delighted clients and happy customers," Brown notes.

Strategic, Real-World Solutions

In partnership with BioLink, Fusion developed a wearable patient device that securely tracks biometric data and proactively sounds health alerts. "With an elderly population, health issues can spiral out of control quickly if they aren't caught in time," explains Brown.

The BioLink device compares monitoring data over time to gain insights about the individual patient's care, providing accurate data in real time with completely secure, HIPAA-compliant transmission. "What's really exciting about the internet of medical things (IoMT) is the connection between automating patient data collection and putting prescriptive analytics in the hands of medical staff immediately, even when they aren't at a patient's bedside," Brown notes. "That ability to take faster action can mean the difference between life and death."

That kind of groundbreaking innovation extends into everyday life as well. "Most people don't think about how technology impacts everyday activities like grocery shopping," Fusion Vice President Mark Johnson explains. "But Wes Rhodes, the head of Kroger R&D, is not most people."

According to Rhodes, "Innovative digital transformations make our customers' daily lives easier behind the scenes. And innovation is powered by talent, which is exactly what makes Fusion a valuable partner. From curbside pickup to improving home delivery to streamlining how employees and customers navigate store layouts, we rely on these valuable partners to deliver easier, safer, richer customer experiences."

Brown agrees. "Fusion delivers transformative results now the same way we have for 28 years—with top-notch talent, more than 500 seasoned consultants, deep expertise, and an agile response to changing business landscapes," he says. "We're passionate about creating superior client value, fostering employee growth opportunities, and improving our communities."

