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New AI Tool is Poised to Make an Impact in Data Intelligence | SmartStream

In year 1, this CEO has overseen the production of an exciting AI tool that has the potential to change the way financial institutions use data. In this interview, [SmartStream](#) CEO Akber Jaffer, shared insights into how the company is innovating, highlighting the release of AIR9 — an AI-powered platform designed to enhance enterprise data intelligence.

We hear some reflections on his first year as CEO and what they're hoping for from 2025. Find out more about:

- AIR9, their cloud-native AI solution for cash management and data processing.
- An insight into SmartStream's strategy for 2025.

Speaking at a key customer event in London, Jaffer emphasized SmartStream's continued investment in AI-driven solutions, customer engagement, and an expanding ecosystem.

Announcing AIR9: AI-Powered Data Intelligence

Many businesses are looking to enhance their data and get more out of it. [Data enrichment](#) is a sought after development. AI could help them to get there.

SmartStream is at the forefront of this innovation and is showing an ongoing commitment to innovation, releasing an exciting new version of their flagship product **AIR, version 9**. Jaffer explains how this **AI-powered technology** is designed to enhance enterprise data intelligence, leveraging a cloud-native architecture to provide actionable insights.

The platform includes two key modules: one focused on cash management and another centered on AIR data processing. These advancements align with the broader industry trend of harnessing artificial intelligence to improve decision-making and operational efficiency within financial institutions.

A Year of Growth and Engagement

In this interview we also get some personal insights from **his first year as CEO**. Expanding on this, Jaffer describes the experience as both productive and enjoyable. He's been focused on fostering clarity within the organization, reinforcing operational discipline, and driving financial performance.

One huge point of success is SmartStream's growing customer base, and is keen to highlight the company's long-standing reputation for helping enterprises extract meaningful insights from their data. This customer-centric approach has been instrumental in strengthening relationships.

Looking Ahead to 2025

There's a big year ahead and as SmartStream moves into 2025, Jaffer outlined plans to build upon the strong foundation established in his first year. Innovation remains a core priority, spanning both software solutions and services that enhance enterprise data management.

Additionally, he highlighted an increased focus on expanding SmartStream's ecosystem through strategic partnerships. While the initial year concentrated on strengthening internal capabilities and deepening customer engagement, the next phase will see SmartStream broadening its reach through collaboration, ensuring customers benefit from a more integrated and dynamic technology landscape.

With continued investment in AI, a growing customer network, and a push toward greater industry collaboration, SmartStream is poised for another year of innovation and expansion.