

## LS Digital Introduces QuarkAssist, a Modular Platform for Enterprise Data

QuarkAssist enables enterprises to **collect, collate, and activate** data across systems with rapid deployment and faster activation

**India, 24<sup>th</sup> March 2026** - LS Digital, a leading global integrated Digital Business Transformation (DBT) company, announces the launch of QuarkAssist, a modular data platform developed under its DataQuark vertical, designed to help enterprises unify fragmented data and operationalise it across business functions.

As enterprises continue to expand across digital channels, data is increasingly spread across analytics tools, CRM platforms, marketing systems, and operational databases. While organisations are collecting more data than ever, much of it remains fragmented. In many cases, these systems don't fully connect with each other, making it difficult to build a clear and consistent view. This slows down execution and makes it harder to use data effectively across day-to-day business workflows.

QuarkAssist is built to work within their environment. Rather than requiring organisations to add/replace existing systems, it brings data together across systems. By creating a unified, reliable single source of truth, it allows teams to collect, collate and activate data more easily across marketing, analytics, and operations.

The platform is designed with a modular structure, allowing businesses to adopt it in building blocks structure, based on their requirements. Whether the focus is on consolidating data, enabling segmentation, activating audiences, or managing workflows, capabilities can be added gradually based on the use cases. This reduces disruption and allows organisations to build on what they already have in place.

QuarkAssist introduces a modular approach to enterprise data operations, with capabilities including:

- **Unified Data Layer:** Brings together data from different systems into a single, reliable source of truth for variety of use cases across the organisation.
- **Modular Architecture:** Allows organisations to build and deploy capabilities step by step, based on the usecase criticality, without replacing existing infrastructure.
- **Seamless Integration:** Works with existing infrastructure without requiring major changes.
- **Faster Deployment and Activation:** Helps reduce implementation time through standardised integrations and automated data flows.
- **Advanced Use Case Enablement:** Supports segmentation, campaign execution, workflow automation, analytics, and AI led use cases.

A key focus of the platform is reducing the gap between data availability and action taken by business. In many organisations, data initiatives take time to translate into outcomes. With built-in integrations, automated ingestion, and orchestration capabilities, QuarkAssist helps shorten that cycle and makes it easier to move from data to execution.

Commenting on the launch, **Vinay Tamboli**, CEO of DataQuark at LS Digital, said, *"Most enterprises today don't have a data problem, they have a fragmentation problem. Data exists, but it is spread across systems, making it difficult to act on. QuarkAssist is built to work with existing infrastructure,*

*helping organizations bring their data together into a **single source of truth** and enabling faster execution through a modular approach. The ability to deploy and activate use cases quickly is becoming just as important as the data itself.”*

As enterprises continue to invest in analytics and automation, the ability to operationalize data efficiently is emerging as a key competitive advantage. Platforms that can integrate with existing systems, reduce deployment timelines, and enable faster activation are increasingly becoming central to modern enterprise technology strategies.

### **About LS Digital**

LS Digital is a leading independent Digital Business Transformation (DBT) company, integrating the expertise of specialist, innovative entities: LS Digital, Langoor, f1studioz, DataQuark and Social Panga. Our comprehensive suite of services encompasses business consulting, activation, and transformation through a robust DBT solution framework; Media, Creative & Communication, Data & Insights, Technology & Innovation, UI/UX and CX/EX. Leveraging digital as a catalyst, they enable brands to holistically develop businesses across various platforms, ensuring exceptional brand experiences in a digital-first world.

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