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ACCOUNTING & AUDIT

analytic.ai Acquired by Novi Group, LLC

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analytic.li, a company that helps businesses transform with workforce analytics, has been acquired by Novi Group LLC, an investment group led by Fred Luddy and Greg Bell.

With the sale to Novi Group LLC, analytic.li will accelerate the breadth of its offerings, while scaling the business to reach more customers. Novi Group LLC plans to retain the Indianapolis headquarters and make key investments in the product and team to expedite growth.

Novi Group LLC's leaders, Fred Luddy and Greg Bell, are technology pioneers who believe strongly in analytic.li's value proposition and growth potential. Luddy is the founder and chairman of [ServiceNow](#), a cloud computing platform that helps companies manage digital workflows for enterprise operations. In 2018, Forbes recognized ServiceNow as the [world's most innovative company](#). Bell, an entrepreneur with over 35 years of experience building successful companies, is the founder of [HealthX](#), one of the first cloud-based technology companies in healthcare. Bell grew HealthX, an Indianapolis company, into the largest healthcare portal provider for US health plans and payors.

“Since we started analytic.li, our vision has been to help businesses make decisions that elevate productivity and performance, while preserving and honoring the employee experience,” said Jana Fuelberth, the company’s co-founder, president & CEO. “When tech pioneers like Fred and Greg take an interest in what you’re doing, it validates we’ve been effective and are on the right path. Their insight and support – and their experience scaling tech organizations – will allow us to advance our mission and deliver more value to even more customers.”

“The most gratifying experience in business is to see how a product you created delights customers by solving their most challenging problems,” said Luddy. “analytic.li has found great success doing just that, yet we believe they’ve just scratched the surface. We’re excited by the progress they’ve made in a very short time, but even more excited by what’s ahead, and are eager to fast track their expansion.”

“When you see a company doing something unique, there is often a strong pull to get involved,” said Bell. “analytic.li’s focus on the customer, and how it drives the value they deliver, is exceptional. The demand in the marketplace for what they do means there is room to scale it. We’re thrilled to have the opportunity to be part of this journey with the team.”

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