

Altimetrik unveils new brand identity, marking its evolution into an enterprise AI engineering powerhouse

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LONDON, UNITED KINGDOM, June 16, 2026 /EINPresswire.com/ -- Altimetrik, an AI-native engineering company, unveiled a new brand identity that signals a new chapter in the company's growth with a sharper position as a specialised force in enterprise AI.

The brand refresh follows the acquisition of SLK Software, which united two complementary engineering cultures into an organisation of more than 10,000 practitioners worldwide. Deepening partnerships with [OpenAI](#), [Google Cloud](#) and Anthropic, the launch of [ALTi AIOS™](#), and inclusion in the World Economic Forum's Centre for AI Excellence set the stage for a brand that reflects where the company is going. The new identity is anchored by the brand platform "Scaling Ambitions", reflecting Altimetrik's commitment to helping enterprises not just adopt AI, but scale it into lasting competitive advantage.

"The company has grown, and the brand now reflects that growth. Enterprises need proof, not promises, and that is the standard we hold ourselves to," said Raj Sundaresan, CEO of Altimetrik.

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Raj Sundaresan, CEO of Altimetrik

Altimetrik



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*Raj Sundaresan, CEO of
Altimetrik*

within complex brownfield environments. Through our work with OpenAI and Google Cloud, and through ALTi AIOS™, we are giving enterprises the operating foundation they need to move AI from experimentation to production at scale.”

Altimetrik occupies a specific place in the AI landscape: the engineering depth of an enterprise-scale firm and the speed and AI-nativity of a startup. The brownfield reality of how enterprises operate is where Altimetrik works and is

the space where AI must be engineered with discipline to deliver at enterprise scale.

“The AI services market is rapidly separating into two camps: firms still talking about transformation, and firms actively engineering it into enterprise operations,” said Phil Fersht, CEO and Chief Analyst, HFS Research. “Altimetrik has built its brand around the idea that AI value comes from combining strong engineering discipline, data-centric operating models, and human-led decision making. Providers that can industrialise innovation at scale will define the next era of services.”

The brand refresh spans the logo, wordmark, colour system, typography, motion language, and messaging architecture, and is reflected immediately at altimetrik.com and across all marketing materials.

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