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Infomineo Launches Insight Assurance, an Independent Validation Service for AI-Generated Research

The new service adds a human-in-the-loop quality assurance layer between AI research output and client-facing deliverables, built for consulting firms and corporate strategy teams.

DUBAI, UAE, June 2026. Infomineo, the global research and analytics firm behind the Brainshoring™ model, today announced the launch of Insight Assurance, a service that independently validates, corrects, and enriches AI-generated research before it reaches decision makers.

Consulting firms increasingly delegate the collection of external intelligence to AI agents. This reduces cost and accelerates time to insight, but it also removes one to two layers of quality assurance that were built into the traditional research process. The consequences are well documented: hallucinations that look credible, sources that cannot be traced, and a single person accountable for numbers that end up in front of clients. In 2024, a Big Four firm partially refunded a government client after errors produced by generative AI were found in a \$290,000 report.

"AI has made research faster and cheaper. It has also made errors harder to spot, because the output always looks confident. The financial and reputational cost of one wrong number in a client deliverable is far higher than the cost of checking it. Insight Assurance lets teams keep the speed of AI without inheriting its blind spots."

Hamza Laraichi, co-founder and Managing Partner, Infomineo

An independent audit layer for AI research

Insight Assurance positions Infomineo as an independent auditor of AI research output. The service identifies flaws typical of large language models, including hallucinations, outdated data, and unreliable sourcing. It validates sources and working hypotheses, and it enriches the output with information AI cannot reach, such as gated databases, premium methodologies, and primary research.

The service operates at four levels, matched to how much confidence a team has in its AI output:

- 1 Assessment.** The team believes the output is solid and needs to know how trustworthy it is. Infomineo audits source reliability, source diversification, and signal-to-noise ratio.
- 2 Correction.** The output looks credible but conflicts with the team's own knowledge. Infomineo tests it, corrects hallucinations, and assures the recency of every insight.
- 3 Enrichment.** AI missed specific sources or data points. Infomineo fills the gaps with gated sources, primary research, and proxy estimates where direct data does not exist.
- 4 Make-Over.** AI found nothing usable and the team has no time. Infomineo runs the full human-plus-AI research value chain and delivers a story-lined, multi-format output.

Fifteen years inside the research processes of global advisory firms

Infomineo has spent 15 years working with top-tier strategy consultancies and leading global advisory firms, with certified industry specialization across its teams. The company combines that experience with its own AI infrastructure, including B.R.A.I.N.™, a proprietary multi-model research orchestrator that integrates large language models, agents, and analytical tools under human supervision.



“For fifteen years our analysts have worked inside the research processes of the world’s leading advisory firms. We know where AI output breaks because we see it every day. With Insight Assurance we place that experience between the model and the client.”

Hamza Laraichi, co-founder and Managing Partner, Infomineo

The need for an independent validation layer extends beyond consulting. According to S&P Global, 42% of companies abandoned the majority of their AI initiatives before production in 2025, up from 17% a year earlier, with data quality and trust among the most cited obstacles.

Insight Assurance is available now. Consulting firms and corporate teams can request an assessment at infomineo.com.

ABOUT INFOMINEO

Infomineo is a next-generation intelligence company founded in 2011 by former McKinsey and BCG consultants and led by co-founder and Managing Partner Hamza Laraichi. The firm pioneered Brainshoring™, a delivery model that combines human expertise, AI technology, and proprietary data assets. Its 350+ specialists operate from five offices in Casablanca, Cairo, Mexico City, Dubai, and Barcelona, serving Fortune 500 companies, leading consultancies, and government entities across business research, analytics, design, and AI development. More at infomineo.com.

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