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India – A Hub for Analytics Products

Analytics Product Excellence Matrix

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Executive Summary

The Indian software product industry has shown rapid strides in the last decade, driven by rising maturity in the ecosystem and greater user acceptance. The product ecosystem has witnessed significant transformation with heightened focus on developing IP-based products in global markets to address niche business requirements while services firms are strengthening their focus on non-linear growth through product development.

Growing importance of analytics across enterprise functions is due to exponentially huge data, offers several untapped and unexplored opportunities to explore technologies capable of handling big data. This sizeable business opportunity with large number of whitespaces has attracted a broad spectrum of vendors and service providers into niche areas related to analytics.

In view of this changing environment, the industry now demands a set of initiatives to ensure sustained growth through structured market feedback, enhanced product innovation, greater value generation and targeted visibility creation.

NASSCOM has partnered with Frost & Sullivan, to create Product Excellence Matrix (PEM) that will benchmark Indian software products across defined categories. The programme provides (a) platform for the software product firms to gain visibility with the end user segment as well as (b) Insights into the competitive scenario and relative positioning in the target market segment.

The NASSCOM PEM initiative will cover seven segments - this white paper focuses on the first segment - analytics. Key highlights include:

- ~64 nominations relevant to analytics category
- ~50 per cent of the analytics products focus on niche analytics solution areas including vertical-specific/OEM bundled analytics
- ~31 per cent of products representation in BI category; ~19 per cent in marketing analytics
- More than 50 per cent of firms incorporated in 2013 indicating the rapidly growing focus in the space
- Almost one-third of these firms are already scaled up with employee base of more than 100
- Tier II locations are also emerging in the analytics products landscape with 24 per cent of representation
- ~85 per cent of the product vendors focus on global markets

The in-depth survey analysis presents several **interesting trends about the Indian analytics product market**. Some highlights are:

- **Immense growth opportunity in the analytics market:** Indian product firms have shown a growth rate of 20-40 per cent in the last few years; several emerging players have witnessed over 100 per cent growth within the first year of launch

- **Analytics – a definite market for India:** Over 100 Indian analytics focused software product firms have successfully developed and launched products catering to niche business needs, cut across vertical-specific, horizontal process-centric and niche applications and platforms

- **Growing start-up base accelerating the growth:** Four-fold increase in analytics start-ups in the last four years

- **Top priority focus areas:** (a) Intuitive user interface, (b) Rapid deployment models and (c) Innovative pricing models

The key parameters of products benchmarking for analytics involve:

Exhaustive assessment to feature on two grids – (a) Market focus vs Stage of market entry and (b) Product excellence vs Execution

Market Focus Grid shows a representation of all the product companies as Established vs Emerging OR Niche vs Cross-vertical product offerings. Key trends of market focus:

- ~50 per cent of the total analytics firms assessed for PEM offers unique products (with niche or cross-vertical focus)

- Major verticals include BFSI, manufacturing, retail & CPG, telecom; emerging verticals like education, utilities/energy

Business Intelligence Grid features ~8 unique products. Enhanced value proposition throughout BI products focused on:

- Self-service capabilities enabling business users to configure and customise

- Pre defined connectors being used as a differentiator to access information from multiple data sources and offer deployments in reduced time span

Marketing Analytics Grid features ~5 unique products. Key trends:

- Campaign management products dominated the nominations in the space of marketing analytics

- Telecom vertical leads the adoption of sophisticated marketing analytics solutions and a high focus market segment for Indian product vendors

Analytics has undergone a transformational journey - from data warehousing and mining to providing predictive business intelligence. Availability of tools with capabilities to provide businesses with a 360 degree view to operations and customers in a real time environment at desired price points will make analytics a 'must-have' rather than a 'good-to-have' solution.

As business leaders continue to appreciate the value derived from implementing adequate analytics software products, frameworks and tools, it is only but natural that the rapidly growing market opportunity will give rise to multiple software product companies competing for a share of the revenue pie globally.

It will be critical for product vendors and solution providers to continue evolving and ride the wave of transformation with innovative product offerings and business models ensuring greater end user value and differentiation.

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The NASSCOM PEM initiative

Indian software product industry – An overview

- The software product industry has witnessed a significant transformation with a **heightened focus on developing IP**
- Entrepreneurs are successfully developing and commercialising software products in global markets to address niche business requirements; services firms are strengthening focus on non-linear growth through product development
- The industry now demands a set of initiatives to ensure sustained growth through structured market feedback, enhanced product innovation, greater value generation and targeted visibility creation

PEM initiative

- NASSCOM has partnered with Frost & Sullivan, to build a Product Excellence Matrix that will benchmark Indian software products across defined categories**.** The programme provides:
  - A platform for the software product firms to gain visibility with the end user segment
  - Insights into the competitive scenario and relative positioning in the target market segment
- The initiative is the first of the series of steps to create a supportive ecosystem and build a thought leadership community for Indian software product vendors

Unique differentiators of analytics product firms

- Successfully **identified** business opportunities in Indian and global markets
- **Developed** a compelling value proposition
- **Demonstrated** confidence and vision in developing IP
- **Achieved** significant success within a short span of time

NASSCOM, in partnership with Frost & Sullivan, has rolled out the **'Product Excellence Matrix'** initiative to benchmark Indian software products across defined categories. NASSCOM will take on the onus of marketing and providing visibility to firms that feature in the matrix. The programme is designed to provide:
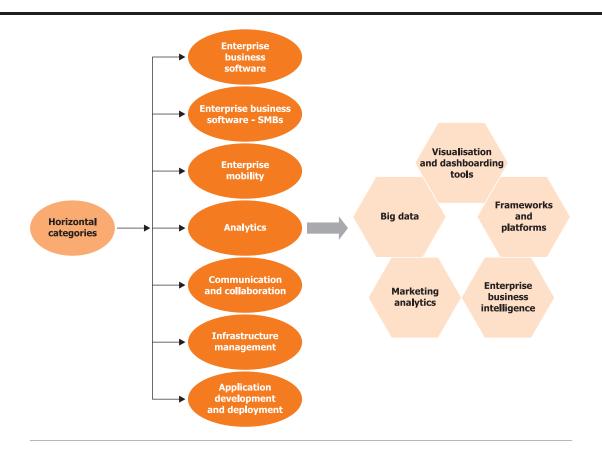
- A platform for the software product firms to gain visibility with the end user segment
- Insights into the competitive scenario and relative positioning in the target market segment
- Help align market strategy to end user dynamics and accelerate growth

The initiative is the first of the series of steps to create a supportive ecosystem and build a thought leadership community for Indian software product vendors. **The NASSCOM PEM initiative will cover seven segments in a series,** with Phase I recently concluded with opportunity for enterprise mobility and analytics software products.
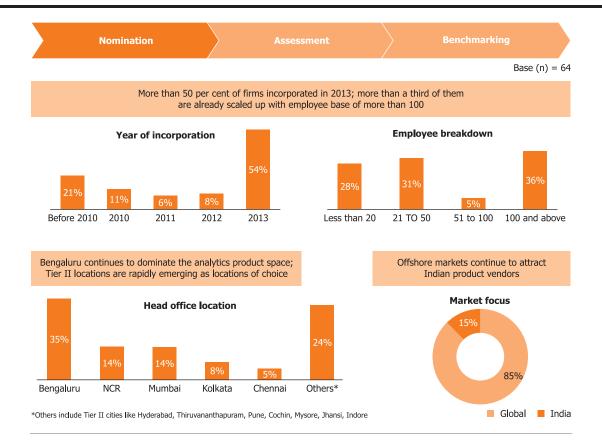
The Indian software product ecosystem is rapidly evolving and creating a supportive and sustainable platform for ISVs. The last decade has witnessed exponential growth in the software product entrepreneurship across horizontals and industry vertical-specific solutions. ISVs have successfully developed a strong value proposition to address business needs of global enterprises and monetising the opportunities with a focused go-to-market approach.

The Product Excellence Matrix (PEM) is an initiative to help create visibility amongst target market segments thereby catalysing sales and marketing efforts. To ensure parity in the benchmarking exercise and clear communication of the value proposition to end customers, the product space has been segregated into seven horizontal and multiple vertical segments. The first set of PEM is focused on enterprise mobility and analytics software products. The analytics products includes a gamut of sub segments like BI applications, marketing analytics, big data, visualisation and dashboarding tools, etc.

64 products qualified in the analytics category

Nomination	Assessment	Benchmarking

Base (n) = 64

More than 50 per cent of firms incorporated in 2013; more than a third of them are already scaled up with employee base of more than 100

Year of incorporation

21%	11%	6%	8%	54%
Before 2010	2010	2011	2012	2013

Employee breakdown

28%	31%	5%	36%
Less than 20	21 TO 50	51 to 100	100 and above

Bengaluru continues to dominate the analytics product space; Tier II locations are rapidly emerging as locations of choice

Head office location

35%	14%	14%	8%	5%	24%
Bengaluru	NCR	Mumbai	Kolkata	Chennai	Others*

*Others include Tier II cities like Hyderabad, Thiruvananthapuram, Pune, Cochin, Mysore, Jhansi, Indore

Offshore markets continue to attract Indian product vendors

Market focus

15%

85%

■ Global ■ India

The entire assessment and benchmarking exercise has been carried out in a three step process. As the first step, an aggressive campaign to drive nominations for the analytics and enterprise mobility was carried out by NASSCOM reaching out to software product firms pan India. The subsequent steps have been strictly based on the received nominations.

Over 78 nominations were received for the analytics category. However, given the definition of 'analytics software' in the context, certain nominations were found to be more relevant for other forthcoming categories, providing them the relevant visibility platform rather than diluting/negatively impacting the value proposition. 64 software products qualified for further process post validation.

Over 60 per cent of the software products were launched since 2012 and have achieved a substantial revenue and customer base, clearly highlighting the strategic excellence and acceptance of Indian software products in domestic and global markets. Although a majority of providers are based out of Bengaluru, there is a remarkable representation of firms based out of non-metro and Tier II cities emphasising the increasing competitiveness in the space.

50 per cent of the analytics products focus on niche offerings

| Nomination | Assessment | Benchmarking |

Revenue Split

41%   59%

■ Less than ₹ 5 crore   ■ ₹ 5 crore and above

- ~42 per cent of the qualified products featured in the Product Excellence Matrix or Market Focus Matrix
- ~50 per cent of the analytics products focus on niche analytics solution areas including vertical-specific/OEM bundled analytics
- Over 60 per cent of the software products have been launched post 2010, clearly indicating the rapidly growing focus in the space
- ~24 per cent of the analytics nominations are from Tier II cities like Thiruvananthapuram, Cochin etc.
- Only 15 per cent of the products have a strong domestic market focus while the majority is targeting global market segments

Classification of analytics products

| 19% | 31% | 50% |
| Marketing analytics | Business intelligence | Niche categories |

Based on the nominations received, the products were bucketed into three categories to create further parity in relative benchmarking. 50 per cent of the analytics products were focused on niche application of analytics including vertical-specific offerings, web analytics, infrastructure, network analytics, etc. while the other 50 per cent offered enterprise BI and marketing analytics functionalities.

Although the software products demonstrated significant success in global markets, revenue and revenue per employee metrics varied considerably given the disparities in services offered, maturity of parent brand, target market, deal size, etc. The PEM benchmarking model ensured minimising the impact of these differences in assessing the strategic and execution excellence of the products.

Exhaustive assessment of firms to feature in two grids

Nomination	Assessment	Benchmarking

Strategic excellence (vertical axis)

Dark horses	Exemplars
Product Excellence Matrix	
Scouts	Achievers

Execution excellence

Wide / Narrow — **Market Focus** (vertical axis)

Market focus grid

Emerging — Established
Stage of market entry

Dark Horses	Exemplars
• Strong value proposition, differentiation and well-articulated growth strategy • Possess high potential to achieve accelerated growth	• Well-defined growth strategy and successful execution • Compelling value proposition aligned to target market needs backed by strong execution capabilities
Scouts	**Achievers**
• Successfully identified market opportunities and developed innovative solutions aligned to target market need • Relatively weak in strategic approach and execution capabilities	• Formulated and implemented strong go-to-market initiatives in line with present vision • Demonstrated excellence in market expansion monetisation capabilities

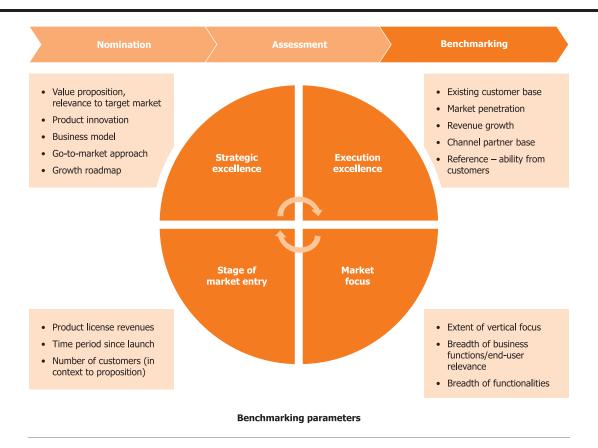|	
Stage of market entry parameters	Time period since presence in market (with respect to category)
	Product revenues
	Customer base (with respect to category)
Market focus parameters	Vertical focus/agnostic
	Business functions and stakeholders impacted
	Breadth of analytics functionalities offered

Frost & Sullivan's team of consultants, analysts and domain experts conducted in-depth assessment of the qualified nominations. Detailed calls were held with several nominees to get a better understanding and perspective of the data sent across in the nomination phase. Nominations were grouped in accordance to sub categories and relatively benchmarked on strategic and implementation excellence demonstrated in the last Financial Year (FY).

The Product Excellence Matrix has been carefully designed to recognise software products that have demonstrated excellence in the relevant space of offering, and a total of 27 products were shortlisted. Some of the shortlisted nominations could not be benchmarked in the PEM but deserved recognition for their innovative offering and promising value proposition and strategy. Such nominations have been featured in the market focus grid.

Products benchmarked on product excellence vs execution, and market entry vs focus

| Nomination | Assessment | Benchmarking |

- Value proposition, relevance to target market
- Product innovation
- Business model
- Go-to-market approach
- Growth roadmap

- Existing customer base
- Market penetration
- Revenue growth
- Channel partner base
- Reference – ability from customers

Strategic excellence | **Execution excellence**

Stage of market entry | **Market focus**

- Product license revenues
- Time period since launch
- Number of customers (in context to proposition)

- Extent of vertical focus
- Breadth of business functions/end-user relevance
- Breadth of functionalities
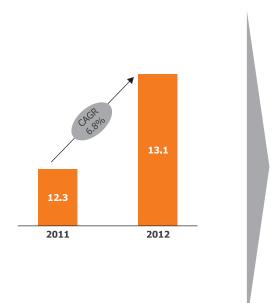
Benchmarking parameters

The Product Excellence Matrix benchmarks firms on strategic excellence and execution excellence. A number of parameters have been considered to relatively assess and rank products. The definition of parameters and weightages assigned depends on the category/sub category to ensure parity and relevance of the model. Furthermore, the assessment model ensures minimisation of subjectivity in relative ranking and is based purely on the data provided in the nomination process.

The market focus grid maps software products based on their stage of market entry (domestic or global) vis a vis the breadth of offering. While the stage of entry parameters help emerging players in the category to get a distinct position in the grid from the established products, the market focus parameters help identify cross-vertical and platform-centric products from those with niche offerings/ market strategy.

Global analytics market – > USD 13 billion opportunity

**Global analytics market
in USD billions***

CAGR
6.8%

12.3
2011

13.1
2012

Attractive market opportunity

- Global BI, CPM and analytics applications/performance management software revenues **– USD 13.10 billion in 2012, a 6.8 per cent increase from 2011**

- Growing importance of analytics across enterprise functions due to exponentially huge data, offers several untapped and unexplored opportunities to explore technologies capable of handling big data

- Sizeable business opportunity with **large number of whitespaces has attracted a broad spectrum of vendors and service providers into niche areas** related to analytics

- Growing demand of analytics in developed economies like Europe and North America with more than 50 per cent of unstructured data generation

- Emergence of niche start-ups with technological advancements in the analytics domain

*Gartner research

Scope of analytics products has been evolving rapidly and far beyond conventional reporting based on data extracted from core enterprise applications like ERP and CRM. CXOs are today cognizant of the importance of tools to extract real value from internal and external data sources enabling them to create competitive advantage. The increasing spend on analytics software products offers analytics products and services providers an attractive market opportunity. Further, the exponentially growing enterprise data and maturity of big data technologies is opening up multiple new opportunity avenues for vendors.

Providers in the analytics space are aggressively developing compelling value propositions and using multiple levers such as domain capabilities, interoperability, rapid deployment mechanisms and bundled services to create differentiation. A large number of global and Indian players are developing data exploration products, statistical and reporting tools to monetise the rapidly growing market.

Effective data analytics gaining critical importance for businesses

Business imperatives	Technological Forces
» Unlocking value from proliferating enterprise data » Monitoring business metrics in real-time » Informed decision making at tactical and strategic levels » Increasing relevance of external data sources including social media	» Cloud-based deployments enabling lower TCO » Availability of pre-engineered and packaged products reducing deployment time » Sophisticated algorithms and statistical capabilities » User-friendly interface with intuitive drill down capabilities » Tools and frameworks to analyse big data

Proliferation of data has made a transformational impact over the last decade

- Deployment of integrated applications, collaboration tools, connect with external stakeholders and extensive digitisation of manual processes have resulted in huge proliferation of data

- Data multiplication creates the need for enterprises to harness and manage the resident data enabling high quality actionable insights accessible to business users

- Real-time information addresses operational and strategic challenges, at the same time, serves the increasing demand of information from regulators and third-party agencies in the ecosystem

Ubiquitous challenge of complex data mining has been eased by the analytics products available in today's era

- Convert the data to insights and actionable information for decision making to the right people

- Hardware, software and networking technologies leverage the data available in various systems and transform them into knowledge that can benefit enterprises

Enterprises all across the world are exponentially gathering digital data. The data ranges from how machines and tools are performing, about items in the grocery store, to how packages are arriving and departing shipping depots and a plethora of other transactional activities. Parallely, with changing business models, firms are reaching out to a larger number of suppliers, buyers, and customers through multiple touch points multiplying the real time-data generation.

CXOs well recognise the unprecedented value that data offers when combined and analysed in a holistic level to understand their business, supplier and consumer relationships. This ubiquitous challenge of complex data mining and unlocking its value has been eased by the analytics solutions available today, making it possible to convert the data to insights and actionable information for decision making. The sophisticated analytic capabilities and intuitive visualisations are driving a profound change in how marketing, advertising, communications, supply chains, value chains, processes, transactions, and deals are going to be accomplished.

Analytics – Opening up a gamut of opportunities for Indian software product firms

Indian analytics market	
Immense growth in analytics market	• Over 100 Indian analytics focused software product firms have successfully developed and launched products catering to niche business needs • These products cut across vertical-specific, horizontal process-centric and niche applications and platforms
Future potential	• Indian product firms have shown a growth rate of 20 – 40 per cent in the last few years • Several emerging players have witnessed over 100 per cent growth within the first year of launch
Growing Start-up base	• Four-fold increase in analytics start-ups in the last four years • A new crop of enterprise software start-ups is all set to offer niche distinguished offering in analytics domain

Consumers	Operations	Product development	Supply chain	Marketing
• Target segment identification • Buying patterns identification • Customer experience and loyalty management • Social media management	• Productivity improvement • Process improvement • Streamlining operations	• Innovative product/service development • Existing product/service improvement	• Supply chain interventions • Inventory management	• Cross-selling and up-selling • Innovative marketing • Advertising effectiveness measurement

Indian product vendors deliver a gamut of offerings within analytics product space covering various functional areas

Analytics – is opening up a huge gamut of opportunities for Indian software product firms. Indian vendors are developing best-in-class products, platforms and enabling tools suiting various needs of organisations to gain visibility in the market. More than three times increase in the number of start-ups from 2008-12 indicates that a new crop of enterprise software start-up is all set to convert zillions of raw data bytes into useful business insights

As organisations adjust to the rapidly changing digital lifestyle of consumers worldwide, they are beginning to discover the importance of understanding and envisaging the impact of information generated from non-traditional sources such as blogs, Facebook posts, tweets, emails, smartphone applications, electronic sensors, images and YouTube videos.

Analytics not only helps organisations gain a multi-dimensional view of their ecosystem, but also generates powerful insights that can help them better execute their operations and take well-informed decisions. Indian vendors are increasingly leveraging advanced data analytics tools and techniques to provide organisations with a better understanding of their customers, competitors, operations, suppliers and partners. High performance analytics, which previously took days or weeks to perform, can now be undertaken in seconds, minutes or hours through advanced analytics technologies.

Innovative offerings focussing on end-to-end customer business needs

Top priority focus areas and key market trends for indian analytics software product firms

Intuitive user interface	Rapid deployment models	Innovative pricing models
Intuitive visualisation tools with multiple data sources E.g., Gramener	In-built adaptors and integrators for enterprise applications E.g., Mcube	Leveraging SaaS deployments for Opex-based pricing
Sophisticated data exploration products for unstructured data E.g., MECBot	Highly configurable solutions	Business outcome-based pricing
	Verticalised and domain-centric functionalities E.g., Manthan's ARC	Articulation and communication of ROI

- Indian product vendors develop best-in-class products, platforms and enabling tool's. Aspects like scalability, reliability and robustness which were used as differentiators a few years back are now considered as the hygiene factors
- Product vendors are redefining their core offering and exploring services differentiators in conventional and emerging business models
- Intellicus, for example, has successfully developed a business model around white labelled, modular, customisable horizontal BI platform for web-based business intelligence, analytics, visualisation and reporting. It provides both ad-hoc and traditional pixel perfect reporting, dashboards, OLAP server, advanced visualisation, etc.

Indian software product vendors have successfully developed products cutting across the BI needs of organisations. The products and platforms provide for managing of complete data infrastructure issues like data capturing, data exploration, data storage, data management, statistical data modelling, data analysis, data delivery, reporting and visualisation. Automation and ease of use of these products, therefore, enable customers to focus their effort on solving business problems rather than processing of data.

Highly intuitive and user friendly visualization tools

- Intuitive self-service visualizations and customizable dashboards – making it possible for business users to develop dashboards and visualisations with minimal support from IT personnel
- Rich BI interface with drill down functionalities for senior executives catering to various levels and business facets of an organisation

Enhanced focus on ease of deployment and seamless integration

- In-built Interfaces with core applications for easy integration and access to enterprise applications and other internal and external data sources

- Pre-built adaptrs for all major core applications and systems, ensuring accelerated integration to most source systems

- Middleware to provide portability across desktop, web-enabled mobile platforms

Leveraging Innovative pricing mechanisms to develop strategic customer partnerships

- Cloud deployment driven lower TCO

- Pricing models are to gain customer confidence and create long standing relationships through outcome-based pricing

- Clear business centric ROI articulation and communication

The market focus grid highlights product market focus and stage of entry of the firms

- Total number of analytics firms assessed for the PEM classified on the market focus grid as established vs emerging players as well as stage of market focus (narrow vs wide)
- Major verticals are - BFSI, manufacturing, retail and CPG, telecom
- Newer firms are developing products around emerging verticals like Education, utilities/energy, etc.
- Digital analytics, network optimisation, etc. are some of the niche product offerings

- ~50 per cent of the total analytics firms assessed for the PEM offers niche products
- ~80 per cent of the emerging firms have launched within the last two years
- Emerging firms gaining significant traction in the domestic and global markets
- ~50 per cent gained success by developing and monetising industry-specific/business function-specific products vis a vis cross-vertical platforms and solutions
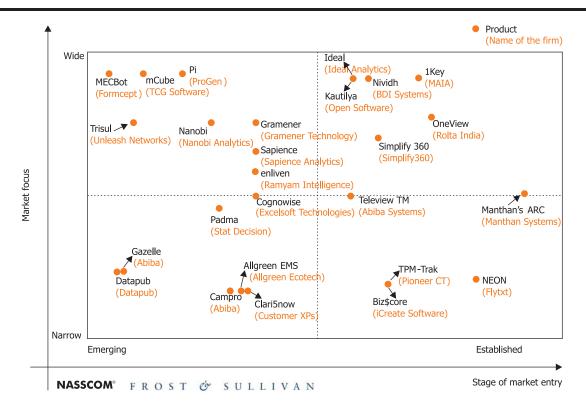
Trend and insights

- Emerging enterprises have achieved nearly 300 per cent growth over the last 2-3 years rapidly gaining a referenceable customer base
- Significant diversity in the strategic approach to target market segments exists in the marketplace
- While vendors have been successful with platform-centric-cross vertical approach, a large number of Indian software vendors have achieved market excellence through niche - business function-centric analytics offerings
- Several established players seek to aggressively penetrate in the global markets and industry verticals through new product variants

A marked difference is witnessed in the strategic approach of various analytics providers. While a segment is focused on developing platforms and frameworks that enable enterprises to rapidly build and deploy applications to meet their analytics needs, the other segment is developing industry-specific or niche business function-specific applications. Providers have demonstrated significant value in both the approaches translating to revenue and new customer growth.

The Indian provider landscape consists of a mix of established players which have a strong reference customer base and brand name as well as a large number of emerging and promising providers. Given the smaller revenue base, several emerging players are witnessing over 100 per cent YoY growth in domestic and global markets. The established players are also continuously developing product variants or enhancing products with new functionalities to ensure competitiveness.

Market focus (vertical axis: Narrow to Wide)
Stage of market entry (horizontal axis: Emerging to Established)

Product
(Name of the firm)

Wide

MECBot
(Formcept)

mCube
(TCG Software)

Pi
(ProGen)

Ideal
(Ideal Analytics)

Kautilya
(Open Software)

Nividh
(BDI Systems)

1Key
(MAIA)

Trisul
(Unleash Networks)

Nanobi
(Nanobi Analytics)

Gramener
(Gramener Technology)

Sapience
(Sapience Analytics)

enliven
(Ramyam Intelligence)

OneView
(Rolta India)

Simplify 360
(Simplify360)

Cognowise
(Excelsoft Technologies)

Teleview TM
(Abiba Systems)

Manthan's ARC
(Manthan Systems)

Padma
(Stat Decision)

Gazelle
(Abiba)

Datapub
(Datapub)

Allgreen EMS
(Allgreen Ecotech)

Campro
(Abiba)

Clari5now
(Customer XPs)

TPM-Trak
(Pioneer CT)

Biz$core
(iCreate Software)

NEON
(Flytxt)

Narrow

Emerging

Established

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PEM — Indian analytics product firms

Business intelligence emerging as a revolutionary analytical tool

Business Intelligence	• Include variety of software tools used to analyse an organisation's raw data • Meaningful analysis on the historic and the predicted data to improve decision making, cut costs and identify new business opportunities	• ~31 per cent of the shortlisted analytics products as enterprise business intelligence • ~50 per cent of the software products have cross-vertical capabilities • ~55 per cent of the BI software products have been launched post 2010 • ~65 per cent representation from vendors based out of Tier I cities like Mumbai, Kolkata, etc. • ~35 per cent of representation from Tier II cities like Indore, etc.
Key drivers	• Market-related factors such as understanding the actions of competitors • Consumer demand elements such as emerging delivery models, expectations/sentiments • Technology inputs such as innovation, workforce productivity	
Market size*	• Indian Business Intelligence (BI) software revenue is forecast to reach USD 139.50 million in 2014 • ~16 per cent increase over 2013	

| Trend and insights |
|---|
| • Significant success by products offering strong in-built domain-specific functionalities
• Focus on growth through scalability of product and relevance across industry verticals by incorporating verticalised templates
• Pre defined connectors being used as a differentiator to access information from multiple data sources and offer deployments in reduced time span
• Enhanced value proposition through BI products focused on self-service capabilities enabling business users to configure and customise |
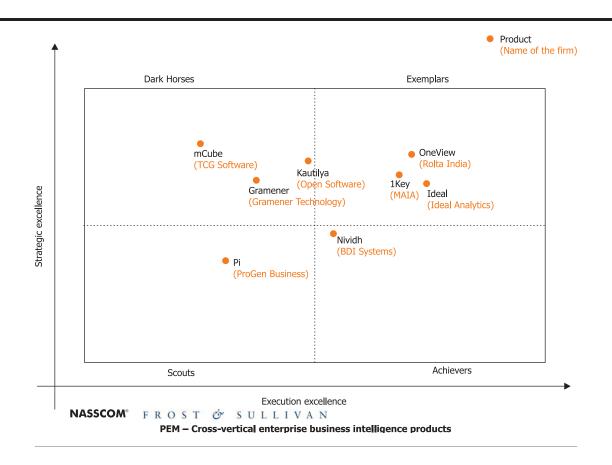
*Gartner research

The need to harness useful information and unlock its potential and value to the organisation is immense, and it can significantly help in improving the top line and bottom line. Business Intelligence (BI) is concerned with data analysis to improve operational performance and competitiveness of the organisation. With increasing volume of enterprise data scattered across disparate sources, the dependence on specialised methods and tools is very high.

Several Indian software vendors have developed products that are domain-agnostic and can be implemented across verticals catering to enterprise-wide data analysis and reporting needs. They provide for transforming large-scale data into informative visualisations in real-time, without human intervention. Nearly one third of the nominations were business intelligence tools and products, highlighting the increased focus on market opportunity. The products capture data from multiple heterogeneous sources and provide for intuitive and user-friendly UI facilitating decision making throughout the organisation from top management to tactical and operational levels.

PEM – Cross-vertical enterprise business intelligence products

Marketing analytics enables CMOs to make data-driven decisions

Marketing Analytics	• Plays a critical role in providing appropriate data to help firms take data-driven decisions • Create a 360 degree view of customers, product offerings, promotions, targeted marketing campaigns and thereby increase customer centricity
Key drivers	• Advent of disruptive technologies like cloud • Exponentially increasing use of social media and other communication channels
Market size	• Firms spend around 5-7 per cent of their marketing spend on analytics • This is expected to go up to 7-10 per cent in the next three years

• ~19 per cent of the shortlisted products as marketing analytics software products
• Over 90 per cent focused on global markets vis-à-vis domestic market segments
• 55 per cent of the representation from Bengaluru only
• 78 per cent of the marketing analytics products were launched post 2010
• ~22 per cent of the analytics firms are from Tier II locations like Thiruvananthapuram
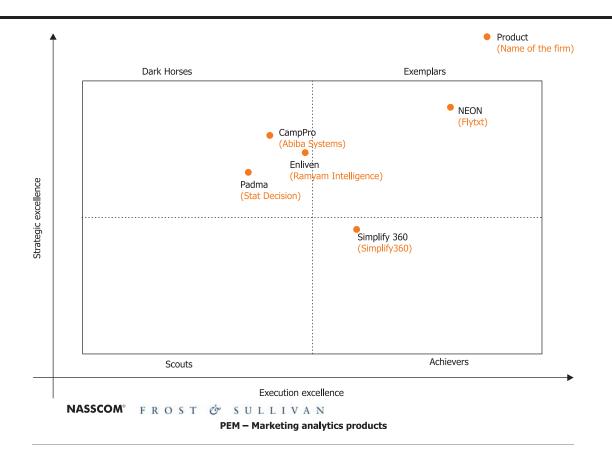
Trend and insights

• Increasing competition in the end-to-end marketing analytics space offering campaign management, customer profiling, behavioural analysis and predictive analytics
• Campaign management products dominated the nominations in the space of marketing analytics. Enhanced investments in providing greater linkage to social media technologies creating a more 360 degree customer view
• Telecom vertical leads the adoption of sophisticated marketing analytics solutions and a high focus market segment for Indian product vendors

Marketing in today's competitive environment demands in-depth understanding of the buyer and buying behaviour. The role of CMOs is to develop a strategy that does not interrupt and persuade customers but engages, motivates and satisfies needs through an integrated and holistic go-to-market approach. Marketing analytics plays a vital role in providing appropriate insights at the right time to help business leaders take well-informed decisions based on a 360 degree view of customer. Marketing analytics is viewed as an enterprise-wide tool for strategic and tactical analysis of product offerings, customer behaviour and needs, promotions and marketing initiatives.

While global analytics players pose stiff competition and have invested significantly in developing comprehensive marketing analytics solutions, Indian players have been successful in identifying and monetising opportunities in the global markets. Indian product vendors have developed a bouquet of offerings around marketing analytics encompassing campaign/promotions management, customer profiling, usage pattern analysis, behavioural analytics, social media and sentiment analytics, predictive analytics.
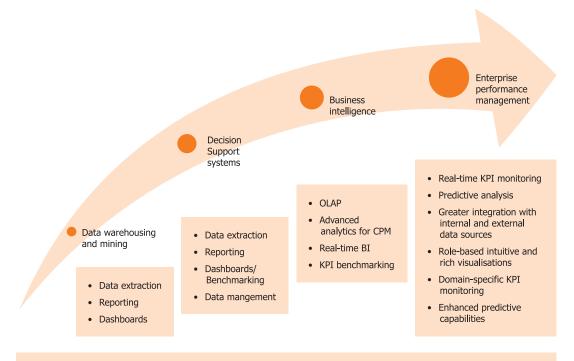
Product
(Name of the firm)

Dark Horses   Exemplars

NEON
(Flytxt)

CampPro
(Abiba Systems)

Enliven
(Ramyam Intelligence)

Padma
(Stat Decision)

Simplify 360
(Simplify360)

Strategic excellence

Scouts   Achievers

Execution excellence

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PEM – Marketing analytics products

Analytics on a transformational path – from a 'good to have' to a 'must have' solution

Deploying analytics will soon be central to the planning of any enterprise IT landscape and not merely viewed as way to unlock value from exiting enterprise data. Technological disruptions and maturity of products architecture will further enhance the relevance of output to multiple stakeholders within the organisation.

Analytics has transformed from data warehousing and mining tools to providing real-time role-based business intelligence. The products demonstrate capabilities to provide businesses with a 360 degree view to operations and customers in today's dynamic business environment. The criticality of enhanced analytics to decision makers, availability of the solutions at affordable price points and maturity of cloud-based deployments will only make the solutions a 'must-have' rather than a 'good to have' solution in the enterprise IT landscape.

As business leaders continue to appreciate the value derived from implementing adequate analytics software products, frameworks and tools, it is only but natural that the rapidly growing market opportunity will give rise to multiple software product firms competing for a share of the revenue pie globally. It will be critical for product vendors and solution providers to continue evolving and ride the wave of transformation with innovative product offerings and business models ensuring greater end user value and differentiation. The way forward will demand greater in-built domain-specific analytical functionalities, predictive capabilities, richer visualisations and rapid seamless integration within the increasinlgly complex IT landscape.

PEM: Firm highlights (market focus)

Banking and financial services	
Biz$core - iCreate Software India Pvt. Ltd.	• Business Intelligence (BI), analytics, GRC reporting and performance management solution built exclusively for banks • Comes with pre-built modules for retail banking, credit cards, corporate banking and asset management that enable 360 degree views across the enterprise, strategic growth, business optimisation and risk management • Packages data extractors for leading core banking systems, pre-defined enterprise-wide banking data model, reports and dashboards which provide for analytics and reporting capabilities with rich visualisations
Clari5 Financial Crime Management - CustomerXPs Software Pvt. Ltd	• Built on big data analytics, it analyses financial transaction data and to build fraud risk intelligence in real-time, querying on massive transaction volume for real-time in-memory complex pattern detection, behaviour profiling and running predictive scoring models on large datasets. • The financial crime management suite covers Anti-Money Laundering (AML), Enterprise Fraud Management (EFM) and risk management solution on a common platform stack
Education	
Cognowise - Excelsoft Technologies Pvt Ltd	• The learning analytics platform provides data intelligence capabilities through a hosted, scalable reporting and analytics engine catering specifically to the learning and assessments industry • Provides insights on learning patterns, behaviour, and trends about learners, efficacy of content and the learning community with the goal of facilitating decision making for various stakeholders
IT-BPM	
Sapience - Sapience Analytics Pvt Ltd	• Captures employee work patterns to provide insights into 'time/effort' at work in real-time based on information collected automatically from every employee. Dashboards made available to individual users, while long-term analysis/reporting at business level is available to managers • Integrates with the customer's ERP and other systems to enable effort analytics and capacity optimisation across all aspects of the business while preserving individual privacy

PEM: Firm highlights (market focus)

Manufacturing	
TPM TRAK – Pioneer CT	• Collects, analyses and disseminates shop-floor operational data in real-time • Compatible with high tech PLC and CNC machines, assembly stations and conveyor lines, and enterprise assets such as ERP, CRM, etc. • Domain-rich analysis to transform data into manufacturing intelligence, which is then disseminated by email, SMS, real-time dashboards to stakeholders
Retail & CPG	
Manthan's ARC – Manthan Systems	• Provides analytical insights across buying and merchandising, store operations, finance, marketing and executive management of a retail organisation through portfolio of offerings on products comprises Merchandise Analytics (MA), Customer Analytics (CA), Supplier Portal & Analytics (SPA) as well as Enterprise Analytics (EA) • Available with out-of-the-box, role-based and best practice reports, analytic views and dashboards allowing dissemination of standardised reporting across the enterprise and 'self-service' capability for end users
Telecom	
TeleView – Abiba Systems Private Limited	• A telecom sector focused BI with dashboards, reports and other visualisation tools and drawing upon data from rom diverse data sources like MSC, billing, CDRs, prepaid systems, CRM
Digital analytics – web content	
Datapub	• Digital analytics product to help content and news publishers with real-time data helps identify usage characteristics of content thereby helping publishers to have new revenue sources by providing data around visitor profiles, audience categorisation, etc.

PEM: Firm highlights (market focus)

Network optimisation

Trisul-Unleash Networks	• Enables corporations and governments to apply large scale real-time analytics on big data streams to monitor the network for a variety of purposes such as network security, traffic monitoring, lawful intercept, network forensics • Automatically correlates the network activity with over a dozen reputed malware/botnet/phishing blacklists and alerts the user for anomalies • Pins down traffic to specific networks

Big data platform

MecBot-Formcept	• Big data middleware focused on empowering data analysts and data scientists of the enterprise • An integrated unified analytics platform providing batch processing, interactive analysis and stream processing capabilities out-of-the-box • Built-in semantic capabilities and processing algorithms that can analyse, categorise and retrieve unstructured data on demand and deliver results/reports

Energy management

AllGreen Ecolibrium EMS - Allgreen Ecotech Solutions	• Delivers energy savings through real-time analytics and actionable insights on data that has been collated and analysed against site-specific pre-configured rules

PEM: Firm highlights (business intelligence)

1Key BI suite - MAIA Intelligence Pvt. Ltd	• Significant traction with the business intelligence software catering to enterprise-wide data analysis and reporting needs of multiple vertical industries. • Recognisable customer base with a strong channel network developed in a short span of time • An integrated offering with a a modular structure enabling rapid deployment. Creates single reporting structure in a heterogeneous database environment and focused on high performance standards and faster query response
Gramener Visualisation Server - Gramener Technology Solutions Pvt. Ltd.	• Achieved recognisable business success and penetration with known brands in the telecom space and other verticals like financial and retail • Aggressive growth focus through strong channel network and established relationships with leading Indian Sis • Focusses on the visualisation aspect of analytics suite by transforming large-scale data into visualization. Provides built-in visualisation library based on cognitive research and statistical models • Pre-defined connectors exist to extract data from a variety of formats and from multiple heterogeneous data sources, and can be extended via the visualisation server aPI for new formats
Ideal - Ideal Analytics	• Successful execution of GTM strategy through direct, indirect and OEM sales to the global SMB market segments. value proposition strategically built to cater to market segment needs • Self-service, real-time, on-demand ad-hoc analysis with data capture from various sources and collation on the fly. High flexibility and integration capabilities with an applications such as an ERP or CRM • Platform independent with APIs such enabling integration with other applications easily
KAUTILYA - Open Software Technology (India) Ltd.	• Strong focus on product development and value proposition beyond reporting and dash boarding to support a collaborative analytics approach • Business intelligence and analytics product that provides a 360 degrees view of the firms' data for all users. Provides insights through in memory analysis, what if analysis and predictive analysis • Has inbuilt ETL classes to handle various levels of data transformation complexity, focus on easy visualisation, provides for in memory analytics, predictive analytics, social media integration
mCube - TCG Software Services	• Focus on a strong value proposition for global markets to offer business performance analytics with pre-built operational & financial models • Provides real-time operational metrics (KPIs & Scorecards), historical performance measurement, stastical and predictive analytics • Includes 200+ KPIs for specific industries and in built adaptors and connectors for integration with multiple enterprise applications

PEM: Firm highlights (business intelligence)

Nividh – BDI Systems & Technologies Pvt. Ltd	• BI framework and dashboard designer tool with global market focus and significant monetisation in a short span of time • Platform and vertical agnostic product offered in on premise or SaaS models connecting with any type of data source focused on building high end charts/dashboards/analytics with a quick turnaround time • Utilities on top of Hadoop framework help in analysis of data from social media push the required result set to the dash boarding tool to give high end analytics
OneView – Rolta India Ltd.	• Successful monetisation through large deals in strategic verticals • Cross functional analysis for contextual monitoring of business performance and actionable intelligence. Interactive dashboards with drill down to details, cascaded balanced score cards, strategy maps, geospatial maps • Includes prebuilt knowledge data model and industry specific KPIs • 250+ prebuilt analytics and pre-built knowledge data models ensuring rapid deployment
pi – ProGen Business Solutions	• Primarily focused on advanced data visualisation techniques and ease of use along with collaborative decision making and offered in on premise and SaaS models • Modules to support metadata configuration, report & dashboard designing, scheduling of reports, overwriting/modifying existing reports, what if analysis, goal seek, segmentation, viewing and analysis of data, performing drill downs, ad-hoc analysis • Roadmap to build Hadoop compliance and strengthen go-to-market by leveraging the referenceable customer base and channel partner network

PEM: Firm highlights (marketing analytics)

CampPro - Abiba Systems Private Limited	• Offers end-to-end campaign management solution for telcos in emerging markets • Offers an on premise and managed service model; directed at marketers to plan, design, execute and analyse campaigns • Provides for segmentation, sampling, campaign execution, campaign analysis (pre & post), calculation of return on investment
enLiven CEM – Ramyam Intelligence Lab Pvt. Ltd	• Enable high transaction based industries to implement and automate successful customer experience management programmes • A unique approach of profiling, analytics and action ability based on its patent pending technology • Effective and multiple pricing models enabling achieve market traction • A strong product roadmap for text and speech analytics
NEON – Flytxt	• An integrated real-time customer experience management platform with in-built comprehensive big data analytics capabilities • Actionable analytics across service usage patterns, recharge characteristics, churn propensity helps marketers design and execute powerful, high impact marketing campaigns • Exhibits strategic and implementation excellence through an effective long-term customer centric partnership business model, deployments with some of the largest operators globally and a balanced revenue stream of one time and recurring revenues • Established technology partnership with academia and industry for big data research
Simplify360 – Simplify360	• Offers real-time monitoring of brand conversations across a range of social media platforms and comprehensive actionable intelligence including sentiment analysis, audience intelligence, industry trends monitoring, etc. • An effective global go-to-market approach by partnering with local experts in various regions • A substantial customer base with several large enterprises customers from multiple verticals including IT, media and banking
Padma – Stat Decision Labs	• Offers end-to-end marketing automation solution using predictive analytics models for execution of automated marketing campaigns for retail, banks, hospitality, telcos, insurance & automotive verticals • Platform independence and provides for integration with all industry standard tools • Alternative delivery models and pricing structures to drive growth • Strategic focus on partnerships with leading technology firms and enhancing product functionalities in the near future

Declaration

- The PEM grids are a result of a benchmarking exercise done by Frost & Sullivan for NASSCOM

- The benchmarking exercise was carried out only on firms that sent in their nominations, not on the entire Indian products industry

- The position of a firm on the grid was determined through an understanding of their growth trends, capabilities, strength of their offerings, and achieved business success

- While Frost & Sullivan did get a very good understanding of the quality and effectiveness of the products, they did not conduct a product evaluation involving onsite product audits

- The decision to feature any firm, along with their position in the grid remains at the sole discretion of Frost & Sullivan

- NASSCOM and Frost & Sullivan reserves the right to change the approach to future iterations of this exercise

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