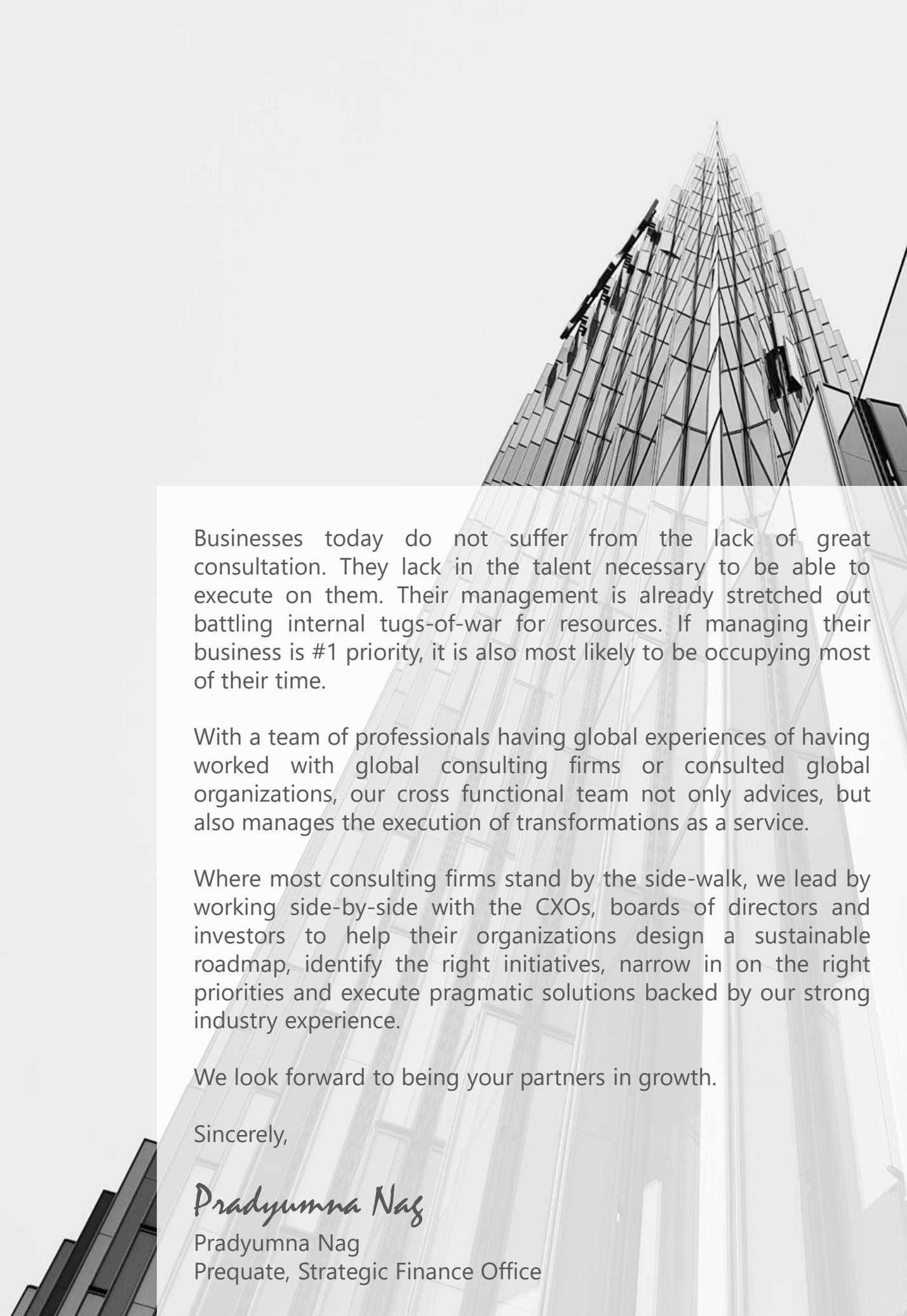


PRE QUATE

Orbital Report ©
sense the world around you

strategic finance *for* business impact



Businesses today do not suffer from the lack of great consultation. They lack in the talent necessary to be able to execute on them. Their management is already stretched out battling internal tugs-of-war for resources. If managing their business is #1 priority, it is also most likely to be occupying most of their time.

With a team of professionals having global experiences of having worked with global consulting firms or consulted global organizations, our cross functional team not only advices, but also manages the execution of transformations as a service.

Where most consulting firms stand by the side-walk, we lead by working side-by-side with the CXOs, boards of directors and investors to help their organizations design a sustainable roadmap, identify the right initiatives, narrow in on the right priorities and execute pragmatic solutions backed by our strong industry experience.

We look forward to being your partners in growth.

Sincerely,

Pradyumna Nag

Pradyumna Nag
Prequate, Strategic Finance Office



**KNOWING
YOURSELF IS
THE BEGINNING
OF ALL
WISDOM.**

Aristotle



“

**IF YOU DONT
MEASURE IT,
YOU CANT
IMPROVE IT.**

Peter Drucker

”

Information Technology

Computer Software

SaaS

Manufacturing

Consumer Electronics

Textile

Education

Healthcare

Parenting

FMCG

Agro

Telecom

Luxury Goods

Distribution

Logistics

Transport

Real Estate

Architecture

Wealth Management

MICE

Travel

Event Management

F&B

Analytics

Blockchain

NGO

Strategy,
meet
accountability

30k
view

News

Competition
Assessment

Relative
Positioning

Media
Analysis

How do we measure up relative to our competitors? Are we keeping up with what the market is doing? Is our growth strategy in alignment with the market needs? Do we need to relook at our pricing? Is my product/service addressing industry perceived needs? What is my competition doing? Are we positioning our product right? What is the market saying about me and my product? Is there competition that I should be worried about? How are we doing in terms of our market presence? Who is my competition exactly?

CAN A SINGLE SCREEN ANSWER ALL THESE QUESTIONS?

How do we measure up relative to our competitors? Are we keeping up with what the market is doing? Is our growth strategy in alignment with the market needs? Do we need to relook at our pricing? Is my product/service addressing industry perceived needs? What is my competition doing? Are we positioning our product right? What is the market saying about me and my product? Is there competition that I should be worried about? How are we doing in terms of our market presence? Who is my competition exactly?

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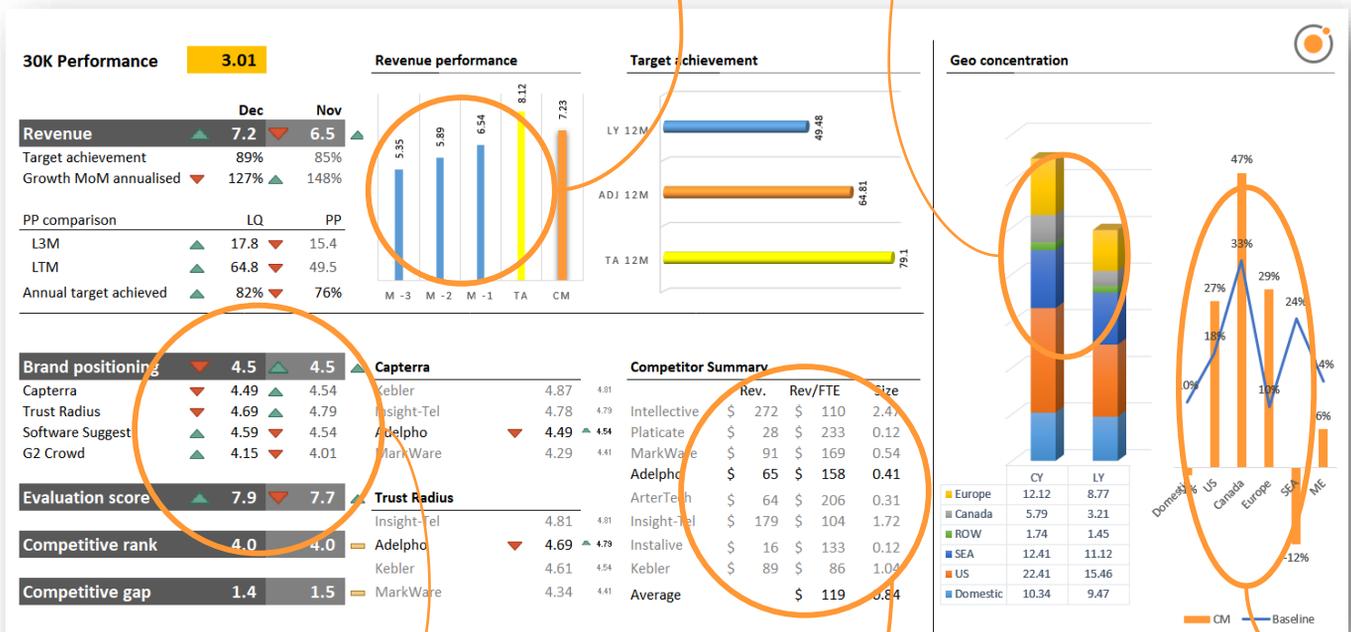
View from 30k feet

Revenue performance

to understand where you stand on achievement as compared with your plans

Geo Mix analysis

to understand the potential for penetration



Brand performance

to understand how the market is viewing your product

Industry Leaders

to know the giants in the industry and their share of the pie

Geo Performance

to understand if you are riding the wave or succumbing to it

Continuous measurement to industry trends *than* static comparisons

Constructive evaluation *than* merely showcasing where we are

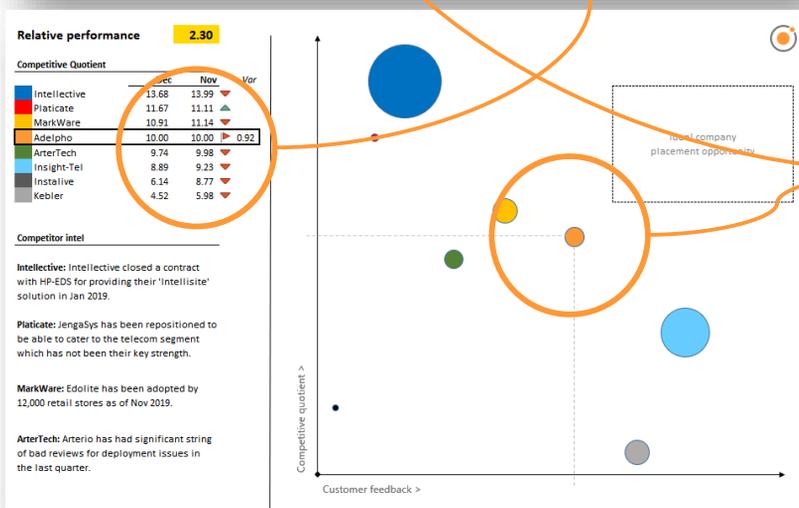
Analysis to strengthen a business *than* just topical benchmarking

How do we measure up relative to our competitors? Are we keeping up with what the market is doing? **Is our growth strategy in alignment with the market needs?** Do we need to relook at our pricing? Is my product/service addressing industry perceived needs? What is my competition doing? Are we positioning our product right? What is the market saying about me and my product? **Is there competition that I should be worried about?** How are we doing in terms of our market presence? **Who is my competition exactly?**

Competitive Quotient



Competitive placement to identify where you are placed and where your future competition could come from



Alternate positioning opportunities to allow for more market capture or better profitability

Suggestions on how the company should be placed *than just information*

Deep understanding of positioning *than highlighting basic information*

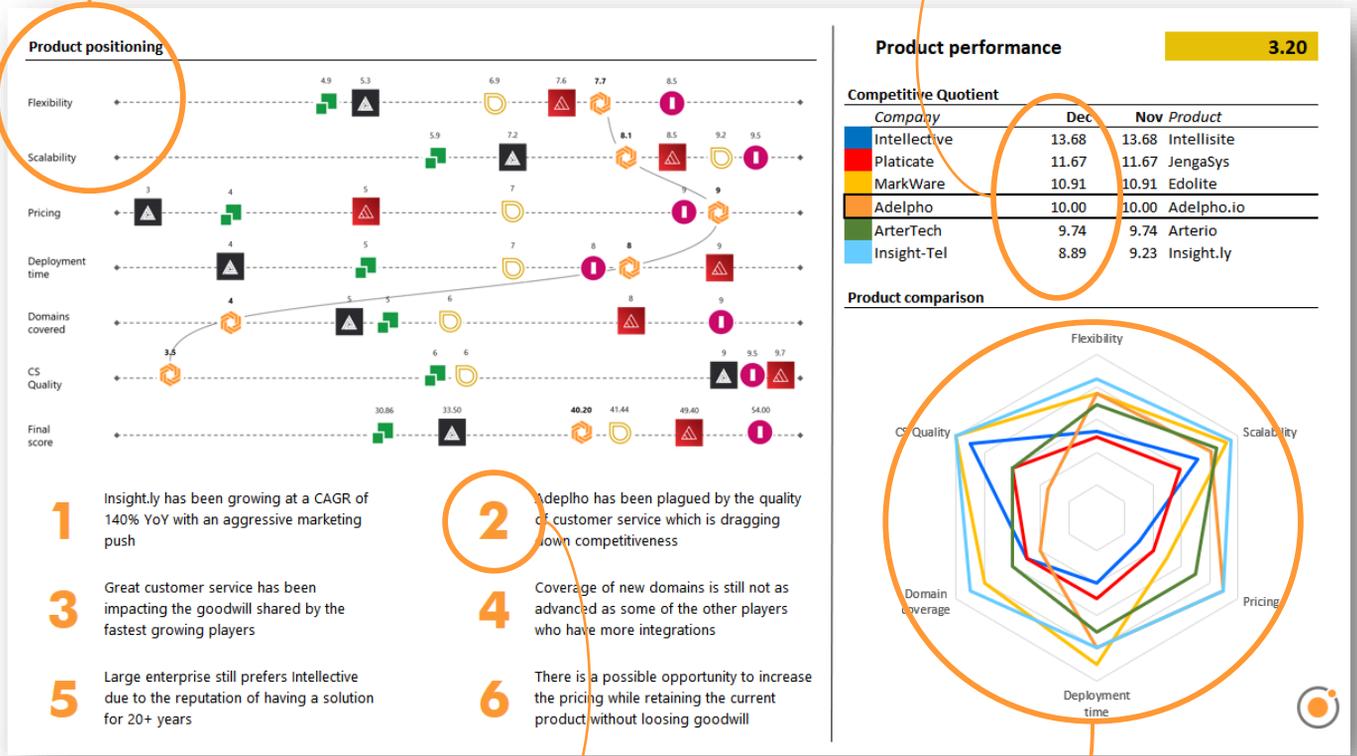
Assessment of market perception *than an academic exercise*

How do we measure up relative to our competitors? Are we keeping up with what the market is doing? **Is our growth strategy in alignment with the market needs?** Do we need to relook at our pricing? **Is my product/service addressing industry perceived needs?** What is my competition doing? **Are we positioning our product right?** What is the market saying about me and my product? Is there competition that I should be worried about? How are we doing in terms of our market presence? Who is my competition exactly?

Competition Assessment

Offering positioning
to understand where you are placed in the market as compared on key expectations

Competitive quotient
to understand how you rank vis-à-vis competition



High impact news
to understand key developments at an offering level from competitors

Geo Performance
to understand if you are riding the wave or succumbing to it

Continuous measurement to industry trends *than static comparisons*

Detailed benchmarking on several parameters *than facts*

Understanding of competitive advantages *than product information*

How do we measure up relative to our competitors? Are we keeping up with what the market is doing? **Is our growth strategy in alignment with the market needs? Do we need to relook at our pricing? Is my product/service addressing industry perceived needs?** What is my competition doing? Are we positioning our product right? **What is the market saying about me and my product?** Is there competition that I should be worried about? **How are we doing in terms of our market presence?** Who is my competition exactly?

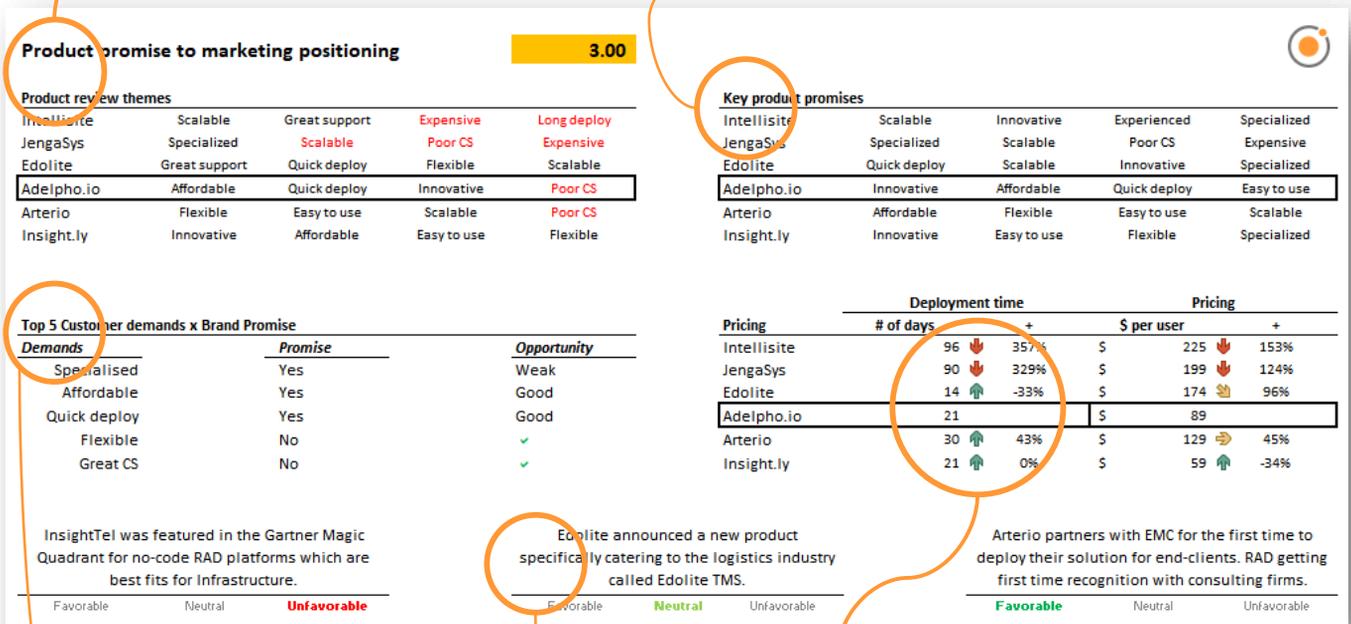
Product Promise Assessment

Market assessment

to understand product, service and organization feedback across channels

Brand promise assessment

to understand key message tones being sent out by competition



Demand x Promise Analysis

to identify potential gaps in customer demands to the brand promise

Decisioning assessment

to understand promise on key decision-making criteria

Competitor intel

to identify branding/ positioning strategies of competition

Detailed understanding of communications *than internal feelings*

Dynamic analysis of sentiment to identify opportunities *than static comparisons*

Evaluation of market sentiments *than just topical comparisons to competition*

How do we measure up relative to our competitors? **Are we keeping up with what the market is doing?** Is our growth strategy in alignment with the market needs? Do we need to relook at our pricing? Is my product/service addressing industry perceived needs? **What is my competition doing?** Are we positioning our product right? What is the market saying about me and my product? Is there competition that I should be worried about? How are we doing in terms of our market presence? Who is my competition exactly?

In the Know

Macro news

on new developments that matter and can have a long-term impact

Competitor intel

to identify public information relating to competition

Macro News			Micro News			Competitor Intel		
<p>The mobile app market is expected to grow 270 percent — from \$70 billion in 2015 to \$189Bn by 2020</p> <p>Favorable Neutral Unfavorable</p>	<p>The Mobile Application Development Platform Market is expected to grow from \$2Bn in 2014 to \$7Bn by the year 2019</p> <p>Favorable Neutral Unfavorable</p>	<p>The highest average Android app developer hourly rate – \$168 (North America), the lowest – \$26 (India)</p> <p>Favorable Neutral Unfavorable</p>	<p>By 2017, India is expected to have the highest number of software developer graduates</p> <p>Favorable Neutral Unfavorable</p>	<p>Indiquant announces partnership with Insight.ly to offer services as exclusive reseller.</p> <p>Favorable Neutral Unfavorable</p>	<p>Amit Gupta joins as CEO of MarkWare from SAP to drive SaaS product business.</p> <p>Favorable Neutral Unfavorable</p>			
<p>The annual figure for India is expected to grow by 92% which will amount to 7.7 billion downloads this year and by 2020, this figure will rise to \$20.1Bn</p> <p>Favorable Neutral Unfavorable</p>	<p>Global IT spending to reach \$3.9 trillion in 2020 fuelled by SaaS based platforms</p> <p>Favorable Neutral Unfavorable</p>	<p>RAD is emerging as one of the largest chosen platforms for System development.</p> <p>Favorable Neutral Unfavorable</p>	<p>Kaspersky reports that RAD built platforms are most vulnerable to cybercrime in 2020</p> <p>Favorable Neutral Unfavorable</p>	<p>Infosys launches new product providing solutions for Banking sector.</p> <p>Favorable Neutral Unfavorable</p>	<p>Gartner's Insight quotes references to Intellective's market dominance in RAD.</p> <p>Favorable Neutral Unfavorable</p>			
<p>India has become the world's fourth largest mobile app economy.</p> <p>Favorable Neutral Unfavorable</p>	<p>IT spends on platforms are expected to grow at 30% CAGR over the next 5 years.</p> <p>Favorable Neutral Unfavorable</p>	<p>India has become the world's fourth largest mobile app economy.</p> <p>Favorable Neutral Unfavorable</p>	<p>Consumer apps accounted for \$12Bn of the total \$26Bn invested in India in 2019.</p> <p>Favorable Neutral Unfavorable</p>	<p>Zoho reaches \$500Mn of revenue stemmed by Latin America sales.</p> <p>Favorable Neutral Unfavorable</p>	<p>General Pacific Ventures exits position in Arterio at a valuation of \$386M.</p> <p>Favorable Neutral Unfavorable</p>			

Micro news

that is likely to have an impact on the business in the short-term

Assimilation of all relevant information that matters *than* random information

Deep understanding of the competition & their strides *than* news

News assessed to impact on the business *than* listing of information

How do we measure up relative to our competitors? Are we keeping up with what the market is doing? Is our growth strategy in alignment with the market needs? Do we need to relook at our pricing? Is my product/service addressing industry perceived needs? **What is my competition doing?** Are we positioning our product right? What is the market saying about me and my product? Is there competition that I should be worried about? **How are we doing in terms of our market presence?** Who is my competition exactly?

Media Assessment

Media focus

to evaluate how the competition is using media and how

Overall media performance

to identify scope for improvement in marketing channels

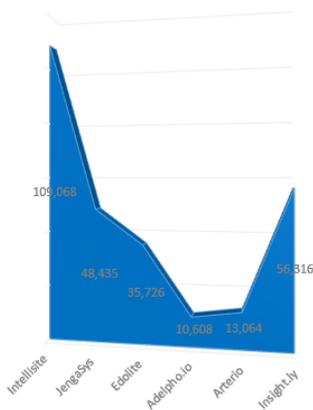
Media performance

1.73

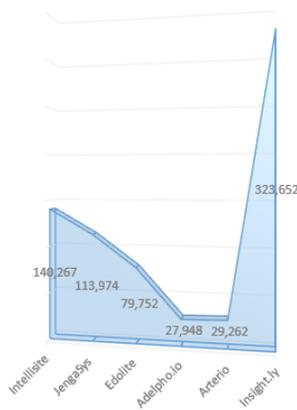
Channel	LinkedIn	Twitter	Web traffic	Other channels	Total	Key messaging themes
Intellisite	109,068	140,267	5,610,680	-	5,860,015	Achievements, RAD news
JengaSys	48,435	113,974	2,279,480	159,634	2,601,523	Success stories, EOC
Edolite	35,726	79,752	398,760	36,572	550,810	Case studies, Thought leadership
Adelpho.io	10,608	27,948	279,480	-	318,036	Success stories, Thought leadership
Arterio	13,064	29,262	146,310	7,896	196,532	Thought leadership
Insight.ly	56,316	323,652	1,618,260	263,510	2,261,738	Testimonials, Case studies

Media exposures by channel

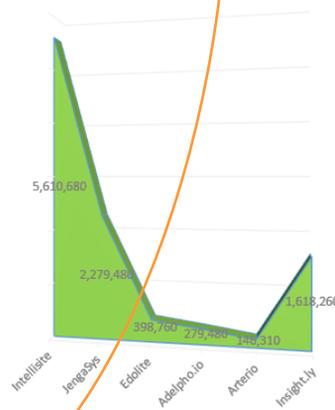
LinkedIn



Twitter



Web traffic



Messaging themes

to evaluate the key themes being used by the competition to understand what works

Channel wise understanding of performance *than* rules of thumb

Deep understanding of media strategy *than just listing* channel exposures

Analysis of messaging themes *than just listing of* activities

How do we measure up relative to our competitors? Are we keeping up with what the market is doing? Is our growth strategy in alignment with the market needs? Do we need to relook at our pricing? Is my product/service addressing industry perceived needs? What is my competition doing? Are we positioning our product right? What is the market saying about me and my product? How are we doing in terms of our market presence?

3 x 3 Recommendations

Action steps that matter

to define an outcome and work towards it based on Prequate's priority ranking considering causation and cascading effects.

Organization	Product	Marketing
<p>1 Product development team's efforts need to be channeled toward more integrations which can increase the versatility of the product.</p> <p>Next Month: Critical & urgent Next Quarter: Urgent, not critical Next Year: Critical, not urgent</p>	<p>1 Company has been receiving significant negative feedback on customer support being offered. Potential users could become wary.</p> <p>Next Month: Critical & urgent Next Quarter: Urgent, not critical Next Year: Critical, not urgent</p>	<p>1 Product positioning has to be redrafted to meet the consumer's decision making criteria. Specific focus on "flexibility" / "agility" is important.</p> <p>Next Month: Critical & urgent Next Quarter: Urgent, not critical Next Year: Critical, not urgent</p>
<p>2 Company's competitive gap as compared with key competitors has been growing. New incumbents have been outperforming.</p> <p>Next Month: Critical & urgent Next Quarter: Urgent, not critical Next Year: Critical, not urgent</p>	<p>2 Pricing has an opportunity to be reassessed considering the competitor's pricing which is significantly higher.</p> <p>Next Month: Critical & urgent Next Quarter: Urgent, not critical Next Year: Critical, not urgent</p>	<p>2 Brand push has been lacking in terms of generating web traffic. More pull/ content based marketing could give a good brand push.</p> <p>Next Month: Critical & urgent Next Quarter: Urgent, not critical Next Year: Critical, not urgent</p>
<p>3 Company has to look at strong reseller relationships who can also do deployment to bring down the onboarding time.</p> <p>Next Month: Critical & urgent Next Quarter: Urgent, not critical Next Year: Critical, not urgent</p>	<p>3 Product ratings on top platforms have dipped significantly which is likely to begin affecting the leadership position it enjoys.</p> <p>Next Month: Critical & urgent Next Quarter: Urgent, not critical Next Year: Critical, not urgent</p>	<p>3 SEO needs to be channelised to meet and generate more organic leads for the company.</p> <p>Next Month: Critical & urgent Next Quarter: Urgent, not critical Next Year: Critical, not urgent</p>

Customized to the uniqueness of the business *than rules of thumb*

Root cause analysis of deeper problems *than merely highlighting*

Action oriented & timed recommendations *than information*

definitively different



Outcome focused

A cornerstone is the ability to focus on an action + impact oriented of a team from diverse backgrounds picked for this skill specifically.

“ always delivered when it most mattered ”



Expert Driven

Our strength is derived from the unique cross functional blend of experts we bring in to every engagement, drastically reducing time to results.

“ carry a depth of understanding which is very advanced ”



Hands on

Managements look at us as partners, and not just as consultants, as we support from assessment to recommendation to its eventual execution.

“ our go-to guys for all business decisions ”



Best-in-class

We carry the experience & learnings from working with 100s of businesses across the world from the top consulting firms in the world.

“ these guys really are the best. a work of art. ”

these questions

CXOs tend to ask a few questions that indicate the need for intelligent and diagnostic reporting in their organizations. If you identify with these yourself, there is a great chance that you will see tremendous value with **Orbital Report**.

“ I know of a few competitors, but I don't know if they are my only competition. ”

“ How can I be more competitive in the market? ”

“ I hear the market has been growing. Why am I not benefiting from this current growth? ”

“ My role as CEO has become mostly operational. I need to spend more time on strategy this year. ”

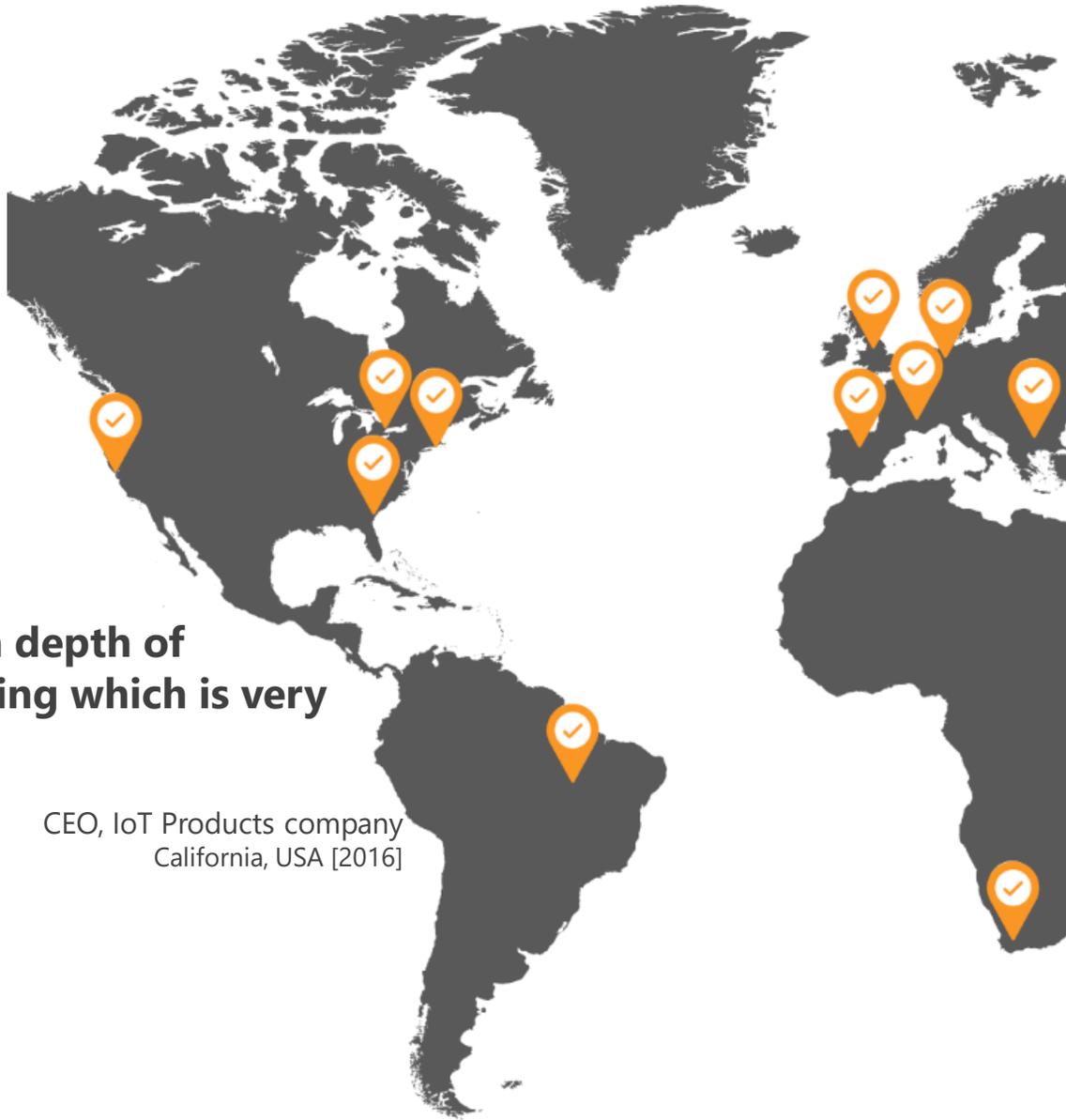
“ Can there be more proactiveness for improving my marketing ROI? ”

“ I do not get 'intelligence' from my sales and product team. Mostly reports, not very actionable. ”

“ Am I having the correct positioning? Is this in line with my current efforts and what the market wants? ”

**these guys really are the best.
a work of art.**

Group President, Listed Data Analytics company
Florida, USA [2015]



**they carry a depth of
understanding which is very
advanced**

CEO, IoT Products company
California, USA [2016]

**bridged that internal gap we
had between management and
finance for good**

President, Platform SaaS Company
California, USA [2018]

always delivered when it most mattered

CEO, Asian Consumer Tech company
Bengaluru, India [2018]

our go-to guys for all business decisions

Director, Indian SaaS company
Bengaluru, India [2017]

extremely intuitive about business value

CEO, Asian Tech products company
Bengaluru, India [2018]

PRE QUATE

Orbital Report ©
sense the world around you

Alpha Metrics ©
the dashboards that really matter



PRE QUATE

REQUEST A CALL BACK

I know of something that I need help on.

or

KNOW SOME MORE

I want to know Prequate a little better.

About Prequate

Prequate is a management ^ finance advisory that acts and manages as a Business Finance, Strategic Finance & Management Assist group. Over the last 8+ years, Prequate has worked with 350+ businesses in 20+ industries across 25+ countries and has been covered by various publications for its breakthrough approach to advisory.

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**PRE
QUATE**