BUSINESS CASE STUDY

KISSFLOW

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ABOUT KISSFLOW

IT PRODUCT COMPANY

Kissflow is a low-code platform that helps you build, deploy, and manage enterprise-grade apps while accelerating development time.It’s the only platform that enables multiple personas to build applications with remarkable speed.

Business Model: e-commerce, B2B
Launch date: 2012
Employees: 501-1000 people

Revenue: Subscription-based model.
This model allows the company to maintain a source of income while still spending huge on technologies.

kissflow

MARKET POSITION

Competitors

Recent News

Kissflow Is Positioned As A Leader In The 2023 Spark Matrix™ For Low Code Application Development (Lcad) Platform For Business Developers By Quadrant Knowledge Solutions

Nov 2023 by via prweb.com

Kissflow Accelerates Its Enterprise Gtm Strategy With Google Cloud'S P

Jul 2023 by via PRWeb

Kissflow Launches Governance Layer To Empower Enterprise It Teams With Citizen Development Visibility, Privacy And Security

Jul 2023 by via benzinga.com

Kissflow Launches Governance Layer To Empower Enterprise It Teams With

Jul 2023 by via PRWeb

Spend Matters Recognizes Low-Code Based Kissflow’S Procurement Cloud I

Oct 2022 by via PRWeb

SWOT

STRENGTHS

- Innovative Platform
- User-Friendly Interface
- Customizability
- Early Market Entry

WEAKNESS

- High Pricing
- Complexity for New Users
- Integration Issues
- Customer Support

OPPORTUNITY

- Expanding Market
- Technological Advancements
- Strategic Partnerships
- Product Diversification

THREAT

- Intense Competition
- Rapid Technological Changes
- Economic Uncertainty
- Data Security Risks

CUSTOMER FEEDBACKS

- "Highly Intuitive and User-Friendly"
- "Effective Workflow Automation"
- "Flexible Customization Options"
- "Excellent Integration with Other Tools"

POSITIVE

- "High Cost for Small Businesses"
- "Complex Setup and Learning Curve"
- "Issues with Customer Support"
- "Integration Challenges"

NEGATIVE

- "Varied Experience with Updates and Features"
- "Feedback on Performance and Reliability"

MIXED

RECOMMENDATIONS

01 REDUCE SUBSCRIPTIONS RATES AND BRING INSTALLMENT OPTIONS

02 HIRE OUTSOURCING COMPANY TO TAKE CARE OF CUTOMER SUPPORT

03 TRY TO RENT OUT LATEST TECHNOLOGY TO AVOID HIGH COST

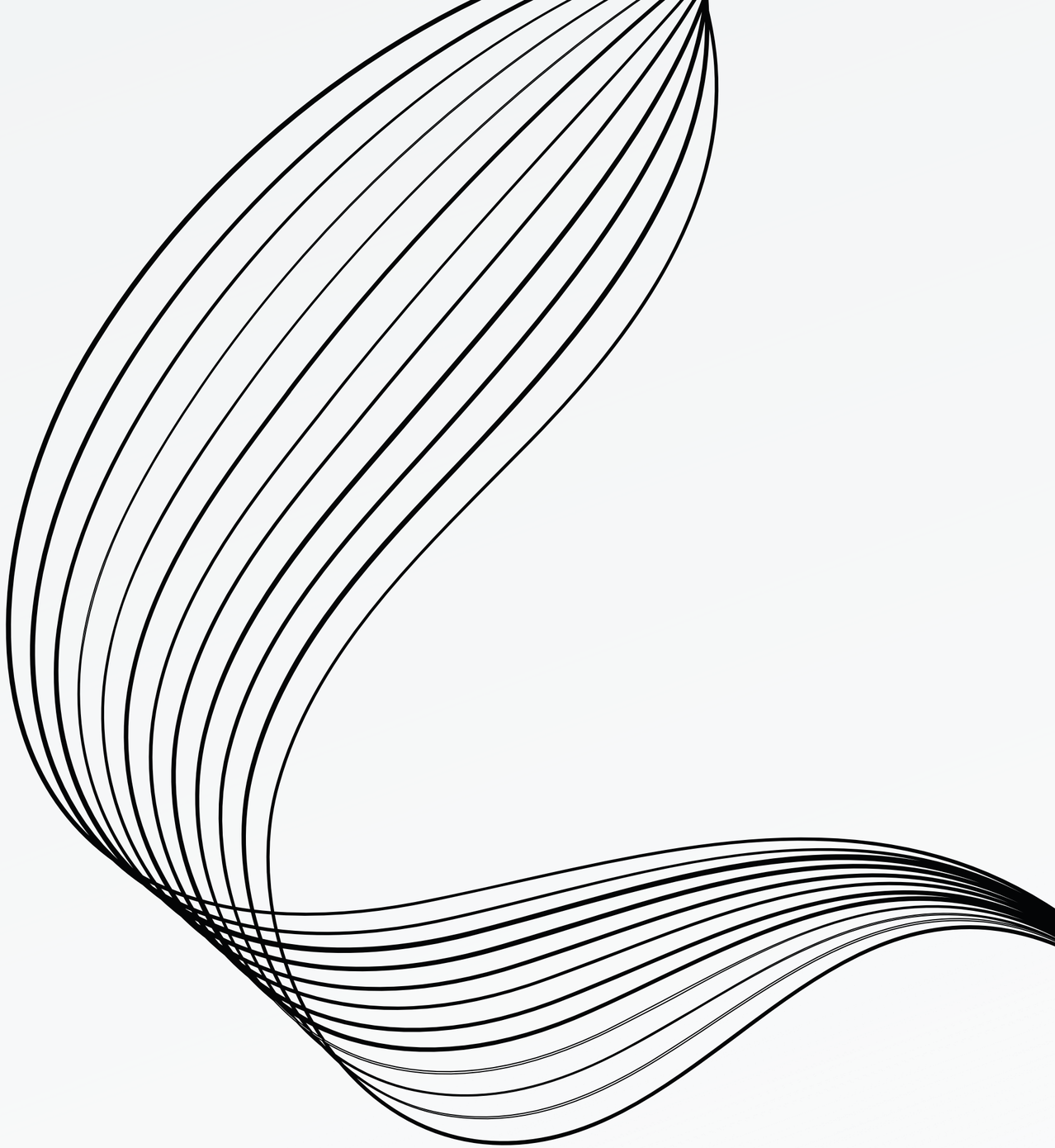
04 IMPROVE CYBER SECURITY SINCE IT IS AN E-COMMERCE

05 EXPAND TO FURTHER LOCATIONS

06 COULD INCREASE THE EMPLOYEES TO HAVE BIGGER TEAM TO WORK ON PERFORMANCE

07 KEEP TRACK OF REGULATORY CHANGES AND ECONOMIC FLUCTIONS MORE

THANK YOU

SOURCES

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2. CRUNCHBASE.COM
3. STATISTA.COM