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Sector update

Technology

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Technology



**SaaS and digital companies read-across from recent results:
digital transformation pipelines remain strong despite weak macro**

We have analysed the just-concluded quarter results of global SaaS companies with whom Indian IT companies have sell-to and sell-with partnerships (ServiceNow, Atlassian, Snowflake, Salesforce, Workday, etc.) and digital engineering companies (EPAM, Globant, Endava), which can be considered proxy for high-end digital services demand. Our key takeaways from this analysis are:

- **SaaS and digital companies guided for lower revenue growth in FY24/CY23 vs FY23/CY22 at the start of the year. But the guidance has not further deteriorated despite the banking crisis in Mar'23. On the contrary, ServiceNow, Salesforce, Intuit, Workday and Atlassian have either retained or slightly upgraded their full-year (FY24/CY23) guidance.**
- **SaaS and digital companies have guided for weak growth in the Jun'23 quarter, but expect demand to revive in H2FY24/H2CY23 as full-year guidance for most companies implies relatively higher CQGR in second half vs first half of the year.**
- **Deal pipelines are healthy and growing despite higher scrutiny and lengthening of the sales cycle. Therefore, SaaS and digital companies believe digital transformation demand is sustainable.**
- **Clients are focusing on cost optimisation and reduction of total cost of ownership (can be achieved by consolidating SaaS platforms). This would likely be a net positive for Indian IT services providers, as many of them have built integration capabilities around the large SaaS vendors who are likely to benefit from consolidation.**
- **Financial services growth was largely resilient for most SaaS companies; but sub-segments exposed to regional banks exhibited softness.**
- **Generative AI is expected to increase net TAM (Total Addressable Market) and enhance revenues as per SaaS and digital players. ServiceNow and Salesforce have already introduced generative AI on their platforms while other companies are working with clients on various generative AI use cases.**

SaaS and digital companies have provided mixed demand outlook. All companies have guided for lower revenue growth in FY24/CY23 vs FY23/CY22 due to softness in demand led by macro weakness. But demand has not deteriorated further as reflected in Q1CY23/Q1FY24 performance of ServiceNow, Salesforce, Atlassian, Workday, Globant and Endava, which was in line with, or ahead of, the respective companies' guidance. Moreover, companies like ServiceNow, Intuit, Workday and Globant have slightly upgraded the mid-point of their full-year guidance. Having said that, a few companies – e.g. Snowflake, EPAM and Endava – have downgraded or issued guidance below street expectations.

SaaS companies have guided for weak growth in Jun'23 quarter and pickup in H2FY24/H2CY23.

- **Atlassian** management mentioned that they expect macro trends to worsen in the Jun'23 quarter. The mid-point of their guidance assumes -0.6% QoQ growth in the said quarter.
- Similarly, **ServiceNow** has guided for 0.8-1% QoQ growth in the same quarter.
- **Snowflake's** next quarter (Aug'23) guidance is healthy at 5-6% QoQ, but below street expectations.

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Though companies assume demand softness in the Jun'23 quarter, full-year (CY23/FY24) guidance of ServiceNow, Snowflake, EPAM and Globant imply revenue growth pickup in H2FY24/H2CY23.

- **Snowflake** guidance implies 8% CQGR in H2FY24 vs 5-6% in H1FY24. Workday expects 4-5% CQGR for 9MFY24.
- Though full-year guidance from **EPAM** is weak at just 2.6-3.6% YoY growth, it implies growth to pick up with 4.5% CQGR in H2CY23.
- **Datadog and Hubspot's** guidance also implies healthy CQGR of 7%/4.6% in H2CY23.

Some SaaS and digital players have highlighted resilient demand: SaaS and digital engineering companies deal pipeline remains strong even though they are seeing higher scrutiny and lengthening of sales cycles.

- **ServiceNow** believes that the secular tailwinds of digital transformation are sustainable. Management mentioned that pipeline is also robust for the rest of CY23 for ServiceNow.
- **Snowflake** benefitted from strong consumption in Feb'23 and Mar'23, but consumption slowed after the Easter holidays in Apr'23. The majority of this underperformance by Snowflake was driven by older customers, although the company expects this to reverse in coming months.
- Similarly, **Workday** acknowledged that the economic environment is uncertain, which causes increased scrutiny and lengthening of sales cycles, but it believes that even if net new opportunities get delayed, these opportunities don't get cancelled. Workday management mentioned the macro environment continues to be unpredictable, but they remain positive on future growth prospects because of strong revenue growth in Q1FY24 (Apr'23) and a healthy pipeline of opportunities, which gives them better visibility on the rest of FY24.

Digital engineering companies have called out near-term growth challenges, but expect demand to pick up in H2FY24/H2CY23.

- **Endava** witnessed slowing demand from private equity clients due to bank failures in Mar'23. Endava management mentioned that they saw a small dip demand in Apr'23, flattish demand in May'23, and they expect a small uptick in Jun'23 and further pickup in demand from Q2FY24 (Dec quarter).
- **Globant** has observed a slight improvement in underlying revenue indicators with better booking and backlog creation trends in Q1CY23 compared to Q4CY22. Growing pipeline and client opportunities are encouraging as per Globant.

Clients are focusing on cost optimisation:

- **ServiceNow** management mentioned that with increased focus on cost takeout, ITAM (IT Asset Management) had a very strong quarter with presence in 14 of top 20 deals with three deals over US\$1mn.
- Similarly, **Snowflake** is proactively working with its customers to optimise their run costs. For example, a few large customers of Snowflake have re-evaluated their data retention policies to delete stale and less valuable data. This lowers their storage bill and reduces compute costs.
- **Workday** management indicated that their clients are consolidating their SaaS platforms in order to reduce total cost of ownership.

As per ISG, the top-10 SaaS vendors saw healthy ACV growth in Q1CY23 though overall SaaS ACV growth is slowing, which could be an early indicator that enterprises are starting to consolidate their SaaS platforms. This would also likely be a net positive for IT services providers, as many of them have built integration capabilities around the large SaaS vendors.

Growth largely resilient in financial services; sub-segments exposed to regional banks exhibited softness:

- **Workday** management mentioned that the large enterprise segment within its financial services vertical reported one of the best quarterly performances. But the medium enterprise segment with exposure to regional banks reported bit of softness (as per Workday).
- For **Servicenow**, financial services' net new ACV continued to grow despite a tough comparison (high base last year) and volatility in the banking sector. Company's two of top five deal wins in EMEA were in financial services, including one with one of Europe's largest banks.
- Similarly, **Snowflake** management mentioned that growth in financial services customers outperformed its expectations. But for Salesforce, financial services and hi-tech vertical growth remained under pressure.

Generative AI can increase TAM for SaaS and digital engineering companies: Technology companies are working on several enterprises-grade generative AI use cases for their clients (Table 3). We believe that generative AI will create new opportunities and increase the overall TAM for the industry, though in the transitional phase it may have deflationary (pricing) impact for IT services companies.

- Applications using generative AI and large language models require highly accurate and optimised data – and, since **Snowflake** is in the business of data warehouse-as-a-service, this can increase demand for its products.
- **Servicenow** management quoted in their analyst day on 17th May'23 that generative AI is a “major bull-case” for them. They have introduced AI (including generative AI) experiences in their ITSM Pro platform. Around 40% of their ITSM customers have adopted ITSM Pro (premium-priced product) and ~60% of the new customers are opting for premium SKUs.
- During the quarter (Apr'23), **Salesforce** announced Einstein GPT generative AI technology designed to help salespeople, marketers and customer-service agents do their jobs more efficiently. It also embedded generative AI in Slack and Tableau platforms
- **Intuit** began investing in generative AI two years ago to accelerate its ability to help small businesses in ‘consumer success’. Company deployed large language models that can automatically summarise calls, reduce call times by thousands of hours per year, and reduce work for experts while improving efficiency.
- **Globant has trained 11,000 employees (~42% of employees) in AI and is in the process of certifying all of their POD (product-oriented delivery) teams on AI.** Globant’s MagnifAI platform leverages generative AI to automate several tedious and time-consuming tasks in code testing process.

SaaS and digital engineering companies' commentary and revenue guidance suggests weak demand in the Jun'23 quarter with subsequent revival of demand in H2FY24/H2CY23 because, even though the sales cycle is lengthening, pipeline is not shrinking. Plus, there is demand from cost optimisation opportunities. This

commentary is in line with our view of growth to pick-up in CY24 and CY25 as clients advance on their multi-year technology transformation and digitalisation agendas. We believe weakness in revenue growth in CY23 is largely priced in the stock prices at current valuations (NIFTY IT is trading at 22x on 1-year forward EPS, 2% premium to 5-year average P/E). We continue to prefer Infosys (BUY) and PSYS (BUY), followed by LTIMindtree (BUY) and TCS (BUY).

Table 1: SaaS and digital companies guidance

Company	Year end	Reporting Date	Q1CY23/Q1FY24 Results vs guidance	Guidance for CY23/FY24	Guidance retained/raised	Guidance for next quarter	CQGR implied by guidance for H2FY24/H2CY23
SaaS Companies							
ServiceNow	Dec	26th April 2023	Subscription revenue grew 27% YoY CC in Mar'23 quarter, which was 150 bps above top end of guidance of 25-25.5% cRPO grew 25% YoY CC, a 100 bps above guidance of 24% YoY CC	Subscription revenue to grow 23%-23.5% in CY23 vs 29% YoY growth in CY22.	Raised mid-point of guidance by 25bps	Next quarter (Jun-end) guidance of 0.8-1% QoQ	Mid-point of guidance implies 5.5% CQGR
Salesforce	Jan	31st May 2023	Revenue grew 11% YoY USD, 13% YoY CC higher than company's guidance of 10% YoY USD and street expectations	Revenue expected to grow at 10% YoY CC in FY24 vs 22% YoY CC in FY23.	Retained FY24 guidance	Next quarter (Jul'23) guidance implies 3.2-3.4% QoQ growth	Mid-point of full-year guidance implies 3% CQGR in H2FY224
Intuit	July	23rd May 2023	Q3FY23 (Apr-end) revenue grew 7% YoY lower than company's expectations due to "unique tax season" (industry specific issue in which the company operates)	Company expects revenue growth of 12-13% YoY in FY23 (July-end) i.e. 9-10% YoY in July quarter.	Upgraded mid-point of guidance by 150bps	NA	NA
Workday	Jan	24th May 2023	Overall revenue grew 17.4% YoY in April quarter (Q1FY24) higher than street estimates. Subscription revenue grew 20.1% YoY	FY24 subscription revenue guidance of 18% YoY vs earlier guidance of 17-18%.	Upgraded lower end of guidance by 100bps	Subscription revenue growth for Jul'23 quarter is expected to be 18% YoY and 5.4% QoQ	Guidance implies subscription revenue to grow at 4% CQGR in H2FY24
Snowflake	Jan	24th May 2023	Product revenue (95% of total revenue) grew 50% YoY in Apr'23 quarter	Full-year product revenue guidance of 34% YoY is lower than street estimates of 39% YoY.	Issued guidance for FY24 (Jan-end)	For Jul'23 quarter, company expects product revenue growth of 33-34% YoY (below street expectations of ~39% YoY) implying 5-6% QoQ growth.	Guidance implies 8% CQGR in H2FY24 vs 5-6% in H1FY24
Atlassian	June	4th May 2023	Revenue growth of 24% YoY in Mar'23 quarter was above company's guidance	25% YoY revenue growth for FY23 (Jun'23) vs 34% YoY in FY22. Guidance assumes FY23 Cloud revenue growth of ~37% YoY, within the range of prior FY23 guidance of 35% to 40%.	Retained FY23 guidance	Mid-point of next quarter (June-end) guidance implies -0.6% QoQ	NA
Datadog	Dec	4th May 2023	Revenue grew 33% YoY in Mar'23 quarter above top end of company's guidance of 28-29%	Company expects CY23 revenue to grow at 24-25% YoY vs 63% YoY in CY22	Upgraded guidance by 100bps from 23-24% YoY	Mid-point of next quarter (Jun'23) guidance implies 3.8% QoQ growth	Full-year guidance implies 7% CQGR in H2CY23
Hubspot	Dec	3rd May 2023	Revenue grew 27% YoY in Q1CY23 above company's guidance of 20% YoY	Company expects CY23 revenue to grow at 20-21% YoY in CY23 vs 33% YoY in CY22.	Upgraded guidance by ~200bps from 18.4-19%	Next quarter (Jun'23) guidance implies 0.3-0.7% QoQ growth	Full-year guidance implies 4.6% CQGR in H2CY23
Digital Engineering companies							
EPAM	Dec	5th May 2023	Q1CY23 revenue grew 4.9% YoY CC vs guidance of 5% YoY CC	Company expects CY23 growth to be 2.6 to 3.6% YoY.	Guidance downgraded from 9% YoY	Q2CY23 growth is expected to be -1.3% to -0.5% QoQ	Mid-point of full-year guidance implies 4.5% CQGR in H2CY23
Globant	Dec	10th May 2023	Q1CY23 revenue grew 17.7% YoY slightly above guidance of 17.1% YoY	Company provided guidance of 16.5% YoY (12% organic).	Upgraded overall guidance by 50bps	5% QoQ growth in Q2CY23	-7.4% CQGR in H2CY23

Endava	June	23rd May 2023	Revenue grew 14.6% YoY CC within guidance of 14-15% YoY CC in Q3FY23 (March-end)	Endava expects revenue to grow between 16-16.5% YoY CC in FY23 (June-end).	Downgraded from 19-20% YoY CC	Guidance implies 8% QoQ decline in June quarter	NA
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Source: Company, I-Sec research

Table 2: SaaS and digital companies' commentary

Company	Year end	Reporting Date	Commentary
SaaS Companies			
Servicenow	Dec	26th April 2023	Management mentioned that demand is strong across the board in key geos and verticals. Pipeline looks robust for rest of CY2023 With increased focus on cost takeout, ITAM (IT Asset Management) had a very strong quarter in 14 of top 20 deals with three deals over US\$1mn for ServiceNow Financial services net new ACV also continued to grow despite a tough comp and volatility in the banking sector. New customer ACV growth remained an area of strength, and the average deal size was up significantly YoY. Renewal rate was also best-in-class 98% in Q1
Salesforce	Jan	31st May 2023	Salesforce management mentioned that customers still continue to scrutinise every deal and they are experiencing elongated deal cycles and deal compression particularly more in small & medium business, create-and-close and self-serve. Salesforce is looking at how to automate the selling process on the low end of the market and make its salespeople more productive Professional-services business started to see less demand for multiyear transformations and in some cases, delayed projects as customers focus on quick wins and fast time-to-value. Annual recurring revenue grew by 40% for fast time to value efficiency focus products.
Intuit	July	23rd May 2023	Company continue to see strong growth in the Small Business and Self-Employed Group, which grew 21 percent in the quarter. Intuit began investing in generative AI two years ago to accelerate its ability to fuel the success of consumers and small businesses. Company deployed large language models, which recognise, summarise, and generate text, in virtual expert platform to automatically summarise calls, reduce call times by hundreds of thousands of hours per year and reduce work for experts while improving efficiency.
Workday	Jan	24th May 2023	Economic environment is uncertain which causes increased scrutiny, lengthening of sales cycles, but even if net new opportunities get pushed out, management believes that these opportunities don't go away but just get pushed out by a quarter or two. Macro-environment continues to be unpredictable, but company remains positive on future growth prospects because of strong revenue growth in Q1FY24 (April quarter) and a healthy pipeline of opportunities, which gives them better visibility into rest of FY24. In financial services, company had several wins and expansions, including Absa Bank and First American. 24-month subscription revenue backlog was up 23% at the end of Q1, resulting from strong new ACV bookings and renewals
Snowflake	Jan	24th May 2023	Snowflake benefitted from strong consumption in February and March. Starting in Apr'23, consumption slowed after the Easter holidays. The majority of this underperformance is driven by older customers, although company expects this to reverse Few large customers have scrutinised Snowflake costs as they face headwinds in their own businesses. For example, some have re-evaluated their data retention policies to delete stale and less valuable data. This lowers their storage bill and reduces compute costs. Customers remain hesitant to sign large multi-year deals. There is increased level of scrutiny and cost rationalisation As AWS optimisations begin to normalise within a few quarters, Snowflake's consumption patterns and sequential growth rates should pick-up around the same time because AWS is a large percentage of Snowflake's overall deployments. Generative AI and large language models require highly accurate and optimised data and since snowflake is in business of managing data, this can increase demand for Snowflake products.
Atlassian	June	4th May 2023	Guidance assumes macro trends are expected to worsen in Jun'23 quarter. The moderating growth rate of cloud revenue continues to be impacted by worsening macroeconomic headwinds on paid seat expansion from existing customers, free-to-paid conversions, and modest seat count reductions in some customers that have announced layoffs. Despite the challenging macroeconomic environment, Atlassian management mentioned that monthly active users and customer retention remains healthy.
Microsoft (SaaS components)	June	25th April 2023	No specific commentary on SaaS part of the business. Demand expected to be driven by Microsoft cloud business unit and differentiated solutions including AI in Q4
Datadog	Dec	4th May 2023	In Q1, user's growth from existing customers came in roughly as expected by the company. Existing customer users' growth in Q1CY23 improved vs Q4CY22, but remained a bit lower than the levels experienced in Q2CY22 and Q3CY22. And in recent quarters, Datadog continues to see customers optimize their cloud spend, particularly those further along in their cloud migration and hosting a larger portion of their infrastructure in the cloud. Despite a more cost-conscious demand environment, Datadog continued to land new customers and expand existing ones.
Digital Engineering companies			
EPAM	Dec	5th May 2023	EPAM is already working on dozens active use cases leveraging Generative AI and LLM (Large language models) across verticals and horizontal functional areas both internally and with its customers.
Globant	Dec	10th May 2023	Management mentioned that current macroeconomic climate may influence client spending, potentially causing reduced visibility compared to past cycles. But they remain steadfast in their belief in the lasting demand for digital transformation. Media and entertainment, consumer retail, banks, financial services, healthcare, are expected to recover from Q2CY23, while technology sector may be stable or slight negative as per the company. Since the beginning of the year, company has observed a slight improvement in underlying revenue indicators with better booking and backlog creation trends in Q1CY23 compared to the final months of CY22. Although the level of business closed is still below full potential, growing pipeline and client opportunities are encouraging. Overall, company has not witnessed significant project roadmap cancellations or shifts in clients' long-term digital adoption strategies.
Endava	June	23rd May 2023	Company mentioned near term outlook is challenging. Company witnessed slowing commencement of new projects and slowing existing spends. There was lower demand due to banking failures in March especially from P/E portfolio clients. Main reason for drop in guidance is due to slowdown in demand in P/E clients. Management believes that pent-up demand is expected to recover when economy recovers. Management mentioned that they saw a small dip demand in April, flat in May, and expect small up-tick in June. Management expects demand to pick-up from Q2FY24 (Dec quarter).

Source: Company, I-Sec research

Table 3: SaaS and digital companies' commentary on generative AI

Company	Year end	Reporting Date	Commentary on Generative AI
SaaS Companies			
Servicenow	Dec	26th April 2023	Servicenow management believes that they can charge premium pricing for value added products leveraging Generative AI. They added that their monetisation strategy, will be either increase in average selling price or a premium SKU or higher quantity sold because they would enable new use cases.
Salesforce	Jan	31st May 2023	During the quarter, Salesforce announced Einstein GPT generative AI technology designed to help salespeople, marketers and customer-service agents do their jobs more efficiently. It also embedded generative AI in Slack and Tableau. Slack GPT can leverage the power of generative AI to deliver instant conversation summaries, research tools and writing assistance directly in Slack. Tableau GPT simplifies data analysis enabling anyone to inquire about their data using Einstein GPT and obtain AI-driven insights at scale. Salesforce is deploying AI technology for Gucci. It is augmenting Gucci's client advisors by building AI chat technology that creates a Gucci tone of service. This AI chat bot has potential to drive incremental sales. Salesforce has built its GPT Trust Layer into Einstein GPT. The GPT Trust Layer gives connected LLMs (Large language models) secure real-time access to data, without the need to move client's data into the LLM itself. Management believes that AI super cycle is going to start and it will drive the next phase of investments in technology.
Intuit	July	23rd May 2023	Intuit began investing in generative AI two years ago to accelerate its ability to fuel the success of consumers and small businesses. Company deployed large language models, which recognise, summarise, and generate text, in virtual expert platform to automatically summarise calls, reduce call times by hundreds of thousands of hours per year and reduce work for experts while improving efficiency.
Workday	Jan	24th May 2023	Workday is using generative AI tools behind the scenes to help power products like Workday search and Skills Cloud, while exploring a variety of generative AI use cases for its customers. For example, it is looking at many content generation use cases within its Workday talent management, recruiting, financial management and core HCM applications.
Snowflake	Jan	24th May 2023	Generative AI and large language models require highly accurate and optimised data and since snowflake is in business of managing data, this can increase demand for Snowflake products.
Atlassian	June	4th May 2023	Atlassian Intelligence is leveraging Generative AI and large language models to improve their products. Management mentioned that Atlassian Intelligence will be able to take a question asked in natural language (support 20+ languages) and convert it into Jira Query Language, empowering even first-day users to run sophisticated searches in future.
Digital Engineering companies			
EPAM	Dec	5th May 2023	EPAM is already working on dozens active use cases leveraging Generative AI and LLM (Large language models) across verticals and horizontal functional areas both internally and with its customers.
Globant	Dec	10th May 2023	Management mentioned that current macroeconomic climate may influence client spending, potentially causing reduced visibility compared to past cycles. But they remain steadfast in their belief in the lasting demand for digital transformation. Media and entertainment, consumer retail, banks, financial services, healthcare, are expected to recover from Q2CY23, while technology sector may be stable or slight negative as per the company. Since the beginning of the year, company has observed a slight improvement in underlying revenue indicators with better booking and backlog creation trends in Q1CY23 compared to the final months of CY22. Although the level of business closed is still below full potential, growing pipeline and client opportunities are encouraging. Overall, company has not witnessed significant project roadmap cancellations or shifts in clients' long-term digital adoption strategies.
Endava	June	23rd May 2023	Company mentioned near term outlook is challenging. Company witnessed slowing commencement of new projects and slowing existing spends. There was lower demand due to banking failures in March especially from PE portfolio clients. Main reason for drop in guidance is due to slowdown in demand in PE clients. Management believes that pent-up demand is expected recover when economy recovers. Management mentioned that they saw a small dip demand in April, flat in May, and expect small up-tick in June. Management expects demand to pick-up from Q2FY24 (Dec quarter).

Source: Company, I-Sec research

Table 4: Revenue growth to pick pace in CY24 and CY25

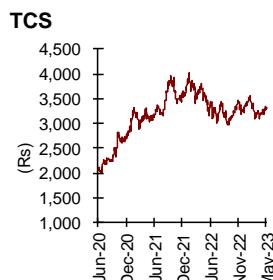
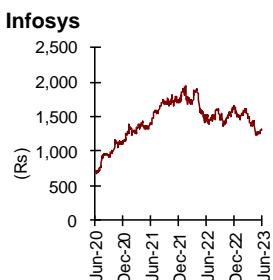
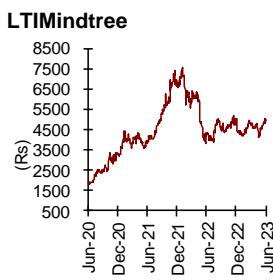
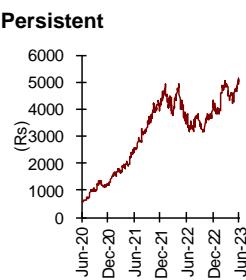
	Market Cap (USD mn)	Revenue in CY22/FY23 (USD mn)	Revenue growth YoY USD					
			CY20/FY21	CY21/FY22	CY22/FY23	CY23E/FY24E	CY24E/FY25E	CY25E/FY26E
SaaS companies								
Adobe	1,91,374	17,606	15%	23%	12%	10%	12%	11%
Servicenow	1,11,878	7,245	31%	30%	23%	22%	22%	22%
Salesforce	2,18,870	31,352	24%	25%	18%	10%	11%	13%
Intuit	1,13,729	14,302	25%	32%	12%	12%	13%	14%
Workday	54,570	6,216	19%	19%	21%	16%	17%	18%
Snowflake	51,706	2,066	124%	106%	69%	34%	32%	32%
Atlassian	43,396	3,512	29%	34%	25%	20%	23%	29%
Datadog	30,156	1,675	66%	70%	63%	25%	27%	31%
Hubspot	25,335	1,731	31%	47%	33%	21%	22%	25%
Mongodb	20,621	1,284	40%	48%	47%	18%	21%	25%
Total						13%	15%	16%
Digital Engineering companies								
EPAM	14,937	4,825	16%	41%	28%	3%	15%	21%
Globant	7,799	1,780	23%	59%	37%	16%	22%	23%
Endava	2,920	985	36%	45%	13%	8%	16%	NA
Perficient	2,704	905	8%	24%	19%	6%	8%	9%
Thoughtworks	2,573	1,296	4%	33%	21%	-2%	14%	24%
Grid Dynamics	678	310	NA	90%	47%	4%	23%	25%
Total						5%	16%	21%

Source: Bloomberg, I-Sec Research, Market cap as on 31-05-2023

Table 5: Brief description of the SaaS and Digital engineering companies

SaaS companies	Brief description of the company
Servicenow	ServiceNow is a software company that provides a cloud-based platform for automating IT management workflows. The company specialises in IT service management, IT operations management and IT business management.
Atlassian	Atlassian Corporation is an Australian software company that develops products for software developers, project managers and other software development teams.
Intuit	Intuit delivers financial management, compliance and marketing software products to consumers and small businesses. They also provide specialised tax products to accounting professionals who are key partners that help them serve small businesses.
Snowflake	Snowflake is a cloud data platform that provides a data warehouse-as-a-service designed for the cloud. It enables data storage, processing, and analytic solutions that are faster, easier to use, and far more flexible than traditional offerings.
Workday	Workday provides financial management, human capital management, and analytics applications designed for the world's largest companies, educational institutions, and government agencies. They offer technology focused on the consumer Internet experience and cloud delivery model.
Datadog	Datadog is an observability service for cloud-scale applications, providing monitoring of servers, databases, tools, and services, through a SaaS-based data analytics platform.
Hubspot	HubSpot is an inbound marketing and sales software that helps companies attract visitors, convert leads, and close customers.
Mongodb	MongoDB is a document database used to build highly available and scalable internet applications. With its flexible schema approach, it's popular with development teams using agile methodologies. It is classified as a NoSQL database program, MongoDB uses JSON-like documents with optional schemas.
Digital engineering companies	
EPAM	EPAM is an American company that specialises in software engineering services, digital platform engineering, and digital product design.
Globant	Globant is a LATAM based company which delivers digital engineering, innovation and design at scale to clients globally
Endava	Endava specialises in digital engineering, design and intelligent experiences.

Source: Company, I-Sec research

Price charts

Source: Bloomberg

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