

PROJECT BASEL

Information Memorandum

CREATING A GLOBAL “SMART” BI AND DATA SCIENCE PLATFORM

EILANT ADVISORS LLP

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PROJECT BASEL

Introduction

“ ”

Gartner has long used the term "smart" to describe data science- and artificial intelligence (AI)- enabled systems....

Making technology smart by embedding data science adds to its perceived and actual value. Users know they are paying for something complex and rich.

“ ”

Executive Summary

- ▶ BDB is a Smart Business Intelligence Platform with global customers
- ▶ Founded by architects and leads from Business Objects R&D Team
- ▶ Seamless and Integrated with all key BI capabilities
 - ▶ Descriptive, Diagnostic, Predictive, Prescriptive and AI Augmented
 - ▶ Big data pipeline framework, data connectors, data ingestion, data lake, compute engine, Mobility, AI, ML, NLP
 - ▶ Powerful Predictive Workbench
 - ▶ Self service BI with best of breed Visualization
 - ▶ Over 50,000 days in R&D
- ▶ Available as on-premise and cloud license (Enterprise) and SaaS (Pre-built vertical solutions)
- ▶ Can be unbundled or scaled up to suit client requirements
- ▶ Total Cost of Ownership up to 50% lower compared to competition



In 5 years, BDB will enter the Top 10 of Business Intelligence Platforms worldwide and achieve annual revenue of \$ 100 M

- ❖ Revenue (projected) \$ 1.5 M for 2018-19 and \$ 7.5 M for next year
- ❖ Looking to raise \$ 3.5 M for Sales and Marketing and Product R&D

Highly recurrent and sticky revenue

Investment Thesis

- ▶ 2004 – Microsoft announced that they will focus on BI
- ▶ 2005 – 2007 - All 3 key BI Platforms at that time – BOBJ, Cognos, Hyperion Sold themselves to SAP, IBM & Oracle respectively.
- ▶ The resulting opportunity created the chance for Visualization platforms like Tableau and Qlikview to capture the market. Tableau is today at **\$ 9.5+ B Market Cap** with \$ 877 M revenue (Dec 2017)
- ▶ Microsoft took 10 years (more than expected) to take a lead in BI and Analytics market. With Google, AWS all providing basic Analytics, and everybody talking about AI, this segment has become complex.
- ▶ IT teams in large enterprises struggle to serve the needs of their different departments because of variation in requirements
- ▶ Hence the industry is shifting rapidly to the **platform story**– e.g. Tableau is continuously acquiring to build their platform

WHO WE ARE

- ▶ Today, BDB is an **end to end Platform**
- ▶ Within the first 2 years of our inception, we won a deal with PowerSchool USA to provide Analytics on top of their SIS
 - ▶ \$ 900 K of Licenses
 - ▶ Overall \$ 4.5 M in Build – Operate - Transfer
- ▶ Today we believe we are in the top 25 of best BI platforms in the world
- ▶ We are now bidding for large deals as our product fits for requirements of large corporates, banks and PSUs
- ▶ **In the next 5 years, we will be among the top 10 in BI/Analytics products and cross \$ 100 M in annual revenue**



BDB Decision Platform is a Product in the Analytics space that can-do end to end – Data Ingestion, Data Preparation, Data Transformation, Data lake, Predictive and Prescription Workbench, AI/ML, Neural Network, Search (Text + Voice), Self Service BI, Analytics Dashboards and Mobility – All in a single platform.

What do we want to do

- ▶ By next 5 years, scale up revenue to \$ 100 M across 3 key offerings and create a global footprint in the chosen areas
- ▶ Create a Billion \$ enterprise by 2025

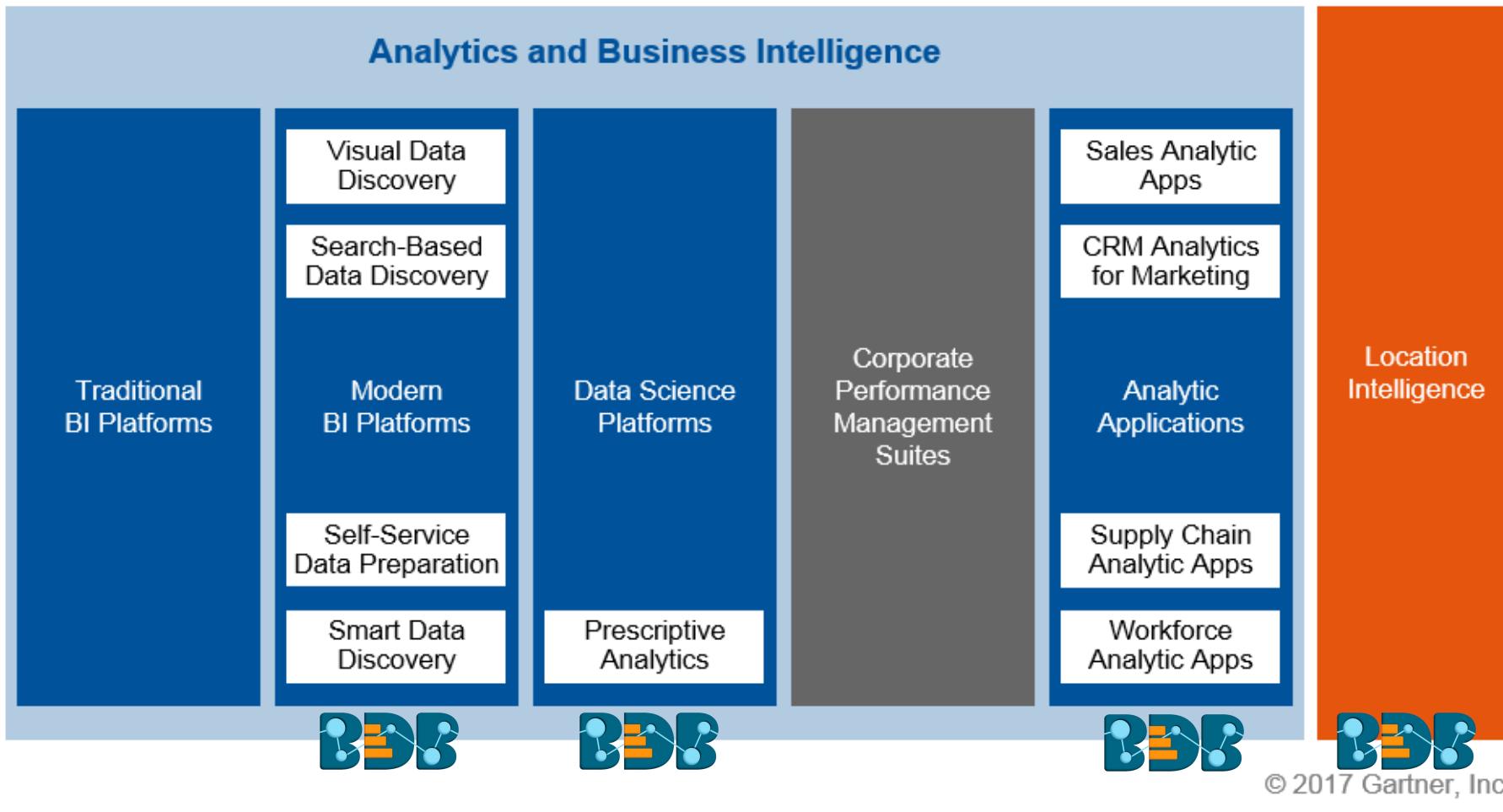
Journey So Far

2015	2016	2017	2018
<ul style="list-style-type: none">• Company established in Jan 2015• First large customer signed<ul style="list-style-type: none">• IDP• BDB ver 1.5 released	<ul style="list-style-type: none">• 2 marquee customers signed<ul style="list-style-type: none">• Pharmacyclics• PowerSchool• BDB ver 2.5 released	<ul style="list-style-type: none">• Key customers signed<ul style="list-style-type: none">• UWC Singapore• AGData• International School of Moscow• Successfully completed PowerSchool BOT• BDB ver 3.5 released	<ul style="list-style-type: none">• Key customers signed<ul style="list-style-type: none">• Dell• Quantiphi• VLCC• Launched Yujaa – SaaS Platform• BDB ver 4.0 scheduled

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Market Size, Key Terms

Key Terms [Gartner]

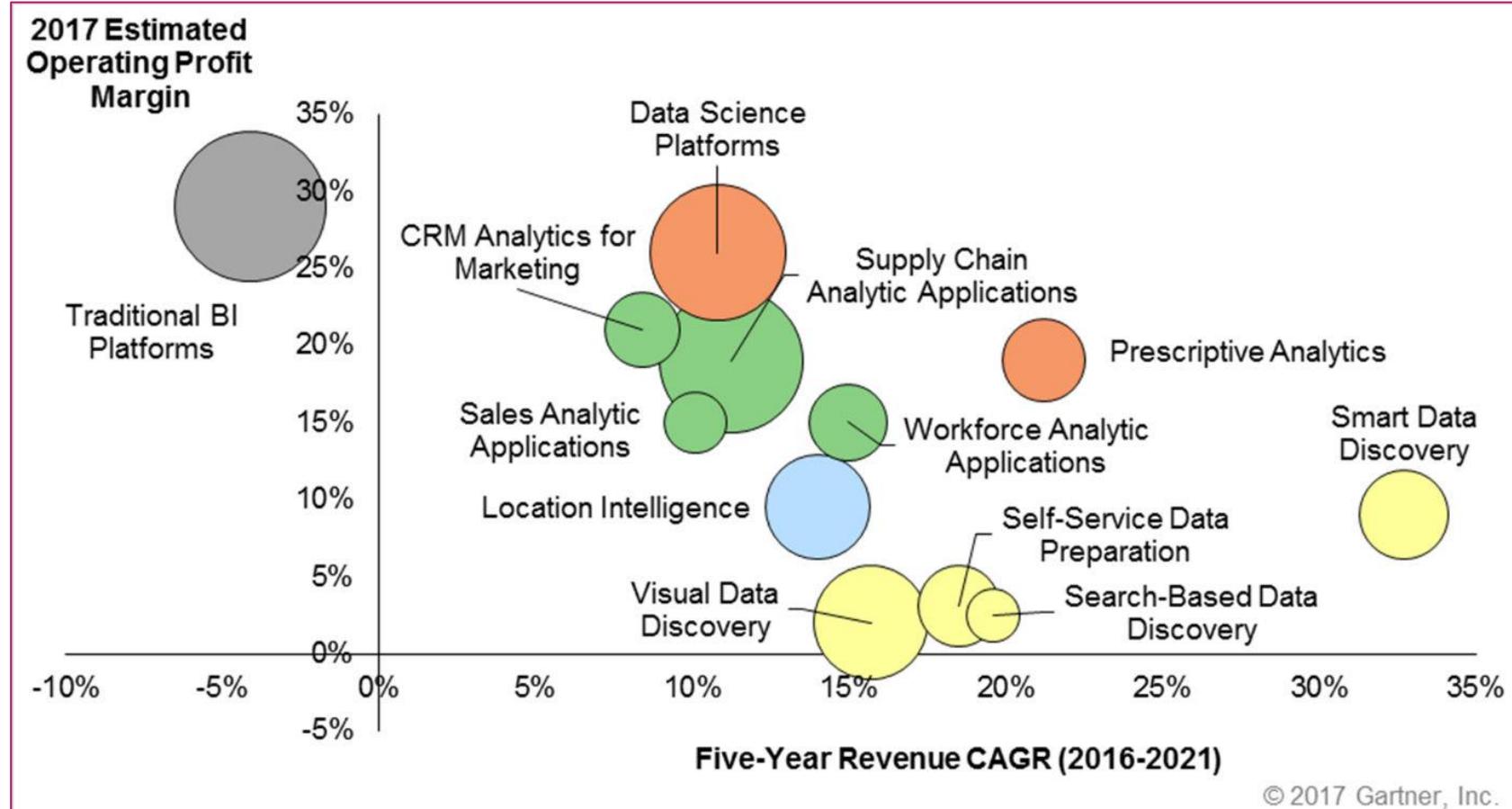


“Modern BI platforms (data visualization, search-based BI and smart data discovery) and **data science platforms** allow organizations to integrate data from a range of sources and build their own reports, analyses, visualizations and advanced analytics models.”

“**Analytic applications** support business processes directly; they may support analytical processes, and/or they may use analytical tools and techniques. They cover various functions.”

“**Location Intelligence** is an analytics and BI tool capability that relates geographic and location contexts to business data, thus enriching the information and helping to better analyze it”

Segment Growth – 2016-21 [Gartner]



Analytics and BI Market Opportunity Map, Worldwide, 2016-2021 (Millions of Dollars) /Source – Gartner – Market Opportunity Map Report September 2017

Market Size and Growth (\$ M)

Analytics and BI Software Market Revenue by Segment, 2014-2016

	2014	2015	2016	Share (%) 2014	Share (%) 2015	Share (%) 2016	Growth (%) 2015	Growth (%) 2016
Traditional BI Platforms	7,309.2	6,608.7	6,292.3	46.7	41.4	37.7	-9.6	-4.8
CPM Suites	2,732.2	2,659.5	2,773.4	17.5	16.6	16.6	-2.7	4.3
Modern BI Platforms	1,442.1	2,205.4	2,741.7	9.2	13.8	16.4	52.9	24.3
Analytic Applications	2,209.4	2,339.6	2,527.8	14.1	14.6	15.1	5.9	8.0
Data Science Platforms	1,957.9	2,160.2	2,361.8	12.5	13.5	14.1	10.3	9.3
Total	15,650.7	15,973.4	16,697.1	100.0	100.0	100.0	2.1	4.5

Note: Numbers may not add up to totals shown because of rounding.

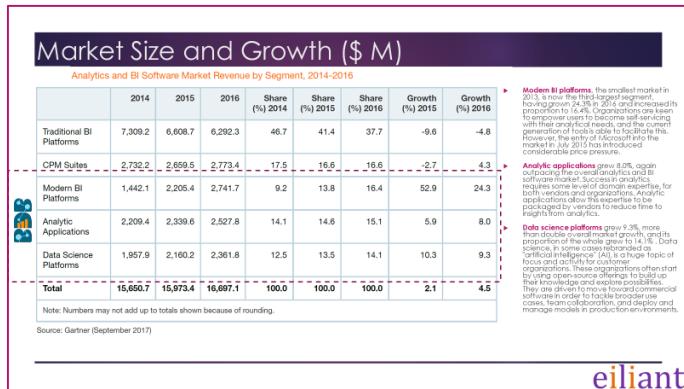
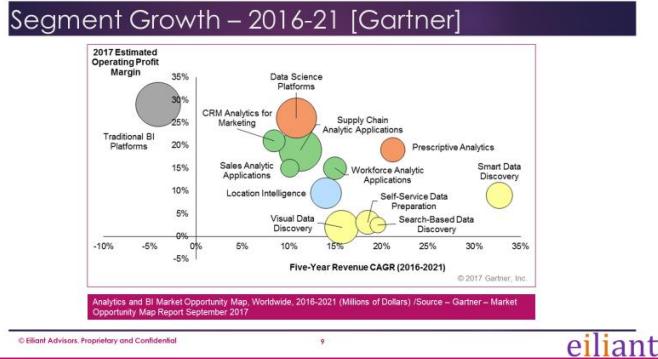
► **Modern BI platforms**, the smallest market in 2013, is now the third-largest segment, having grown 24.3% in 2016 and increased its proportion to 16.4%. Organizations are keen to empower users to become self-servicing with their analytical needs, and the current generation of tools is able to facilitate this. However, the entry of Microsoft into the market in July 2015 has introduced considerable price pressure.

► **Analytic applications** grew 8.0%, again outpacing the overall analytics and BI software market. Success in analytics requires some level of domain expertise, for both vendors and organizations. Analytic applications allow this expertise to be packaged by vendors to reduce time to insights from analytics.

► **Data science platforms** grew 9.3%, more than double overall market growth, and its proportion of the whole grew to 14.1%. Data science, in some cases rebranded as "artificial intelligence" (AI), is a huge topic of focus and activity for customer organizations. These organizations often start by using open-source offerings to build up their knowledge and explore possibilities. They are driven to move toward commercial software in order to tackle broader use cases, team collaboration, and deploy and manage models in production environments.

Source: Gartner (September 2017)

Faster Growth in Selected Segments [Gartner]

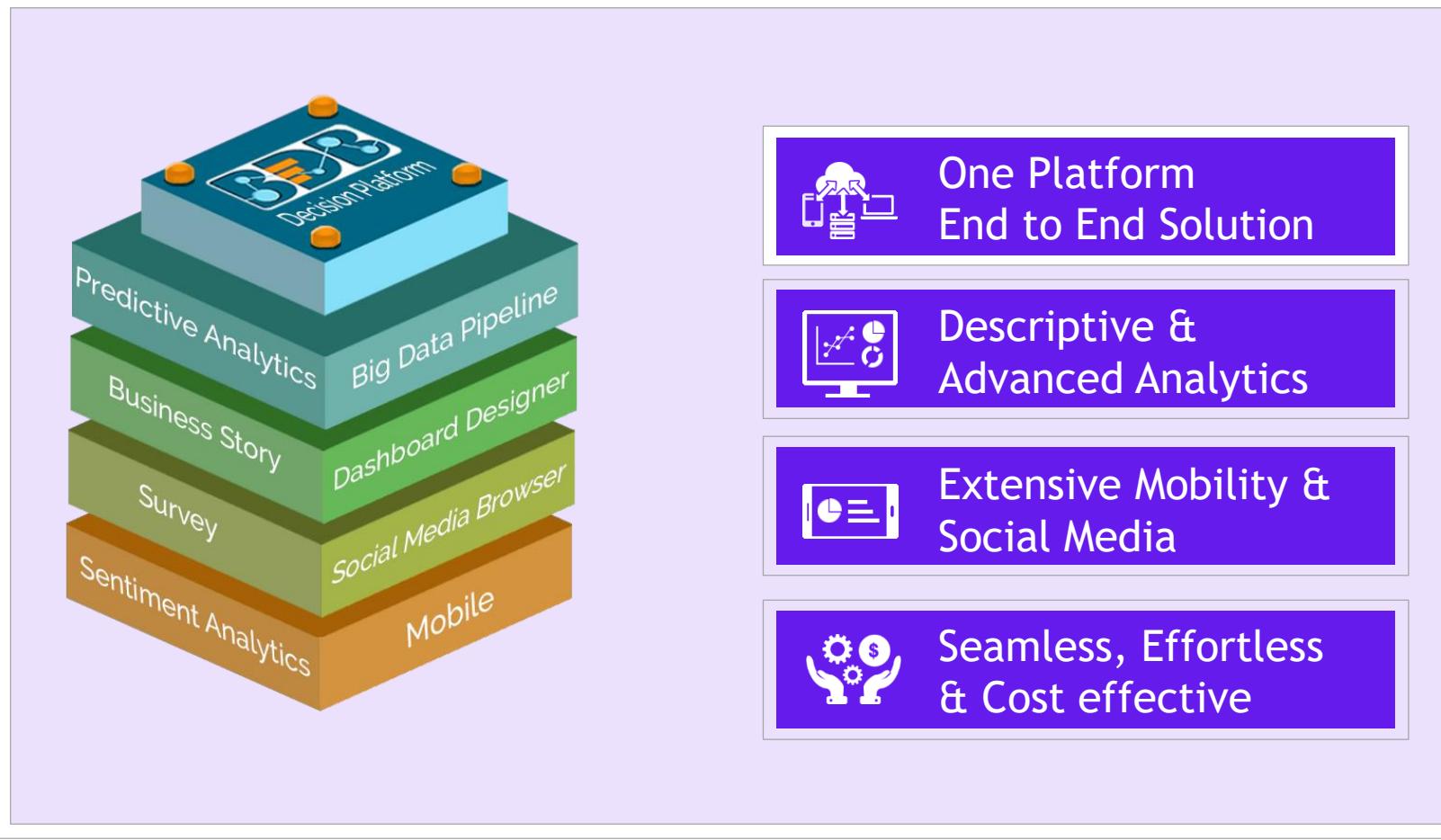


MARKET	MARKET SIZE 2021 (\$ M)	CAGR 2016-21 (%)
Location Intelligence	2,563	14
Data Science Platforms	4,308	11
Visual Data Discovery	3,019	16
Smart Data Discovery	1,858	33
Self Service Data Preparation	1,498	19
Search based data discovery	677	20

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Product Brief

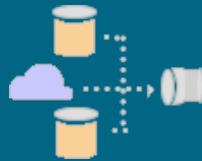
About Platform



About BDB Platform

- End to End solution for all your analytics needs - BI & Data Science
- Descriptive, Diagnostic, Predictive, Prescriptive & Augmented analytics
- Seamless & integrated one platform - Big Data Pipeline framework, Data connectors, Data ingestion, Data Lake, Compute Engine, Visualization, Mobility, ML, AI, NLQ
- Cloud / On-Premises, Multi Tenancy, Scalability, Administration, Security, Audit and Customizability
- 50,000+ man days invested, engaged Gartner as Consultant
- Open source and Microservices(OSGI) based framework

Key Features



Big Data Pipeline, Data Connectors and Data lake

- Manage Batch data & Real time data
- Integrate data from enterprise systems & Ex. systems
- Data Lake & Compute Engine for analytics backbone
- Quick Integration, data aggregation & faster rollouts



Business Story

- Self-Service Business Intelligence, Drag & Drop
- Enables a analytics in the hand of business users
- Eliminates the traditional need for data modelling



Dashboard Designer, Visualization & Mobility

- World leading visualization , Drag & Drop
- Connects data sources files, RDBMS, Bigdata, Social
- Advanced charts and export in multiple formats
- Analytics Anywhere / Anytime On Mobile Devices



Social Media Browser & Sentiment Analysis

- Search, collate and analyze social media data
- Facebook, Twitter, LinkedIn & websites
- Analyze social media emotions for business insights
- Heat Map, Timeline , Tag Cloud ,Break down etc.



Predictive & Prescriptive Workbench

- Provide predictive & Prescriptive models
- Visualize the future outcomes for business
- Spark, ML, Python, R, Tensor Flow, CNN models



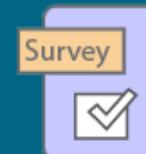
Geo-Spatial Analysis

- Plot data containing geographic information onto a map.
- Directly accessible and alter the view of the map
- Values & map coordinates from CSV files or query .



Natural Language Query (NLQ) / NLP

- Natural Language Query.
- Auto-suggest feature to display correctly structured queries
- Voice Assistance on Mobile



Survey & Data based App builder

- Survey Builder using easy drag & drop editor.
- Collaborate, share, and publish survey responses
- IP, Email tracking and Real-Time Results & Analytics
- Create Data and Form based apps on the fly

BDB Decision Platform at a Glance

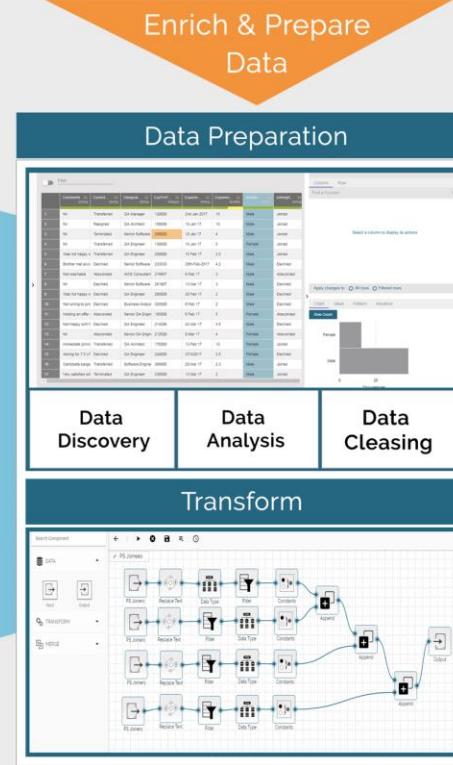
BDB (Big Data BizViz) platform cuts across Business Intelligence and Decision Sciences



- Micro Services based Architecture
- Rest API based Communication
- Horizontally & Vertically Scalable

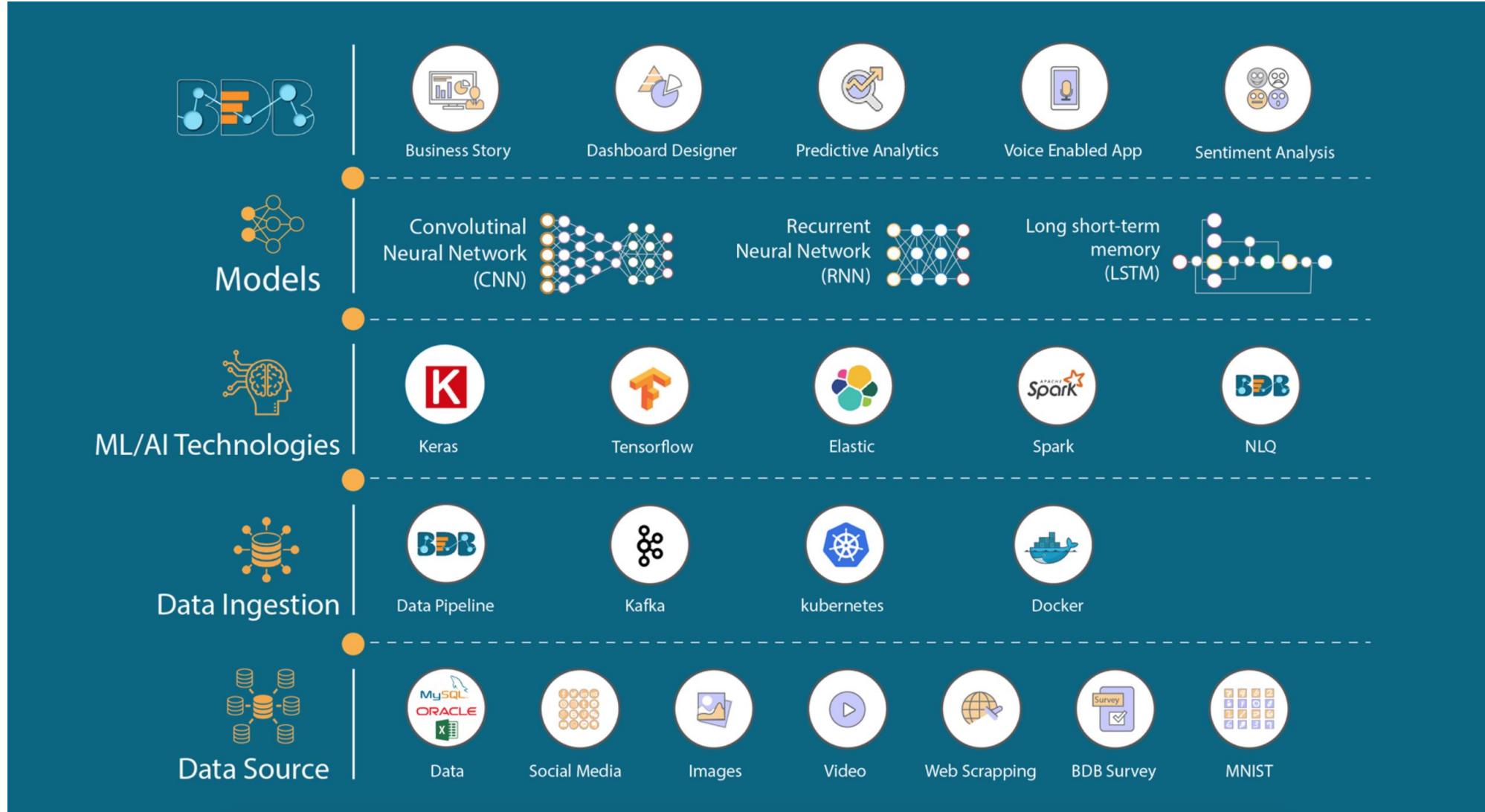


- Secure, Multitenant
- Data Analytics Platform with Hybrid Integration Capabilities



← Server less Big Data Pipeline Architecture →

End to End Smart Platform



Best of Breed Capabilities



Aggregate Data from multiple sources for business insights



Store Data in its natural form in Data Lake, Slice & Dice



Transform & Prepare data for Actionable Business



Identify Trends & Patterns for Business Insights using ML/AI



Governed Self-Service Dashboards for CXO's



Campaign Analytics



Predictive Analytics - Demand Forecasting



Customer Life Time Value Analysis



Real-Time Analytics - Live Dashboards



What-If Analysis & Augmented Analysis



Customer Segmentation & RFM Analysis



Product & Portfolio Analysis



Risk / Fraud Analysis



Employee Performance Analysis



Customer surveys & Sentimental Analysis

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Team and Organization

Avin Jain – Founder and CEO



- ▶ IIT-ian with over 2 decades in core BI engineering and research in Indian and Global Technology firms
- ▶ Joined Business Objects as R&D Engineer in 2001
- ▶ Created and led a 120 people team at Business Objects
- ▶ Spent many years in USA working with large customers in core BI
- ▶ Started creating BDB as a platform – 5 years ago
- ▶ Scaled BDB to 150+ people in last 3 years

Key Leadership



Sandeep Khemani – VP, Business Development and Strategy

IIT-ian and MBA (S P Jain) with over 20 years experience in Technology industry. Deep experience and expertise in managing contracts and clients, technology strategy and large program management across Singapore, UK and India.



Anoop Prakhakaran – Co - Founder, Chief Architect

Computer Science engineer with 20 years of software development experience in all technologies, with strengths in problem solving and innovation. Developed the BDB Platform architecture and core reporting components (Designer and Business Story).



Vishal Venugopal – Co-Founder, Chief Data Scientist

20 years of experience in core software development and architecture. Pursued MBA degree in Big Data from IIM-B. Leads Big Data and Predictive groups and has strong knowledge of large deployments, clustering, Web Services, etc...

The Team



Ranjit Krishnan, QA Director

15+ years of experience in database, ETL technologies. Expert of SAP BODS product line. Has handled many large MNC deployments on SAP BOBJ,HANA side. Knows multiple BI Products.



Sivan N, BI Architect, Head Bangalore

15+ years of Software Experience and has expertise on virtually all technologies - DOT Net or J2EE. Has good understanding of MSFT BI, SAP HANA, Data warehousing & Dev. Technologies.



Ashok Kumar, Senior Technical Architect

Masters from JNU, New Delhi. 15+ years in software engineering. Domain expertise in Investment Banking (High throughput, low latency trading), Oil and Gas, Project Management Solutions, BI.



Vikram Raju, Yuja Product Manager

He has 17+ years of experience and 11 years of them with SAP BI. He has worked in Dev, QA, Support, Project Management, Leadership positions.



Mayank Mathur, Sales & Operation Director

B Tech. , M Tech from IIT Bombay, PGDM from IIM Bangalore, 18 years of Software Development and Delivery Experience. Worked with the Large MNCs like Cisco, Oracle and SAP Labs on the client Services and Customer Delivery throughout.



Nitha P, Data Product Manager

10+ years of experience in the software industry with 5+ years in the ecosystem. Expertise in Data Modelling.



Vivek Kumar, Platform Manager, Head Hyderabad

8+ years of experience in the ecosystem. Heads Hyd developments centre & managing BDB Platform product development team.



Prakash Joshi, Presales Manager

With 8+ years of experience and 2.5 years of them has been with SAP Labs (Business Intelligence) Ecosystem. He has worked in BI implementation, Project coordinator & Presales. He has expertise on BizViz Product Portfolio.

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Customers

Selected Case Studies



IDP

SaaS Analytics Platform for Analytics for their more than 50 active Customers.

Revenue Till Date- \$1.5M



WT Café

Dashboards and Analytics for Food Delivery and e-Commerce Platform. SME Segment.

Revenue Till Date - \$ 300K



AG Data

Survey analytics and BDB Tools for BASF, and 3 of AGDATA Customers

Revenue Till Date - \$ 100K



PowerSchool

Implemented Big Data Pipeline and Analytics on top of their core SIS

Revenue Till Date - \$ 4 M

BDB Customers



➤ **Business Domains**

- IT Enterprises
- Agriculture
- Health Care
- Sports
- E-Commerce
- Education
- Banking & Finance
- Retail
- Insurance

➤ **Deals**

- Integration/White Label
- License/SaaS

eiliant

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Offerings and GTM

Go To Market Offerings

1



SaaS platform.

Various readymade solutions

- Finance – Tally Analytics
- Marketing – Campaign Analytics
- E-Com – Retail Analytics
- HR – Recruitment Analytics
- Others – Analytics for anyone

www.yujaa.com

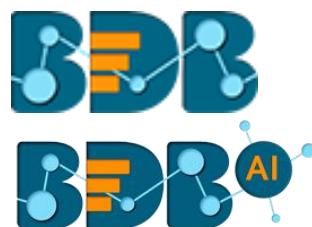
2



Education Analytics Solutions

- Licenses and Solutions
- Higher Education focus

3



Enterprise Licenses and Hybrid Integration

- Bulk license deals
- Large Integration Deals focused on niche enterprise applications
- Selling through channel partnerships in regions

Next 5 Year Plan



- 1
2
3

- 1
2
3

Yujaaa Based Solutions -
FinTech, Marketing, E-Com,
HR, Recruitment

Higher Education Analytics

Enterprise License Selling
(Hybrid Integration Platform)

Total Target Revenue

	FY-19	FY-20	FY-21	FY-22	FY-23	FY-24
Yujaaa Based Solutions - FinTech, Marketing, E-Com, HR, Recruitment		0.1	1	3	6	9
Higher Education Analytics	0.05	0.4	1	2	4	8
Enterprise License Selling (Hybrid Integration Platform)	1.45	7	14	28	56	84
Total Target Revenue	1.5	7.5	16	33	66	101

Figures in \$ M



Yujaa – SaaS based Cloud Deployment with many inbuilt models

- ✓ Unique Tally Analytics Solution on Accounts and Inventory to capture 40% of SME Analytics market of India
- ✓ Campaign Analytics Solution on Google Ads, FB Ads, Twitter Ads, Linked-in Ads, Mail Chimp + other Lead generation Softwares
- ✓ E-Commerce Solutions on various E-Com platforms
- ✓ Automatic Dashboards on top of JIRA, Amazon, Flipkart, Facebook, Twitter etc.
- ✓ Financial Dashboards and Reports on top of Tally, Quick-books, ZOHO Financials
- ✓ R, Python & Spark ML access to bring Predictive and Prescriptive for all.
- ✓ www.yujaa.com



Yujaa on Mobile :
Yujaa Mobile App for iOS + Android to access your data on your fingertips anytime

500+
Tenants

The screenshot shows the Yujaa Data Connector interface. On the left is a sidebar with the Yujaa logo and links: Get Started, Reports & Dashboards, Choose Your Data, List DataSets, Yujaa Store, Explore Yujaa, Notifications, and Help & Feedback. The main area is titled "Data Connector" and displays a grid of 20 integration options, each with a "Connect" button:

Icon	Name	Description	Action
Google Analytics icon	Google Analytics	Connect to Google Analytics and derive your advert...	Connect
JIRA icon	JIRA	Jira Connector enables managers to keep track of a...	Connect
Microsoft Excel icon	Microsoft Excel	Connect to the most popular spreadsheet and perfor...	Connect
Amazon Marketplace icon	Amazon Marketplace	Merchants or Sellers can have an Overview of their...	Connect
Google Sheet icon	Google Sheet	If your data is stored in the most popular online ...	Connect
Dropbox icon	Dropbox	You have your csv or excel files on the cloud driv...	Connect
Tally icon	Tally	Connect to Tally via our offline gateway interface...	Connect
LinkedIn icon	LinkedIn	The LinkedIn connector enables you to track your c...	Connect
Flipkart icon	Flipkart	Connecting to Flipkart, Sellers can utilize this a...	Connect
ZOHO Books icon	ZOHO Books	Connect to your financial data & gain a snapshot o...	Connect
Quick Books icon	Quick Books	Connect to your financial data & gain a snapshot o...	Connect
Facebook icon	Facebook	The Facebook connector provides businesses with in...	Connect
FTP-Server icon	FTP-Server	FTP-Server connector provides....	Connect
CSV icon	CSV	Connect to the most popular data file format and p...	Connect
Twitter icon	Twitter	Measure your impact on Twitter and explore the int...	Connect
ServiceNow icon	ServiceNow	Identify and measure performance, reduce costs, an...	Connect
Microsoft SQL Server icon	Microsoft SQL Server	Unleash the power in your data by connecting to Mi...	Connect
Oracle icon	Oracle	Connect to Oracle Database which is a multi-model ...	Connect

Yujaa - Revenue Plan

1

Tally Solution

- Fin Dashboard
- Inventory Dashboard
- Insights
- Target 1000 Installs by December 2018 & 10,000 by 2020
- 20,000 by 2022
- Total revenue - 5m\$

Campaign Analytics

- Dashboard Template
- Premium Services
- Addition on more connectors in next 3 years
- Target 2000 in next 3 years.
- Target 5000 in next 5 years @ 100\$ per user
- Total revenue - 5 m\$

E-Commerce Solution

- Govern Dashboard
- Premium Services
- Dashboards on Individual API Connectors like Amazon, Flipkart etc.
- Target 2000 in next 3 years.
- Target is 5000 in next 5 years @ 100\$ per user
- Total Revenue - 5 m\$

Recruitment Solution

- HR and Recruitment Dashboard Templates
- Survey based Solution
- Machine Learning on finding Human Factor in Corporates
- 2000 Users
- Total Revenue - 2m\$ in next 5 years

Miscellaneous - Yujaa as a Cloud SaaS tool for anyone

- Hundreds of Connectors to choose from
- 25+ Connectors in Yujaa Store
- 15,000 Users
- Total Revenue - 3 m\$ in next 5 years

Approx. number of SaaS Users after 5 years is 47000 to 50000 Users with Avg. SaaS income of \$400 per annum

Education Analytics

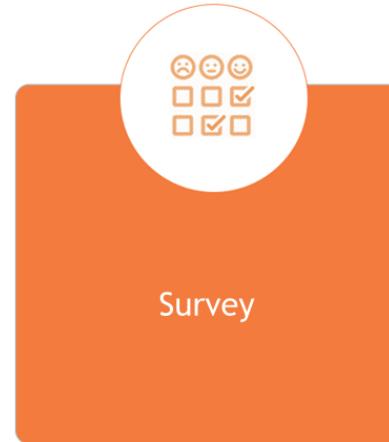
2



Student Dropout



Professor Attrition



Survey



Student Success and Completion



Research Planning and Project management



Campaign Analytics

Enterprise Licenses – Hybrid Integration

- 3
- ✓ The First Deal fetched 4+ m\$ to BDB
 - ✓ 25+ more are in Pipeline
 - ✓ Strong Pipeline from Indian businesses
 - ✓ Can be 50 more Integrations in next 5 years with avg. deal size of 2 m\$
 - ✓ Potential of 100 m\$ License Income in 10 years
 - ✓ Potential of 25-30 m\$ PS Income
 - ✓ Working on Channel Partnership in different countries
 - ✓ With More AI's enabled content this can be increased further

	Hybrid Integration Deals				
	FY 19	FY 20	FY 21	FY 22	FY 23
No of Deals	10	15	20	25	30
Revenue	1.5 m\$	7 m\$	14 m\$	28 m\$	56 m\$

- Average no of users in each Integration deal is 20,000
- Total Projected Users due to Hybrid Integration is 1 m+ Users.
- Time taken to close an Avg. deal is 12-18 Months.



DELL Customer Journey



DELL EMC Partner Program : A DELL partnership program to seize the sale and win the market with the industry's best-of-breed solutions DELL portfolio where Partners are eligible to earn different compelling rebates

DELL was considering Power BI, Tableau for this solution but after 8 months of discussion with different DELL technical and management Team, BDB won the contract.

Started with 15 users

- For Internal management team of Dell EMC Partner Program
- Single dashboard with multiple tabs delivered in 2 months

Jun,
2016

Nov,
2017

July,
2018

Oct,
2018

Dec,
2018

Dec,
2019

16 Months

9 Months

2 Months

3 Months

12 Months

Started POC after long multiple discussions and demos

- Showcased our POC solution to DELL teams of multiple region, - US, APJ etc.
- Different teams tried to create similar design without 100% Success

Added 15 more users= 30 users in total

- Penetrated into their sales team
- Enabled Mobile dashboards
- Currently for APJ (Asia Pacific Japan Region)

Targeting total of 700 -800 users

- Extending to EMC Partners
- Enabling Cutting Edge Analytics
- Plans to penetrate deeper into program hierarchy

Pharmacyclics Customer Journey



Pharmacyclics AbbVie is an American biopharmaceutical company based in Sunnyvale, California which primarily focused on the development of cancer therapies having annual revenue of around 1-2 billion USD

Pharmacyclics was considering Tableau & Xcelsius (BOBJ) for this solution but after analyzing, they **switched to BDB**. They also have Saama Tech as their BI vendor but Saama couldn't build the PMO dashboards that BDB could provide

Predictive Dashboards for Research

Started with multiple discussions and follow ups



Oct,
2015



Oct,
2016

- Enhancements to existing 5 Dashboards

- Proposed CAPP integrated solution to them for consolidated view of their medicinal research projects' insights
- Contract size 10X



Oct,
2017

250 Licenses

- 3 dashboards to visualize the details of projects - status / health / key metrics/ financial status/ milestone of project

12 Months

250 Licenses

- 2 Custom dashboards to extend the functionality
- Enhancement of Initial 3 Dashboards

12 Months

250 Licenses, Predictive added

12Months

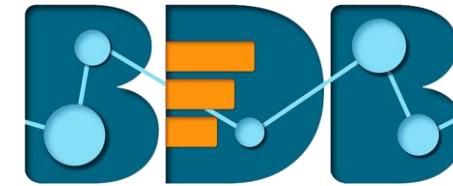
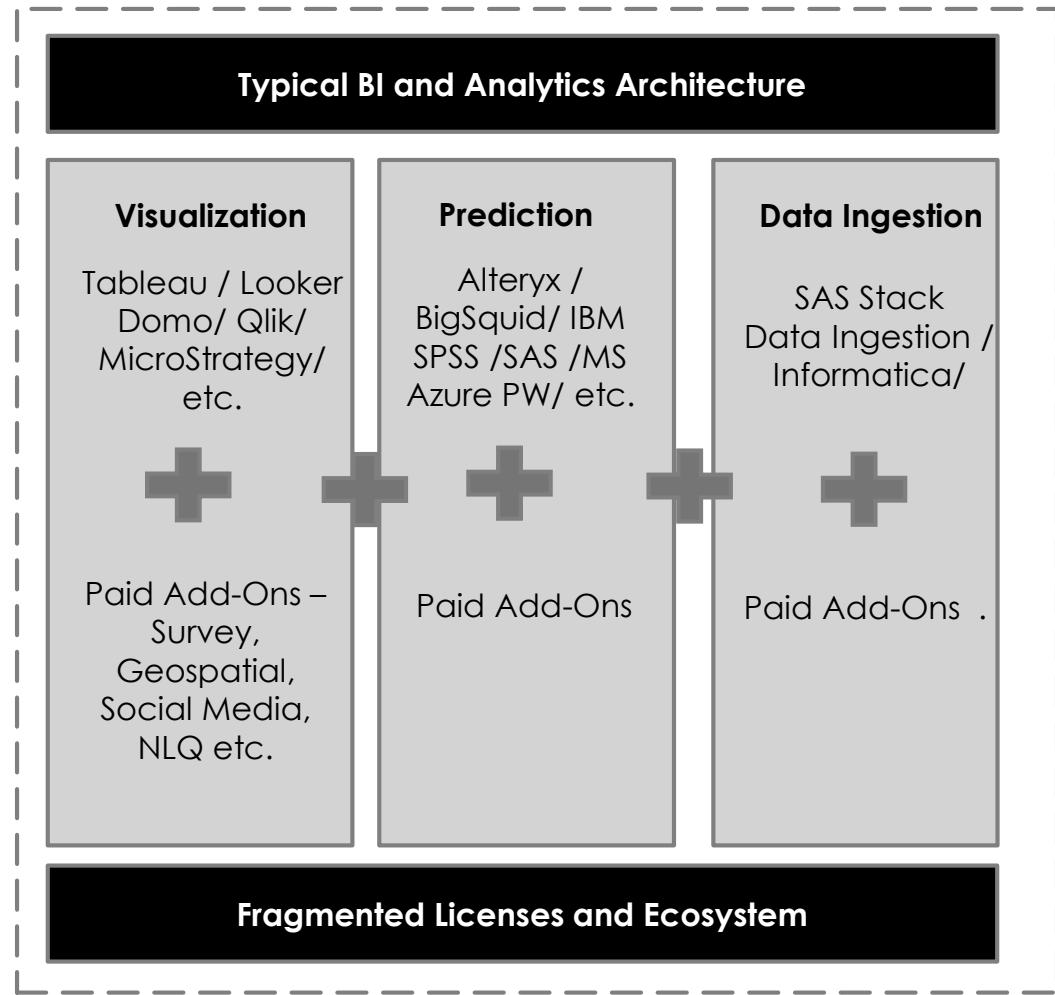
Possibility of 5X to 10X Licenses

- Development of Predictive Models
- Embedding Angular 6 for top end visualization
- Total Contract size 50X of 2015 Level

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Competitor Analysis

The BDB Difference



**All Inclusive world-class
BDB Platform**

Top End
Visualization
+ Self Service BI

Predictive Work Bench
R, Python, Spark ML, TensorFlow,
Keras,++

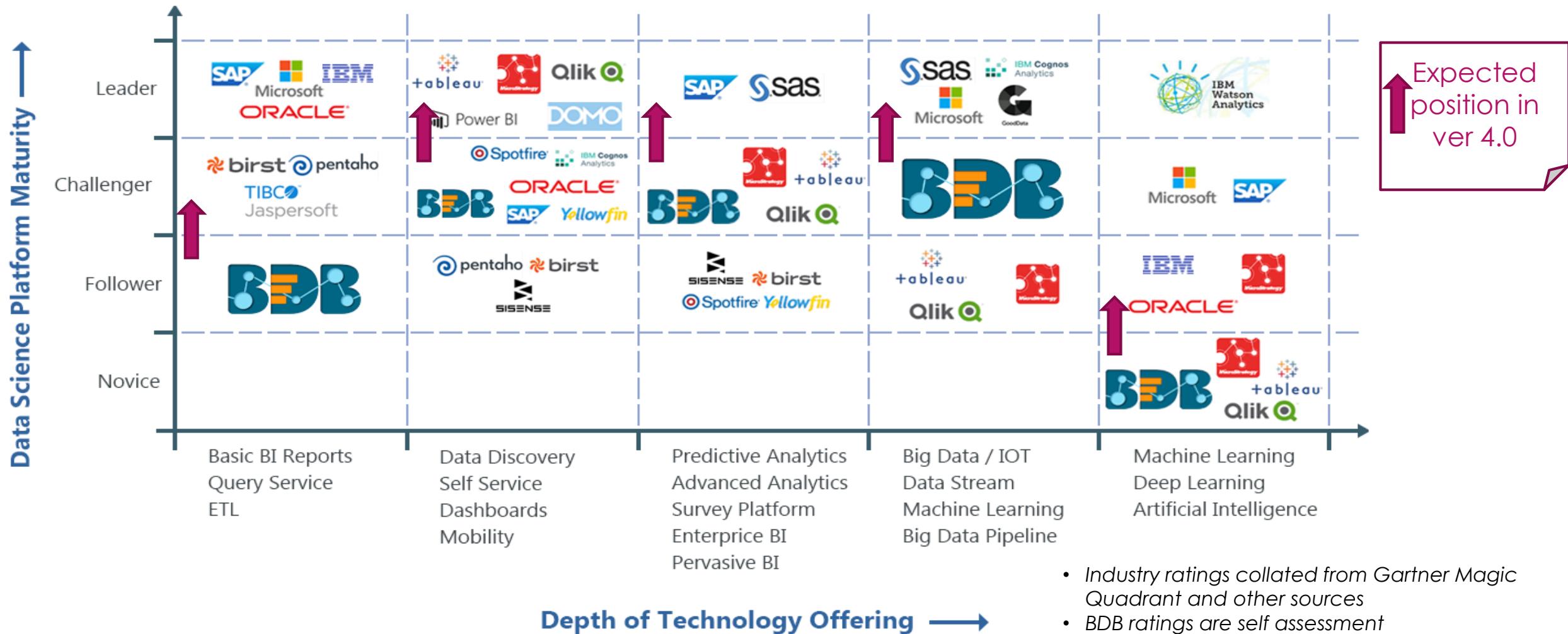
LAMBDA Data
Pipeline

All add-ons Already loaded

BDB World Class E2E Architecture

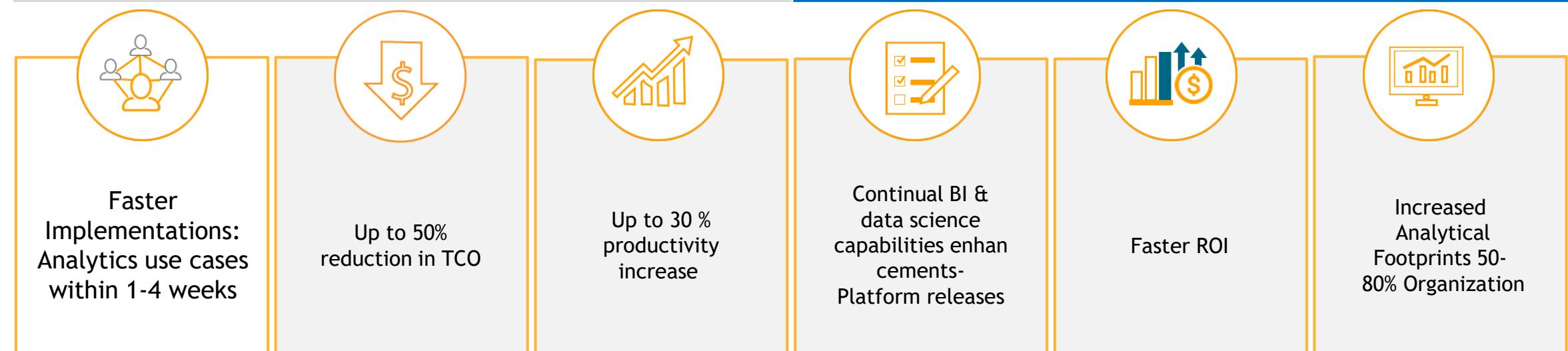
50,000 Man-days over 4 years , under guidance of Gartner

Platform maturity vis-à-vis industry leaders



Why Customers choose BDB

Competition	BDB
High S/W costs & longer implementation cycle <ul style="list-style-type: none">• Diverse products & licenses• Complex integration- Multiple tools / technologies as well as data sources. Coordination within multiple teams.	Low S/W costs & shorter implementation cycle <ul style="list-style-type: none">✓ Single integrated analytics platform: Descriptive, Predictive & Prescriptive✓ Roadmap & releases keeps you ahead of the curve
High Resource Costs <ul style="list-style-type: none">• Large resource pool with difficult to master skills• Specialized & costly resources for each tool	Low Resource Cost <ul style="list-style-type: none">✓ Small generic resource pool with basic analytical skills
Unsustainable Operating Model <ul style="list-style-type: none">• High TCO - Analytics departments are big cost centers• Limits analytics footprint across organization	Sustainable Operating model <ul style="list-style-type: none">✓ Lowest TCO✓ Increased analytics footprint across organization



Voice of Customer

Evaluation and Options for 2018

AGDATA BI Attributes	SSRS, SSAS (SQL)	Micro Strategy	Jaspersoft	Tableau	BizViz
Level 1					
Level 2		*	*	*	
Level 3					
Level 4	N/A		N/A	N/A	
Financial Impact	People-- Software -- \$XXM				



Thank you everyone for all the hard work and good work!! Thank BizViz team for working with us very closely on this project -

Chengdian Lin | Technical Director

Thanks, great work as usual. Our Customers (CXOs) -RC and BASF has given 8/10 in the projects we have used BDB platform and team -

Rishi Rana | COO & CTO

• Thanks awesome, Avin! A big thanks (huge may be a more appropriate word!) to you and your team for all the hard work and close support in getting us here. We got lot more miles to go and have a very exciting 2nd half of the year to look forward to, so let's build upon our team success and momentum! Thanks again -

Varughese George, VP & CTO

• I just want to say that I feel so PROUD to be part of this work and so very happy to work with each of you. Thank you for your efforts, your commitment and your magic. THANK YOU for making this all possible. The feedback I got today belongs to YOU as well -

Melissa Schaub, Director of Learning, AAS Moscow & St. Petersburg.

Global brands who have chosen BDB over other BI products



MicroStrategy



JASPER SOFT **MicroStrategy**



QlikView **COGNOS**



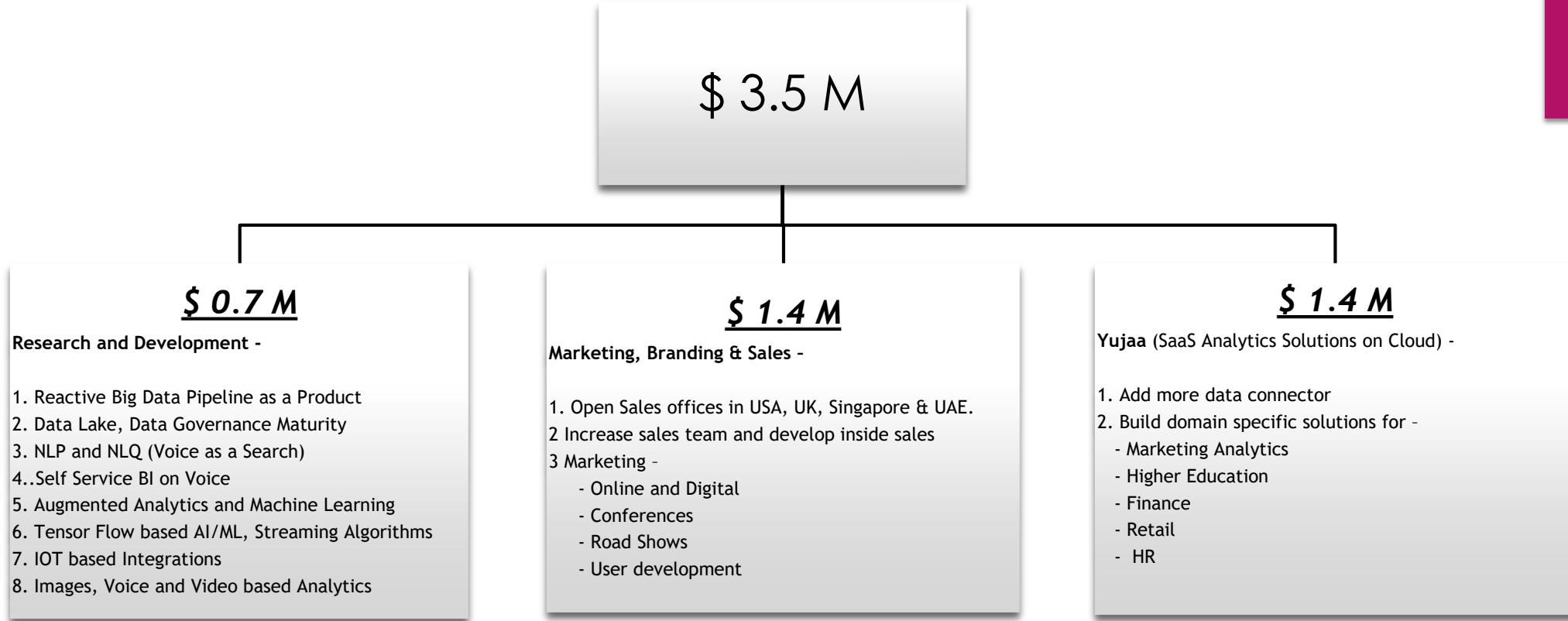
QlikView



QlikView

PROJECT BASEL

Plan of Action



Fund Deployment Plan

Sales and Marketing Strategy

1. Channel Development

1. Tie Ups with Analytics Consulting companies – 5 of top 10 initiated
2. Reseller agreements with Top System Integrators – 10 of top 20 initiated
3. Partnerships with Big 5 Consulting companies – evaluations started
4. Niche consulting companies in all regions for reseller and implementation partnerships

2. Regional Sales Leadership

Regional Sales HC	2019-20	2020-21	2021-22	2022-23	2023-24
UK/Europe	1	3	3	6	6
US West	3	4	4	6	6
US East	3	4	4	6	6
US Central		2	2	6	6
US North/Canada		2	2	6	6
Asia Pacific	2	3	3	6	6
Middle East	2	3	3	6	6

3. Inside Sales and Pre-Sales

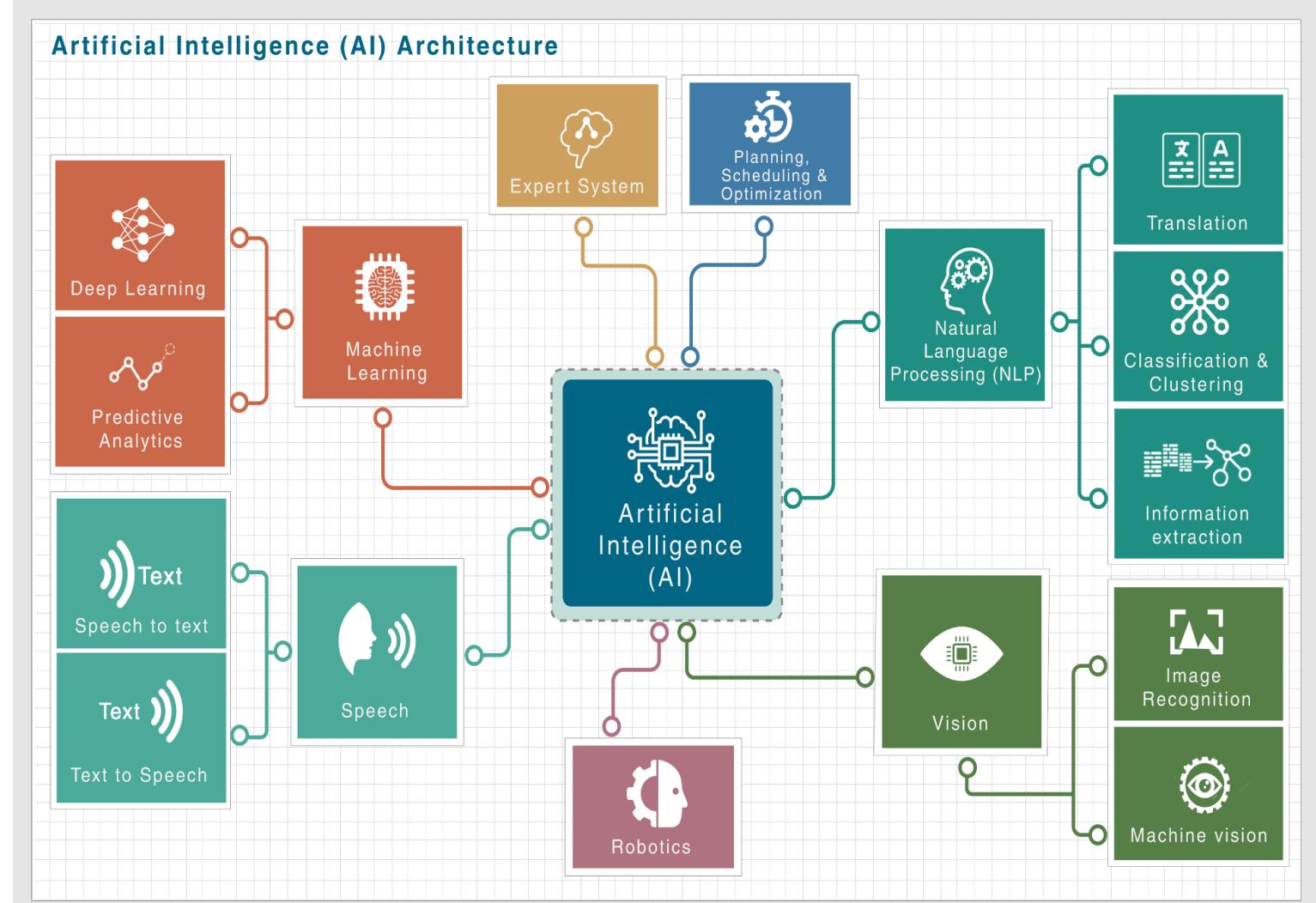
1. Competency centers for SaaS and Enterprise
2. Enhance domain expertise in selected verticals
3. Implement strong rigor in evaluating opportunities, persistent follow up, and maintaining deep customer connections
4. Extend our library of artefacts (dashboards, pre-built models) to minimize response time
5. Focus on mining existing accounts and increase footprint with each enterprise and SaaS customer

4. Focus on Branding and Marketing

1. Work towards a “Top 10” Brand position
2. Premium product at reasonable price
3. Strategic participation at conferences and hosting conferences with customers and prospects
4. Deepen relationship with Gartner and work towards a Magic quadrant position in 3 years

Product Roadmap – Enrich AI capability

- ✓ Reactive Big Data Pipeline as a Product
- ✓ Data Lake, Data Governance Maturity
- ✓ *NLP and NLG (Voice as a Search)*
- ✓ *Self Service BI on Voice (by Voice command get the analytics created)*
- ✓ *Augmented Analytics and Machine Learning*
- ✓ *Tensor Flow based AI/ML, Steaming Algorithms*
- ✓ *IOT based Integrations*
- ✓ *Images, Voice and Video based Analytics*
- ✓ *Blockchain (5.0)*



PROJECT BASEL

Financials and Projections

Impact of PowerSchool BOT Contract

- ▶ Between Nov 2016 and Dec 2017, BDB won and executed a critical Build-Operate-Transfer contract with PowerSchool.
- ▶ As part of this deal BDB provided
 - Licenses to the product
 - Analytics Consulting
 - Integration between BDB product and PowerSchool Student Information Systems
- ▶ At the end of contract period, BDB transferred 150 consultants to PowerSchool rolls
- ▶ **This contract enabled BDB to generate the cash to heavily invest in product development and add many critical features and additionally create a sales and marketing engine**

PowerSchool Build-Operate-Transfer



Mature Pipeline – Sep 2018

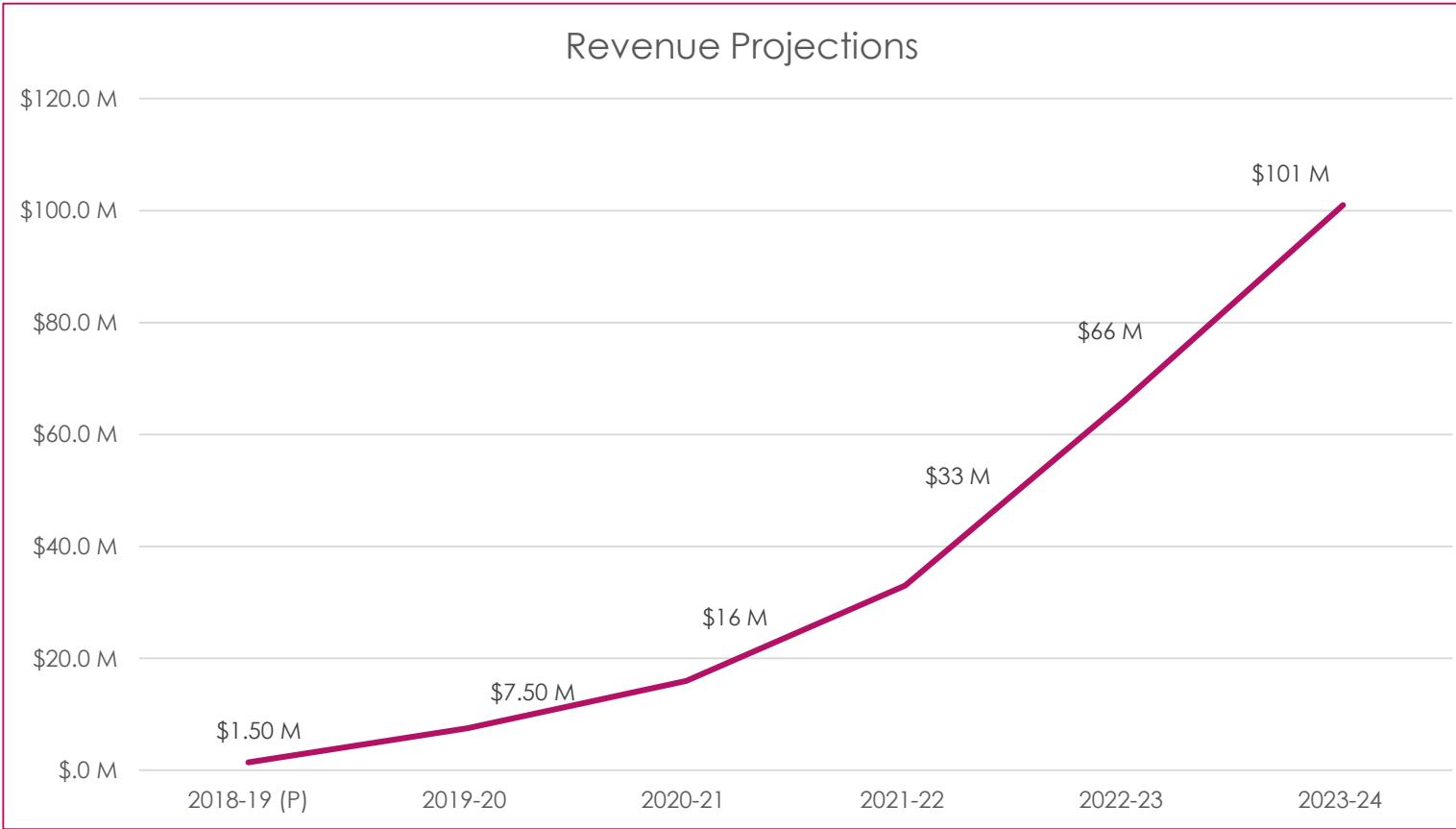
Offering		6 months	18 months	30 Months
Hybrid Integration and Enterprise License	Banking	0.25	3.8	8
	Large SI's	0.2	3.1	10.4
	Insurance Broking	0.11	0.7	1.8
	HealthCare	0.19	1.7	6
	Retail	0.06	1.7	4.7
	High Tech	0.2	3.7	6.5
	Higher Education	0.1	0.6	1.5
	SaaS - Yujaa	0.02	1	2
TOTAL		1.13	16.3	40.9

Figures in \$ M

Mature Deal Pipeline:

1. Need established
2. Customer roadmap understood
3. Dissatisfaction with current solutions
4. Connected with key decision makers
5. POC under way or completed
6. In some cases, PO under process

Revenue Projections



- ▶ Growth powered by large enterprise deals
 - ▶ Increasing user count every year in each account
 - ▶ Expected to add 3-7 Enterprise accounts every year
- ▶ Additionally, there is fast growth in SaaS analytics users
 - ▶ SMB Market
 - ▶ Recurrent revenue

THANK YOU

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