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**CASE STUDY**  
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# ABSOLUTDATA CASE STUDY

## About the Industry

Analytics has now become a core part of many business organizations, replacing judgment based decision by data-driven decision engineering. Currently, the analytics industry is moving from service based to a more product based approach. More and more analytics companies are now focusing on building solutions in the area of vertical specific /OEM bundled analytics. The current market size is estimated at USD 96 billion and is projected to reach USD 121 billion by 2016.

Since the majority of organizations world over have accessed greater volumes and variety of data, they are looking at innovative ways of gaining customer insights to increase customer engagement. All such organizations have a very high rate of analytics absorption. Most of the organizations today are outsourcing their analytics services to a third party vendor or have their own back offices. Outsourced services around analytics is growing at a fast CAGR of over 14 per cent vis-à-vis analytics software (CAGR ~10 per cent). The global analytics market (software products and outsourced services) is growing at over 12 per cent since 2012.

According to Gartner and CRISIL, Big Data is expected to become a USD 25 billion industry. It is projected that till 2015, 85 per cent of Fortune 500 organizations will be unable to exploit big data for competitive advantage.

## Analytics in India:

The current Indian market has over 600 analytics firms and is a combination of global in-house centers, integrated IT firms, pure play analytics firms, KPO's, and analytics focused product centric firms; primarily KPO's and pure play analytics companies.

In the last two years, the number of analytics firms in India have increased by 50%. Over the next 4-5 years analytics in India is pegged to have a hockey stick growth and be greater than twice its current size. India's analytics market thrives majorly on exports. Combined with the domestic demand, it is growing at a global market rate of 24 per cent CAGR. However, India's own analytics market size is only 1 per cent of the overall market share as all the incumbent firms are still in their nascent stage of analytics adoption.

Analytics in the domestic Indian market is spread across limited sectors. Highest adoption of analytics in India is in 3 sectors i.e. Telecom, BFSI, and e-commerce. In FY2014, the total market share of India is expected to be at USD 954 million and would employ around 29,000 people. Indian analytics providers are shifting their focus from an only service based approach to a more product based approach, wherein ~ 85 per cent of the product vendors cater to only global markets.

The Big Indian Data industry will grow from USD 200 million in 2012 to USD 1 billion in 2015 at a CAGR in excess of 83 per cent. India is rising fast to play an important role, as a key outsourcing destination in the overall Big Data space for services.

## About Absolutdata:

Absolutdata is a pioneer in the analytics space in India. The company started in the year 2000 as an entrepreneurial venture by Dr. Anil Kaul, Sudeshna Dutta, and Suhale Kapoor. Anil, our CEO, has worked with leading companies like McKinsey and Personify, and holds a PhD in Quantitative Marketing from Cornell University. Sudeshna has worked with companies like Pfizer and Kraft Foods and has earned her MBA in Marketing from Cornell University. Suhale worked with Mitsubishi Corporation in international trade, investments and re-engineering. He is an alumnus of the converted Mitsubishi President's Global Leadership Program, and holds an MBA from IIM-A. Absolutdata's current leadership comprises leaders from McKinsey, KPMG, Accenture, Infosys, and other leading consulting firms. Anil was listed amongst 10 Most Influential Analytics Leaders in India 2014 by a leading analytics magazine.

Today, the company is a strong 450+ employee organization with offices in San Francisco, London, Dubai, Gurgaon, Bangalore, and Singapore. Its 13 year long journey has been marked by three waves of reinvention and positioning. What started off as a market research company turned into an analytics service provider in 2004, and finally took the plunge in 2006 of being an analytics and products company having disruptive Big Data and Social Media analytics solutions.

Absolutdata has consultants, domain experts, and analytics geniuses who work around the clock and undertake more than 1000 projects per year globally to enable Fortune 500 companies to understand their customer lifecycle better, optimize marketing budgets, maintain customer loyalty, and accelerate revenue cycles.

# ABSOLUTDATA CASE STUDY



## Background:

The analytics marketplace is changing. Competition from other players is increasing by the day. Today the market is flooded with varied analytics tools and products. Users of analytics are getting more discerning. Competition is not only from the global front-runners, but also from new home-grown 'challengers'.

Absolutdata has always had a pre-eminent position of a leader in the market. However, given the changing scenario, it needs to reinvent itself to take advantage of these changes and maintain its position as the market leader.

## Objective:

- 1) How do we strengthen the marketing position of Absolutdata in this changed global marketplace?
- 2) What can be the brand-building activities that Absolutdata can take up in order to increase its recall value among prospective clients?
- 3) How can we use the new media channels like digital, social media for marketing targeted towards attracting new clients? (Please make necessary assumptions as required)

## Expected Methodology:

- Use of research techniques (secondary / primary) to gain qualitative and quantitative insights.
- Analysis: Come up with strategy and action plan to answer the key questions.

## Expected Outcome:

A detailed marketing strategy addressing the objectives

## Mentor:

Sundar Ramaswamy, COO, Absolutdata