



Analytics Insight

MAY 2019

THE
10
MOST INNOVATIVE
BIG DATA
ANALYTICS COMPANIES
IN 2019



CRYPTTEK LABS
BEYOND BELIEF

◆ **Augmenting
Human
Intelligence with
Innovation in Big
Data Analytics** ◆

Kyle Barker,
Co-founder and CEO

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Augmenting Human
Intelligence with
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10 Industries Redefined by
Big Data Analytics



THE 10 MOST INNOVATIVE BIG DATA ANALYTICS COMPANIES IN 2019

Enterprises have become excited about big data and analytics not just because the data is big but also because the impact it creates is big. Big data analytics helps organizations to harness their data and use it to improve processes and identify new opportunities. This, in turn, leads to smarter business moves, drives more efficient operations, higher profits and happier customers.

Data is powerful and pervasive. However, few organizations have the ability to harness its full potential through advanced analytics tools and solutions. Recognizing the new era of insights to accelerate innovation and outthink limitations, we present you with “The 10 Most Innovative Big Data Analytics Companies in 2019” issue of the Analytics Insight Magazine.

Featuring as the Cover Story is **Cryptek Labs**, a data-driven performance marketing agency which uses predictive behavioral targeting and real-time voice sentiment analysis to identify and acquire new customers for its clients. Cryptek Labs believes data is the key to create meaningful interactions at scale between consumers and the companies they love.

The issue features Company of the Month in three categories. Listed in Innovation, **Cangler Analytics** automates and democratizes enterprise data analytics, making it simple, easy, and accessible for everyone. The company helps organizations overcome artificial intelligence complexity by building AI which builds AI.

Featured under Intelligent Product, **ROIVENUE™** is a business intelligence analytics suite for marketing professionals. It is a one-stop solution for marketers to integrate all of their advertising, CRM and web analytics data into one place and harness the power of multi-touch attribution to get more ROI from their campaigns.

Selected under Best Solutions, **Xiatech** is a data and inte-

gration solution provider specialising in System Integration, Big Data, Business Intelligence, Reporting and Analytics as well as Digital/eCommerce, CRM and ERP. It provides real-time technology, technical advisory services and programme delivery to organisations.

The magazine issue further includes **McObject** which offers eXtremeDB In-Memory Database System (IMDS) for real-time embedded systems. **OccassionGenius** is an event discovery technology company which helps to connect individuals to events that they care about, before they happen using the Personalized Interest Genome™. **Oxagile** is an international full-cycle software development vendor and systems integrator. It offers full-fledged big data development and consulting services.

Pisquare is a Data Analytics solutions firm addressing the space of decision system optimization. Its solutions are broadly structured into the areas of Customer Analytics, Talent Analytics, and Operations Analytics. **Record Evolution** offers tailor-made solutions covering an entire spectrum of Data Science and IoT. **Tarmin** provides next-generation data management, storage, and infrastructure solutions focused on data accessibility and overcoming barriers associated with growing data volumes.

Additionally, don't forget to read two interesting articles written by our team members titled, “Top 5 Big Data Challenges and Solutions” and “10 Industries Redefined by Big Data Analytics”.

So, let's go ahead and enjoy the read!



COMPANY NAME	MANAGEMENT	BRIEF
Cryptek Labs crypteklabs.com	Kyle Barker, Co-founder & CEO	Cryptek Labs is a data-driven performance marketing agency which uses predictive behavioral targeting and real-time voice sentiment analysis to identify and acquire new customers for its clients. It believes data is the key to create meaningful interactions at scale between consumers and the companies they love.
Cangler Analytics cangleranalytics.com	Andrew Herbert, Founder	Cangler automates and democratizes enterprise data analytics, making it simple, easy, and accessible for everyone. The company helps organizations overcome artificial intelligence complexity by building AI which builds AI.
McObject mcobject.com	Steven Graves, Chief Executive Officer Andrei Gorine, Chief Technical Officer	McObject offers eXtremeDB In-Memory Database System (IMDS) for real-time embedded systems. Organizations using eXtremeDB reap tangible benefits through higher developer productivity, faster time-to-market, more advanced features and lower manufacturing costs.
OccassionGenius occassiongenius.com	Nate Marcus, Founder & CEO	OccassionGenius is an event discovery technology company which provides services to large companies to capture the experiential consumer. It helps to connect individuals to events that they care about, before they happen using the Personalized Interest Genome™.
Oxagile oxagile.com	Dmitry Karpovich, CEO	Oxagile is an international full-cycle software development vendor and systems integrator with specialist expertise in utilizing technology to drive efficiency, build scale, and facilitate ease of use. The company offers full-fledged big data development and consulting services.
PiSquare pisquare.io	Chinmay Pradhan, Founder Jonu Rana, CEO	Pisquare, a brand of Arima Analytics, is a Data Analytics solutions firm addressing the space of decision system optimization. The company's solutions are broadly structured into the areas of Customer Analytics, Talent Analytics, and Operations Analytics.
Record Evolution record-evolution.d	Dr. Marko Petzold, Founder & CEO	Record Evolution offers tailor-made solutions covering an entire spectrum of Data Science and IoT. It has developed cloud data warehouse Repods to help enterprises manage and analyze data histories in data pods, compact data warehouses equipped with storage and computing resources.
ROIVENUE roivenue.com	Pavel Sima, CEO	ROIVENUE™ is a business intelligence analytics suite for marketing professionals. It is a one-stop solution for marketers to integrate all of their advertising, CRM and web analytics data into one place and harness the power of multi-touch attribution to get more ROI from their campaigns.
Tarmin tarmin.com	Shahbaz Ali, President & CEO	Tarmin provides next-generation data management, storage, and infrastructure solutions focused on data accessibility and overcoming barriers associated with growing data volumes to make informed business decisions in real-time. It offers its flagship Data Management Platform “Tarmin GridBank”.
Xiatech xiatech.co.uk	Jonathan Summer eld, CEO	Xiatech is a data and integration solution provider with a global reach specialising in System Integration, Big Data, Business Intelligence, Reporting and Analytics as well as Digital/eCommerce, CRM and ERP. It provides real-time technology, technical advisory services and programme delivery to organisations looking to drive change.

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Delivering an Industry-Leading Big Data Management Platform

www.tarmin.com

Innovation is driving the growth of data in new forms, at faster speeds, and organisations are paralysed by this overwhelming amount of information that is often trapped, siloed and difficult to manoeuvre. Tarmin transforms enterprise from simply storing data which leads to risk, and increased cost to modernizing the way organisations store, manage and utilise the data.

Shahbaz Ali
President & CEO



In an age where everything has turned out to be data-centric, it becomes essential to safeguard data and work on its storage solutions. For such a massive voluminous data in circulation, organisations need to have a perfect storage capacity too. In recent years, data has gained its own heights empowering management, storage, security and analytics across the cloud.

Tarmin Inc is a company which unlocks the value of data as a strategic business enabler, delivering a massively scalable, transparent and unified approach for consistent data management, storage, retention, security, search and analytics across cloud and traditional storage infrastructure. Tarmin provides next-generation data management, storage, and infrastructure solutions focused on data accessibility and

overcoming barriers associated with growing data volumes to make informed business decisions in real-time. The power of its solution is its flexible and extensible grid architecture which captures data streams from distributed devices or other sources within a scalable platform, consolidating data across the enterprise and providing real-time analysis and responsiveness for improved insights.

The company offers its flagship Data Management Platform "Tarmin GridBank" which empowers organizations to store, protect and gain value from data as a competitive business asset, no matter its size, location or cost by uniting application, information and storage tiers into a single, integrated data centric management architecture.

Experienced Leadership

Shahbaz Ali, President and CEO of Tarmin is a visionary entrepreneur and strategic executive manager with more than 20 years' experience in creating dynamic solutions for enterprises. Shahbaz serves as the public face of Tarmin and brings the vigor and experience of a seasoned entrepreneur with a history of successful companies. Shahbaz today oversees all core business activities, including marketing, partnership development and sales at Tarmin. Shahbaz is the creator of the company's award-winning GridBank product.

Prior to co-founding Tarmin, Shahbaz worked for both innovative startups and market-leading companies that include Invensys, Alcatel-Lucent, Mastercard and Mondex. He played a key role in the acquisition of Mondex which, at the time, was the largest ever acquisition of a European startup company.

Shahbaz holds a BSc (Hons) in Software Engineering from London Southbank University and has completed a Ph.D. course of study in Software Requirements Engineering from the Open University.

Big Data Disruption Driving Innovation

Shahbaz believes technologies like IoT, big data and cloud computing are disruptive and are the next steps in creating widespread connectivity. First, it was the internet, then it was phones and tablets and soon everyday items will be connected and change the way we live, work and operate as a society. By increasing connectivity, the growth in data will continue to skyrocket and unveil trends in consumer behavior, buying habits, improve customer satisfaction and loyalty, while increasing the competitive advantage. "Organizations with easily accessible data can act quicker, making data-informed decisions and beating out the competition while remaining focused on their core business. This digital revolution has forced organizations across all industries to change the way they operate, shifting them towards data-centric operations," he said.

Master Plan of Transformation

Innovation is driving the growth of data in new forms, at faster speeds, and organizations are paralyzed by this overwhelming amount of information that is often trapped, siloed and difficult to manoeuvre. Tarmin transforms enterprises from simply storing data which leads to risks, and increased costs to modernizing the way organizations store, manage and utilize the data and its content through

a data-centric platform. Tarmin consolidates data across all sources, where it gets cleaned for accuracy and integrity and then presents the data in real-time, delivering value to the customer.

Channelizing Focus Towards Target Market

The company targets industries characterized by high and accelerated data growth that is driving up costs, stringent compliance regulations that are increasing data related risks and industries that have a growing need to gain value from their large data repositories. While GridBank is suitable for any data-intensive industries, Tarmin's core markets are Financial Services, Healthcare, Oil & Gas and Education, and more recently Media, Telco, the Public Sector and Pharma and Life Sciences. Tarmin has built two routes to market, specifically global accounts focused on large scale deals and through the channel by focusing on partners and MSPs.

Awards & Recognitions

Tarmin is proud of the awards and recognition it has received for its company performance and innovative technology over the years. The company has received numerous awards. Some of the notable ones include:

- CV Tech Innovator Award 2016
- CRN's 2015 Emerging Vendor Award
- 2014 CIO 100 Awards
- CRN's 2014 Emerging Vendor Award

Towards a Data-Driven Future

Shahbaz states the need to gain insights from data is becoming the number one priority and a major c-suite executive investment driver. Tarmin's approach focuses on the value of data and employs technologies that extract full content and index metadata, at the time of ingestion and integration. GridBank enables the unification of data stores, creating virtualized storage pools of data which reside on storage that is determined based on the value of data, and the performance, protection, and frequency of data access during its lifecycle. "This approach enables organizations to gain real-time data insights while maximizing value and minimizing costs," he added.