The proliferation of data management tools and techniques have played a significant role in changing the technology landscape, helping companies to access data from multiple sources at much greater speed. With this, organizations are adding a new dimension to their operations through technological excellence, providing customers with increased control over the streams of data that flows constantly within an organization. While their work has shown us how data-driven analytics can strongly enhance decision making and produce better business outcomes, it has also made us aware about data discovery challenges and real costs of implementation. Business Intelligence has now become an important technology for collecting and analyzing data and offers a broad set of applications that allow businesses to transform raw data into actionable insights. BI tools have been successfully deployed by IT organizations to reduce overhead project costs. The leading Business Intelligence providers bring data quality to workflows of organizations and deliver unique features for efficient data management. Beyond the advanced analytics solutions that serve as the core benefits offered by BI companies, BI services have also helped business heads to leverage new technologies from different devices for further processing valuable information. According to a recent report, the BI market in the Asia Pacific is one of the fastest growing with Australia expected to lead in the next three to five years due to its large scale BI spending. This rising growth of BI service providers has unlocked new revenue opportunities with the existing IT infrastructure, so organizations can truly be scalable.

This edition of APAC CIOoutlook brings you the “25 Most Promising Business Intelligence Solution Providers.” The list presents to you some of the most prominent organizations in the industry who are capable of leading their clients towards excellence by supporting them beyond an advisory level. The proposed list aspires to assist companies gain from the services of reliable BI market leaders, who can develop and support business growth by helping them build analytic capabilities in innovative and time-tested BI platforms.
Sandeep Rao, Chief Executive Officer, Einsights, founded Einsights in 2012 to build a Business Intelligence solution that provides cross-functional insights to corporates through a revolutionary user-interface. Headquartered in Singapore, Einsights provides a full-stack analytics solutions to businesses of all size. Sandeep explains that their core differentiator is Simplicity - “Simplicity is part of our DNA, and this shows in everything we do from our product design to the user experience.” Whilst most Business Intelligence tools are designed for the analyst, Einsights is crafted specifically for the Executive.

Einsights addresses a growing business challenge in that data will increase at an unprecedented rate, overwhelming companies in trying to make sense out of it. Enterprises often implement custom business analytical tools (Excel!) to connect data across different departmental silos. However, for most businesses, implementing an analytical tool is considered either too expensive or time consuming. As a result, they avoid implementing one, resulting in a lack of access to insightful data required to make informed decisions.

This is reflected in some of the customer kudos Einsights has received. According to Peter Tsih, Chief Executive Officer (Hong Kong), Global Wealth Solutions, Willis Towers Watson “Before Einsights, I often had to spend hours manipulating spreadsheets to extract the necessary information to make strategic decisions. Now, information retrieval is almost instantaneous thus allowing strategic decisions to be made faster and with greater confidence.” In addition, Renato Mota, Group General Manager - Wealth Management at IOOF, the Australian based insurance company mentions “IOOF has adopted Einsights for analysis of our revenue and funds under advice. We are impressed by the intuitive nature of their software, and how it helps to simplify executive decision making.”

The Holistic and Comprehensive Service:
Einsights is a general-purpose Business Intelligence tool that is domain and source agnostic. Users of Einsights can analyze their data through “Google like queries” and the system uses a suite of technologies such as Natural Language Processing, Artificial Intelligence & Machine Learning to generate the appropriate visualization. According to usage statistics, the most often used features of the system are the dashboard & slice-n-dice capabilities that enable customers to explore data and track metrics, including on mobile devices. Sandeep states, “Our solutions take out the guess work out of running your business.”

Sales Performance Management:
An area of specialization for Einsights is providing deep analytics around sales performance. The tool offers a coherent view of sales, leads & pipeline across channels, representatives and geographies, accelerating sales performance. Metrics such as conversion rate,
Einsights’s tool offers a coherent view of sales, leads & pipeline across channels, representatives and geographies, accelerating sales performance

sales velocity, strength of the funnel, are standard and available “out-of-the-box” when Einsights connects to a CRM platform. In addition, the tool predicts revenue based on historical wins/losses and the deals in the pipeline. Customers can now gather real-time sales statistics on either their computer or mobile devices, enabling sales team to make informed business decisions. According to Sandeep, “These analytical capabilities are simply not available as part of most CRM solutions leaving Sales Directors and Managers in the dark when figuring out the optimal way to achieve sales targets”. Einsights offers innovative solutions that support organizations that have implemented CRM solutions as well as those that don’t have a corporate CRM system.

The Data behind the Analytics
Einsights has developed a proprietary methodology of importing data into the system through both API connections and a native interface to source systems. There is a strong focus on building a streamlined handshake between the source and destination system. Training sessions are set up to handhold first time users on system configuration. Sandeep claims to set up clients instantaneously through API or through a native interface.

Building on Customer’s Success Stories
Einsights has had considerable success in Australia and Asia, being their primary markets so far. According to Sandeep, “We build strong relationships with businesses and focus on delivering significant value. We understand their pain in analyzing disparate datasets since most businesses are run on static reports, in tabular formats that provide very little insights on trends. We are here to help them reduce the pain and anxiety in accessing information – anytime, anywhere”.

Einsights has worked with many established enterprises such as Outdoor Media Association, Powerwrap, Opex Consulting, Southern Cross Austereo and Argonyx among others. Amid such great success, Einsights is still in its early stages of growth. From its base in APAC, the company is currently executing an expansion plan by setting up offices in the US and UK. Sandeep concludes, “We are confident of signing up our 500th client in 2016, and it will be a significant milestone for our Company.” With its inherent focus on customer success and passion for delivering cutting-edge technology – in a simple manner, Einsights is way ahead of the curve from its competitors in the industry it operates. ACO