

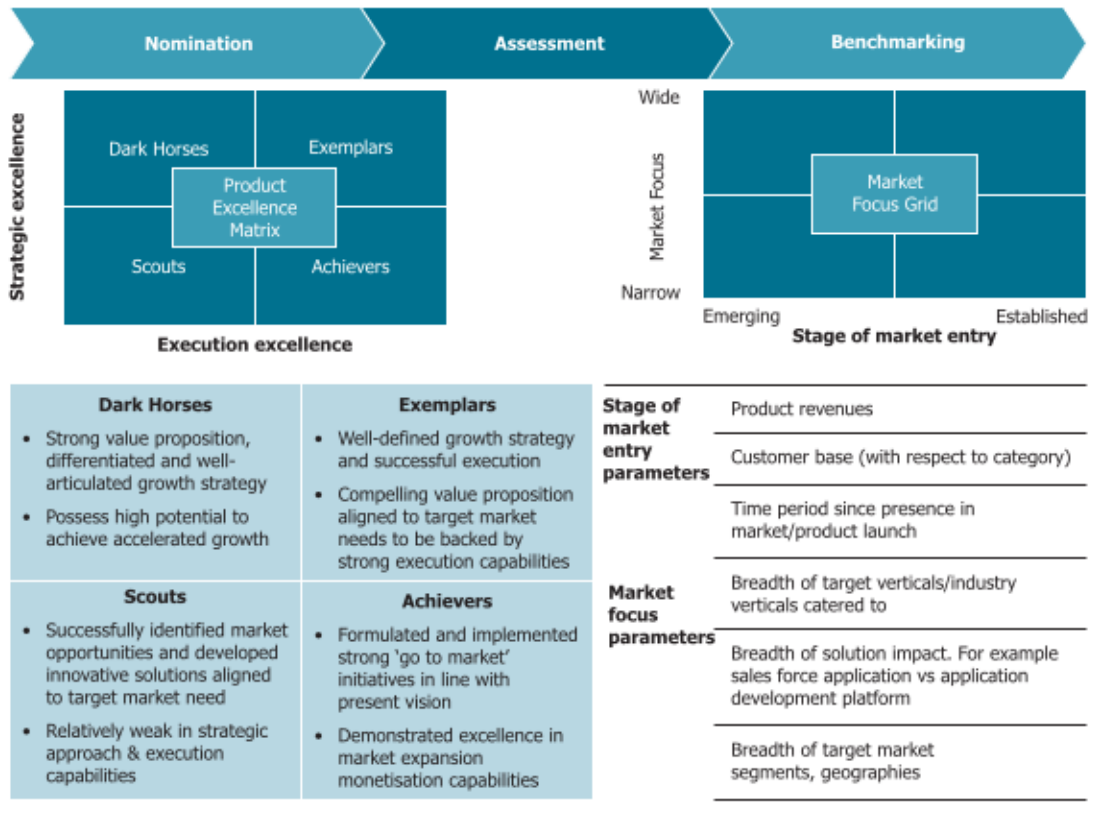


India – Enterprise Mobility Embracing Opportunities

Enterprise Mobility Product Excellence Matrix

PEM approach – A three-step methodology

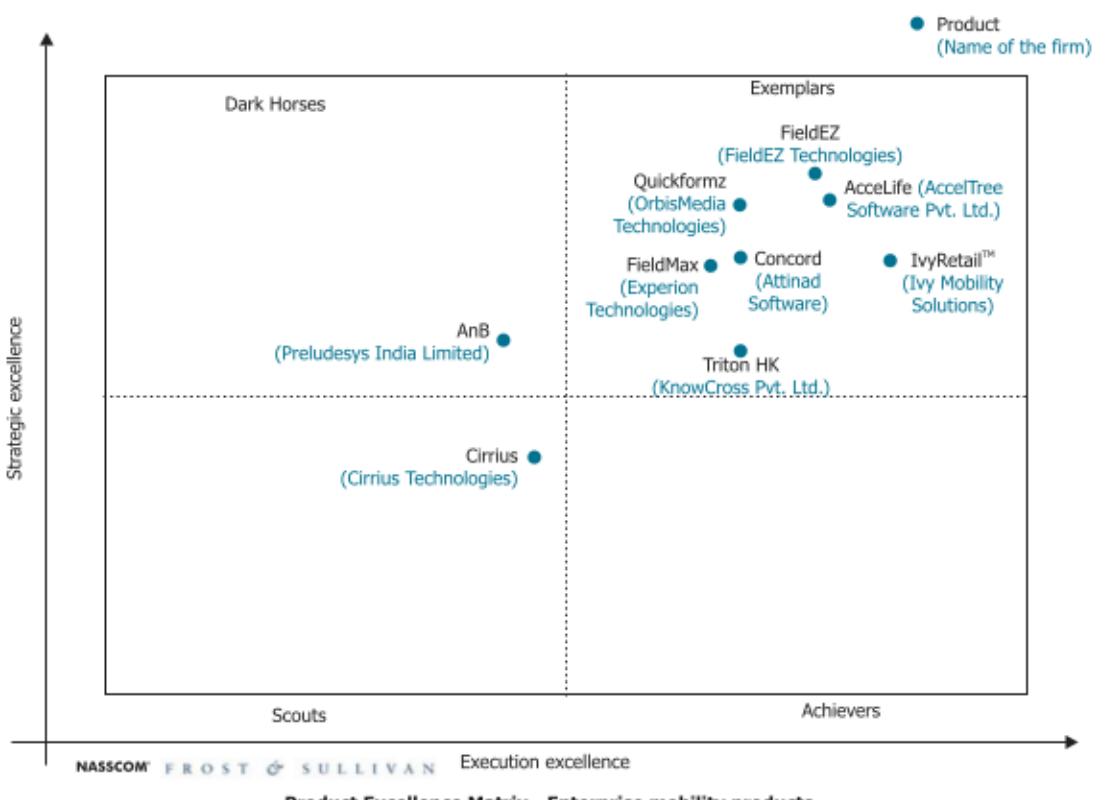
Exhaustive assessment of nominated products to feature in two grids



Frost & Sullivan’s team of consultants, analysts and domain experts conduct in-depth assessment of the qualified nominations. Detailed calls were held with several nominees to get a better understanding and perspective of the data sent across in the nomination phase. Nominations were grouped in accordance to sub categories and relatively benchmarked on strategic and implementation excellence demonstrated in the last financial year.

The Product Excellence Matrix has been carefully designed to recognise software products that have demonstrated excellence in the relevant space of offering and a total of nine products were shortlisted. Some of the shortlisted nominations could not be benchmarked in the PEM but deserved recognition for their innovative offering and promising value proposition and strategy. Such nominations have been featured in the market focus grid.

PEM: Enterprise mobility grid



AcceLife - AccelTree Software Pvt. Ltd.

- Focused on complete work flow of life insurance sales starting with leads management, through product audio-visual presentations, financial needs analysis, sales/benefit illustrations, proposal entry, document scanning and premium payments
- Interfaces with core back end systems and designed to work online and offline
- Provides for domain related functionalities such as product configurator, document management – allows the user to use the camera of a tablet or smartphone to take photographs of documents and then clears the images converting them to a near scan quality

PEM initiative

- NASSCOM has partnered with Frost & Sullivan, to build a Product Excellence Matrix that will benchmark Indian software products across defined categories. The programme provides:
- A platform for the software product firms to gain visibility with the end user segment
- Insights into the competitive scenario and relative positioning in the target market segment
- The initiative is the first of the series of steps to create a supportive ecosystem and build a thought leadership community for Indian software product vendors

Unique differentiators of enterprise mobility product firms

- Successfully **identified** business opportunities in Indian and global markets
- **Developed** a compelling value proposition
- **Demonstrated** confidence and vision in developing IP
- **Achieved** significant success within a short span of time