

Datawise: **Business Intelligence and Analytics with Human Insight**

Business Intelligence solutions have been around for a couple of decades now. Today, they strive to provide insights into high volumes of data, generated by complex organizations.

Implementation of a successful BI solution demands a roadmap which is aligned to corporate strategies and objectives. In order to provide key insights into operational performance for improvement, organizations must first achieve operational reporting efficiency.

Datawise, a menu-based BI firm headquartered in Hyderabad is doing significant work to improve these insights. Datawise serves its clients with the principle of 'human intelligence' on top of business intelligence.

The company follows a holistic approach, by understanding the overall business requirements. It then translates business requirements into technical parameters with dexterity. Datawise initiates solutions after development of a road map for generating an Analytics ready organization, and assures high quality deliverables through multiple check points.

Established with a goal to overcome the limitations of standardized market offerings, Datawise currently offers services based on self-developed proprietary methodologies. The know-how of the expert team of Datawise, backed by their 12 years of expertise collectively contributes to the effectiveness of the company. They have extensive experience in serving verticals such as Transportation, Healthcare and Pharma, Governance, Telecom, and Hi-tech industries.

Datawise brings its two core methodologies for Analytics and BI – CORP™ and MUAI™, which provide a systematic approach for project execution. While CORP™ is aligned towards the Business Analytics market and is utilitarian for data-heavy projects, MUAI™ is useful for measurement and improvement, and facilitates an outcome measure based execution. MEOW™, another distinct solution of Datawise,

enhances the company's ability to cater to emerging social media needs.

Enhancing its rich pool of services is Datawise's solution for data collection, DATTAB™. "DATTAB™ aids real time data collection, that can be uploaded to a central server immediately and mapped to existing data fields, thereby significantly reducing data collection errors as well as time." says Vinay Kumar, Chief Executive Officer of Datawise.

DATTAB™ uses geo tagging as well, which ensures capture of metadata for further analytics. The ability

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of DATTAB™ to rapidly collect and collate data makes it responsive to market needs. With its deployment for more than 15 client engagements across the country, DATTAB™ has further enhanced its capabilities based on response from market. Today, DATTAB™ is perhaps the only cost-effective solution that can provide drag-and-drop customizable reports based on real-time field data.

Datawise puts trust and integrity on the highest priority. Based on these principles, the company has established itself as one of the leading analytics and market research firm in the country.

Datawise envisions to be seen as the "First Choice of the Analytics and BI Industry" and pledges to accomplish its branding "Insights, Intelligence, Infinity." Datawise extends its services to clients in over 18 countries, and envisions itself as the first and most trusted name in the industry for human intelligence backed by business analytics and intelligence. **CR**



Vinay Kumar,
 Chief Executive Officer



A decade ago, the people around the world were separated by a digital divide - those who have access to the internet and those who do not. However, with organizations drowning in a colossal amount of data, this general divide has replaced itself with an even greater one- the analytical divide. Now companies are segregated as those who take information and analytics to the next level and those who are stuck with management reporting. This divide has resulted in a fierce competition that declares the company who successfully adapt to the world of digital business using new Business Intelligence tools, strategies, skills, organizational models and governance as the leader. This competition, to acquire the most ingenious BI tools that would help organizations to decipher the multitude of data that they acquire, is accentuated by the results of the 2015 Gartner Research. The research states that Business Intelligence software revenue in India is expected to grow 15 percent to reach USD 150 million in 2015. Gartner Research Director Bhavish Sood says that the Indian BI and analytics market is undergoing a sea-change. The development of mobile, information, cloud and social media technologies has disrupted the market and shifted towards self-service. Vendors are now furnishing Cloud and analytics applications that are tailored for the business users and information workers. As the market gets flooded with each vendor claiming their solutions to be au fait, organizations hesitate to take a decision, because the investment stakes are high.

CIOReview understands this predicament perfectly well and so brings to you a list of 20 Most Promising Business Intelligence Software Solution Providers. Having being closely scrutinized by a distinct panel of judges including CEOs, CIOs, CXO, analysts and CIOReview editorial board, these companies ensure that their clients have the best solutions that will meet the company's specific requirements while proving to be cost effective.

Company	Management	Description
Ambit Software Pune, Maharashtra ambitsoftware.com	Jenit Ramaiya CEO	A provider of package implementations, enterprise applications, outsourced product development, staff augmentation services and remote infrastructure management.
BeetleRim Technologies Hyderabad, Telangana beetlerim.com	Bhargavi Pagadala Co-founder & MD	A provider of application development, business intelligence, web application tools, portal development, application testing, CRM tool and Search Engine Optimization.
Binary Semantics Ltd. Gurgaon, Haryana binarysemantics.com	Akhil Choudhary CEO	A provider of data analysis and BI tools, consulting services, E Commerce Portal / Web Application development an professional recruitment services.
Bodhtree Hyderabad, Telangana bodhtree.com	Jayaraman Krishna Chairman and Director	A provider of services like product engineering, sales enablement, analytics, application integration, data cleansing & migration and Big Data.
CentraMed Hyderabad, Telengana centramed.co	Vik Torpunuri President & CEO	A provider of spend analytics, revenue management analytics, denials & RAC, transprice, performance analytics and cost-to-cash.
Datawise Hyderabad, Telangana mydatawise.com	Vinay Kumar CEO	A provider of analytics, research, consulting, outsourcing, data mining, business planning, process planning and optimization.