

ACCOUNT INTELLIGENCE



CUSTOM RESEARCH REPORTS:
PROSPECT AND COMPETITOR INTELLIGENCE

Intelligent Sales Enablement

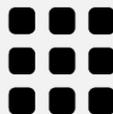
B2B businesses rely on specific large accounts for a significant part of their revenue and deploy a specialized sales enablement approach to convert, farm and grow sustainably within their strategic business units.

Growth leaders have a goal to optimize marketing and sales effectiveness strategically. We will explore how integrating in-depth account and competitive intelligence in your sales enablement approach will drive a better competitive edge.

Research NXT Difference: Key Account Intelligence



Gain 360 degree visibility and heightened target account control



Custom Whitespace Grid for identifying growth opportunities in strategic accounts



Easy to navigate bespoke and in-depth target account reports

Benefits: Competitor Intelligence



Latest material insights on competitor strategies for proactive planning



Allows to develop bid winning sales proposals and differentiated marketing collaterals



Expedite your go-to-market time with actionable insights

APPROACH



RESEARCH NXT USP:

1. On-Demand Research Reports on your target Accounts with Industry best TAT

2. Custom Solution Uncomplicated and easy to navigate bespoke report templates.

3. Experience 1500+ Key Accounts Maps and 500+ Competitive Intelligence Reports across industries.

OUR CLIENTS:



Research NXT is my go-to source for Key Account Intelligence. They deliver custom account maps consisting of deal insights, technology vendor landscape, and detailed org charts to create informed outreach plans.



Head - Marketing Operations India & ME at HCL

KEY ACCOUNT REPORT TEMPLATE

COMPANY SNAPSHOT

Customer Name: Tata Consultancy Services Limited

Year of Incorporation: 1988

Employees: 448,000

HQ: Mumbai, India

Business Segments:

- a) Retail & Consumer - 16.7%
- b) BFSI - 26.5%
- c) Com. Media & Tech - 16.6%
- d) Manufacturing - 10.5%
- e) Others - 17.3%

Financials:

- US\$ 22 Bn** Total Group Revenue
- US\$ 1163.85 Bn** Market Cap
- US\$ 4.53 Bn** Net Profit
- US\$ 4.53 Bn** Total IT Spend (calculated)

Key Facts:

- TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location TM independent agile delivery model, recognized as a benchmark of excellence in software development.
- Its services portfolio consists of IT and assurance services, business intelligence and performance management, business process services, cloud services, connected marketing solutions, consulting, engineering and industrial services, enterprise solutions, IT infrastructure services, mobility products and services and platform solutions.
- Its software offerings include Digital Software and Solutions, TCS iBaNCS and TCS MasterCraft, among others.

MAJOR COMPETITORS: Infosys, HCL, Wipro, Accenture

CREDIT RATINGS:

KEY FINANCIALS

REVENUE BY SERVICE TYPE (FY 2020)

- Application Dev. & Maint. - 31.9%
- Product Engineering Services - 5%
- Enterprise Solutions - 8.75%
- Product Engineering Services - 5%
- Assurance Services - 9%
- ITIS - 16%
- BPS - 11.7%
- Asset Leverage Services - 2.9%

Product Engineering Revenue = \$11.38 billion or 51.6%

Consulting Services Revenue = \$20.65 billion or 48.35%

ORG STRUCTURE

Group Revenue: US\$ 22 Bn

- BFSI:** 28.9%, US\$ 8.5 Bn
- Retail & Consumer:** 16.7%, US\$ 4.7 Bn
- Communication, Media & Tech:** 16.6%, US\$ 4.6 Bn
- Manufacturing:** 10.5%, US\$ 3 Bn
- Others:** 17.3%, US\$ 4.8 Bn

GROWTH TRACK

TCS Strategic Priorities:

- Enhance Full Services Capability:** TCS has been investing in building a comprehensive, integrated portfolio of services to capture the entire value chain of IT, presenting a compelling value proposition for global enterprises making a one-stop shop for many key clients.
- Enable Global Network Delivery Model™ (GNDM™):** Seamlessly and uniformly deliver services to global customers from multiple locations across India, China, Europe, North America and Latin America. Teams across will leverage all of TCS's assets while subscribing to one global service standard.
- Adopt Non-linear Business Models:** TCS has been building non-linear growth businesses that can enable revenue growth without commensurate headcount growth.

IT OUTSOURCING LANDSCAPE

Outsourced:

- Tap2Phone
- CrossPay mobile solution
- Consolidays Automated Teller
- Financo
- Iress ViewPoint
- K.E. Forex SG

In-House:

- Maybank MAE - eWallet
- Maybank Autocredit System (MAE)
- Online Platform

Cloud:

- Availoq Banking Suite
- Silverdale Axis Integrated Banking Solution (SIBS)
- Actico Credit Risk Rating Platform
- Microsoft Dynamics CRM
- Sage One Online Accounting
- Finance
- PISSOFF Protrader platform
- Iress ViewPoint
- K.E. Forex SG
- Tera Data - Automated CRM

Security:

- Bakong Payment System
- Availoq Banking Suite
- Emeris NTT - MDM system
- Consolidays Automated Teller
- OneTREASURY
- Iress ViewPoint
- K.E. Forex SG

In-House:

- Maybank eBPG
- MaybankE

IT DEALS INSIGHTS

High Level:

- Oracle:** Digital Application and Process Redesign, Oracle Cloud
- Microsoft:** AI, ML & Cloud, Cognitive, Microsoft Azure IaaS
- IBM:** Cloud Managed, Cloud and Middleware, Watson Business
- Google:** Digital & Cognitive Enterprise Transformation
- Adobe:** Digital Marketing, Analytics

Low Level:

- High performance and resilient cloud managed applications
- Cloud Transformation
- Cloud Transformation
- Cloud Transformation
- Cloud Transformation

ORG POWER STRUCTURES

C-Suite:

- V. Ramakrishnan:** Chief Financial Officer
- Krishna Ramamujam:** President Service Lines
- Milind Lakkad:** EVP and Global Head, Human Resources
- Dave Jordan:** Vice President & Global Head, Consulting & Services Integration
- Krishna Mohan CM:** Global Head, IT
- Akhilesh Tiwari:** Vice President & Global Head, Enterprise Application Services
- Regu Ayyaswamy:** Senior Vice President & Global Head, Internet of Things
- Suranjan Chatterjee:** Global Head, Product Management
- Anandh Krishnan:** Chief Technology Officer
- Sunmya Chatterjee:** Global Engineering Head, Product Management Group
- Prabhakar Karamsetty:** Global Head, Quality Engineering & Transformation

EXECUTIVE BIOS

Dave Jordan: Vice President & Global Head, Consulting & Services Integration

In TCS:

- Through his leadership, the team strategically consults clients navigating disruptive technologies and enables enterprises on their path to Business 4.0 success.
- Dave partners with C-Suite leaders on business and technology strategies in areas such as M&A, supply chain, finance transformation and customer experience while driving agility across these enterprises.

Qualifications:

- Daniel received a Bachelor of Science degree in Computer Science from Shenzhen University and a Master of Science degree in Computer Science from Nanjing University.

KNOW MORE

COMPETITOR PROFILING REPORT TEMPLATE

COMPANY SNAPSHOT

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US\$ 22 Bn Total Group Revenue
 US\$ 11.63-85 Bn Market Cap
 US\$ 4.53 Bn Net Profit
 US\$ 4.53 Bn Total IT Spend (estimated)

ORG STRUCTURE

Group Revenue: US\$ 22 Bn

MARKETING STRATEGY

MAJOR CO: Infosys, HCL, Wipro, Accenture

SELLING & MARKETING SPENDING

Costs of Sales & Marketing Personnel in 2020: \$23.1 Mn
 Advertising Costs for in 2020: \$1.3 Mn

PRODUCT STRATEGY

TECHNOLOGY INVESTMENTS

Software development cost for internal use: \$1.8 Mn
 Web Technology Spending: \$334.9 k

MEDIA INITIATIVES

Flywire Corporation Social Media Footprint

Average of 5-6 posts per week
 Average likes per post range from 10-30
 Content features recent announcements, partnerships, greetings, external links to articles and videos.
 Does not feature employees or work culture, unlike Instagram.
 Average of 5-7 posts per month.
 Average likes per post range from 5-10.
 Most active promotional account for the company. Content features...

MARTECH STACK

ARM, CRM, Events, Meetings & Webinars, Social Media Marketing & Monitoring, Customer Experience, Service & Success, Feedback & Chat, DRIFT, zendesk

SWOT ANALYSIS

OPPORTUNITIES

- New solutions like enrollment automation, document compliance

THREATS

- Increasing tuition fees is an industry wide challenge for multiple

PRODUCT COMPARISON

Feature	Company A	Company B
ePayments - Centralized Payments Dashboard for students, agents, and institutions	Green	Green
Cashiering feature for non-tuition payments across campus	Green	Red
eRefund Processing for tuition and other payments	Green	Green
eBill and invoicing services for payments	Green	Green
Compliance with retail or campus POS or off-campus merchants	Green	Green
Both the companies offer SOC II and PCI DSS compliance for automated payments but, Transact does not support agent integration.	Green	Red
Flywire does not offer options for non-tuition payments.	Red	Green
Flywire refunds take four days up to two weeks and may require additional documents for verifying originating account.	Red	Green
Flywire offers real-time invoicing feature; the service is not available for	Red	Green

ORG POWER STRUCTURES

C Suite: Subramaniam COO and Executive Director, Krishnan Ramanujam Chief Financial Officer, President Service Lines

Segment Leaders: Mind Lakshad EVP and Global Head, Human Resources; Dave Jordan Vice President & Global Head, Consulting & Services Integration; Krishna Mohan CM Global Head, IT Infrastructure Services; Akhlesh Tiwari Vice President & Global Head, Enterprise Application Services; Ragu Ayyaswamy Senior Vice President & Global Head, Internet of Things; Suranjan Chatterjee Global Head, Product Management; Ananth Krishnan Chief Technology Officer; Saumya Chatterjee Global Engineering Head - Product Management Group; Prabhakar Karamsetty Global Head, Quality Engineering & Transformation

BUSINESS PARTNERSHIPS

- Discover
- Master Card
- First Data
- Trustly
- Redwing
- Enrollr
- Billtrust
- Oracle
- Xero
- Fluttenave
- Deutsche Bank
- CashNet
- Paypal
- IGAMS
- Advan
- Allianz Global Assistance
- SP Jain

KNOW MORE

ACCOUNT INTELLIGENCE: PRICING

FILL THE PEQ

AND GET A CUSTOM QUOTE TODAY

Our Account Intelligence per report pricing ranges from

\$250 to \$1250

based on the data points requested.

For an exact pricing and a sample of your custom requirement, please contact us by filling the details of your requirement through this PEQ above.

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Head - Marketing Operations India & ME at HCL



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HCL

TRANSACT 

 **L&T-NXT**

HARMAN


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