‘Innogress Professional Service’ Your Partner in Growth

Business Profile Of Innogress

ADVISE TO EXECUTE

About 'Innogress Professional Services'

- 'Innogress' is a Research, Advisory and Professional Services Firm, working in India and around the World in Tech., Marketing, Business Development.
- 'Innogress' help its customers in understanding emerging market needs, market intelligence, market size & structure by conducting market research.
- Our Market Research Services in Tech. industry closely analyzes emerging innovations and market requirements in Digital, IoT, Mobility, Cloud, Big/Data Analytics, AI/ML, Quantum Computing & Technology, Industry 4.0.
- Our Market Analysis Services predicts market disruptions, analyzes emerging customer requirements, delivers competitive intelligence & GTM.
- Our focused research in Tech. Industry steer our customers proactively towards disruptive innovations on Blue Ocean Strategy
- Our **'BDAS'** frameworks provides intelligence led marketing, business development and marketing activation opportunities through ATL/BTL.
- Innogress has Global Analyst brand **'5 Jewels Research'** which provides consistent Analyst insights & guidance for keeping firms ahead in market.

‘Innogress’ Services Matrix

S.N.	Services	Description
1	**Market Research & Analysis Services**	
1.a	Market / Industry Insights	Market Research and Analysis for discovering industry insights
1.b	Customers Insights	Developing deep understanding and insights of customers
1.c	Competitors Insights	Competitors intelligence and insight
1.d	Market Analysis	Supply Side & Demand Side Need-Gap Analysis
1.e	Product Design Research & Validation	Brings fresh inputs, customers perspectives and market feedback directly from target ecosystem for your new or existing products
1.f	Market Maturity Surveys	Plan and execute Market Maturity Surveys for new products/solutions
1.g	Business Model Research & Validation	Research to explore and design best favourable market aligned business models
1.h	Technology Adoption & Business Case Research	Technology Implementation Research and Business Case Research for publishing fact based case studies and whitepapers
1.i	Customers Experience and Satisfaction Surveys	We undertake CX & CSAT surveys to measure customers experiences
2	**Market Intelligence Services**	
2.a	Emerging Market Trends & Predictions	Market Intelligence, Market Trends, Market Predictions, Business Outlooks, Customers Plans & Preferences, Channel Dynamics, Tech. Trends
2.b	Pricing Intelligence & Validation	Pricing related market intelligence for designing and validating most optimal pricing structure
2.c	Emerging Investment Trends	Detailed investment related intelligence in Tech. industry
2.d	Emerging Tech. Trends & Predictions	Market Intelligence on Emerging Technologies, insightful Tech. Market Trends and Tech. Market Predictions
2.e	Emerging Regulatory Trends	In depth Market Intelligence owing to regulatory changes

‘Innogress’ Services Matrix- Contd.

S.N.	Services	Description
3	**Business Research Services**	
3.b	Business Requirement Research & Analysis	Business Requirements gathering and analysis
3.c	Voice of Customers & Channel Research	Capturing and understanding Voice of Customers and Voice of Channels
3.d	KPI Research & Benchmarking Surveys	KPI Surveys and Analysis, Benchmarking Surveys
3.e	Best Practices & Policy Research	Industry/Sectoral level Policy Research
3.f	Users Experience Research	Design, Administer, Compile UX surveys, users interviews, field observations, A/B Testing
4	**Deals Due-Diligence Services for M&As and VC Investments**	
4.a	Deals Target Segment Research	Target segment identification, deals/transactions opportunities research & intelligence
4.b	Historic Deals Research	Historic Deals Research and Due-diligence services
4.c	Target Companies Research	Due-diligence programs for collecting facts and information about target companies
5	**Analyst Engagement Services (Subscription based)**	
5.a	5 Jewels of Analyst Relations	Continuous Analyst Engagement Services for Market Intelligence
5.b	5 Jewels of Business Performance Improvement	Continuous Analyst Engagement Services for Business Performance Improvement
5.c	Engage with Tech. Market Analyst	Series of Webinars presented by '5 Jewels Research' Analysts on Tech. Market Trends
5.d	5 Jewels Research Tech. Market Update Series	Analyst perspectives on key Tech. Market Events, Regulations, Transactions and Deals

B2B Market Research

- Innogress's 5JR (5Jewels Research) having customized and syndicate research portfolios, covers areas like Primary Research- Surveys, DIs, FGDs, Secondary Research, Market validations, Supply & Demand Side Analysis, Market Sizing, Market intelligence & predictions, Customers Accounts Opportunity Research, Competition Research, Research to Innovate- Product/Sol. Development Research.
- We have special B2B Research practice for Tech. firms, focusing on Tech. adoption trends in Retail, BFSI, Manufacturing, Supply Chain, Energy & Utility, Engineering, Transportation, Healthcare, Govt./PSU.
- Key Tech. areas where we conduct B2B Research are IOT, Edge Tech., Digital, Quantum Computing, AI/ML/DL, Robotics, Mobility, Cloud, Blockchain, Apps., Big/Data-Analytics, XR-AR/VR, Risk & compliance.
- We conduct research for products, solutions, services, use cases, business cases, customer success & advocacy, investment deals, etc.

B2C Consumer Research

- 'Innogress' has deep consumer and channel centric B2C Consumer Research frameworks dealing in sectors like FMCG, Retail/e-Comm., Healthcare, Hospitality, Telecom, Energy-Utility, Services
- We track consumers touch points to measure your Brand performance, Consumer behaviors, Competition performance, Price sensitivity, Promotional effectiveness, Product performance, etc.
- We assess Customer experience (Cx), Customer satisfaction, Consumer loyalty, Consumer sensitivity & churns, Channel effectiveness, Media, Social Media, Events/Campaigns effectiveness.
- For Retail industry we focus on assessing KPIs like Stores performance, In-Store Promotions effectiveness, In-Store Sales Conversion, Category performance, Stock turnover, Product return rate, In-Store Quality Control performance, Items per Purchase, Purchase per visit, In-Store Footfall, ATL/BTL execution performance.

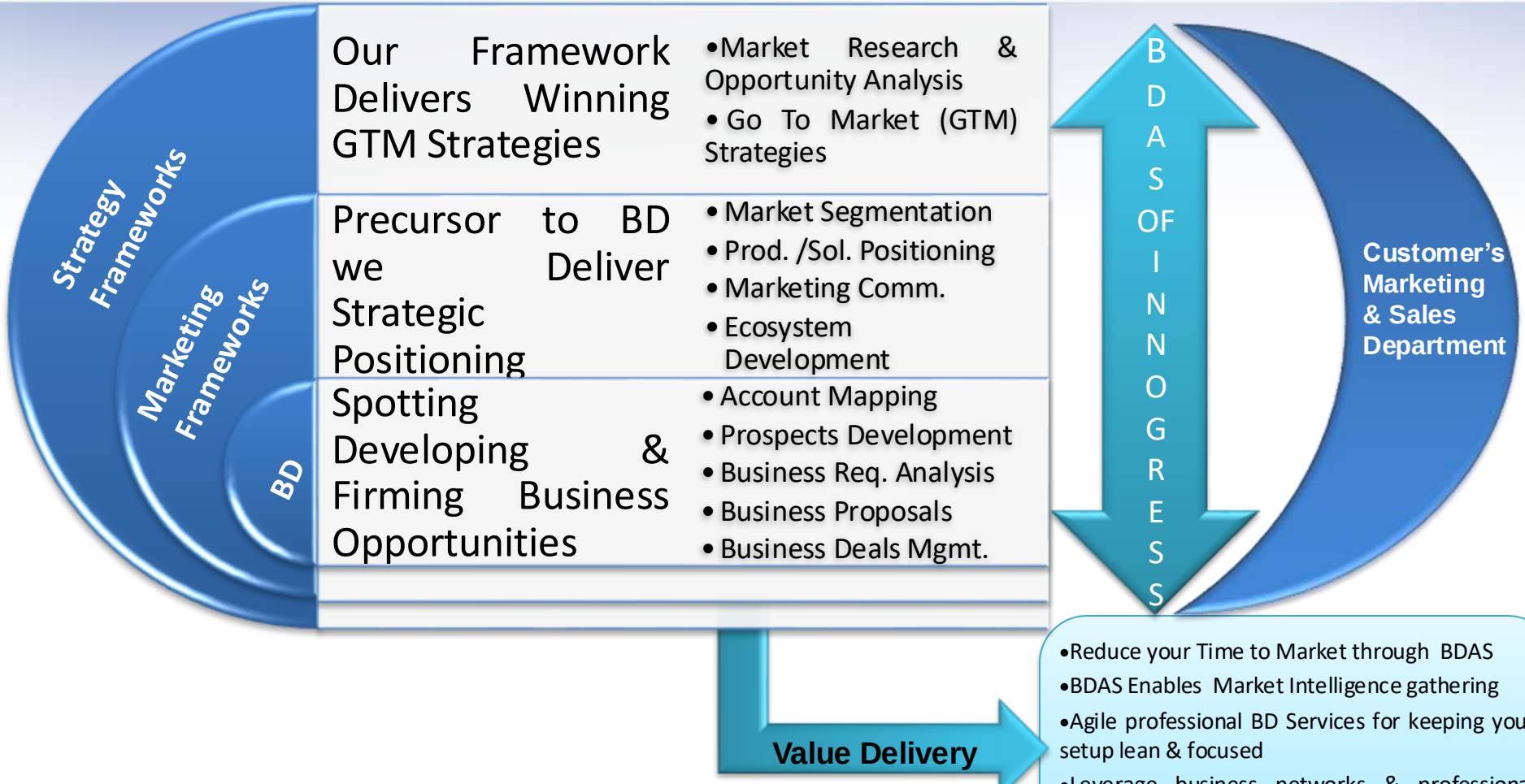
Our Vertical & Horizontal Capabilities

Verticals	Horizontals
Technology, High Tech., Telecom	Enterprise Software-CRM/ERP/SCM/ECM/BI, Cloud, Big Data/Analytics, A.I., IoT, Industry 4.0, Industrial Electronics, Mobility, Blockchain, Digital Platforms, Social
Consumer Electronics	Display Electronics, Wearable Devices, Smart Home Devices, Smart Phones & Handhelds, Camera, Gaming Terminals
Engineering Products and EPC	Capital Goods, Heavy Engineering & Light Engineering Equipment, Forging and Foundry, 3 D Printing, EPC Solutions- Design and Execution
Energy & Utility, Water and Waste Water	Green Energy Technologies-Solar, Wind, Bio Mass, Energy Efficiency & Energy Solutions, Water & Waster Water Solution, Recycling Solutions, Environmental Solution
Infrastructure & Public Sectors	Education, Health Care, Public-Private Partnership, Real Estate, Construction, Public Policy & Public Services
Automobile, Auto Components	Private, Commercial and Sports Vehicles, Electric Vehicles, Auto Components

Typical Business Issues Covered

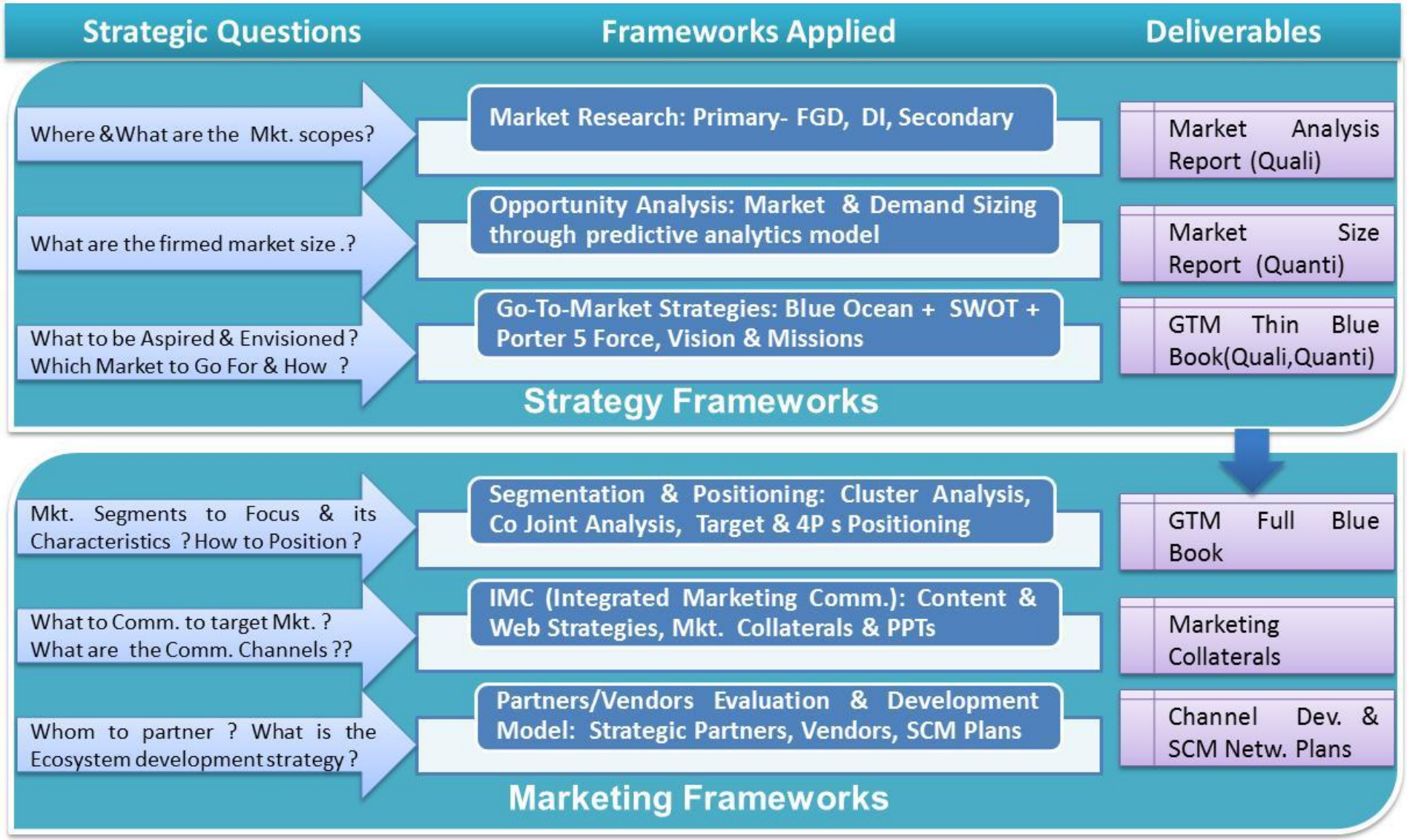
- Market Size, Market Growth, Market Share, Market Drivers & Barriers, Market Predictions
- Budgetary and Spend Analysis, Cost saving, pricing analysis, CxOs/CIOs/CTOs priorities
- Consumers Behavior, Preferences, Loyalty, Churning, Marketing Activation & Events-ATL/BTL
- Brand Awareness, Brand Equity, Brand Loyalty, Traditional & Digital Channel Effectiveness
- Inventory Mgmt., Warehouse Mgmt., Distribution Systems, Outage/Stock outs, TTL Issues
- E-Procurement, Strategic Sourcing, Market Analysis, Sensitiveness Analysis, Risk Analysis
- Enterprise Performance Management & Sustainability Improvement
- Enterprise Productivity Enhancement & reducing / optimizing business process cycle time
- Enterprise Energy Efficiency, Energy Management Systems, Environmental Mgmt. Systems
- Smart Grid Sys., Demand Response, Demand Forecasting, Energy Pricing Forecasting Models
- Natural Resource Optimization, Water & Utility loss/leakage analysis & Mgmt. Systems
- Waste Mgmt., Recycling & Disposal Systems, Industrial Automation Systems
- Sourcing Optimization, Vendors Performance Analysis, Supply Chain Optimization
- Eliminating Bullwhip effect in Supply Chain, Stock Out Problems, Demand Forecasting Errors
- Lean Operations, Six Sigma, Quality Control Systems, Waste/Rejection Mgmt., Storage Mgmt.
- Manufacturing Execution- Planning, Scheduling and Production Process Control & Mgmt.
- Enterprise Integration, Content Management, Digital Channels Mgmt., Digital Enterprise

BDAS: Framework For Research Led BD

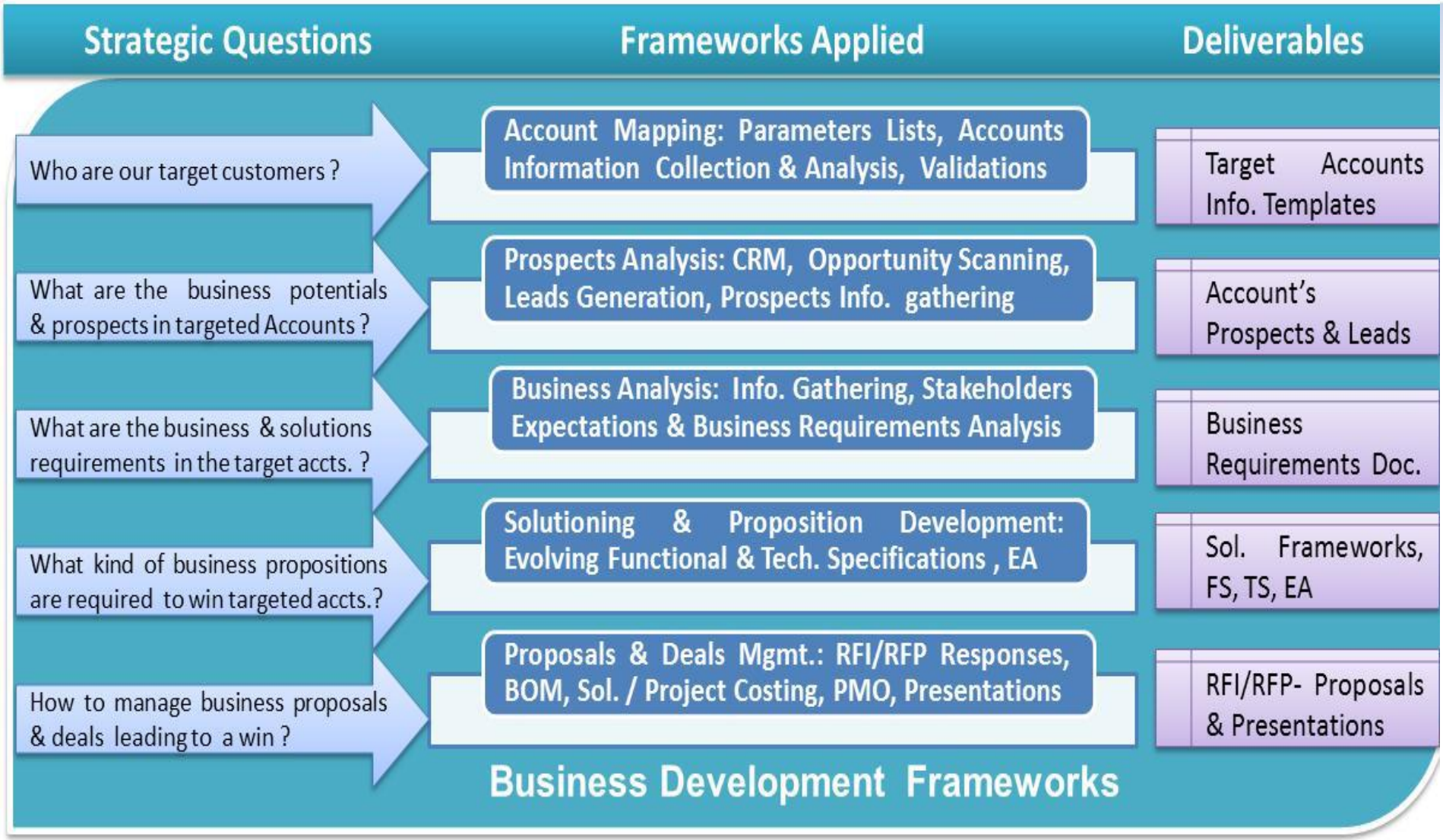


We develop Business of Customers through our service framework 'BDAS' (Business Development As Service)

Gamut of Deliverables In BDAS



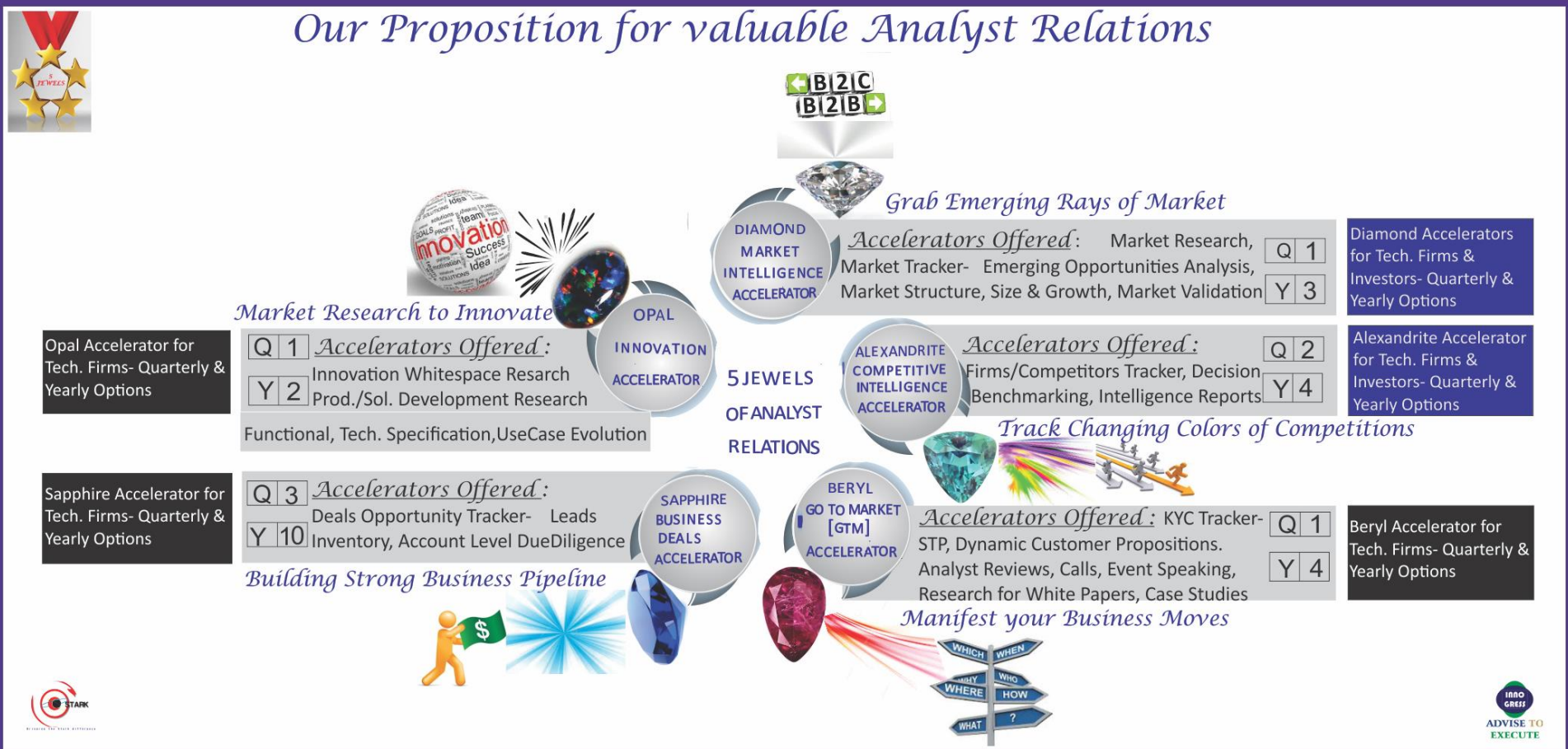
Gamut of Deliverables In BDAS- Contd.



Continuous Analyst Engagement

- We threaded our key services as Jewels to offer our customers a holistic, integrated and continuous Analyst Engagement Program
- We do empower Enterprises, Startups, SMBs firms though structured Market oriented Accelerators Framework ‘5 Jewels of Analyst Relations’
- ‘5 Jewels of AR’ going to enable customers with Continuous Strategic Market Intelligence to grow their businesses through 5 accelerators
- We can customize our 'Analyst Engagement' Program for Quarter to Quarter cycle or Half Yearly Cycle or Annual Cycle or as per customer’s information Cyclicity need
- Our Analyst Engagement Program is also for VCs who requires continuous market intelligence to decide upon next transaction/deal
- We also run webinar series to continuously provide market insights and intelligence to Tech. & VC firms

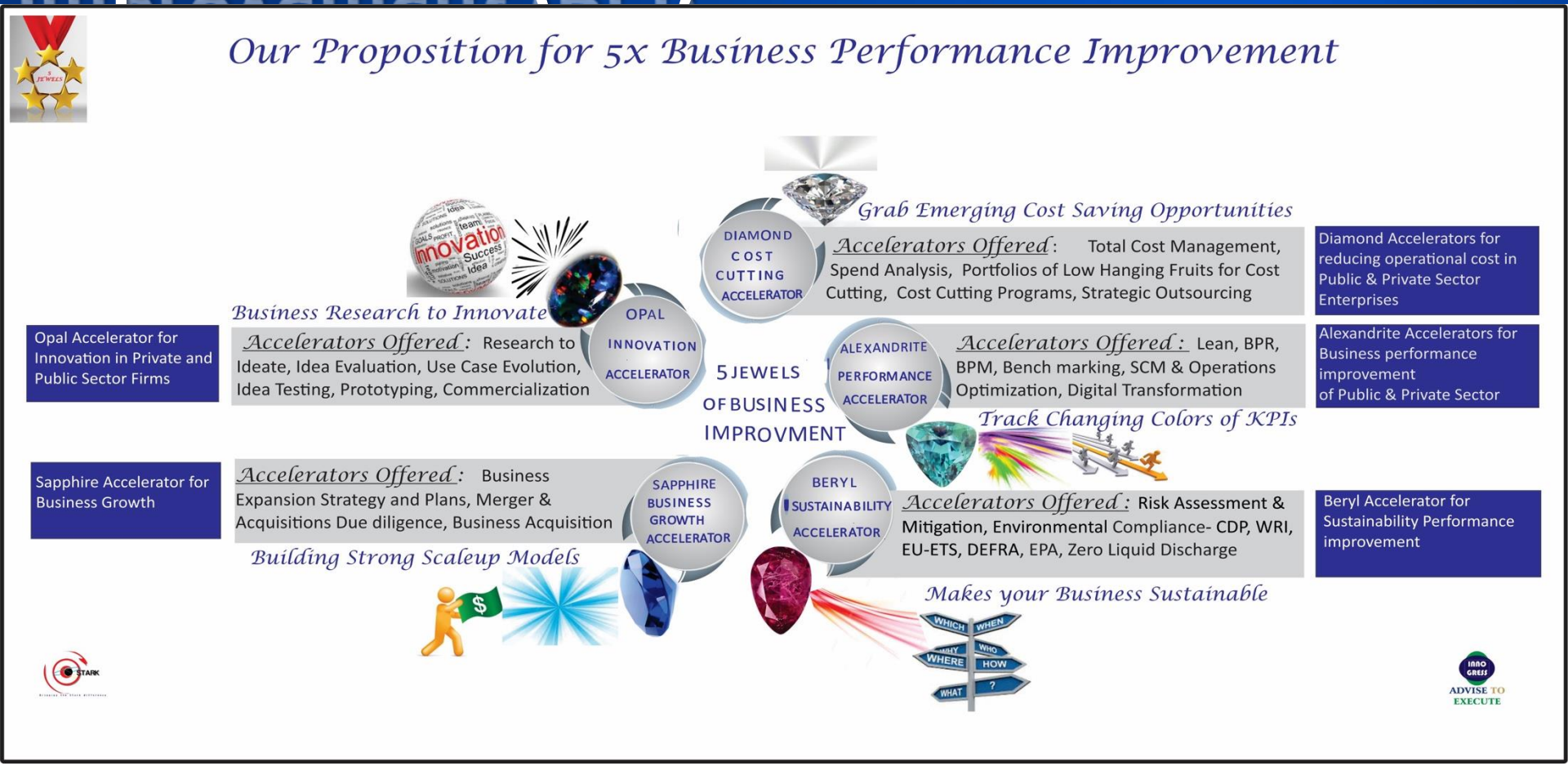
‘5 Jewels’ of Analyst Relations



- **Diamond** Market Intelligence Accelerator for your target Markets
- **Alexandrite** Competitive Intelligence Accelerator for your target Customer firms
- **Beryl** Go-To-Market (GTM) Accelerator for your target Customer Segments
- **Sapphire** Business Deals Accelerator for your firm
- **Opal** Innovation Accelerator for navigating you to path-breaking innovations

INNO GRESS
ADVISE TO EXECUTE

5 Jewels of Business Performance Improvement (BPI)



- **Diamond** Cost Cutting Accelerator
- **Alexandrite** Performance Accelerator
- **Beryl** Sustainability Accelerator
- **Sapphire** Business Growth Accelerator
- **Opal** Innovation Accelerator

ADVISE TO EXECUTE

Our Experiences With Key Supply Side Brands

Our Experiences With Key Demand Side Brands

Snap Shots of Our Typical Engagements

#	Client	Project Area
1	A large global IoT, Edge Computing solution firm	Our analyst engaged in market intelligence generation and Go-To-Market strategy suggestions for a large Global IoT and Edge computing firm. Customer wanted to understand emerging market needs in edge computing including IOT sensors at edges, and further assisting them in creating a market aligned edge solutions and its GTM strategies.
2	A leading Global asset management firm	Our analyst participated in market intelligence generation activities for a leading Global asset management firm on assets inventory tracking solutions to assets efficiency & utilization enhancement solutions.
3	A Globally Reputed Market Intelligence Publication	Our analyst was invited in Market Intelligence and Advisory board of a Global Top Business Publication for generating key market insights on A.I. (Artificial Intelligence) and emerged as top-rated thought leader on A.I. Globally.
4	A Global Automation Solution Provider	We participated in Industrial IoT market insights exploration exercise of a large global industrial automation solution provider cum OEMs. We also guided customer on digital adoption trends in Industrial Automation space & Gamification of IIOT.
5	A large Corporate VC firm	Our analyst was invited in Focus group discussions for generating market intelligence for various portfolio companies of a large CVC firm, which was affiliated to a large Global FMCG brand.
6	A large Global FMCG Brand	Our analyst participated in evolving IOT solutions for product transparency and counterfeiting for a large Global FMCG brand. This engagement required thorough research and analysis of product transparency problems, and how this can be addressed through IOT & other Digital Tech.
7	An industry association	We undertook their marketing activation program, like Events, promotions and other marketing efforts.

ADVISE TO EXECUTE

Snap Shots of Our Typical Engagements

#	Client	Project Area
8	A Global Tech. Giant	A Global Tech. giant which is a market leader in DB, Big Data, Analytics and Enterprise Apps, wanted to evaluate strategic options for disruptive innovation through emerging Blockchain Technologies. As part of Advisory Board on Blockchain, we have given research driven thought leadership for emerging market potentials along with GTM recommendations.
9	A leading Global Advt. Agency	A leading Global Advertising agency wanted to assess potentials of emerging disruptions in various markets and adaption of brands with these disruptions. We have given them market intelligence and insights on emerging disruptive technologies (including IoT) & its potentials in various industry segments.
10	An A.I. Tech. Startup	Conducting market research, market opportunity assessment for an Artificial Intelligence based Startup in Customer Service Virtual Agents/BOTs based solutions in Retail, BFSI, Food Chains, Hospitality, Telecom sectors.
11	An old Indian FMCG firm	Conducting Market Research and formulating 'Go-To-Market' strategy for various staple brands in Indian and European markets. Project includes competition analysis, consumers behavior analysis and 'need-gap' analysis of market. Done Market Sizing, prepared business development, Sales enhancement and channel development plans.
12	An Applied Analytics Solution Platform Firm	Client was keen of evaluating North American Market for their Analytics Platform. We helped them in market potential evaluation, market sizing, competition landscaping, GTM & Solution Customization as per emerging market needs.
13	Digital Tech. Adoption Research in Indian Enterprises	We conducted country wide primary and secondary research for generating market insights on adoption trends of Digital Technologies like Big Data/Analytics, AI, IOT, Mobility, Cloud, Enterprise Apps., Infra.

Snap Shots of Our Typical Engagements

#	Client	Project Area
14	A leading Software Solution Firm	Client was an old Software Solution/Product firm specializing into capital project management and collaborations. Client wanted to grow its market share in emerging markets, hence commissioned a Market Research and Advisory project, where we provided Market Intelligence and proposed 'Go-To-Market' strategies in emerging markets.
15	An Indian Metal and Mineral Startup	Customer was keen for setting up special alloy manufacturing facility in western part of India. Project scope involved right from market research, market analysis, project roadmap formulation, to operational plan, market development & market entry plans.
16	An European Engineering Firm	Client is an European engineering giant in Water and Waste Water Technology solutions and projects. Client mandated us to evaluate Indian market attractiveness, along with market sizing and to prepare 'Go-To-Market' strategies for its entry into India.
17	An Old Indian Engineering & Manufacturing Firm	Client is in Engineering Project Services and also OEM of engineering equipment which goes into infrastructure projects. Customer wanted to have product portfolio consolidation and addition of new product ranges through alliances. Planed, defined and executed new market entry strategies in International markets, and formulated product level alliances/integration with one of the largest engineering firm of the world. Executed GTM on Global level on BDAS framework.
18	An Asian Instrumentation and Automation Solution Firm	Client was into Automation solutions in Asian markets into sectors like Water, Waste Water & Utility, Petrochemical, Chemical, Textile, Metal & Mineral. Wanted to have GTM strategy for their Enterprise Solution business. We enabled them by researching emerging market trends for instrumentation, control and automation solutions and advising on Go-To-Market
19	A leading IT Product and Solution firm	Firm wanted to evaluate market attractiveness of Natural Resource and Energy efficiency optimization solutions, we performed market analysis, entry barriers, market sizing, market segmentation and 'Go-To-Market' strategies.