



CIO 10 Most Promising SaaS Review STARTUPS-2017



INDIA

The adoption of SaaS and cloud technology is being referred to as a wave in software adoption. SaaS is enabling business to purchase a particular piece of software from a third party supplier. SaaS is also offering new application to developers the opportunity to develop new applications making it even popular. Along with this SaaS is providing many businesses to create employee service tools for their workforce recreating the entire environment of the enterprise adding to the productivity. A unified connectivity across API between SaaS applications to the entire enterprise is rapidly taking place thereby keeping the flexibility. Big data are catalogued with connectors that are designed and developed with supporting tools.

By eliminating organization's CAPEX costs, allowing access to data from any platform, reducing hardware costs and management burdens, segregation of valuable enterprise data into cloud silos, seamless data integration all have contributed to the adoption of SaaS in no time. Flexibility, affordability, mobility and scalability are the few features that have eased the problem of big data management. With SaaS software being adopted and purchased like never before, the enterprises started adopting and implementing heavily with any given cloud strategy presented to

them in the market. For different requirements, enterprises again adopted a new SaaS or cloud app resulting in fragmented and disintegrated cloud silos slowing the organization's efficiency. The solutions must have point to point integrations to SOA type projects. By packaging these resource management, data integration in integrated cloud silos with an accessible interface, enterprises and corporate can easily attract new and potential clients. SaaS is providing many solutions and variations in the market. Different vendors have different features to offer that comes as either embedded or as a standalone. Though these solutions are not immune to the risks yet businesses need to ascertain the vendor has SLA (Service Level Agreement). Hence, opting for the right SaaS model is prerequisite to fit the business needs, taste and billing of the company.

Zeroing-in on for the final model can actually take weeks of research. To save on time CIORReview have come up with a list of "10 Most Promising SaaS Startups". A distinguished panel of CEOs, CIOs, industry analysts and the CIORReview editorial team has closely scrutinized these companies and we believe that these companies will shape the future of cloud computation and the business landscape as well, by providing the best experience and products to the end user while being budget friendly too.

Company**Management****Description**

Ability Consulting
Salem, Tamil Nadu
ability-usa.com

Ashok Kumar
Vice President

Offers a Cloud-based Applicant Tracking System and various Outsourcing Services such as Web designing, Software Development (SaaS), Back office, Inbound and Outbound Call Center Services.

AcTouch Technologies
Bengaluru, Karnataka
actouch.com

Nityananda Rao
CEO

Specialties lies in SaaS ERP Solutions integrated with Mobile Apps, Outsourced Product Development on Cloud, Cloud Computing Solutions, Payments and Accounting.

CloudNow Technologies
Chennai, Tamil Nadu
cloudnowtech.com

Madhav Sattanathan
Founder & MD

A technology company specializing in Google Apps, Custom Web/Cloud Applications and SaaS products.

Curio Technologies
Bengaluru, Karnataka
curiotechnologies.com

R. Ram Raj Karthick
Founder & CEO

Expertise revolves around Business Travel, SAAS Cloud Computing, Integrated Travel & Expense Management, and Door-to-Door Travel.

Nirmalya Labs
Bhubaneswar, Odisha
nirmalyalabs.com

Keshav Tripathy
Co-founder & CEO

Provides services including mobile & web solutions, Test Automation Frameworks, IoT, Blockchain, Analytics & Dashboard, Enterprise Solutions and Product Development.

OiMedia
New Delhi, NCR
oimedia.in

Praghul Misra
Founder Director

Offers on-cloud, SaaS-based full suite of solutions to the Out-of-Home Media industry – from off-the-rack professional templates to analytical tools.

Sagacito Technologies
New Delhi, NCR
sagacito.com

Arunabh Das Sharma
CEO & MD

An enterprise SaaS start-up in the space of Big Data Analytics, Revenue management, Machine learning, and Predictive Analytics.

Securens Systems
Mumbai, Maharashtra
securens.in

Sunil R. Udupa
Chairman & MD

Avails monitored intrusion alarm & e-surveillance solutions and Active Monitoring Services.

SpiderG
Pune, Maharashtra
spiderg.com

Ashwani Rathore
CEO

Renders Software as a Service book-keeping tool, Management & Analysis tool for SMEs, Fintech network, and Analytics & Monitoring tool for NBFCs.

WebEngage
Mumbai, Maharashtra
webengage.com

Avlesh Singh
CEO

Enables Marketing Cloud for cross-channel user engagement via Web Message (notification, survey & feedback), In-App Message, Push Notification, Email, and Web Push.

Securens Systems: Distinctive IoT Powered e-Surveillance Systems

Security systems have evolved from passive monitoring to intelligent and adaptive recognition, situational awareness and analysis systems. Based out of Mumbai, Securens Systems Private Limited renders SaaS based electronic surveillance products and services that comprise business intelligence and analytics. Incorporated in 2011, the company offers alert monitoring, scheduled motion based monitoring, QRT services, live site & route monitoring, video housekeeping, health check-up of surveillance systems, automated access authorization, brand hygiene checks for banks, ATMs, cash vehicles, retail outlets, QSRs, and warehouses.

Taking care of Prevention and Deterrence

To cater the perennial problems of operation & security management such as maintenance of the installed CCTVs and recordings, Securens' ACTICARE performs a health check-up of all the CCTVs and DVRs in all the outlets and presents the result in a neat dashboard format. Through ACTICARE, Securens assures maintenance of the equipment across various locations thereby mitigating management issue. The company provides twice a day e-check on each retail outlet to monitor if the stated SoP parameters are being flouted. As mentioned by Sunil R. Udupa, Chairman & MD, the enhanced version would check each outlet twice a day through live video view for the entire working hours from business opening time to closing time. To warehouse

and retail outlets ACTIDETER enhances capabilities by adding 'Active Deterrence' that prevents crime using Video Verification and 2-way audio communication. This saves money spent on inefficient and unreliable guards while allowing the organization to save a substantial capital.

Besides the analytics on SoP parameters that is critical to business quality and brand, Securens assist business managers in mapping the people's flow with sales while generating alert on exceeding Q-Length, unattended PoS system, and heat maps. Emphasizing on the organizational requirements, the company customizes analytics that are unique to the business.



Sunil R. Udupa,
Chairman & MD

In order to deliver unprecedented deterrence capabilities along with business analytics, Securens is objectively working to develop a unique Hybrid Intrusion Alarm Panel using the best of sensor technology coupled with Edge Video Analytics.

This machine learning video analytics product is based on Fog computing and radio-wave technology.

The team's credibility, reliability and efficiency are demonstrated by



Securens is objectively working to develop a unique Hybrid Intrusion Alarm Panel using the best of sensor technology coupled with Edge Video Analytics



continuous repeat orders over the last 5 years. Managing deliverables on behalf of the customer, the team also works as operational managers.

Growing at 125 percent CAGR, Securens has emerged as a key player in Monitored Surveillance with more than 50 percent market share with many eminent BFSI and Retail brands for a long term now. The organization has been bestowed with Best 'Control Room' and HR awards for best use of technology in recruitment, followed by an award for Innovation in Recruitment and excellence in marketing communication. Having monitored 22,000+ sites and 3,000+ incidents deterred, Securens envisages becoming India's most valued e-Surveillance company by upping their market share, consumer value, shareholder value, and employee satisfaction with consistent profitable growth. **CR**