

Top 100 Tech Companies Founded and Managed by Indians in the U.S.

Indians have proved their mettle in every sphere. On a high note, the waves of Indian entrepreneurs who have poured into Silicon Valley have made meaningful contributions towards the technology evolution. Over the years, Indians have held positions of power in the world of technology and have been instrumental in building several path-breaking solutions through their firms with cutting-edge innovation to solve critical enterprise issues. These firms are revolutionizing business processes through their products and services aligning their technological adoptions in line with their customer-centric and innovation-oriented high growth markets.

Over the years, si100 has become the default standard for business ranking of companies that showcases outstanding companies in various industries, which display the characteristics of long-term visibility, sustained growth, razor sharp business focus, profitability, customer and employee value-creation. This extra ordinary list consists of companies which have made a mark in their area of expertise, be it Big Data and Analytics, Cloud, IoT, Software, Security,

Networking, and Semiconductor offering an opportunity for strategic business advantage for early adopters and unveiling the potential for significant market disruption.

Some of the known names in the industry such as Tibco, Netscout, Microchip, Logic, Syntel, and Cavium Networks have been part of earlier editions.

In saying this, we present to you the much-awaited 19th edition of the si100, a listing of Top 100 Tech Companies Founded And Managed By Indians In The U.S. Like every year, the annual si100 list for 2016 includes carefully inspected companies which display the characteristics of long-term visibility, sustained growth, business focus, profitability, and employee value-creation.

A distinguished panel comprising of accomplished Indian CEOs and CIOs of public companies, VCs, analysts, founders of other VC funded companies including siliconindia editorial board decided on the top 100 companies. We congratulate the 100 finalists for achieving this vote of respect from industry leaders and commend the enterprising spirit of the Indian community and its dynamic leaders.

e2e Services Inc. dba Express Analytics

recognized by **siliconindia** Magazine as

si100
2016

The annual listing of the top 100 technology companies founded and managed by Indians in the U.S. si100 not only represents the continuing rise and glory of Indian entrepreneurship in high-tech but also recognizes companies impacting the marketplace

Company:

Express Analytics

Description:

Offers cloud-based marketing analytics solutions and services on a Software-as-a-Service (SaaS) basis

Key Person:

Hemant Warudkar,
Founder & CEO

Website:

expressanalytics.com

Express Analytics

Incisive Strategies for Marketing Analytics

Every interaction that prospects make along the customer journey tends to reveal valuable information about their buying behaviors and patterns. With proper interpretation and analysis of this data, organizations can understand the importance of each customer segment in their business and recommend relevant services and products. “Offering relevancy—presenting the right content to the right person at the right time—is very important from a customer retention point-of-view,” begins Hemant Warudkar, Founder and CEO, Express Analytics. “This is where our powerful, analytical algorithms provide a competitive edge to our clients.” Express Analytics offers cloud-based predictive marketing analytics, customer segmentation analytics, big data and data warehousing, and dashboards and Business Intelligence (BI) solutions on a Software-as-a-Service (SaaS) basis.

The company’s solutions comprise four distinct layers—Data Integration, Machine Learning and Intelligence, Presentation, and Actions—designed to improve marketing campaigns and Key Performance Indicators (KPIs) such as customer response or engagement rates. Express Analytics assists organizations in integrating their marketing activities with the most modern email service providers, social media platforms, and wireless carriers to cover all channels of client communication. “Our ability to handle billions of emails and transactions per month, and analyze them in a timely manner allows us to create longitudinal profiles—complete buying history of each customer,” says Warudkar. “Using these profiles and their up to the minute digital interactions, organizations can stay up to date with their customer interactions through any channel, improving the predictability of their marketing.”

Express Analytics effectively manages resource-intensive marketing operations for its clients, which enables them to focus on their core marketing objectives. In one instance, Express Analytics helped one of its clients in the retail industry improve its profit margins and business productivity on Amazon.com. “By analyzing the client’s data we figured out that they were offering about 25 percent discount to customers when they could have consistently won the sale at much lesser discounts,” explains



Warudkar. It was important to monitor the delivery time, ratings, competitors, and opportunities for the client to maximize their revenue and profitability. By identifying all these elements, Express Analytics was able to suggest the client to reduce their discount margins and still win the sale and increase the bottomline.

Express Analytics has vast experience with data warehouse implementations across diverse industries. The company understands that the architecture and tools used to build the data warehouse are critical to create an analytical infrastructure that is resilient during organizational changes. Apart from data warehousing, Express Analytics also provides a ‘Self Service Adhoc Analytics Platform’ that enables businesses to create reports without depending on IT teams. Using this discovery platform and its in-built advanced data visualization techniques, enterprises can recognize hidden patterns in their data, which may shed new light on their key business issues.

“**Express Analytics assists organizations in integrating their marketing activities with the most modern email service providers, social media platforms, and wireless carriers**”

Currently, the company is on the verge of launching a major initiative of its cloud-based data and analytics integration solution. In addition, Express Analytics is focused on expanding its analytics operations in South Asia—especially, in India, where Warudkar feels there are a number of opportunities in the retail industry. “The data structures and the infrastructures in the Indian retail market are not up to the mark,” says Warudkar. “We believe that we can bring a very unique proposition to the Indian retail industry. We intend to democratize advanced analytics to help the small retailers compete effectively on the digital market places” 