

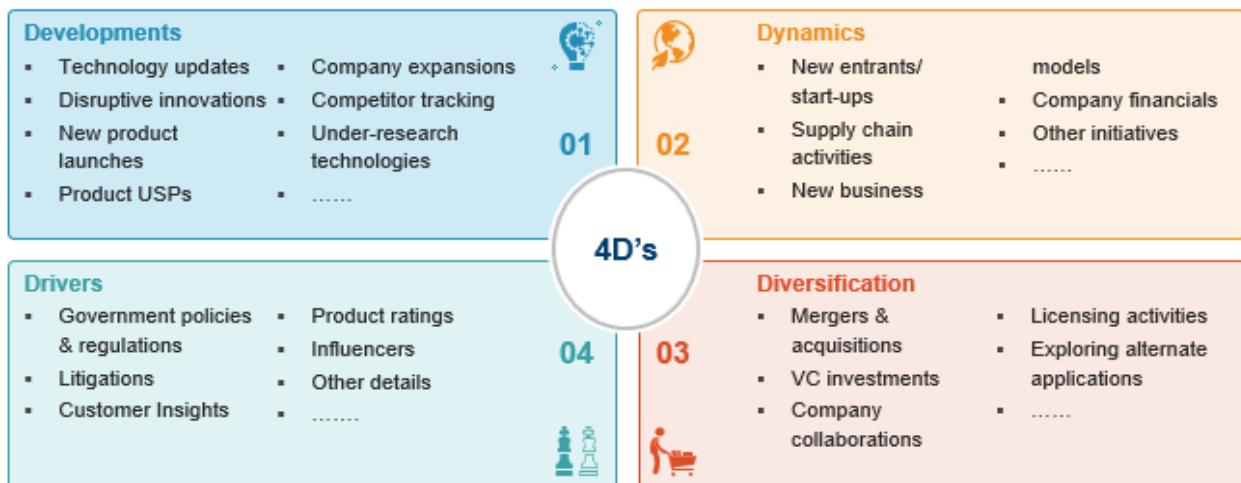
INTELLOTRACKER

CUSTOMER RELATIONSHIP MANAGEMENT SOFTWARE

JUNE 2023



ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....





DEVELOPMENTS

Technology/Innovations		Salesforce announced a series of new innovations to leverage real-time data to acquire new customers, deliver personalized experiences, generate advertising revenue, increase margins, and drive efficiency. <i>Source: PR NewsWire</i>
New product launches		Microsoft introduces Microsoft Dynamics 365 Copilot, the world's first copilot in both CRM and ERP, which brings next-generation AI to every line of business. <i>Source: Microsoft Blog</i>
New product launches		HubSpot CRM integrates AI-powered tools, including content assistant and ChatSpot.ai, to enhance productivity, save time, and leverage previous investments in AI technologies. <i>Source: BusinessWire</i>
New product launches		Salesforce announces Einstein GPT, the world's first Generative AI for CRM. Einstein GPT creates personalized content across every Salesforce cloud with generative AI, making every employee more productive and every customer experience better. <i>Source: Salesforce Press Release</i>
New product launches		Veeva Systems introduces Vault CRM, the next-gen life sciences CRM with innovative features like CRM Bot and Service Center, built on the Veeva Vault Platform. <i>Source: Contract Pharma Blog</i>
New product launches		Recruit Rooster, a leading provider of talent acquisition technology and solutions, has recently announced a suite of new recruitment solutions, allowing talent acquisition professionals to provide an authentic and personalized candidate experience. <i>Source: BusinessWire</i>
New product launches		Brokeret, a primary provider of technology solutions for Forex brokers, has announced the launch of their latest CRM system specifically designed for the Forex industry. <i>Source: Yahoo Finance</i>
Competitor tracking		Pipedrive, the global sales-first CRM for small businesses, announced the appointment of Alastair Crook as Vice President of Strategy and Corporate Development. <i>Source: PipeDrive Press Release</i>



DYNAMICS

New business models		Addressable, a decentralized marketing startup, offers the ability to pair on-chain addresses with social media profiles, enabling marketers to gather crucial data for targeted campaigns in the Web3 space. <i>Source: BitCoin Press Release</i>
New business models		To simplify the system and make it more agile and efficient, as well as facilitate new business models, the NTT DATA Business Solutions team developed an SAP integration solution into which all IoT-capable machines could be integrated. <i>Source: NTT Data Blog</i>



DIVERSIFICATION

Company collaboration		The CRM Team, a leading provider of customer relationship management (CRM) software solutions, has been appointed a Microsoft Solutions Partner Designation for Business Applications. <i>Source: ITWeb Blog</i>
Company collaboration		Creatio, a global vendor of One Platform to automate workflows and CRM with no-code and a maximum degree of freedom, today announced its partnership with Naxxum Group to support the growing demand for no-code solutions around the globe. <i>Source: Creatio Press Release</i>
Company collaboration		Cargas has partnered with HubSpot to implement their Marketing Hub and integrate it with their ERP and CRM products, including Cargas Energy, for fuel delivery and HVAC companies. <i>Source: MarkTech Series Blog</i>
Company collaboration		Really Simple Systems and Rareloop collaborate to develop a mobile app for field sales personnel, providing a user-friendly tool to manage customer interactions and access CRM data on the go. <i>Source: PR NewsWire</i>
Company collaboration		Full Circle Insights partners with Bombora to integrate Bombora's Company Surge® Intent data, leveraging advanced NLP to measure the impact of ABM strategies within the CRM. <i>Source: MarkTech Series Blog</i>
Mergers & acquisitions		PartnerHero acquires SupportOps, a leader in Zendesk implementation and customization. The deal combines PartnerHero's reputation for unparalleled quality with SupportOps' expertise in CRM administration. <i>Source: PR NewsWire</i>
VC Investments		Attio raises \$23.5M to build a next-gen CRM platform. The project combines a performant data model with the collaboration capabilities typically found in no-code software.

		Source: TechCrunch
VC Investments		SaaS startup Atica raises undisclosed seed funding led by Titan Capital to assist US hotels in improving sales and revenue through CRM tools. Source: VC Circle Blog

DRIVERS		
Government policies		Consultancy firms may employ various electronic methods, including databases and CRM software, to store customer information, as stated on the Queensland Government webpage. Source: Queensland Government Website
Others		The Passport, Immigration and Citizenship Agency (PICA) will be implementing a passport customer relationship management (CRM) system by the end of the year. Source: Jamaica Information Service Website

SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

IP STRATEGY	TECHNOLOGY INTELLIGENCE	GROWTH & STRATEGY
How best can we proactively manage and monetise our technical knowhow / intellectual property?	How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?	Which technologies do we invest in? How do we ensure quick wins? Speed to market?
<ul style="list-style-type: none"> IP Portfolio Analysis IP Monetisation IP Valuation Prior Art Searches 	<ul style="list-style-type: none"> Competitor Benchmarking Tech / IP Landscapes Technology Watch Market Analysis / Trends 	<ul style="list-style-type: none"> R&D Strategy Roadmaps Technology Scouting Open Innovation Product Development

GROWTH ADVISORY

INVESTMENT RESEARCH & ANALYTICS

VALUATION & FINANCIAL ADVISORY

TECHNOLOGY RESEARCH & ADVISORY

PROCUREMENT & SUPPLY CHAIN INTELLIGENCE

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