



	FY 2015				division	
Q1	214	280	254	274	154	415
Q2	269	320	254	273	825	154
Q3	241	450	144	364	954	174
Q4	214	650	873	657	725	274
YTD	794	143	124	752	741	759
1H1	451	704	954	2414	341	345

Indian Analytics Sector- Data to Decisions

June 2016

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India's Analytics Industry: Quick Facts

Indian Analytics: Landscape

AI: Re-engineer, Transform, Re-imagine Business

Indian Analytics Industry Outlook 2025

Analytics Initiatives by NASSCOM

India's Analytics Industry: Quick facts

KEY FACTS

USD 2
bn

Analytics revenue, FY2016

8X
growth

India analytics market by 2025

~600

Analytics firms in India

~90k

Analytics professionals

~700
USD mn

Startup funding over last 2.5
years

KEY TRENDS

- Analytics services and products focused on **business outcomes and customer experience**
- Highly regulated industries incl. **BFSI, telecom, healthcare** driving need for deep domain/vertical analysis
- Industry to grow significantly driven by increased demand for **cloud-based (SaaS) and predictive analytics solutions**
- Rapid advances in **AI and deep learning algorithms** - development of machines that can now do tasks that require deep expertise and skill

Drivers and Impact: Data is the new oil

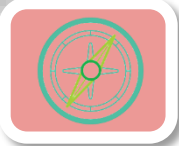
DRIVERS



- Rise of data-rich and analytics firms
- Regulatory & risk compliances, greater transparency

- Increased affordability of tools
- Enhanced capabilities
- Ease of data consolidation

New analytics start-ups offer SaaS model; Advanced analytics gaining prominence



- Exponential increase in data generation
- Cost-effective infrastructure



Top-performing enterprises show a 5x higher usage of analytics as opposed to low performers

IMPACT



Vibrant analytics vendor ecosystem in India

- **600+ analytics firms; ~400 start-ups** - India emerging as the **analytics products hub**
- Healthy mix of integrated, pure-play, GICs and start-ups
- GICS - ~35% of digital FTEs engaged in analytics; 20+ analytics CoEs setup
- **50-60% Indian firms** leveraging analytics for competitive advantage

Analytics vendor landscape in India...

100+ analytics firms set up in 2015

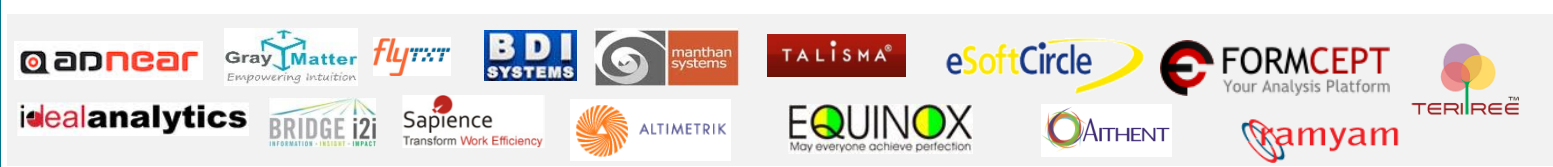
Niche players
50+



Pure-play analytics service providers
80+



Analytics software / product firms
200+



Incumbent firms
200+



Multiple opportunities emerging across business models

DATA PROVIDERS

- Partner with data owners for solutions to better capture, organize, disseminate data

DATA INFRASTRUCTURE PROVIDERS

- Data infrastructure for firms prohibited from transferring data to offshore providers

DATA INTEGRATION & WAREHOUSING

- Develop custom add-ons to existing data cleaning / processing tools

ANALYTICS & DATA PRESENTATION SOFTWARE

- Develop custom visualisation software or custom components on existing platforms
- Create simplified MIS reporting and BI offerings for SMBs

ANALYTICS SERVICES

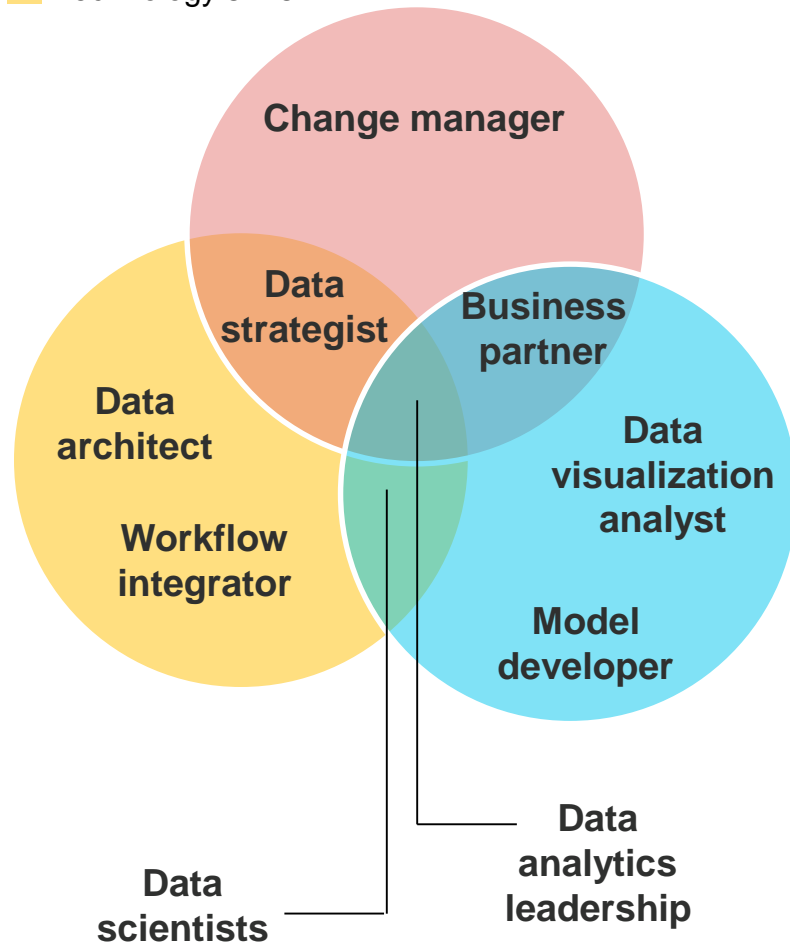
- Algorithms for use cases across verticals
- Enhance existing apps via new algorithms (machine learning, neural networks, etc.)

SYSTEM INTEGRATORS & IMPLEMENTERS

- Integrate analytics into existing legacy systems
- Enable enterprises to better capture and manage data to drive data-driven decisions

Analytics increasingly pervasive across job roles

- Analytics skills
- Business skills
- Technology skills



The emergence of analytics driven business critical roles

- | | |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HR | <ul style="list-style-type: none"> ➤ People Analytics Officer ➤ HR System Analytics Officer |
| Marketing | <ul style="list-style-type: none"> ➤ Digital Marketing ➤ Creative Officer |
| Verticals | <ul style="list-style-type: none"> ➤ Healthcare: Customer Engagement, Patient Officer ➤ Retail: Personalisation Head ➤ Finance: Private Equity CFO, Predictive Analytics |
| Risk/Security | <ul style="list-style-type: none"> ➤ CRO - CISO ➤ Digital / Conduct Risk Officer |

Analytics moving to Artificial Intelligence: Re-engineer, transform, re-imagine business

General Purpose AI



- Very highly adaptive
- High context awareness
- **HAL 9000**

Narrow AI



- Low-to-medium adaptiveness
- Low-to-medium context awareness
- **IPSoft Amelia, IBM Watson**

Automation



- Transactional
- Pre-defined
- **RPA, Runbook/Scripting**



Re-engineer value chain

Radically change product/service delivery

- Automate repetitive activities
- Augment specialized tasks
- Streamline value chain



Re-imagine the offering

Develop new market & opportunities

- Predictive solutions (Healthcare, Industrials)
- Bots with intelligence (Surgical, housekeeping)
- New products (R&D, drug discovery etc.)



Transform user engagement

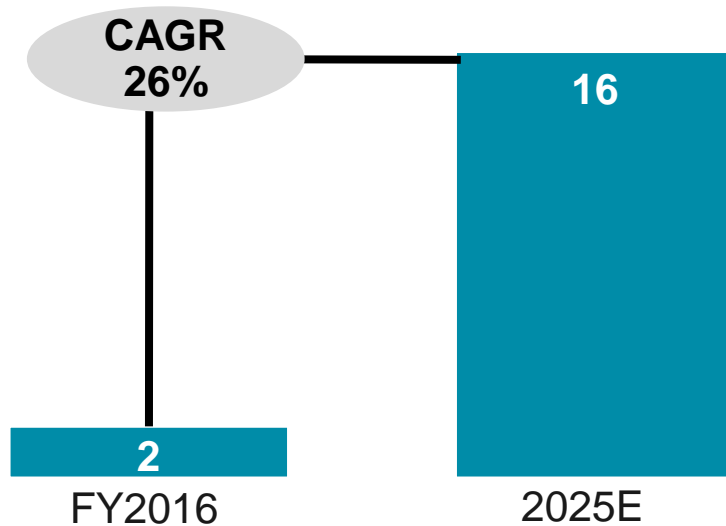
Create new engagement models

- Anticipate customer needs
- Intuitive and pervasive communication

Outlook 2025: Indian analytics market to grow at ~26 per cent in the next decade

Indian Analytics Market

USD billion



- India analytics revenue - USD 16 billion by 2025, ~26 per cent CAGR
 - 32 per cent share of global market
- Increased penetration of RPA, artificial intelligence
- Analytics services to centre on data collection, organisation, visualisation and basic analytics
- Firms need to implement 3-in-1 sales model to cater to three levels of digital adoption (disruptive-digital leaders, transformational-digital attackers, traditional-digital laggards)

ANALYTICS SIG

- Framework: Pan-India, Industry Agnostic, Open Platform
- Objectives:
 - Enhance Analytics Maturity
 - Build Right Analytics Talent
 - Develop Domestic Analytics Market
 - Positioning India as the Global Hub

RESEARCH

- Indian Analytics Products - Scaling New Heights
- Application, Innovation & Maturity of Indian Analytics
- Analytics Product Excellence Matrix
- Risk & Procurement Analytics
- Demystifying AI

Community and Events

- Online community exclusively for analytics professionals
- Annual Big Data & Analytics Summit
- Regional Big Data & Analytics Summit
 - Bangalore
 - NCR
 - Chennai
 - Mumbai

START-UPS

- Connect with Enterprise firms – GICs, Banks, BPO
- ANALYTICS-A-THON:
 - Spot & engage analytics talent via Idea-Prototype challenge (8 weeks)

- Revenue from analytics to grow 8X by 2025 – USD 2 billion currently to USD 16 billion
- 600+ firms: Integrated, pure-play, products, start-ups and niche players
- Significant growth in cloud-based (SaaS) and predictive analytics solutions
- Job roles undergoing change – increased play of big data/analytics component; emergence of specialised roles
- Opportunity for firms build solutions around data capture/management, set-up data infrastructure, custom visualisation software, develop algorithms, etc.
- Firms exploring AI and deep learning algorithms for analytics – radically change product delivery, develop new markets, create new engagement models
- By 2025, India's analytics market to reach USD 16 billion, 26 per cent CAGR

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