Corporate slides
About the CXP Group

The **leading independent** European research and consulting firm for **business software, IT services** and **digital transformation**

150 employees (90 analysts & consultants)

Bangalore - Berlin - Bucharest - Hamburg
London - Munich - New York - Paris
San Francisco - Vienna - Wuerzburg - Zurich
5 practices to address game-changing topics

Analytics & Data Management
- Analytics (data discovery, data science, predictive analytics)
- Business intelligence (BI strategy, BI organization, BI architecture)
- Performance management (planning, financial consolidation, strategy management)
- Data management (data strategy, data integration, data quality, data governance)
- Data storage (data warehousing, analytical databases)
- Big data (big data analytics, Hadoop)

Cloud & Infrastructure Services
- Cloud-related C&SI, AM
- IaaS
- SaaS
- PaaS
- Public cloud, hosted and managed cloud
- DevOps
- Open source
- ITSM
- Storage
- Network
- Development platforms
- Application life cycle
- MGMT (application management, testing)

Digital Customer Experience & IoT
- Digital factory
- Connected vehicles
- Smart transport
- Smart home & buildings
- Smart energies & resources
- Digital health
- Digital finance
- Digital government & Smart cities
- Smart retail & CPG
- Digital telco, media, service
- Digital customer experience
- Internet of Things (IoT)
- Artificial intelligence
- Digital workplace

Enterprise Applications & Related Services
- ERP
- CRM
- ECM/BPM (process, workflow, document management, life cycle)
- HRIS
- IT management (organization of information systems, project management)
- Business applications-related C&SI (SAP, Oracle, MS Dynamics, Salesforce)
- SAP-related services (hosting, application management)

Information Security
- Infrastructure security
- Identity & access management
- Governance
- Content and application security

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Our offering to business users (large and medium-size companies)

**Research**
- Independent & trusted research helping you align functional requirements with business objectives

**Research-based consulting**
- Senior consultants streamlining your IS while solving major challenges brought by the digital transformation

**Events**
- First-hand information and C-Level networking with experts & peers helping you think ahead of the competition

**Benchmarks**
- BI Survey
- BARC Score
- Service Expert
- PAC RADAR

**Analysis**
- CXO Advisory Service
- Innovation Register

**Missions**
- Products, software vendors & IT services companies selection mission, IT system audit, Digital program

**Events**
- Forum CXP
- CeBIT (BI & Big Data pavilions)
- Consumer Identity Summit
- BARC Congress
- Leaders’ Circle for BI & Analytics
- Digital/Vertical workshops

Major products & services

50+ events (incl. seminars, webinars) / year
Our offering to vendors (software and IT service providers)

Research

Data-driven research for qualifying/quantifying your business opportunities and allowing you to align your product strategy with market requirements

- Data
  - SITSI (market trends)
  - CxO Investment Priorities
  - User surveys

- Analysis
  - InSight Analysis reports
  - White papers

Research-based consulting

Senior consultants identifying your internal and external growth opportunities and making the most of the digital transformation era

- Missions
  - Market analysis
  - Competitive assessment
  - Portfolio review
  - Partner identification
  - M&A target identification
  - Commercial due diligence

Events

Outstanding events for leveraging your brand, showcasing your solutions and demonstrating your expertise to C-Level managers

- Events
  - Forum CXP
  - CeBIT (BI & Big Data pavilions)
  - Consumer Identity Summit
  - BARC Congress
  - Leaders’ Circle for BI & Analytics

Major products & services

50+ events (incl. seminars, webinars)/year

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## 2017: CXP Group awarded by its customers

**Analyst Firm Awards by KEA**

<table>
<thead>
<tr>
<th>Category</th>
<th>Ranking</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global</strong></td>
<td>#5</td>
<td>“Because of its proven ability to deliver world-class analysis, CXP Group is perfectly positioned to challenge its US competitors.”</td>
</tr>
<tr>
<td><strong>Strategy</strong></td>
<td>#5</td>
<td>“The CXP Group’s strong research and powerful advisory services are making it a natural partner for strategic advice.”</td>
</tr>
<tr>
<td><strong>Analytics &amp; Big Data</strong></td>
<td>#5</td>
<td>“While CXP Group is known for excellent research, analytics and big data professionals also value its strategy and advisory services.”</td>
</tr>
<tr>
<td><strong>IoT</strong></td>
<td>#5</td>
<td>“IoT is one area where all three parts of the CXP Group punch above their weight. BARC, le CXP and PAC are all rated especially highly by IoT professionals.”</td>
</tr>
<tr>
<td><strong>IT services</strong></td>
<td>#4</td>
<td>“IT services is the area where CXP Group creates the most value with its research and advisory services. IT services professionals value CXP Group’s inquiry calls, research reprints and business leads rate especially highly.”</td>
</tr>
</tbody>
</table>

(*) Kea Company is the world’s largest analyst relations consultancy. Each year, its Analyst Firm Awards (based upon the Analyst Value Survey) aim to recognize analyst firms that have won a leading role in specific market segments. The survey conducted by Kea allows to rank analyst firms according to the value they deliver to their users. This year, 15 firms were shortlisted (including Deloitte, Forrester, Frost & Sullivan, Gartner, IDC and KPMG).