

Data Driven Strategy Through Proprietary Platform

Cloud ERP Companies



Unlock **market intelligence and growth** with real-time customer insights using our proprietary

Voice of Customer platform



The Backstory and the Business Challenge

Cloud Enterprise Resource Planning (ERP) solutions have become increasingly popular among businesses seeking to streamline operations and improve efficiency. As the market grows more competitive, understanding customer preferences and perceptions is crucial for vendors to maintain their edge.

However, disparate and multiple data sources make it challenging to achieve a comprehensive understanding of customer needs for effective decision-making. Companies must **access and analyze real-time customer satisfaction patterns, cutting through buzzwords and noise.**



SGA Approach

Through our proprietary, **iNava Intelligence Platform**, we harmonize the Voice of the Customer with real-time insights, allowing for data-driven strategy formulation that helps businesses not just survive, but thrive amid intense competition.

The approach used is as follows:

STEP 1

Market Positioning: SGA conducted a comprehensive analysis of Cloud ERP vendors worldwide, assessing their market presence and customer perception. This provided a clear picture of how different vendors stack up against each other in the global marketplace.

STEP 2

Product Benchmarking: A detailed comparison of Cloud ERP solutions was conducted based on key functionalities, which identified the strengths and weaknesses of various products, allowing the vendor to analyze where they excel and where improvements are needed.

STEP 3

Customer Preference: SGA utilized Net Promoter Score (NPS) ratings to gauge customer satisfaction and loyalty. This metric provided insights into which Cloud ERP solutions are most likely to be recommended by users, indicating overall customer preference.

STEP 3

GTM Strategy: A sentiment analysis hub was employed to analyze customer feedback and market trends. This information is crucial for developing effective Go-To-Market (GTM) strategies, allowing vendors to align their offerings with customer expectations and market demands.

The market pulse is ascertained by ML-driven text analysis of user reviews, assisting in advisory and strategic decision-making.

Natural language processing (NLP) technology is used to extract meaningful inferences to help craft targeted messages and sales tactics for technology solutions and services.

The Impact

This helps identify and address capability gaps in products

Product/Competitor Benchmarking

Detailed comparisons of features, pricing plans, and customer support strategies help improve market positioning.

Opportunity Analysis

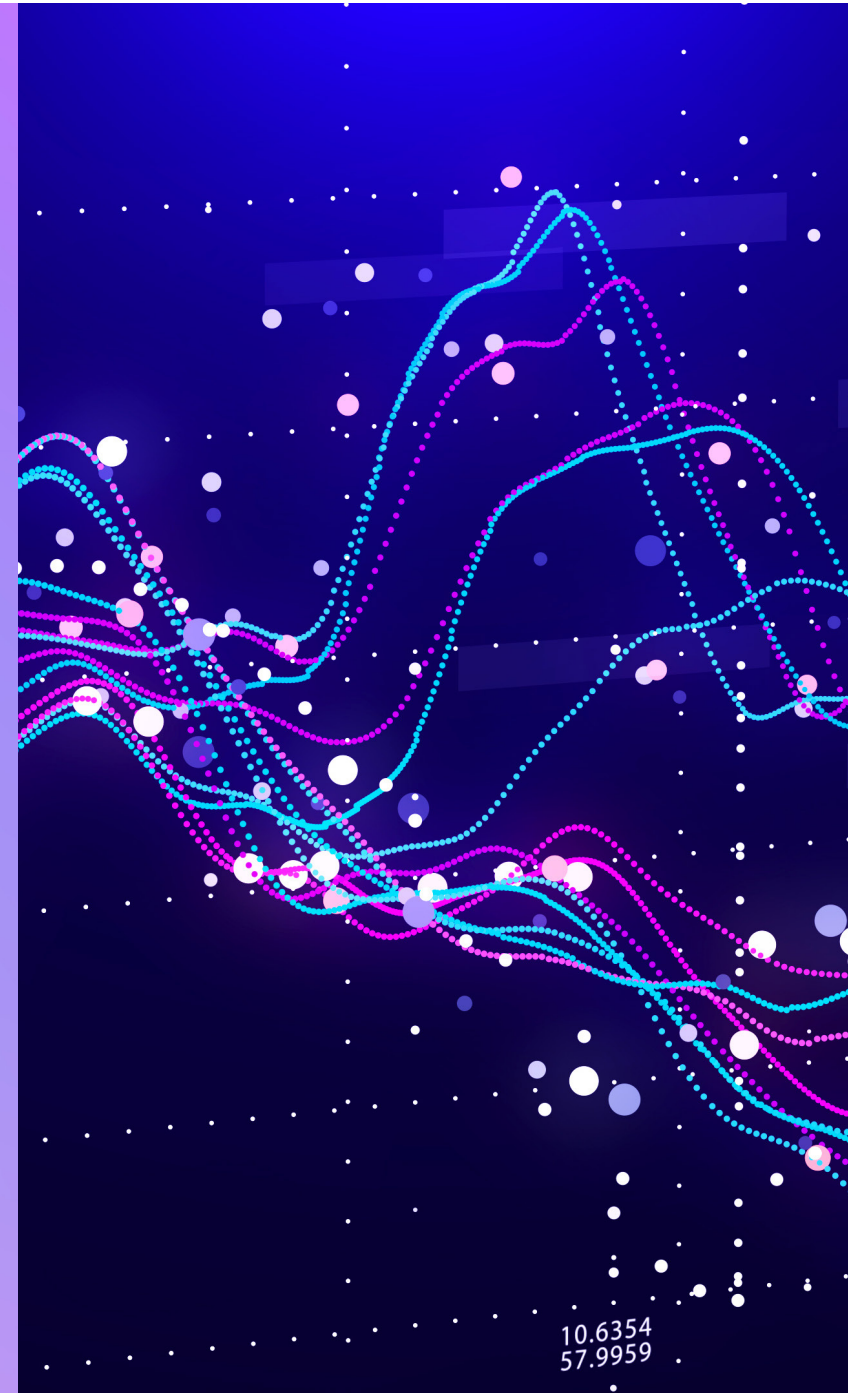
Insights into the installed base, product adoption, and win/loss information on deals enable the identification of high-potential market segments for growth.

Future Trends

Identification of new launches and innovations in the Cloud ERP space helps in understanding and responding to market trends.

Market Intelligence

Purchase intent analysis and pipeline forecasting guide strategic decisions.



About SG Analytics

SG Analytics, a Great Place To Work®(GPTW) certified company, is one of the leading investment research and analytics firms offering high-quality, end-to-end research solutions to global capital market participants. With presence in India, the UK, Europe, the US, and Canada, SG Analytics has been consistently meeting and exceeding customer expectations by its knowledge-based ecosystem and impact-oriented solutions.

Visit us at sganalytics.com

Disclaimer

This content is provided for general information purposes and is not intended to be used in place of consultation with our professional advisors. This document refers to marks owned by third parties. All such third-party marks are the property of their respective owners. No sponsorship, endorsement or approval of this content by the owners of such marks is intended, expressed or implied