



Acceldata Recognized for

2021

Technology Innovation Leadership

North American

Data Observability Industry

Excellence in Best Practices

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Acceldata excels in many of the criteria in the data observability space.

AWARD CRITERIA	
Technology Leverage	Business Impact
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

Commitment to Innovation and Creativity

Limited data sources fed systems in the past, making it possible for legacy data infrastructure to handle processing with simpler data models. However, with data being sourced from multiple internal and

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external sources, it is extremely complicated for data engineers to control the models. New age data-based applications make the volume and speed at which data is collected unpredictable, in some cases resulting in an undesired scenario. Dealing with plethora of data gave rise to data analytical tools and platforms for end users, reducing the time taken to make data usable. However, there are limited tools and systems that give data engineers a chance to control and customize the data pipelines, ensuring guaranteed

data delivery in the desired form. Data observability systems are a set of technologies that helps data engineers to understand the health and the state of data. These systems help control data stack complexities and reduce data downtime, which is a key area of concern especially for data-driven organizations.

Founded in 2018, US-based start-up Acceldata developed a data observability platform. The platform is used to observe the data process/data compute layers to analyze varying workloads and prevent operational issues. The platform offers automatic recommendation of 80% data quality rules, and automates data quality optimization process for data in motion and at rest. The platform tracks every data transaction, handshake, and transformation, as data flows through pipelines making them 'data aware' so data teams can identify and eliminate bottlenecks in pipelines, and enable automated management of hundreds of data pipelines.

Frost & Sullivan research highlights data downtime is the biggest area of concern for data leaders. Acceldata's data observability platform took a leap ahead of conventional observability platforms by providing valuable insights and automation to data engineering team for predicting future behavior of data. The platform enables a holistic approach by giving visibility into all data sets, systems, and processes.

Customer Acquisition and Commercialization Success

Acceldata adopted a white glove service approach by first understanding potential client's technical environment, paying extra attention to the pain points and details, and then developing optimized client-specific demo to build upon a successful use case. Depending on the success of the demo, Acceldata closely works with the client to develop a mutual execution plan and implement a proof of concept. The company also provides extensive application programming interface (API) and software development kits (SDKs), making it easier for data engineers to integrate the solution into third-party applications. Acceldata is also focused on establishing a strong client relationship with robust after-sales service. The company provides a dedicated customer service contact to its client for continued monitoring and support.

Frost & Sullivan research highlights Acceldata's data observability platform value can be rapidly realized in terms of cost savings, improved operational performance, and resultant overall business functioning. The platform's outcome and the company's highly customer-centric approach enhance the pride of ownership in their customers, helping the company to build its brand goodwill. Till date, the company has successfully deployed its data observability solution in large enterprise organizations across various industries including healthcare, telecommunication, financial services, IoT, and media. Acceldata's ground-breaking technology and white gloves approach has helped the company to capture global clients, such as PhonePe (Walmart), Oracle, True Corporation, and PubMatic.

Human Capital and Growth Potential

Acceldata is founded by data architecture experts that have been granted multiple patents in data processing and related technology fields. The company's founder and CEO Rohit Choudhary previously worked as Director of Engineering at Hortonworks, where he led development of Dataplane Services, Ambari, and Zeppelin amongst other projects. Since its establishment, Acceldata has grown rapidly into a team of more than 200 employees comprising highly qualified engineers and data experts. The company also established an extensive partner ecosystem comprising independent software vendors, system integrators, managed service providers, and cloud partners. Its experienced leadership team and extensive partner ecosystem helped develop state-of-art data observability solutions that hold potential

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to emerge as an industry standard.

Acceldata’s breakthrough data observability platform helped it gain strategic investments and expand the customer base. In September 2021, the company raised \$35 million in a Series B funding round led by Insight Partners, a global venture capital and private equity firm. The company has raised \$45.6 million to date, and is

focused on utilizing these funds in accelerating its R&D efforts, expanding its team, and entering newer global markets. Currently, the company has customers in 8 countries across various regions including North America, Middle East, Africa, and South Asia.

Acceldata’s visionary solution and a well-experienced leadership team provide the potential to disrupt the traditional data observability market and witness exponential growth for a sustainable future. Frost & Sullivan research highlights Acceldata grew three times since its establishment and is well-positioned to emerge as a leader in the multi-billion-dollar data observability industry.

Conclusion

Acceldata Inc. developed a revolutionary data observatory platform that combines three that offers three key capabilities - data observability for the compute layer, data layer and data pipeline layer of the modern data stack. Compared to conventional big data solutions that fail to give data engineers control over data systems, Acceldata’s state-of-the-art observatory platform provides a holistic approach to data engineers by giving them end-to-end visibility and control into all data sets, systems, and processes. The platform empowers data engineers to analyze varying workloads arriving from multiple internal and external data sources, automate data quality optimization processes, and eliminate bottlenecks in data pipelines.

With its agile leadership team, dedicated focus on developing innovative solutions, and steady focus on customer services, Acceldata is well-positioned for sustained sequential growth and market share expansion.

With its strong overall performance, Acceldata earns Frost & Sullivan’s 2021 Technology Innovation Leadership Award.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

