

Gartner names Ma Foi Analytics as a representative vendor in the June 2015 Market Guide for Advanced Analytics Service Providers.

Ma Foi Analytics recognized as one of the companies in the list

Bangalore, India, July xx 2015: Ma Foi Analytics, a new age platform and solution driven insights advisory firm building outcome oriented business solutions by combining capabilities in data sciences (analytics, research) & Big Data technology, has been listed amongst the 36 advanced analytics providers globally in 2015 by Gartner Research. Ma Foi Analytics is among the few Indian companies who are helping organizations unlock the true value of their information assets and helping to improve service efficiency.

“We believe this is a recognition of our platform and cloud based solutions approach to democratizing usage of analytics in enterprises as opposed to the traditional services only delivery model” said Satyakam Mohanty, CEO of Ma Foi Analytics, “We agree with Gartner that for deeper insight and improved decision making, business leaders are increasingly looking to advance their analytics capabilities by adopting advanced analytics platforms to expand beyond descriptive analytics to predictive and prescriptive analytics. Advanced analytics can help organizations to unlock the true value of their information assets that will directly affect their bottom line by increasing revenue, reducing costs and helping to improve service efficiency and I believe we are well positioned to address these needs.”

Gartner estimates that the advanced analytics platform software revenue market up to 1Q15 amounts to over \$1.2 billion across a wide variety of industries and geographies. The market is expected to achieve a healthy compound annual growth rate of over 11% during the next three years.

Key Findings:

- Successful partnerships with advanced analytics external services providers (ESPs) require working with those that create repeatable and robust analytic solution assets — yet these are few and far between
- Not all services firms have strong capabilities across all the required areas (geography, vertical industry, horizontal domains or technologies supported). Global ESPs have the scale to deliver services across regions and domains, although specialists currently dominate this emerging space
- Operational use cases, real-time event streams, sensors and machine data bring advanced analytics to operational situations. These applications, combined with insights from multi-structured data types, will generate the next wave of advanced analytics service investment

- The rapid growth in the amount of available data, particularly new varieties of data (such as multi-structured data from customer interactions and streamed machine-generated data), requires greater levels of sophistication from users and systems. There is also a requirement to rapidly interpret and respond to data to realize its full potential

About Ma Foi Analytics

Ma Foi Analytics has **30+** clients ranging across mid-sized organizations to SMEs in **US, Middle-East Singapore and India**. Ma Foi Analytics provides solutions and domain expertise to industries like Healthcare, E-commerce, Hospitality, SME, Manufacturing, Retail and Oil & Gas etc. Since their inception about 33 months ago, they have built their proprietary Big Data Analytics platform which has a patent pending, and numerous cloud based SaaS and bespoke solutions for clients across these geographies.

The company is a venture of 20 year old Ma Foi Group, which now has specialized businesses around Management Consulting for SMBs and supply chain consulting for aviation and automobiles. For more information about analytics offerings from Ma Foi Analytics please visit <http://www.mafoianalytics.com>

Disclaimer: Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

For further information, please contact:

Rachit Ahuja

Email: rachit@mafoianalytics.com

Telephone: **+91 (0)80 2258 0263**