



NUCLEUS
RESEARCH

HOT COMPANIES TO WATCH IN 2021

ANALYSTS

Ian Campbell, Trevor White, Daniel Elman, Evelyn McMullen, Isaac Gould, Nicholas Grizzell, Karen Cintas

THE BOTTOM LINE

Nucleus selected 10 companies to watch in 2021 that are top performers who will continue to show exceptional performance into the future. As either leaders or strong challengers in their respective markets, Nucleus has assessed the ability of the vendors featured in this research note to execute on their strategies and continue their current momentum. With some of the featured organizations, Nucleus is optimistic for product areas that are either maturing well or strengthening an established lead. In every case, we see the roadmap and product developments moving forward as aligned with the goal of providing value to customers.

OVERVIEW

In identifying the hot companies, Nucleus analysts debated each vendor's current position and their potential for impressive growth, justifying inclusion based on the vendor's momentum and recent successes. Some vendors on the list typify innovative approaches or new applications of technology. Other companies are on the cutting-edge of their respective markets, delivering novel technology capabilities to customers and seeking to unseat incumbent solutions.

CONGA

This summer, leading CPQ vendor, Apttus purchased and took the name of contract lifecycle management specialist Conga. This partnership represents the merger of two of Salesforce's earliest independent software vendor partners, who built their applications on the Salesforce platform. As Salesforce capitalizes on the influx of new customers from businesses seeking to digitize operations during the pandemic, Conga can expect a similar increase in demand. The recent pandemic has highlighted the significance of establishing multiple sales channels and making the sales cycle as intuitive and hassle-free to both sales teams and customers. The consolidation of CPQ, contract, and document management capabilities stands to improve businesses' visibility and control over their sales processes, accelerate sales cycles, and boost salespersons' close rates. Conga is well-positioned to help its customers manage the entire quote-to-cash process, all the way from lead generation to signing the dotted line.

Conga joins CPQ with contract lifecycle management to accelerate sales cycles and boost close rates.

E2OPEN

E2open is a comprehensive Supply Chain Management solution vendor, offering enterprise-scale companies solutions to completely manage their supply chain activities, from planning to execution. This Fall, E2open entered an agreement with Neuberger Berman Group and CC Capital to merge with a specialized public acquisition company, CC Neuberger Principal Holdings I. As part of this merger, E2open is expected to be publicly traded on the New York Stock Exchange and is valued at \$2.57B. This partnership will enable E2open to raise funds to continue growing the company while returning capital to partners and investors. Customers can expect continued development of E2open's solution platform and global

trading partner network. Where businesses have been plagued by supply chain issues exacerbated by the pandemic, E2open provides an attractive value proposition in instilling operational resilience through end-to-end visibility and automated decision-making across all segments of the supply chain.

INFOR

While larger than most companies listed here, Nucleus believes that Infor is uniquely positioned among the major enterprise vendors, as the vendor will benefit significantly from Koch Industries' investments, with debt reduction and additional funds for product updates and expansion. Infor offers modular, modern functionality, both on-premise and in the cloud as Software-as-a-service (SaaS). Infor business applications are specialized by industry and built for the cloud on the Infor OS platform. Last-mile functionality is supported by industry specializations in Healthcare, Manufacturing, Consumer goods, Services, Public Sector, and Energy and Resources Industry verticals. Industry cloud suites are offered across manufacturing, distribution, HR, consumer products, finance, services, asset management, fashion and retail, and sales and services. The platform is built to target enterprise organizations and sell its products as individual modules or as a full suite of Infor technology solutions.

Infor's broad functionality among its ERP, SCM, CRM, and HCM suites, paired with a high level of usability, makes it a competitive player among vendors that cover several departments' technology needs. Nucleus predicts that as customer-led transitions to the cloud gain traction, Infor will be able to aid existing customers with incremental, departmental transitions while gaining new customers that are looking to digitize multiple areas of their organization.

JOBSYNC

JobSync offers a solution that integrates with enterprise applicant tracking and HCM systems, including Workday, SuccessFactors, and Greenhouse. The tool connects an organization's applicant tracking system (ATS) to popular job boards such as Indeed, Facebook Jobs, and most recently, Monster, to deliver native applications directly into the ATS, thus eliminating the need for manual re-entry and saving recruiter time. The solution further enhances the traditional one-click apply experience by allowing employers to add custom screening questions to their applications so that applicants do not have to leave the job posting to apply. This also delivers a more complete application into the ATS, rather than general contact information and a resume. JobSync can allow organizations to increase their applicant rate, reduce cost-per-click ad spend, and improve their talent pool's overall quality.

JobSync recently announced mergers with ReThink Data and JobWrapper, combining operations to expand its client base to hundreds of SMB to enterprise-sized organizations. The vendor has also expanded the number of ATS providers that it integrates with, allowing for greater potential customer gains. Nucleus expects JobSync to maintain momentum in the talent acquisition market. The solution's ease of deployment, cost-efficiency, and minimal intrusion to an organization's existing infrastructure makes it an easy choice for businesses looking to improve top of the funnel candidate experience.

MENDIX

Mendix is a low-code application development platform centered around a visual, model-driven software development model to enable both non-technical business-level users and advanced developers. The application development platform aims to create a medium between business and IT users by creating an environment where users of all skillsets can extract value and drive business processes. Mendix centers around a model-driven development approach that provides extensive capabilities without sacrificing functionality to support employees' broader skillset. With many companies unable to hire large teams of programmers to handle application development needs, companies will look towards solutions like Mendix to enable its non-technical business-level users. As companies continue to adopt remote work environments, the development teams will be constructing more applications than ever before to support company operations.

Having established itself as a leading low-code application development solution, Mendix will continue the momentum into 2021. Mendix displays a commitment to innovation with its low-code development platform by offering a diverse set of tools to enable both non-technical users and developers within a modern and flexible working environment. The low-code development platforms that strive to support all user skill levels will succeed in 2021 (Nucleus Research u174 – LCAP Technology Value Matrix 2020 – October 2020).

SUGARCRM

SugarCRM has been a stalwart in the CRM space for years, however, this year, it has made several strategic acquisitions and new product announcements that position it as a company to watch closely throughout 2021 and beyond. It is funded by Accel-KKR, which has also revamped the vendor's executive ranks to include leaders with proven track records at high-growth technology companies. Sugar focuses primarily on the mid-market, offering a fully unified suite that encompasses sales, customer service, and marketing. This year, it has added new products to the fold with Sugar Integrate, an integration platform for unifying processes and data in Sugar with external third-party applications, and Sugar Discover, time-aware analytics and insights platform that is optimized for CX data. In August of this year, Sugar announced its acquisition of artificial intelligence vendor Node.ai, which it plans to

integrate with its existing technologies to add differentiated AI-based capabilities, recommendations, and forecasts. Sugar has dramatically expanded the breadth of its portfolio with these moves and offers a fully unified customer experience (CX) suite that is more functionally complete than other CRM vendors that emphasize the mid-market segment. This functional advantage, the solutions' cloud-native architecture through AWS, and strong customer momentum to modernize CX processes and applications suggest that Sugar will be well-positioned to continue its trend of positive growth and new customer acquisition into 2021.

VISIER

Visier is a workforce planning and analytics platform that integrates and unifies data from various sources and leverages historical data to predict future trends and employee behaviors to identify appropriate courses of action. The solution covers organizational planning, talent acquisition, talent management, learning and development, and diversity & inclusion (D&I) areas to meet business needs for various industries.

The solution is built to address HR challenges with hundreds of pre-built questions and metrics, easy-to-use reporting and dashboard capabilities, and enables HR professionals to model and visualize highly accurate scenarios to make strategic decisions. Users can track training completion, promotions, turnover, and how programs impact performance to identify

reskilling needs and better plan workflow processes. Visier's platform requires limited IT Investment, and the vendor is responsible for data management, updates, training, and customer support to develop and scale customized solutions. As organizations increasingly adopt cloud-based solutions for data management, analysis, and automation, Visier holds the highest market share in the workforce analytics software market with approximately 5,000 customers globally.

**One organization
reduced turnover by
60 percent with Visier.**

WASABI TECHNOLOGIES

Wasabi Technologies is a cloud storage provider that continues to challenge AWS offerings at every corner. Wasabi Technologies was founded in 2017 and, as of 2019, was showing continuous growth of 20 percent per month. Wasabi offers its solution priced at 80 percent less than AWS S3 with no egress charges or API request charges. Wasabi's system architecture enables a faster performance relative to Amazon S3, and with Wasabi development teams focused on storage innovations, the performance advantage also translates to significantly faster time-to-first-byte speeds.

In the 2020 IaaS Technology Value Matrix, the key trends and areas of investments for IaaS vendors included hybrid and multi-cloud integration, cloud data acquisition, AI, data science as-a-service, and advanced networking for edge analytics (Nucleus Research u85 – 2020 IaaS Technology Value Matrix – June 2020). Wasabi addresses the critical areas with comprehensive support for on-premises to cloud, hybrid storage, multi-cloud, edge computing, data lake, and tape to cloud. Additionally, Wasabi deploys tools for IoT data, AI/ML processes, and data analytics, which bundled together, reducing the overall price and improving customer transparency. Many customers are beginning to feel locked into services with AWS and Azure and are looking towards alternatives to support their cloud storage needs. In 2021, companies like Wasabi will show enterprises that there are cost-effective alternatives to the larger cloud service providers, and these solutions can be implemented without compromising performance or overall capabilities.

Wasabi provides a cloud offering priced at 80 percent less than AWS S3.

WORKATO

Workato is an iPaaS solution focused on business process and business workflow automation functionalities to connect applications and data through a series of triggers, connectors, and actions. Users can connect a library of hundreds of applications with pre-built connectors for cloud and on-premises applications and use a set of triggers and actions to develop business insights. The platform extends to various use cases with support for API management, RPA, AI and machine learning data services, ETL, B2B, and IoT. Workato fully manages the infrastructure of the platform to support an elastic and scalable platform. The architecture provides near-linear horizontal and vertical scaling, resource provisioning, and load balancing to maintain data integrity during traffic upticks.

In 2021, cloud-based solutions will continue to grow as work-from-home environments become the norm, and companies will look towards supporting remote work to maintain

business operations. Companies will need iPaaS solutions to create a single source of truth in a diverse ecosystem of applications containing data on customer behavior, business processes, and employees. Nucleus believes that Workato will provide companies with an all-in-one solution that tackles issues from the Sales and Marketing departments to IT and Engineering departments. In 2021, the consolidation of resources will be a crucial factor for many companies, and Workato is well-positioned to address these modern iPaaS requirements.

ZOHO

Zoho provides customers with solutions that cover a wide swath of enterprise use cases, with applications for HCM, analytics, CRM, ERP, and digital infrastructure. The vendor continues to focus on growth and constant product innovation to cover more areas of functionality. Strong integration between modules offers users a cohesive suite experience across business processes. Zoho performs well among small and mid-sized business (SMB) customers, especially those operating globally, but has recently shifted focus to continued growth in the United States. As customers become more familiar with the Zoho brand and become acquainted with its broad functionality, continued growth is expected. Upon reviewing past ROI case studies, Nucleus found that Zoho solutions are more cost-effective compared to competitors in its respective markets. This, combined with other benefits such as ease of adoption, make the platform an attractive option for customers looking to move operations in multiple areas into a singular suite of products.