ignio

blueprint

In This Issue...

Welcome

First and foremost, COVID-19 has become a reality and whether we like it or not, we have to learn to live with it. I hope everyone is staying safe and following guidelines. Remote work and SBWS is not easy especially for many of us used to sitting with our teams and having lunches together, but we all have learned to adapt and it is very encouraging to see us take on the work remote role with the same enthusiasm and passion that we are used to.

We as a business unit are not immune to the challenges of the global economy, the last 2 quarters have seen muted growth than we are used to, but we are steady and stable and ready to take on the new normal, whatever and whenever that is. We added 10 brand new customers taking our total count to over 180. We have another 18 partners spread across the globe helping us reach wider and deeper into organizations of all shapes and sizes. We had 12 new Go Lives in Q2 and a total of 8 customers are on our SaaS platform. Moving our customers to SaaS represents a huge opportunity for us as we free up customers from worrying about ignio installation and configuration and into a consumption-based model where they can focus on the value delivered. This is a win-win for both and 2020 will mark the year when we pivot from primarily on-prem mode to SaaS as the default mode of deployment.

We have trained close to 3,000 associates across customers, partners, Digitate, and TCS and now have 225 ignio-certified professionals. Everyone involved in deploying/configuring the product has to get certified and you will see a renewed focus on this in the coming months.

In terms of market recognition, being ranked #37 in the top 100 software companies by the software report is a huge pat on the back for us. Achieving this feat in just over 5 years of our existence is an indisputable validation of our product and strategy and spurs us to ascend even greater peaks in the coming years. We were included in the Gartner Hype Cycle AIOps vendor in Aug 2020, in IDC's WLM Fastest-growing WLM Software in Aug 2020, and as a "Value Leader" in EMA's AIOps Radar 2020 along with an Analytics-Automation Handshake award. Awards and recognition are a testimony of our vision and proof of our hard work.

In terms of product, the GA release of ignio™ AI.Assurance was a major milestone and shows the years of hard work that we have put in to make this product market-ready. We had multiple other major and minor product releases. TCS's SBWS is now a force in itself and has set the standard in the industry on remote work policies. We are now covering over 300,000 devices in TCS across Windows, Linux, and Mac Operating Systems. We received two new patents in the last quarter again demonstrating the originality of thought in our teams.

Once again, stay safe and follow guidelines. Cheetah on SaaS is the way forward and every function has to scale up for the next wave of our growth. ◙

Akhilesh Tripathi
CEO

Editor's Note

I had to meet our IT Manager in the office recently for an update on my laptop that could not be done remotely. I could not believe it had been nearly eight months since we were physically in the office. What struck me the most was the quietness and lack of energy that used to fill the suite. While we were constantly busy with calls, meetings, and travel, the office was always filled with laughter and excitement that fed off of one another. When I got back to the home office, I couldn't help but look back at the photos I've taken and I just had to share some of them with you. Have a look at to see the collage we put together for you to reminisce.

Also featured in this edition is an article highlighting our exciting news in AR/PR on . To see the latest from the Digital Marketing team, have a look at . And in case you've missed any of our webinars, you can find links to each one on . To read more about our customer wins and go-lives, see . Go to for the latest from the Digitate Academy and for a spotlight on Alliance partner Champion Solutions. Lastly, don't forget to read the latest on our newest product, ignio™ AI.Assurance on .
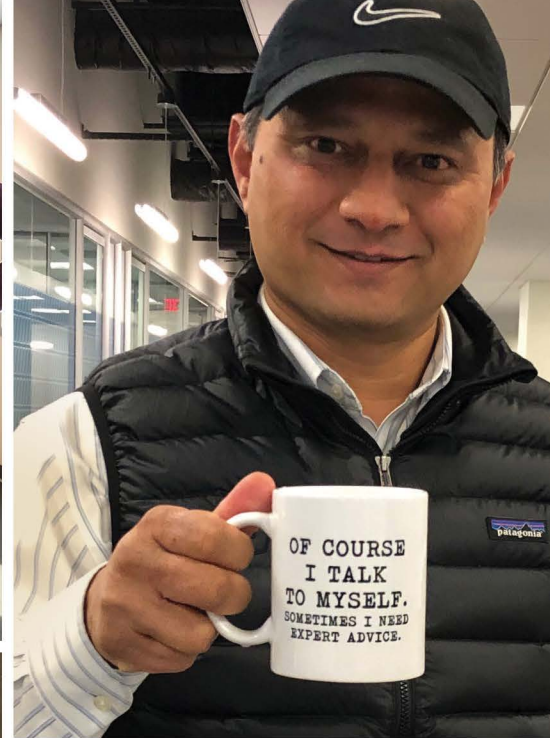
I hope you are staying safe during these months and enjoying the extra time with your families. I look forward to seeing you all again one day soon. ◙

Julie Ferrario
Editor in Chief & Global Marketing Director

Confidential
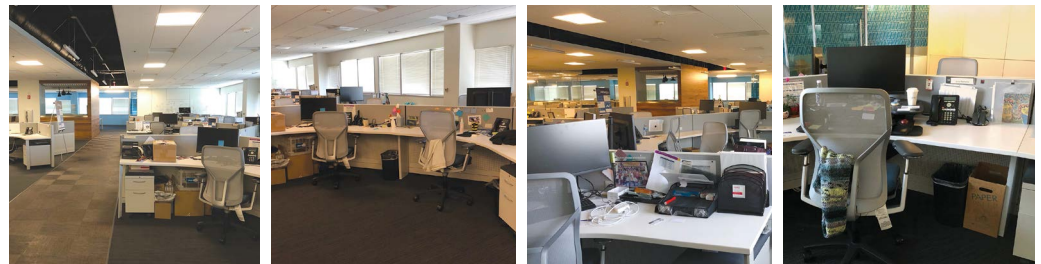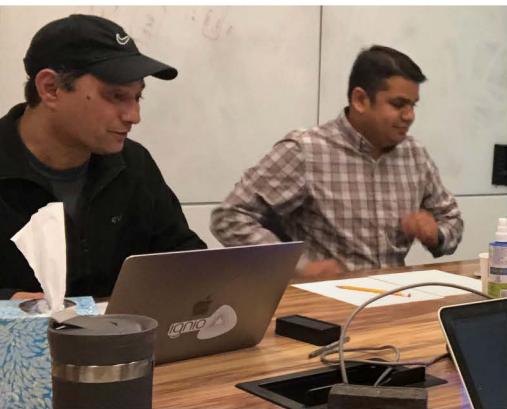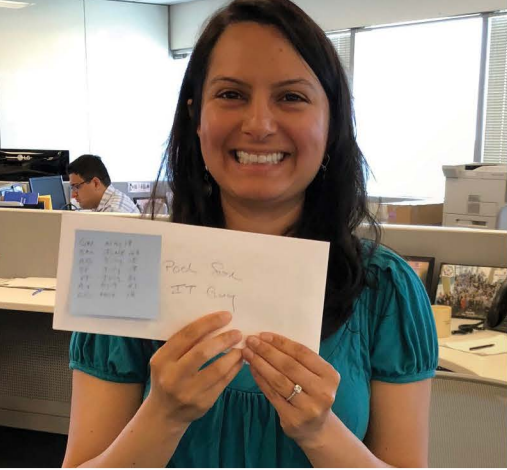
Significant Awards and Analyst Report Wins

By Johanna Penttila

The end of Q2 marks around six months since the start of the global work from home order, and the end date is still a moving target. In the absence of in-person events, the leading AR firms, including Gartner, Forrester, and IDC, have reported a surge in inquiry and briefing volumes, with all the vendors eager to have their voices heard in the new, digital world order. With the sudden and abrupt shift to online-only business, and facing tougher than ever competition on IT budgets, ignio has prevailed. Here are a few of the most significant Q2 wins for the Digitate team within Analyst and Public Relations.

A major analyst firm, Enterprise Associate Management (EMA), recently evaluated the 17 most notable AIOps vendors in their inaugural AIOps Radar report. ignio™ AIOps was one of the leading software products evaluated in the report with the highest value leader placements in the majority of categories. ignio received special recognition for its integrated automation capabilities and for successfully delivering its vision of autonomous IT operations. I invite you to download and read the report, which includes quotes from pleased ignio customers, from the Digitate website here and don't forget to also view the corresponding video here.

In Gartner's Hype Cycle for I&O Automation 2020, analysts Charley Rich and Pankaj Prasad highlight the increased demand for AIOps platform capabilities. Per Gartner, this is fueled by the growing need to intelligently drive the

acceleration and automation of IT operations functions through analysis of both historical and real-time data. Digitate is featured as one of the sample AIOps vendors in this report.

ignio's winning path continued in Q2 with a record number of awards, highlighting the fact that businesses around the world trust ignio's closed-loop, autonomous enterprise capabilities to help them create better user experiences while maximizing business benefits. The prolonged work from home situation has caused demand for end user experience management solutions to skyrocket, and ignio™ AI.Digital Workspace took home the International Business Awards Gold Stevie award, with high remarks on innovative usage of AI and ML.

And finally, in July, Digitate was ranked 37th in a prestigious Top 100 Software Companies list that included the most important and impactful software companies around the globe. Digitate was recognized for its rapid growth and market leadership by a judging panel comprised of customers and industry professionals.

You can read more about both award wins on our Newsroom page here.

Way to go, team Digitate! ◨

Product Marketing Update

By VS Joshi

A little more than a year ago, the Digitate leadership team took a decision to build a Product Marketing group. For a 4-year-old technology company this was not necessarily a default decision. So, kudos to the members of the leadership team who created the this group!

Although the team members (a couple of them fresh out of MBA school) were new to B2B product marketing, new to their respective domain, and had never worked with each other before, the team quickly came together as a cohesive unit. We defined our charter, goals, and processes. We continue to have daily meetings and set ourselves to the task of working with people from other functions to deliver "stuff". Positioning, Messaging, Content creation/orchestration and Sales enablement remain some of our important deliverables.

In addition to delivering closely on the goals of:
- One social media post per day
- One blog post per week
- One long-form content per month

## WHAT content is available?

The group has already delivered 200+ pieces of marketing materials. The infographic to the right (for just one product) will give you an idea of the type of collateral this group has produced. It includes content that can be used internally and externally—customer presentations, brochures, day in a life documents, competitive battlecards, and more!
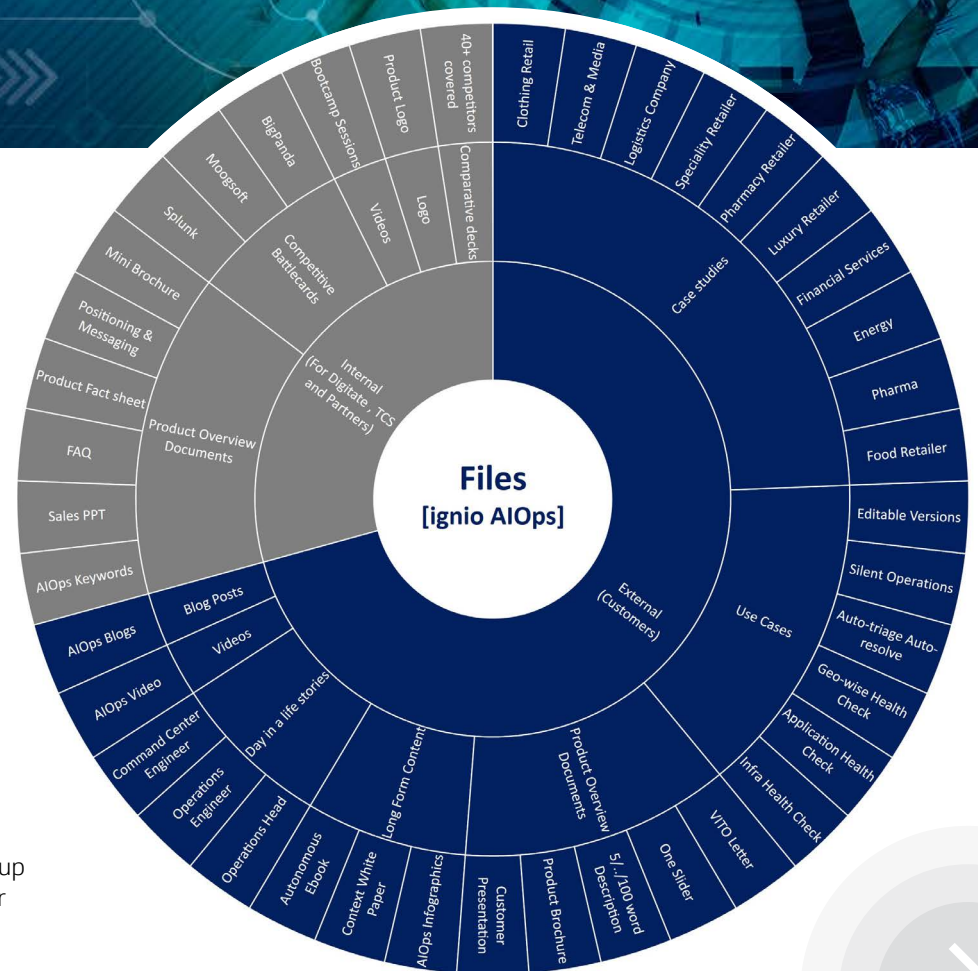
Files
[ignio AIOps]

WHERE is this content available?

All of the content is available on Microsoft Teams under the [Digitate Product Marketing Channel](#) as shown below. Once on the specific product channel, click on the Files tab at the top of the page.
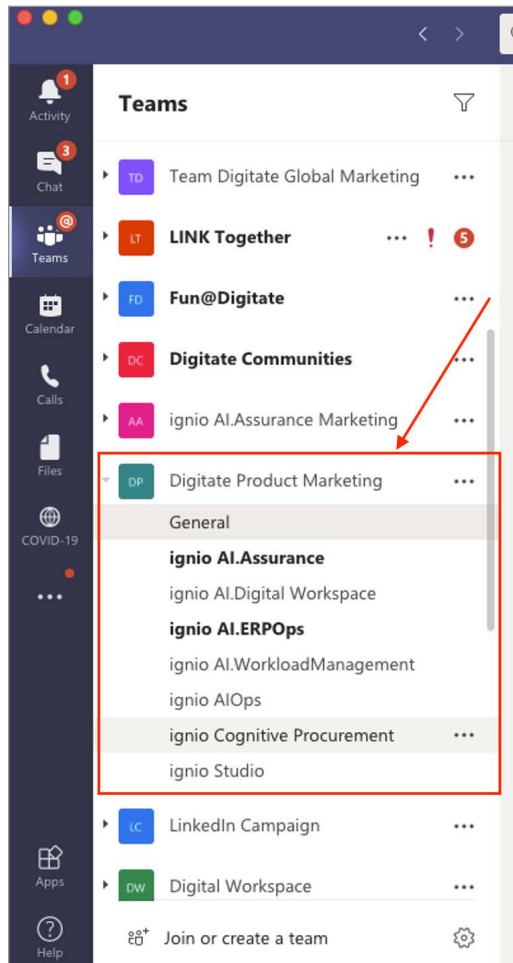
WHO is the content meant for?

Although the content is predominantly for the Sales function, all functions have access to it. Pre-sales, Client Services, Alliances, Corporate Marketing and Academy groups are already using it as foundational and base content for their downstream deliverables.

Please do let us know if there is some specific content that you are looking for that will help you in achieving your goals. We will be more than happy to include that in our priority list. ◻

You can reach out to us here:

Global Head of Product Marketing	**VS Joshi** vs.joshi2@digitate.com
AIOps Product Marketing Manager	**Shalini Poddar** shalini.poddar@digitate.com
AI.WLM Product Marketing Manager	**Dr. Maitreya Natu** maitreya.natu@digitate.com
AI.ERPOps Product Marketing Manager	**Sayali Pagrut** s.pagrut@digitate.com
Cognitive Procurement Product Marketing Manager	**Amol Bhosle** amol.bhosle@digitate.com
AI.Digital Workspace Product Marketing Manager	**Rahul Apte** rahul.apte1@digitate.com
Assurance Product Marketing Manager	**Priya Mohankumar** vasanthapriya.mohankumar@digitate.com

Digital Marketing Highlights

By Shweta Singh

> **"** *"A brand is no longer what we tell the consumer it is —*
> *it is what consumers tell each other it is."* — Scott Cook

LinkedIn and Integrated Campaigns

Digital ads are a principal touchpoint to reach B2B buyers who are spending more time at home in front of screens nowadays. The Digitate digital marketing campaign took advantage of the lockdown and launched the first LinkedIn global Awareness campaign in June 2020.

The campaign goal was brand awareness and brand recognition to position Digitate in front of our target audience. In this 8-week campaign, we promoted webinar registrations, the ignio™ AI.Assurance product launch, our partnership with Microsoft video, and the Gartner Market Guide Report. The campaign's primary KPIs were impressions and reach.

Our first LinkedIn campaign was established as a benchmark and achieved these metrics:

LinkedIn: 8 Week Recap (June 25 – August 22, 2020)

| **2.2 million** impressions	**1,722,839** audience reached	**70 MQLs** acquired globally	**8% increase** in followers

In October, we also launched a 12-week digital marketing campaign for ignio™ AIOps. It is our first integrated marketing campaign that includes Google Search, Programmatic, LinkedIn, and Twitter. The campaign is focused across nine targeted industries which will help in elevating our share of voice.

LinkedIn Campaign Creative Highlights:
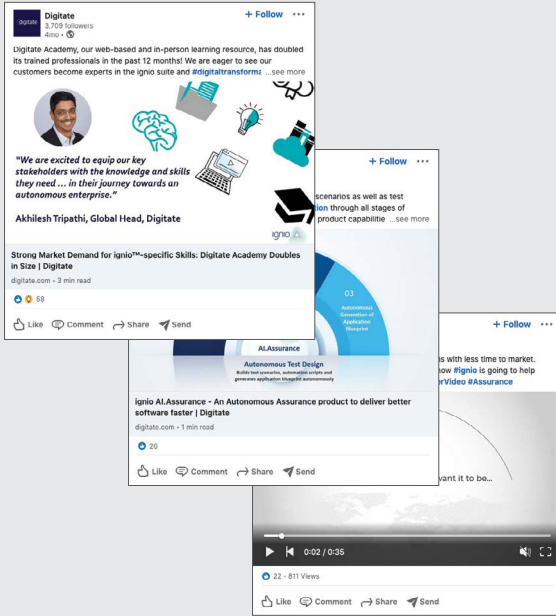
Integrated Campaign Creative Highlights:
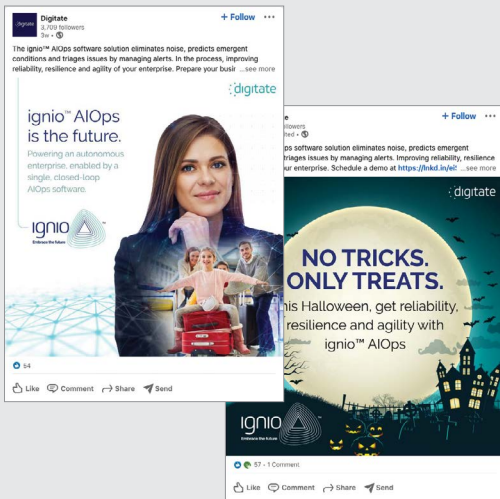
Integrated AIOPs Campaign Metrics: 12 Week Recap

| 9,222,750	2,524,611	45
impressions	video views	leads

Digitate Website Updates

With fall here and winter approaching, the Digitate web team gave a quick refresh to the website. Our website tech guru, Pawan Rajput, inspired and pushed us to deliver a new look all together. The Product Marketing team supported this initiative with the latest messaging articulation of Autonomous Enterprise and the Client Services team helped to quickly write the industry pages.

The new website will also be SEO-enabled to help improve search rankings, have responsive design for the best experience across various devices including easy navigation.
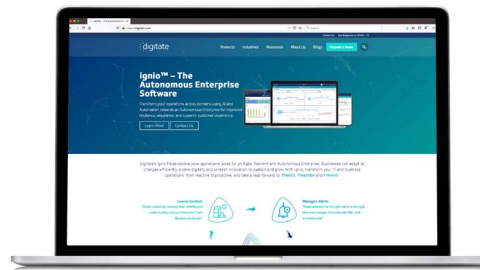
As we embrace winter frost, we plan to enhance the website even further with marketing automation tools integration along with several other usability improvements. Stay tuned for more on that in the next edition of this newsletter. For now, here is a link to the new site.

> *"Think about what the user is going to type."*
> — Matt Cutts

Have You Missed Any of Our Webinars?

By Julie Ferrario

Great news! Our webinar series is now featured on Digitate.com at digitate.com/webinars. Here you will find all of our webinars in the series including:

- Strategic Imperatives for IT Ops in Challenging Times – featuring guest speaker and Forrester Senior Analyst, Chris Gardner
- Predictive Workload Management Operations – Unraveling the Mystery
- Driving Resiliency-centered IT Operations
- Delivering Better Software Faster
- Real-time Procurement Analytics for an Improved Bottom Line
- Enhancing End User Experience with Self-healing Software
- And more!

Feel free to share these recordings with your customers and prospects, too.

Lastly, mark your calendars now for a very special webinar featuring Akhilesh Tripathi and guest speaker, J.P. Gownder, Vice President and Principal Analyst from Forrester, on Wednesday, December 9, 2020, at 11 am PT. It's an event you won't want to miss! Register here.

We look forward to "seeing" you online soon. ◘

Mark your calendar for this very special live webinar!

Date: Wednesday, December 9, 2020   **Time:** 11:00 am PST

featuring:

Akhilesh Tripathi
Chief Executive Officer, Digitate

J.P. Gownder
Vice President and Principal Analyst, Forrester

It's an event you won't want to miss!

Register Now

New Customer Wins

By Abhishek Bhattacharya

We closed off Q2 in style with 10 new customers logos added. Here are some of the key highlights:

- A Dutch health & nutrition focused multinational corporation has chosen ignio™ AI.ERPOps to improve resiliency and bring in more proactive and predictive SAP operations. ignio ERPOps will improve business outcomes by contextual learning, alert management, service request fulfillment, incident handling and proactive optimization of operations, leading to prevention of business failures.

- A world-leading food retailer based in the Netherlands has chosen ignio AI.ERPOps to make their SAP Operations predictive and proactive. ignio AI.ERPOps will help bring improved business assurance and enhanced customer experience through proactive incident handling and prevention of business failures.

- Once of the world's largest food and beverage companies based in Europe has chosen ignio AI.ERPOps for a pilot. This customer has a massive supply chain environment and is experiencing multiple business disruptions due to integration failures in its ERP environment. This pilot will demonstrate business assurance in the supply chain processes through proactive monitoring and resolution of these failures and ensure business continuity.

- A world-leading Automotive company based in North America selected ignio™ AIOps to transform infrastructure operations and deliver agility and superior customer experience.

- A leading Coal producer in the US has selected ignio AI.ERPOps to automate their ERP support operations and improve system reliance and resiliency.

- An American Italian Automotive Manufacturer has selected ignio AIOps Software to make their enterprise application support and batch job management more resilient and predictive.

Client Services Go-Lives

By Abhijit Deshpande and Nirupam Sarkar

For one of the major multination electric utility companies of Europe, ignio™ went live to manage their SAP Operations handling B2B area (billing, payment rejection, missing meter readings, delayed contract initiation, and fraud detection). ignio has started to deliver value to the customer through reduction of penalties due to payment rejections and reducing revenue realization losses. ignio™ AI.ERPOps has created a blueprint of key business processes, health-checks of transactions in SAP and proactive anomaly detection and resolution.

For a global Pharma and medical devices company, ignio has gone live for its SAP Operations managing key business processes of Supply Chain Planning, Make & Deliver and dispatch of medical devices. ignio AI.ERPOps built a contextual blueprint for these key business processes, is capturing normal behavior, detecting anomalies across the transactions, providing fixes to proactively identify the issues and resolve them. This has built resiliency and reliability in their entire system. It has also helped key business users like hospitals, distributors, manufacturing plants, outbound logistics partners and others with reduced manual intervention, better notifications, fixes for the orders, production, fulfilment and shipment.

For a large department store company, ignio Always-On-Store (AOS) solution has gone live for all stores. ignio Always-On-Store has deployed a Ready-for-Business geo-coordinate based interactive dashboard showing a detailed view of the health of the store servers handling network, databases and key services like Point-of-Sale (POS), printers, scanners and other peripheral devices at each store. The dashboard completes the Ready-for-Business checks of all stores within 20 minutes every morning. This gives Ops and Business teams assurance on store openings without any application and infra issues.

ignio is now live for a major Electrical Supply Company of California, with ignio AIOps™ and ignio AI.ERPOps covering infra operations, Event Management and SAP operations. For infra operations, ignio manages the alerts from various infra towers resulting in noise reduction and autonomously resolving the issues. As part of our COVID-19 Response Solution, ignio reduced cycle times of various requests from a few days to less than 20 minutes. This has enabled Work-from-Home for Outage Management teams comprised of Field Crew and Customer Call Center teams.

ignio AIOps is also live at a major multinational oil and gas "supermajors" and the third-largest company in the world. Integrated with their ITSM tool, ignio will intelligently monitor and automate service desk operations spanning 74 countries with 130,000 users. They can now deliver superior customer experiences, reduced MTTR, enhanced employee productivity and improved operational efficiencies. To date, ignio has resolved > 7,000 service requests autonomously, which is 85% of their ticket volume. ignio has also reduced their MTTRs from 15 – 20 minutes to just 2 – 3 minutes.

Gain ignio Competencies with the Digitate Academy

By Manisha Ojha

The Digitate Academy is a comprehensive platform that facilitates trainings and certifications on the entire ignio suite. We aim to impart an immersive training experience and help build expertise in the industry. The Academy enables you to automate IT operations by acquiring competency on ignio functionalities diversified across different domains such as digital, business intelligence, retail, supply chain, and so on.

Our Offerings

The Digitate Academy's trainings and certifications are standardized to deliver the specific requirements of users and other stakeholders such as channel partners, implementation, and support teams.

Our training programs are designed in collaboration with product experts to offer an immersive, hands-on learning experience, and the opportunity to explore ignio's functionality and its applications.

Learners can choose the training and certification programs that are best-suited for their needs including:

- Instructor-led trainings
- Virtual trainings
- ignio certifications
- Training Documentation

Our Initiatives

To augment the learning experience beyond trainings and certifications, the Digitate Academy organizes product webinars throughout the year. Apart from this, we also have an exclusive learning management platform where learners can enroll for virtual trainings, manage their certifications, learning history and collaborate with co-learners, product experts, and faculty.

Future Roadmap

The Digitate Academy envisions and aims to enable maximum people with ignio functionalities across the globe. Let's have a look at some of our upcoming future strategies:

- Set up a robust and more efficient LMS to offer a smooth and hassle-free learning experience
- Institute learning paths and role-based certifications for the learners
- Deliver new self-learning modules with immersive learning experiences

> "*The hands-on and user stories were very much helpful in delivering and better grasping the course material. Overall, the training is very helpful in understanding the basics of ignio.*"

Facts and Figures

The Digitate Academy witnessed rampant growth in the number of trainings and webinars compared to 2019-20. In the first two quarters (2020-21), we trained close to 2000 associates on ignio and its products via virtual ILTs and 5,000+ associates via WBTs. Likewise, we noticed a significant growth in the total number of ignio certified professionals which stands at 454 for both ILTs and WBTs as of the publishing of this newsletter. We have also been conducting product webinars throughout the year disseminating basic knowledge of the ignio suite of products.

AT A GLANCE

Year
2020-2021

Associates trained on ignio and its products via virtual ILTs
2,000

Associates trained via WBTs
5,000+

ignio certified professionals for both ILTs and WBTs
454

To access the training & certification programs

For Instructor-led Trainings

We follow a three-step process to ensure that we cater to all instructor-led training (ILT) requirements for each account:

Step 1 – The Leadership team submits a Training Needs Analysis (TNA) and Projection Report from each account through a designated SPOC. A designated portal funnels in these requests.

Step 2 – Requests are prioritized based on business needs and a calendar is devised based on infrastructure, logistics, and faculty schedules.

Step 3 – Individual nominations are received via forms published on designated portals for prioritized accounts / customers. Training invitations are sent to the respective individuals.

For eLearning Courses

eLearning Web-based Training (WBT) requests can be requested via the following links:

1. If you are a Partner / Vendor / Non-TCS employee, click this link to select a desired WBT.
2. For TCS employees / Accounts / Customers, click this link to select a desired WBT.

Once the request forms are received, the desired courses are allocated within 3 working days.

For any questions related to the Academy programs, please complete the 'Training Inquiry Form' on the Digitate Academy website at the end of the page or reach out to us at Digitate.Academy@digitate.com.

> " *Excellent training! A stepping course into the world of Automation and AI. It was very well organized. The course started and completed on time. The trainer really was a subject matter expert. I enjoyed the course. Great job ignio Team!"*

> " *The material provided over the ion platform was excellent. Thanks for creating such good content."*

Champion Solutions Group

By Allister Richards

Digitate is excited to introduce you to one of our newest VAR partners, Champion Solutions Group (CSG). CSG was established over 40 years ago in Boca Raton, Florida, USA and has over 5,000 active clients globally. CSG focuses on mid-market and enterprise customers in Retail, Manufacturing, Finance and State & Local and counts Office Depot, Rack Room Shoes and Bridgestone Tires among their customers.

Champion historically was focused on IBM and other enterprise hardware vendors but have since transitioned recently to annuity-based cloud, software and services solutions with their Microsoft Azure business being one of their strongest areas of growth. CSG have been on the acquisition hunt and recently acquired ServiceNow/Splunk Partner, Systemic, and Florida based VAR, Direclogix, pushing their revenues to over $135M and employees to over 140 (60% +technical) across 14 locations in the Southeast of the United States.

Digitate is a new vendor for CSG and together we recently closed a large, net-new ignio™ Cognitive Procurement opportunity with a large US Based tele-dentistry company which is a new logo for Champion Solutions as well. Senior VP for Strategic Marketing, Mike Piltoff highlighted how Digitate fitted into the strategy of Champion Solutions, "We are extremely happy working with the Digitate team. Our customers are looking to deploy AI, ML and Automation into their businesses but struggle to identify and prove the potential value these technologies can bring. Digitate can help reduce the risk and accelerate the sales cycle by providing a solution that has quantifiable benefits and is easy to deploy and prove. We look forward to building on our joint success with our other customers and prospects."

More information on Champion Solutions can be found at www.championsg.com. Feel free to contact digitate.alliances@digitate.com for information on how to leverage Champion Solutions in your accounts.

Transforming Software Test Automation with ignio AI.Assurance

By Vasantha Priya

In testing lifecycles, the focus of automation has always been restricted to test execution because of the need for repeated testing of the same entity in every build deployed in every environment. Although testing efforts may contribute to only 40% of the entire testing lifecycle for one iteration, the repetitive nature of this process has proved to be a major concern for automation.

Many tools available in the market today are focusing on this phase of automation; however, the latest quality report states that the industry has been able to contribute to only 20% of automation on average. This is because of the challenges faced in identifying the objects in the applications to recognize and evoke automation scripts.

The above-mentioned challenges in automation of test execution raised the following questions:

- Why is automation only considered at the tail end?
- Can automation be introduced in the test planning stage itself?
- Will it address the automation of test execution issues too?

These led to the development of ignio™ AI.Assurance.

ignio AI.Assurance enables end-to-end automation of the entire testing lifecycle, thereby addressing the issue at the test planning stage. It starts the automation with the generation of application blueprint and test scenarios, making test execution automation scripts its byproduct. This game-changing strategy has transformed software test automation, thereby reducing the majority of the steps in the testing lifecycle. ◻

Read more about ignio™ AI.Assurance

Watch the on-demand webinar

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Fall 2020 │ Issue 5

We would love to hear from you!
Reach out to us at contact@digitate.com

Learn more at www.digitate.com

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