



# HFS Hot Vendor: Tiger Analytics

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# Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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In the rapidly expanding market for machine learning (ML) services, HfS sees the service provider landscape scrambling. New start-ups, claiming to be ML experts, are emerging by the hundreds, while traditional data and analytics service providers are repackaging solutions and workforce to work in these new areas. Emerging from this noisy market is Tiger Analytics, founded in 2011 during what its founders call the "Gen 2" of advanced analytics capabilities. The company's key differentiator is its track record in the last few years as an advanced analytics specialist with growing ML credentials.

The founders of Tiger Analytics come from diverse backgrounds in analytics services and data mining and statistical modelling research for solving business problems. This helped the company find its roots with blue-chip clients, especially in the travel and transportation industries, where the founders had prior experience. Tiger Analytics' solutions work best for organizations where analytics is a mature function and has clear strategic value and presence across operations.

Tiger Analytics' emerging differentiation seems to be its talent development and culture. Operating in a market where the war for data scientists and data engineers is ubiquitous, the start-up has built a highly engaged team and has experienced less than 10% attrition. As the founders shared with HfS, "Our focus has always been to attract top talent and give them creative freedom. Our hiring process is very rigorous, looking for different types of talent than your typical firm." They emphasized that they consciously evaluate for bigger picture thinking in addition to tactical technical and data science skills.

Clients that engage with Tiger Analytics can easily perceive that strength across data engineering and complex ML and deep learning techniques. In particular, clients value Tiger Analytics' ability to take on new and untested challenges in areas like computer vision with the willingness to rapidly learn and bring different approaches to problem solving. Recent engagements include a deep learning solution that analyzes rail track video to detect issues warranting repairs for a rail road major and an AI solution that listens to physician-patient interviews to determine efficacy of drugs for mental conditions.

## HFS' take

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Tiger Analytics has created a niche for itself and will need to expand its vertical knowledge to credibly solve challenges for more industry verticals. It will also need to continue to invest in local presence to grow its analytics consulting work, which is proving critical for understanding client challenges. However, the provider's ability to foster a learning culture and pragmatically guide clients through untested ML use cases is differentiating. It was outlined as a key challenge for both service providers and clients in the HfS Smart Analytics Blueprint. In fact, our recent research into ML

development studied these current talent gaps in client organizations. Beyond technical training (ML applications, distributed computing, etc.), the biggest skills gap today is the ability to do creative problem solving, analytical thinking, and curiosity. Machine learning is increasingly being used to look at different combinations of data to create unique insights and improve operations, sometimes creating new capabilities for organizations. Tiger Analytics is developing its teams to take on these challenges of "Gen 2" data science.

## Vendor factsheet

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- Seven-year-old, self-funded startup
- Expertise in customer analytics, marketing science, and operations and risk
- Over 200 data scientists and big data engineers
- 25+ Fortune 1000 clients across industries
- Over 300 advanced analytics projects
- Headquartered in Santa Clara, CA with delivery out of Chennai, India

## Solution portfolio

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### Services

- Advanced analytics including ML algorithms to derive value from complex and big data
- Business insights
- Data engineering

### Solutions

- Customer science suite: packaged portfolio of major customer lifecycle analytics use cases
- Market mix planner: packaged portfolio of marketing decision-making models

## Industry coverage

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Tiger Analytics has industry expertise concentrated with clients in a few verticals including:

- Hi-tech (Intel)
- Insurance (Maiden Re)
- Retail/CPG (Levi's)
- Transportation (TTX)
- Banking and financial services (American Express)

## Partnerships

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- Data science—SAS, Teradata, Hortonworks
- Data provider—Innova Market Insights
- Academia—IIT Madras



# About HFS

## Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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