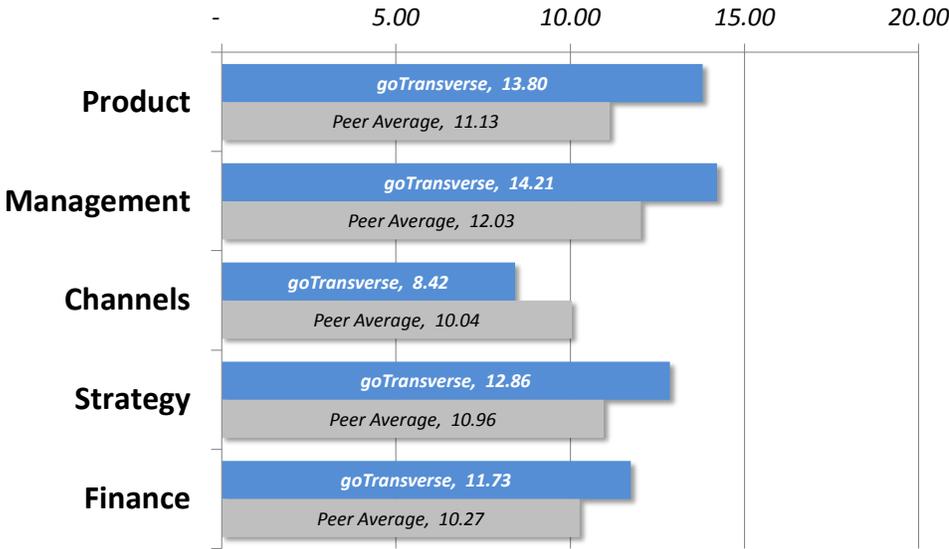


Company: **goTransverse** Market: **Billing Management** 9/25/2018 Outlook: **Positive** **61** out of 100

Summary: We upgrade the MGI 360 Rating of goTransverse in the Billing Management market from 60 to 61 and re-iterate a POSITIVE outlook. The product score increased from 13.38 to 13.80 reflecting improved feedback from references. Management score increased from 14.12 to 14.21 mirroring better execution. Channel score is up slightly from 8.28 to 8.42 with longer sales tenure translating into higher sales productivity. Company has had some rotation in its senior ranks and has added experienced new resources in product management and sales. Strategy rating improved from 12.52 to 12.86. goTransverse is benefiting from better overall market recognition and a more visible brand. The company is also benefiting from good relationships with major cloud vendors like Workday and Salesforce and expanding alliances with SIs such as Cognizant, Accenture, et al. The Finance score remains unchanged at 11.73. Company win ratio remains high as it competes effectively versus its immediate peers and against larger players such as Oracle and SAP. The key challenge for the firm remains in broadening its channel and scaling up marketing. Use Case: Companies seeking sophisticated recurring revenue monetization capabilities across a mix of physical and digital goods and variety of pricing modalities.

Rating Detail	Actual	Peer Average
Product	69%	56%
Management	71%	60%
Channels	42%	50%
Strategy	64%	55%
Finance	59%	51%
Total Rating	61%	54%

MGI 360 Ratings Company vs. Peer Group Average



Markets: Complex recurring revenue scenarios, A/R Automation
Customers: Instacart, Engie, HPE, Snowflake and
Revenue: \$16 Million MGI est
Profitable: No
Growth Rate: 50.00% MGI est
Market Cap: NA private
MGI 10K: N/A
Founded: 2008
HQ: Austin, TX

Company Description:

Company ID: **TRAN** Market ID: **BILL**

goTransverse is a cloud-based billing solution aimed at organizations with a wide array of billing scenarios - from B2C subscriptions to complex B2B usage scenarios involving a mix of digital and physical goods. The TRACT product can be configured as either a rating engine or as a full A/R sub ledger. Senior management hails from the traditional on-premise, high volume, complex telecom billing companies, and brings domain expertise in billing, revenue recognition, and enterprise-scale processes and systems. The company has 41 customers of which 8 are still in implementation. The firm raised approximately \$90 million in funding and employs 134 people.

Competitors:

Aria Systems, Billing Platform, BluLogix, Ericsson, Logisense, Netsuite, Oracle, Salesforce, SAP, Zuora

About MGI Research:

MGI Research is an independent industry research and advisory firm focused on disruptive trends in the technology industry.

Through subscription research, advisory engagements, industry studies and ratings, MGI Research helps clients identify opportunities for reducing IT costs and minimize technology risks. MGI Research analysts work closely with user organizations to create practical strategies for new technology initiatives such as mobile, virtualization, SaaS and cloud computing and make timely go/no-go IT investment decisions.

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MGI 360 Ratings is a comprehensive system for evaluating technology companies. IT organizations use MGI 360 to track suppliers, assess purchasing risks and identify promising new vendors. Vendors utilize MGI 360 to track their markets and evaluate partners. Institutional Investors use MGI 360 for independent assessment of tech companies. MGI 360 ratings help lower costs, save time, reduce risks, and identify new opportunities.

The MGI 360 ratings are on a scale from **0 to 100** and reflect company opinions of MGI analysts in five key areas on a scale of **0 to 20**:

- PRODUCT:** How strong is the product competitive position
- MANAGEMENT:** How competent and experienced is the management team
- CHANNELS:** Does the company have a sales capability and channels needed to bring products to market
- STRATEGY:** Does the company have a realistic view of the opportunity and a compelling strategy for success
- FINANCE:** Is the company growing and profitable.

Each of these key criteria is subdivided into numerous sub-categories. In total, over 149 criteria are combined to generate an MGI 360 rating in each specific market space. Companies can have one or more MGI 360 rating - one for each market. MGI 360 ratings are revised as important developments occur. While the MGI 360 rating process is comprehensive, this scoring system is not meant to be a predictor of company solvency, liquidity, absence of accounting fraud or stock performance. Access to MGI 360 Ratings is by subscription.