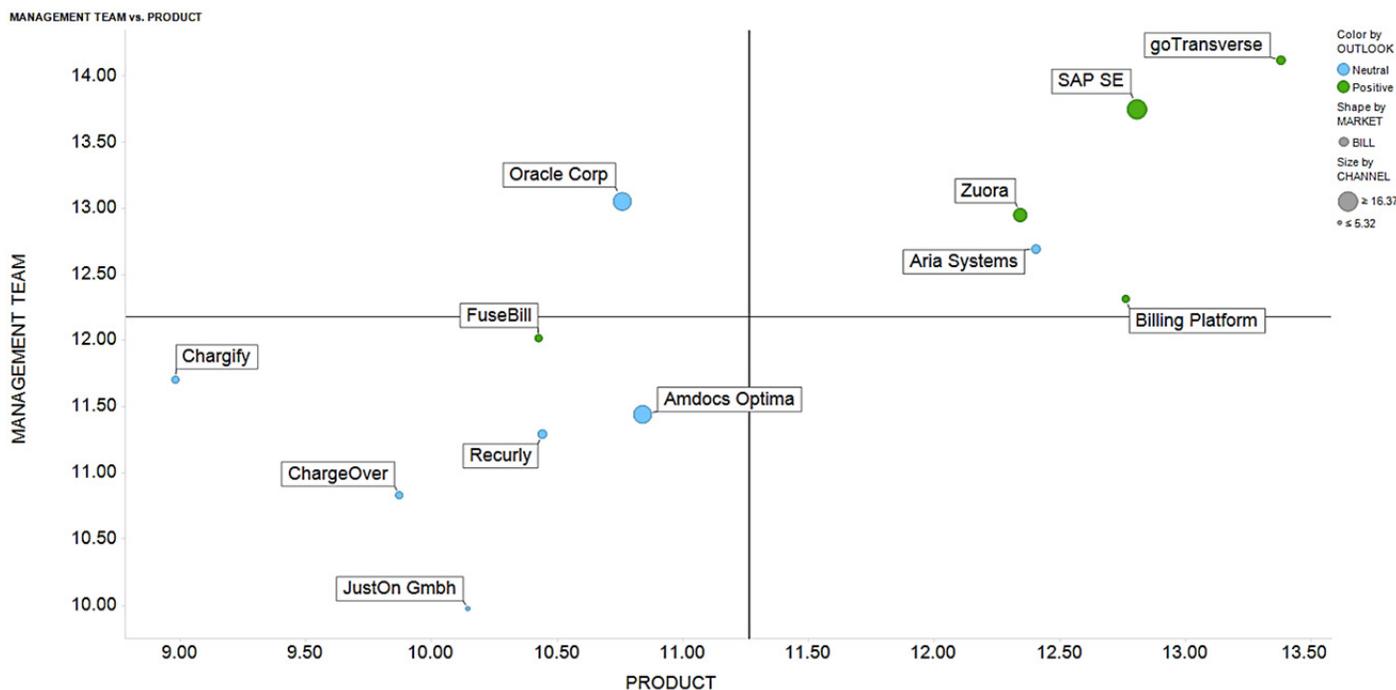




MGMT TEAM vis-a-vis PRODUCT

4Q2017 – Select Agile Billing Suppliers



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Figure 1 - MGI 360 Ratings - Management vs Product scores 4Q2017

Summary

This Commentary puts a spotlight on how the MGI 360 Product scores of various Agile Billing suppliers match up to their Management score. This provides additional analysis and insight into how various Agile Billing Suppliers stack up in two of the five sub-segments in the MGI 360 Ratings. Clients use these analytics and the overall 360 Ratings as part of the vendor evaluation process and to monitor the on-going health and viability of billing suppliers. MGI Research is recognized for having the most comprehensive, independent analysis based on the only quantitative research methodology in the business.

The data is extracted from the current database of MGI 360 Ratings. The results are plotted in Figure 1. MGI Research rates suppliers using a quantitative methodology that scores over 150 unique data points. The major

areas of evaluation include Management, Product, Financials, Channels, and Strategy/Marketing. The Management segment evaluates the overall talent of the company – from the board of directors on down, and assesses the current and past track record of the entire team, its ability to set and meet business objectives, the alignment of the team, and its completeness. The Management score also considers the breadth, depth, domain experience, and technical expertise of a company. In the Product area, the 360 Rating focuses on how innovative and differentiated a given product is – e.g., does it have average functionality or does it have capabilities that stand out from the rest of the market. By plotting the comparison of segment scores, a useful picture emerges that helps to inform vendor comparisons.

In this example, the most recent Product and Management scores are compared. Organizations that are evaluating solutions and vendors use charts like this to determine which suppliers have the highest rated product and the top ranked management teams. It can also be informative when narrowing an evaluation between two or three specific vendors. For example, in the most complex, sophisticated enterprise billing environments today, the finalists are almost always among the suppliers that are top right quadrant of Figure 1. The Agile Billing vendors in the chart above DO NOT include all of the suppliers rated and under coverage. It does, however, include the top five companies when it comes to Management and Product scores.

Vendors with the most positive momentum going into 2018 include goTransverse and Billing Platform. Both are highly rated and carry a POSITIVE analyst outlook. goTransverse continues to demonstrate product leadership in its overall breadth and depth of its offering – and it has been adding to its management team. BillingPlatform’s metadata driven product is among the most elegant billing solutions and the company has made a number of key hires in the past 12 months. Zuora’s overall market position is relatively unchanged and it remains among the top suppliers. SAP’s score in Management is unchanged, while its Product score is weakening as it undergoes a major product transition. MGI currently has a NEUTRAL analyst opinion on Oracle and Aria. Aria has seen an exodus of talent in the past six months, and has been challenged in its product transition. Oracle has seen a decline in both Management and Product scores, as its latest product launch has yet to gain market traction. Fusebill has increased its management and product scores over the past 12 months.

Background

MGI Research issues independent ratings (“MGI 360 Ratings”) on technology suppliers. MGI 360 Ratings provide an objective, concise view into the overall relative strength of a vendor. Behind the single rating score are hours of research, data, and real-world inputs - e.g. proof of concept and product evaluations and negotiation outcomes. As part of the quantitative analysis of each supplier, 147 unique data points are scored across five categories – Management, Product, Sales Channels, Business Strategy and Marketing, and Financial Health. Each category is worth up to twenty points. Based on field research with clients, interviews with company customers, prospects, partners, and investors, the MGI 360 Ratings are summarized into a single score on a scale of 1-100, with 100 being the best. In the Management category, criteria like experience of the management for the given size/scale of the business, completeness and effectiveness of the team, and other items are evaluated. In the Product category, criteria that are evaluated include but are not limited to functional breadth and depth, how disruptive a product is (e.g., does it reduce TCO or increase ROI for a given business process), and what, if anything is unique and differentiated in solution.

MGI 360 Ratings are just one input that a company should include as part of an overall vendor evaluation. MGI recommends going deeper into the make-up of each score and ensuring that the appropriate vendors are evaluated for a given use case. Each vendor rating also includes the “Best Use Case” so clients can easily identify where a particular solution fits relative to the requirements.