



**THE
YEAR
BOOK**
2020-2021



Sagar Babar

Co-Founder & CEO,
Comsense Technologies

From the CEO's Desk

Hello Everyone!

Hope you are all well and have started your New Year Journey on a healthier, happier, and more positive note. I am glad to inform you that we all are also excited, energetic, and enthusiastic about 2021.

But before we take the new year head-on, it is equally important to look back at the previous year - be grateful for all that went well and learn from what did not.

2020- What a year it was! Not just us but across the globe, it impacted people, organizations, businesses, governments, economies, and every entity on this planet in unimaginable ways. While it did cause immense distress and disruptions of the highest order, together, everyone fought the disaster, and in the end, humanity won.

It is rightly said that when you hit rock bottom, the only way to go is up. We witnessed the same in 2020. The year marked the start of many new things – things we never imagined we could do or manage with or without. Staying home, working from home, virtual meetings, and using technology at grass root levels have become the new norm. The need pushed businesses to innovate solutions to keep themselves running, and eventually, many were able to sustain themselves. Yes, I do acknowledge many people and businesses could not survive the economic pressures. It pains my heart to think of all those who lost their lives, family members, or their means to earn, but what is life without a little hope! And I sincerely wish that we all only move forward to a better tomorrow!

Like everyone else, our journey at Comsense was also full of ups and downs last year. We lost a few deals, and some of our projects got stalled, but we managed to push ourselves, innovate and sail through. We managed to retain many of our customers and added new ones in the second half of the year. Luckily, the pandemic has pushed businesses to adopt and increase their focus on digital technologies giving us a much more open market to play around and grow. We hope that demands continue to show an uptrend and situations become more promising in the quarters to come. From our end, we will continue to strive for excellence as we have always been.

Before I leave you to read about the highlight of the previous year, I would like to take the opportunity to thank each one of you- our customers, partners, vendors, teammates, and my regular readers, for keeping your faith in us and supporting us throughout. You all are the most meaningful part of our journey. Thank you! And wish you all a prosperous 2021!



On The Tech Front

There is nothing more exciting for a Technology driven company than talking about tech, upgrading their own tech skill set, innovating, and bringing solutions that make everyone's life easier.

Being able to see the gaps and providing smart solutions has always been our strength. In 2020, we leveraged our capability to create a product that can handle the toughest challenge of marketing efforts – The Correct Email Id's!



As a Marketing Automation Solutions leader, we understand that the best marketing plans can fail if the email address is incorrect or not validated. Being exposed to handling 1Bn+ emails and 135Mn+ customer records, we knew how crucial it is to ensure that messages are not lost but always in the correct and active mailbox.

During this life-changing pandemic, we kept working and perfected our penetrative and impactful email validation resource - the Kleanmail. KleanmMail enables real-time email verification, maintains a hygienic contact list, and ensures data protection and privacy.

Kleanmail, as a tool, is already being used by a leading Asian insurance company to validate the massive customer base while looking to grow the customer engagement quotient by up to 18%. Thanks to KleanMail, the insurance company saved close to 23% of email marketing revenue.

Our Learning Champions

Our Strive For Excellence And Hunger For Learning helped our teams utilize their time for upgrading their skill set and knowledge base.

Sushant Pingale



Sushant is a crucial part of the Comsense Machinery. We rely on his technical expertise and efficient solutions. He made the best of 2020 by learning and adopting End to End DLT(Distributed Ledger Technology) Provisioning and Implementation Skill. He successfully implemented the same at a leading European Lifestyle Brand.

Amrutha Salunkhe

Diligence is her middle name. Amrutha is amongst the most hard-working people in our team. Her hunger for improving her Tech skills encouraged her to complete Resulticks Certification. It is a Next-generation data-driven, omnichannel marketing automation platform for real-time engagement



Neeraj Kumar Gogavale

Our fast-paced learner Neeraj dedicated a large portion of 2020 to self-development. He self-learned Python Automation Developer and Experience Analytics(Formerly IBM TeaLeaf). He developed an Automation program from scratch and implemented various analytical use cases across multiple sectors to achieve business benefits. He also helped Comsense save resource costs by automating daily WCA campaign activities.



Karan Mudliar

Karan is our go-to guy for any problem that needs quick resolution. Technology is his strength, and he, too, made the most of 2020 by focusing on self-development. He completed certifications of Acoustic and Resulticks, created and implemented 50+ customer journeys, Warmed 20+ IP's of various domains in B2B and eCommerce. Apart from improving his expertise in Integrating Marketing tools with Datamart's, he also created 25+ new use-cases for the Healthcare industry based Predictive Model.





On The Sales Front

The pandemic seems to be over, or is it?

Regardless, we at Comsense Technologies had a pretty hectic year, as we helped businesses take the right entrepreneurial calls amid the numerous indecisions. We put minimalistic pressure on our workforce or the core team to generate sales or close deals during this otherwise eventful year. But our company culture encouraged everyone to put their best foot forward. So, while we waited for our existing and prospective clients to recuperate and scale above the threats of this intimidating global anomaly, our teams tried their best to look for opportunities that kept them well engaged.

Contrary to our expectations, we connected with several leading business houses, as many were looking to leverage the challenges and convert them into growth opportunities.

What Kept Us Busy – Our WINS!

March-May 2020

We successfully closed deals for our Predictive Analytics and Campaign Automation Services for a leading retailer headquartered in the UK

A Singapore tech giant opted for our Campaign Automation Services to improve their campaign outreach and efficacy.

We also successfully closed 4 mid-level deals from the US and APAC regions in the eCommerce and Insurance industry.

June - August 2020

A US-based Footwear and apparel firm connected with us to build a single customer view with Multi-level and omnichannel campaign automation across hundreds of retails and e-Commerce stores across 5 regions. The overall solution would impact millions of customers across 13 countries in 3 continents.

We helped one of the world's top 500 banks headquartered in India to implement an automated platform that allowed data retrieval from their core system and triggered realtime communications.

We helped a top Indian Real-Estate Firm understand their drop-offs in the buying journey, assisting them in winning back the existing clients and converting prospective customers. We enabled them with a sturdy content management solution.

September - November 2020

Comsense, along with Aptude, won an End to End Digital Transformation project of Govt. of Rwanda and Govt. of Germany to create a single view of all their citizens and enable omni-channel government-related communications.

One of Comsense's long-term clients, a Sportswear firm, valued the Customer OS platform, realized the impacts, and extended the range of our contract to each of the 13 countries they are operational in.

December 2020-January 2021

One of the German multinational corporations that design and manufactures shoes, clothing, and accessories awarded Comsense the contract to implement its flagship platform - the Customer OS. Customer OS's AI Capabilities will get all Customer Data from disparate data sources into one central repository, run predictive models and multi-level omnichannel campaigns with real-time marketing performance dashboards

Despite our apprehensions towards approaching clients, we were pleasantly surprised by our existing customer base's generosity. In conclusion, the preceding year and even the current times have been like a steep learning curve for every individual at Comsense Technologies. While we did fare pretty well on the sales front, we expect to do so much better in the upcoming quarters.



On The Partnership Front

At Comsense, we have equally high regards for our partners, vendors, and clients. We believe in good partnerships – ones that are growth focussed, supportive, and mutually beneficial. We have been lucky to have some great companies as our partners in the past and we look forward to strengthening our engagements even more.

Though 2020 was not the best of the year for most businesses, what kept us mostly occupied and afloat were our partners – both established in the past and new ones in the making.

The top partners with whom we invested a lot of time this past year were **IBM, Acoustic, Resulticks, and Salesforce.**

Together, we conducted many virtual events, webinars, and training sessions for our team and our users.

There were various strategizing sessions on Tech Development, Joint Go To Market, and how we could support each other during those turbulent times. We are fortunate that the tough times strengthened our understanding with our partners, and we look forward to fruitful associations in the coming year.

A quick glimpse of how things went

comsense + acoustic
Bridging Technology & Business

The Essential Topic
MARKETING FOR CX LEADERS
SUMMIT 2020

Biju Nambar & Sagay Babar

SAVE THE DATE
THE CUSTOMER OS FOR MARKETERS
A Case Study Presentation

Register for Free!
Click Here >>>

Why Attend?

- 700+ Attendees - Heads of Marketing, Digital, CX and other business decision makers and marketing influencers
- Leadership perspective - strategy, efficient marketing, incorporation of new technologies
- Branding - New ways for branding that covers AI-based platforms, content creation and distribution
- Marketing technology & tools - Big Data analytics, AR & VR
- Customer centric - Loyalty, Experience

Key Takeaways:

- Understand why Predictive marketers are 3.9x more likely to report a higher revenue growth than the industry average
- Getting rid of data silos for good : Improve both conversion rates and CX with the AI-powered Comsense's Customer Operating System in flat 90 days
- How a CMO of a large organization brushed aside 18+ marketing platforms and adopted Comsense's Customer OS

Date : 24th June, **Time :** 14:10 Hrs (IST)

IBM
IBM Business Partner

WEBINAR

"Let us help you with your marketing attribution blueprint."

Biju Nambar, Co-Founder, Comsense Technologies

Run a data driven marketing engine without the "tech-ache"

16 September 2020 | 3 pm IST

acoustic + comsense





Events and Awards

Learning never stops at Comsense, and Winning is a good habit we want to sustain! 2020, like previous years, was full of learning and some wins too. Here's a quick look at the most productive events we conducted and participated in.

AI Mixer



Organized at Mumbai in association with Acoustic and Analytics India Magazine, the event addressed the diverse aspects of Single Customer View projection, Data convergence, Predictive Monitoring in campaign automation, and the futuristic role of AI-powered customer analytics with a special focus on BFSI segment.

Acoustic Training

Arranged for our internal team, this training-led event was an enlightenment session covering CX, Analytics, Campaign Automation, and other powerful tools, with insights offered by the organization's head honchos. The primary aim of this event was to prepare the new recruits for the complex cross-industry projects.



IBM Cloud Pak Analytic Training

Our newly onboarded Data-Scientists were trained by IBM's leading minds, Vamshi and Rajesh, on Cloud Pak—a fully integrated data and AI platform.



The Road Ahead Session

An insightful event with an exchange of ideas and strategies, this session was about gauging the Indian MarTech landscape by sharing the same lens with Brent Whitaker, SVP-Acoustic, USA.



The pandemic did not deter our earnestness towards conducting events and seminars. We scaled our resources and moved our interactions to the digital arena. **Webinars became the in thing!**

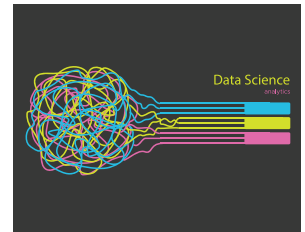
Economic Times Marketing & CX Leaders Interactive Session

Comsense and Acoustic participated in this summit where Sagar and Biju presented a case study titled "The Customer OS for Marketers". The summit attracted an audience of 700+ Marketing and CX leaders across India. Our presentation threw light upon Comsense's revolutionary AI-powered Customer OS that empowers marketers to transform CX in just 90 days!



#DSCongress

While the Aegis School of Business led the initiative, the virtual event saw Biju Nambiar, Co-Founder - Comsense Consulting, address the data science community as a preparatory keynote for surviving and acting up during the pandemic.



The AI Virtual Summit

Organized by TMAIS, this virtual summit had Biju Nambiar as a panelist where he talked about the applications of AI, Hyper-Personalization, Segmentation Strategy, Perfect Messaging, Right Timing, and Predictive Analytics to improve customer experience.



As the markets started opening, we paved the way for another productive **webinar based on proactive thoughts and analysis**. The central theme of the session was fuelling the **Data-driven Marketing engine without experiencing tech-aches on the way**. The webinar was organized along with Acoustic's Business Partner Leader Santosh Shrikant and Kavi Chaurasia, Business Head, APAC, Mystify.

The New Year started with the Comsense Team regrouping and reiterating the functional priorities. Considering the need to reformulate our strategies and operations, we planned our first physical meet in the month of January – **The 2021 Strategy Meet**

After a long gap, we all felt the need to be under the same roof to chalk out a detailed roadmap for the subsequent months. Thus came our first offsite for this year at Mahabaleshwar. We were amazed to see the resilience, flexibility, and enthusiastic approach of the Comsense family. We were able to put our strategies into concrete plans and, along the way, enjoyed the company of each other, which acted as a refresher for all. Of course, all necessary precautions were always in place and rooted in mind.

Awards

Nothing works better than an appreciative pat on the back, and that too when the going has been tough for several global firms. Amid the numerous professional and operational challenges, Comsense Consulting did manage to get some rewarding acknowledgment across diverse platforms.

Some of the most impactful ones, considering the state in which businesses were in 2020, include:

- Awarded a position on the list of top 50 Indian AI-focused startups as per the TMAIS report.
- Recognized by the Ionizer Magazine as one of the 5 most prominent startups with a focus on AI and an eye on driving an AI renaissance.
- Our co-founder and CEO, Sagar Babar was ranked in the Top 100 Digital Leaders list in the Impact Digital Power 100 2020. Impact Digital Power 100 list features business leaders who have pioneered the digital revolution in the country through their vision, passion & perseverance.
- One of Comsense's investor & director, Ghanshyam Ahuja, who also co-founded Copernicus Consulting in Singapore, celebrated Copernicus's 10th Anniversary on 12th September. It was a great on-line video get together where teams & customers from different regions celebrated from their respective locations.





Buzzing at Comsense

What's Life Without Some Fun, Activity, and Friendship!

And when at the core you have a team that is bonded so strongly, it doesn't matter whether you are working from home or on-premise; the electrifying buzz never fades off.

Take a peek at what all brewed at Comsense last year! And see how we distanced ourselves from the pandemic-induced negativity!

We always took in-house birthday celebrations and sporting events seriously before the pandemic showed its true colors, and we jumped on resuming them as soon as we started again!



Festivities and Cheer – We Love Them, We Live Them! Be it Holi, Diwali, or any local festival like Gudi Padwa, we are always enthusiastic and ever ready to deck up!

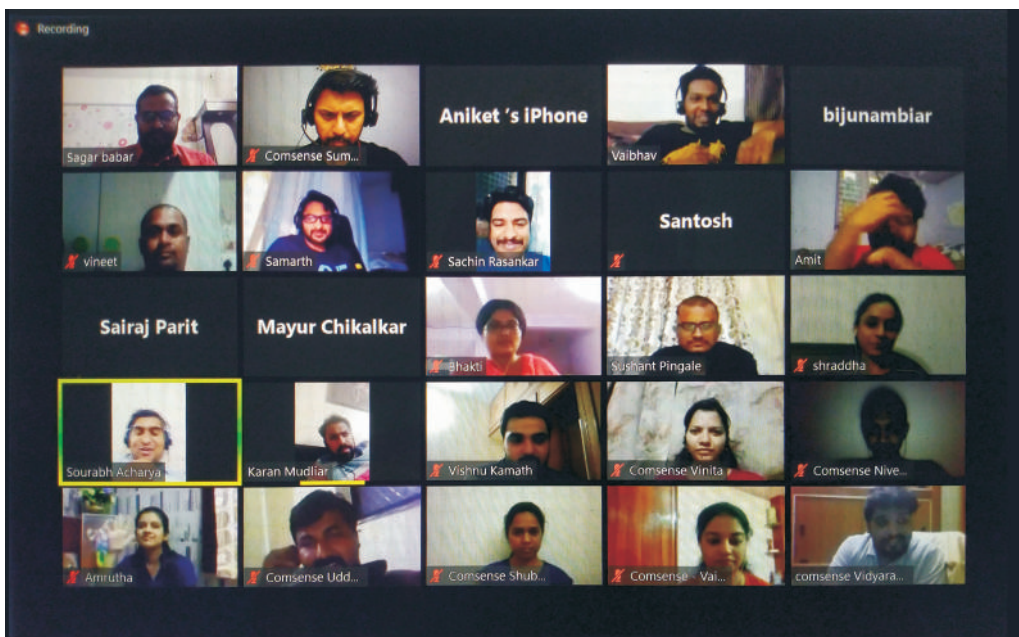


At Comsense, there is much emphasis on Spirituality and Holistic Development. Sagar, Biju, and Aniket, the Comsense Co-Founders, are also associated directly in the spiritual consortium, The Heartfulness Way, thereby setting an example for the core team and helping them to aim towards inner peace and being one with Self. At Comsense, it is our firm belief that people should develop at all levels, and the best productivity is achieved when people are mentally healthy and at peace.

We are good at celebrating Important Dates and Milestones – Just like we celebrated Independence Day, Our Foundation Day, and International Yoga Day conducted by Heartfulness Institute



The Corporate life is incomplete without a Friday All Hands. What if we cannot meet in person, the Friday fun should not suffer. Comsense leaders ensured the social distancing did not create distances in the team members' hearts and minds. Friday We organized the All Hands to keep the team connected by investing time in virtual gaming, discussions regarding health, spirituality, and more.



Something to Cheer About!

In November, 2020, as the team longed to come back, we inaugurated our new office in a traditional way by organizing a Pooja and a team lunch. The vibrancy of the new place is now double fold with most of the team members back at work. Our offices are buzzing again with laughter, togetherness, and overflowing creativity.



For the better part of 2020, we directed most of our positive buzzing to the virtual channels but hardly stayed out of touch with each other. This controlled approach eventually allowed us to stand together, yet again, in 2021.





Our Team Shone Bright

Look At How They Coped

The challenges of 2020 were phenomenal for everyone, but so were the innovative ways people adopted to overcome them. Our team members struggled too – some stumbled, some paced, some took help, yet others aided the weaker section, but in the end, each one came out victorious. Here's what each one says about their struggles and coping mechanisms.

Vidyaranya Kulkarni



I was always a team worker, so I initially struggled to work alone from home. I realized that I was unable to prioritize tasks and timings in this new normal. I sorted myself by being in constant touch with my colleagues and team leads, who guided me and helped me get back on track.

Vishnu Kamath

Working from home was never my thing because I love all the buzz and action at work. After the initial chaos that I felt post lockdown, I gradually settled down and adjusted to the flow. With extra time at hand, I decided to utilize it to build up my skillset. I improved my knowledge of futuristic skills like Machine learning and Business Analytics, and I can already see the results of investing time in self-development.



Shailesh Waghmare



While the new working model was easier for me to adjust to, what created havoc in my life was my entire family and I being infected with COVID-19. The panic, the physical challenges, and the overall stress of this unimaginable pandemic was the worst we had witnessed. Luckily, we recovered well by following all precautions and recommendations, and I hope the world comes out of this soon!

Pritam Patangrao

As the pandemic started taking the uglier shape around March- April, I had to leave the job and move back to my home town to be with my family. It was a dark and complicated phase where I was worried about my career, responsibility to my family, and everyone's health. I coped with pressure by practicing a lot of meditation and eventually started all over again. At Comsense, I found myself calm and much like family, making it easier to sail through the year.



Sumedh Pawaskar



2020 taught me many lessons on both the professional and personal front. At work, I wear many hats – Admin, Operations, HR, IT, and well, almost anything that needs quick resolution. Doing all that in a virtual environment was challenging. Add to it the need to keep the team motivated. It sure was a roller coaster ride, but I managed to sail through the pressures by maintaining a strong will to make things easy for everyone. On the personal front, I focused on my health, learned to cook new dishes, and kept my creative side active. As a hard-core trekker, bound to the house's four walls, I was initially quite uneasy, but I utilized my terrace to make the most of my fitness regime. This helped me achieve a balance.

Vinita Sonar

The toughest part of 2020 was to stay away from my husband for more than six months. I was with my family when travel restrictions were imposed. I never thought it would last so long. So while I missed him terribly, I made the most of the situation by spending quality time with my family, which is not possible most of the time. On the professional front, since I was fresher, I was full of self-doubt about independently delivering critical requirements. With immense support from my team, motivation from my husband, and extended help from the family, I managed to pull off my assigned duties and work beyond regular hours to complete crucial deliveries.



Sushant Pingale



The pandemic brought out the good Samaritan in me. The distress that COVID 19 had brought to everyone around, inspired me to encourage and empower the needy. I helped many people by providing them with groceries and medical supplies. I invested 200% of my time in fulfilling my responsibilities both on professional and personal front. It boosted my self-confidence, and I now know that we all can go beyond the limits we have set for ourselves.

Amrutha Salunkhe

Staying indoors and cutting down my social life was a major struggle during the last year. Since the lockdown and work from home started suddenly for us, it did not leave much chance for me to upgrade my Wi-Fi, which caused a lot of trouble during the initial months. A new media project at hand, with tightly scheduled campaigns and an unsatisfactory network at home. It was no less than a disaster for me, but I kept my cool, took assistance from colleagues for work, and somehow managed until everything was smooth again. I utilized a part of my time in upgrading my knowledge.



Vaishnavi Patki



It wouldn't be wrong to say that the lockdown's initial idea was fun as there was no travel involved, everyone was home, but soon reality dawned, and it wasn't exciting. With everyone working home, the internet bandwidth became a struggle, working hours became crazy, and health took a toll. Reaching clients and vendors and getting things done in time became more and more difficult. I would be frustrated most of the time, which impacted my health adversely. It is then I took charge and started playing badminton every day. I picked up my old hobbies of painting and sketching to divert my attention. In the end, things settled, and I was in better physical and mental health.

Shraddha Gite

My biggest challenge was that I was being given newer things to do. I was a bit skeptical about my capability to execute a variety of things in a virtual environment. But by working a little extra and focusing on important things, I managed to perform most of the tasks well. 2020 gave me an array of opportunities and instilled immense self-confidence that I can do anything that I put my heart into.





Corporate Social Responsibility

Comsense believes in the upliftment of the society and we try never to lose a chance of helping people in whatever big or small way that we can. We are a socially responsible organization and we do take our CSR activities seriously.

2020 brought out many opportunities for us to serve the community. Though we could not help out as many as we would have loved to, but we did our part to the maximum - individually and as a company.

Here are some of our CSR activities that positively impacted a few lives in the past year:

☮ Making every day needs met ☮



Extensive efforts to prepare and distribute essentials were put in by our Co-Founder Sagar Babar. The massive drive to hand-deliver 700 packets of essentials to 200 widows and 500 families situated in the strictest lockdown zone was quite a task as there were no suppliers or shopkeepers open to provide the essentials. However, with the help of our associate Clara Global School, we managed to conclude the drive successfully - returning home happy and content.

🌀 Learning should never stop 🌀

Comsense has always promoted the cause of education for all. We have been supporting children of Dyanankur School, located in Alegaon, a small village about 200 kms from our headquarters in Pune. For many years, Comsense has been supporting the holistic educational requirements of close to 350 students from that school as a part of our monthly CSR. Our CEO, Sagar, takes the lead in this activity and makes personal visits every two months to ensure the school's challenges are eased and their needs taken care of.

During the Pandemic, Comsense has phenomenally improved their contribution to Dyanankur School. Beyond monetary assistance, we ensured that essentials like uniforms, bags, and compass boxes were available to all children. We also provided them with desktops and laptops because we firmly believe that learning should never stop.



🌀 We inspire each other 🌀



At Comsense, we are lucky to be a group of good Samaritans who also work for the society in their independent capacity and space, apart from being active contributors to the company's cause. Sushant Pingle and Sumedh Pawaskar are two such fellows who need a special mention here. During the pandemic, Sushant walked the extra mile by providing groceries and medical kits to many people who were struggling around his neighbourhood. He actively participated in many such drives to empower the needy. On the other hand, Sumedh contributed by becoming a volunteer with the city police. He became the helping hand of these front-line warriors, giving them ideas, delivering food, and sharing their burden so that those men also got some rest and a chance to see their own families. We are very inspired by them both and salute their contribution.



The MarTech Horoscope

As we move into the new year, we must not forget the learnings from the past. 2020 taught us many important lessons about self, nature, health, society, and above all, the importance of freedom that we so easily neglect. It taught us that challenges are part of life, and at times, they can be hugely disruptive, but we must keep fighting, keep innovating, and always look forward.

With new hope and rejuvenated spirit, we look forward to what the MarTech industry holds for all of us in 2021. As a co-founder of one of the leading Marketing Technology Companies, here are my **Top 5 Predictions on MarTech for 2021:**

1. The Martech space is going to get all Sci-fi with machines trying to take over mankind. LOL.... Not really... but certainly, AI will play a crucial role in helping marketers eliminate redundant, repetitive jobs
2. The paradox of privacy: Personalisation will have little effect on privacy concerns and intentions to disclose personal information
3. Focus on superior customer experience will be paramount, and businesses will invest heavily in all aspects of 'contactless' services
4. More and more businesses will adopt the e-commerce route, and e-payments and e-wallets will see an upsurge in integration with front line and back end customer communication systems
5. Martech will be the hottest space for data engineers and data scientists and will be a preferred career choice

Overall, 2021 looks like a promising year for most businesses that have adopted or are adopting digital platforms and technologies for serving their customers. With smart, contactless, and efficient customer experience taking priority across industries, the MarTech space is sure to boom.

With that cheery thought, I would like to thank you once again for your continued support, and as a team, we sincerely hope to grow together and reach greater heights.

Have an enriching 2021!

- **Biju Nambiar**

Co-Founder, Comsense Technologies Pvt Ltd.



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