uKnowva Recognized as the

2021

Entrepreneurial Company of the Year

Indian
AI in Talent Technologies Industry
Excellence in Best Practices

FROST & SULLIVAN

Congratulations!

Frost & Sullivan is proud to present uKnowva with this year's Best Practices Entrepreneurial Company of the Year Award in the AI in the Talent Technologies Industry segment.

Frost & Sullivan's global team of growth pipeline experts continually identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As part of this on-going effort, we identify companies that consistently develop growth strategies based on a visionary understanding of the future, and, thus, more effectively address new challenges and opportunities. This approach involves deliberation of best practices and deployment of strategic analytics of best practices and the development of core analytics across the entire value chain of specific products and services. Against this backdrop, Frost & Sullivan recognizes uKnowva for its valuable achievement.

Frost & Sullivan reserves this recognition for companies at the innovation and growth forefront of their respective industries. These companies consolidate their leadership positions by innovating, creating new products, solutions, and services that serve ever-evolving customer needs. By strategically broadening their product portfolios, leading companies advance the overall market. Driving innovation and growth is never an easy task. Still, it is one made even more difficult by the strategic imperatives forcing change today, such as disruptive technologies, value chain compression, industry convergence, and new business models. In this context, uKnowva's recognition signifies an even greater accomplishment.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors) making critical decisions every day to support the organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments, and we wish you great success in the future

Sincerely,

Darrell Huntsman
Chief Executive Officer
Frost & Sullivan

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. uKnowva excels in many of the criteria in the AI in talent technologies space.

AWARD CRITERIA

Entrepreneurial Innovation	Customer Impact
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

Leveraging AI Capabilities Enhancing HRMS beyond HR: Intelligent Workforce Automation

Founded in 2008, a Mumbai-based entrepreneurial company, uKnowva provides a comprehensive and resilient artificial intelligence (AI)-based human resource management system (HRMS) for companies desiring to automate manual Human Resource Management (HRM) tasks. uKnowva offers end-to-end AI-based HRMS solutions that help HR automate and streamline their Hire to Retire processes and workflows. The solutions contain core features such as employee directory, contactless attendance, payroll automation, performance management system, and time management. It combines all of these features into a 360-degree console incorporating innovative AI technologies to provide a single pane of glass view and enhance the user experience.

uKnowva empowers its clients and their HR teams by giving them complete visibility of their respective workforces. The company offers a holistic solution meeting the overall HR needs of enterprises ranging from people management, customer servicing, invoicing, and corporate collaboration. uKnowva is revolutionizing the overall HR experience by managing teams, extending accessibility to employee data and other online applications, and providing customizations as per the client's needs.

The company has the unique capabilities of integrating AI with the talent management solution in robotic process automation (RPA), cognitive intelligence, and cognitive conversation. uKnowva created RPA interactions that integrate with the clients' existing systems, identify necessary data from the system, and customize tasks and outputs. AI in the HRMS solution captures insights from the data recorded within the talent management system. AI's primary use case functionality is that it generates a "happiness index" for the managers at the team level, providing insights on each employee's performance. It also enables succession planning based on various parameters like key result areas, past performance, skill sets, and interests. AI-based functionality within the talent management solution also allows sourcing and recruiting the right talent for the customers. The company enabled AI-based chatbot functionality through which employees can manage HR functions like leave applications and payslips for cognitive conversations.

> *"uKnowva offers end-to-end AI-based HRMS solutions that help HR teams from recruiting to retirement process, embedded with core features such as employee directory, contactless attendance, payroll automation, performance management system, and time management. It combines all of these features into a 360-degree console incorporating innovative AI technologies to provide a single pane of glass view and enhance the user experience."*
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> *- Ruman Ahmed, Best Practices Research Analyst*

One-Stop HR Portal

uKnowva impresses Frost & Sullivan with its efforts to fabricate the HRMS suite with the prime focus on employee engagement, thereby catering to the HR requirements across talent management, development, acquisition, and engagement. Keeping in mind the various HR requirements, uKnowva meets the needs by building core HRMS features.
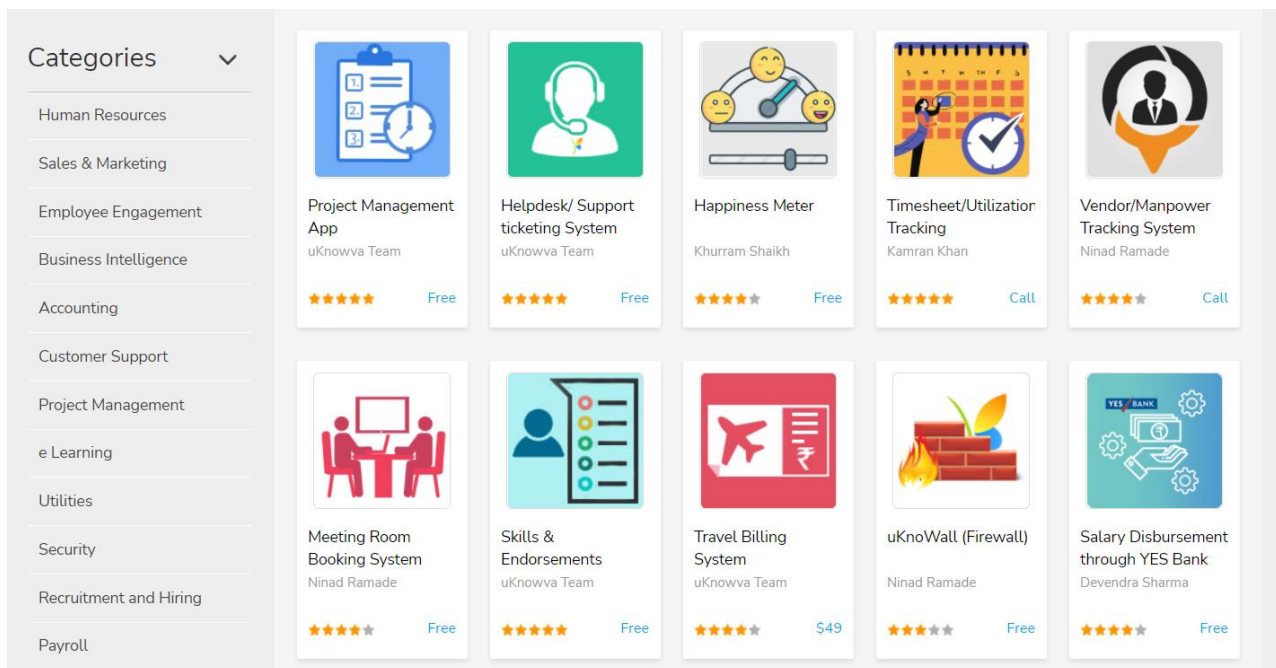
The company provides HR teams the feasibility to track employees' activities in real-time by monitoring attendance in a few clicks, tracking leaves and leave history, allocation and leave balance, and tracking productivity with employee time tracking software. The one-stop portal reduces the email overload of employee salary slips as it leverages a system to manage salary slips, sending payslips with designated employee folders. Automating workflow and manual HR processes reduces the chances of error and improves efficiency. The company empowers enterprises giving them the flexibility to access HR software from any device, anywhere, and anytime.

uKnowva also caters to the needs of government organizations with its self-service HRMS portal in compliance with the government regulations, taking care of HR requirements from the transfer, promotion, and recruitment to retirement. The company has an advantage as it offers cost-effective services which are integrable with other government systems (sevaarth and attendance.gov.in.). Frost & Sullivan notes that uKnowva provides features that are easily extensible and accessible across platforms and can be modified and configured based on customer's requirements.

Extension Store

Frost & Sullivan notes that uKnowva strives to make employee engagement a core HRMS feature and continually creates awareness around the feature. Most of the solutions available in the industry focus on talent management, development, and acquisition, whereas uKnowva, with its innovative solutions, emphasizes employee engagement. uKnowva's HRMS has an inbuilt intranet, an extensive collaboration tool that covers various services such as discussion forums, documents, polls, calendars, instant messaging, and extensibility. It offers capabilities similar to famous social media platforms for employees that capture insights and engagement activities.

uKnowva offers extension store features; these are useful AI-based add-ons where different HR-related functionalities can be plugged on top of the uKnowva solution. The store has add-ons related to happiness meter, timesheet utilization, virtual biometric attendance system, leave management system, project management application, helpdesk, vendor/manpower tracking system, and meeting room booking system to name a few. The company offers customization capabilities to clients to add/build their own capabilities on top of the core HR solution. The company provides various other extensions cutting across HR, sales and marketing, employee engagement, business intelligence, accounting, customer support, and project management. uKnowva impresses Frost & Sullivan with its distinctive features that bring transparency in work culture accessible from anywhere and customized based on the user requirements.

Glimpse of the Extension Store, https://uknowva.com/extensions

uKnowva helps employees rate their day; the insights captured give the HR teams visibility over the employees' satisfaction and are highly beneficial to track attrition rates. The virtual biometric is a simple plugin for remote working setup and reduces the dependency on biometric machines; the plugin helps employees punch in from anywhere and monitors the users' attendance. The extension store with its unique plugins is disruptive. The company recognized the industry gap in systems that focused entirely on talent management, development, and acquisition; uKnowva quickly grasped this opportunity and actively focused on employee engagement.

The distinctive extensions are bundled along with the portal, which enhances the capabilities of HRMS. uKnowva successfully addressed the gap of eliminating the need for using any third-party or external features that are not available in the current solution. One such example is the meeting room booking system; enterprises were dependent on the obsolete method of booking meeting rooms through calendar invites with a backend administrative team managing these emails. Moreover, with the advent of COVID-19, uKnowva extended its capabilities with its latest plugin, the COVID-19 tracker. uKnowva was quick to address the need of the hour by helping organizations track their employees' wellness with a dashboard monitoring the employees who tested positive, employees that recovered, and even those who were vaccinated.

Enhancing Customer Value

The company's AI-based HRMS solutions and extensions give it a competitive advantage. It is determined to meet the market gaps with its disruptive features for HRMS, focusing on enhancing the overall customer experience. uKnowva's HRMS usability and accessibility reflect in its solution specifically designed for a company hiring talent with disabilities. For instance, the company's tech and interface can be used easily by visually impaired employees. The company also offers economical and intelligent solutions which help optimize workflows and enhance operational efficiency. uKnowva is enhancing the customer purchase and ownership experience as it gives the customers and partners the flexibility to build on top of its platform.

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> **- Hemangi Patel, Senior Research Analyst ICT**

What makes uKnowva's platform and solutions special is the technology behind it. The company leverages emerging technologies such as AI, RPA, chatbots, and cloud computing. uKnowva has taken the time to integrate these capabilities carefully to create intuitive and easy-to-use solutions that drive operational efficiency and foster employee engagement within organizations. uKnowva, with its complete AI-based HRMS suite and platform, catered to the evolving industry needs by actively focusing on employee engagement, leveraging AI for better efficiency, providing flexibility and customizations, and giving HR teams more control over systems and data.

On-Premise OPEX Model

Although most of the models available in the market are complete software as a service (SaaS) based or pay-as-you-go models, uKnowva creates disruption with its on-premise operational expenditure (OPEX) model. The company gives enterprises the flexibility to control the data as per their needs. Earlier talent management service providers focused on just offering two models, a SaaS-based OPEX model, and an on-premise model. SaaS-based OPEX models are cost-effective, but users can make no customizations and cannot own the data and system. The on-premise model is a capital expenditure-based model where users can own data but not the system. Users can make customizations but are primarily dependent on the service provider and are comparatively expensive. uKnowva was quick to notice the gap and deployed an on-premise OPEX model that gives users the liberty to own the data while allowing them to make customizations in a very cost-effective way with pay-per-user-per-month subscriptions. The company devised a brilliant idea of combining the beneficial capabilities of the two models and offering them to its customers, enhancing the overall experience. The company also provides a retainer-based model giving customers the flexibility to build on top of its architecture and a team to support customers on a contractual basis.

Delivering Superior Customer Experience

Frost & Sullivan notes that uKnowva gives utmost priority to the quality of service while offering services for cost-effective pricing. The company specially fabricated services for India, keeping in mind the pricing to meet the expectations of the Indian customers. uKnowva, with its team of 50 engineers was able to offer the same services and quality of services similar to those provided by leading industry participants. Employees are involved in the product development process and work towards continuous refinement and perfection. The relentless dedication and commitment to innovate ultimately leads to an increasingly comprehensive suite of best-in-class AI-powered HRMS solutions.

The company's solutions provide the best value for the price compared to similar market offerings and offer optimal solutions for the customers' unique needs. With the employees and C-level suite being equally involved in the entire customer journey, from pricing to catering to their ever-changing needs and meeting the customers' expectations, uKnowva ensures its customers a positive experience throughout the life of the service. In addition, the company is strengthening the customers' purchase experience by guaranteeing the quality of service and providing an interface that can be configured through self-service and one-click setup.

The company proactively seeks and acts on regular customer feedback to guarantee an in-depth understanding of unique customer needs and facilitate the achievement of each customer's specific definition of excellence. uKnowva actively engages with its customers, solving issues by performing regular checks and its helpdesk/support ticketing system that delivers efficient and quick support. Moreover, its simple cloud-based platform allows customers to generate tickets over email.

The company plans on creating a distributed environment rather than a centralized one, keeping talent management at the core and giving its customers the liberty to build over its platform. It offers the intranet bundled with extensions based on customer requirements. For example, survey tool is part of employee engagement; most of the customers were relying on external tools to get the pulse of their

organizations; uKnowva addressed this by bundling survey tool along with its services. uKnowva is enhancing the overall customer experience with its documentation site and discussion forums which hold knowledge and information that can help customers address the issues they might be facing.

Use Case

A leading software testing provider faced challenges around managing tasks and employee data and found it difficult to track asset data. uKnowva first investigated the root cause of these problems as the company had no platform to manage HR activities and no system in place to manage employee interactions and engagements. uKnowva successfully fabricated a plan by simply extending uKnowva's AI-powered HRMS and intranet, helpdesk solution, and a solution for asset management, bringing in organizational transparency.

Conclusion

uKnowva, a Mumbai-based entrepreneurial company, started its journey in 2008 to provide a comprehensive suite of the human resource management system (HRMS) and its platform with the core focus around employee engagement. uKnowva delivers significant customer value by centralizing core human resources, employee directory, contactless attendance, payroll automation, performance management system, and time management onto a single platform. The company offers end-to-end artificial intelligence (AI) based HRMS solutions catering to the evolving industry needs by leveraging AI for better efficiency, providing flexibility and customizations, and giving HR teams more control over systems and data.

uKnowva empowers customers by giving them complete visibility with its user-friendly software, which is cost-effective and provides intelligent insights that bring transparency in work culture accessible from anywhere. The company offers a holistic solution to meet the overall HR needs, providing an optimum price/performance value and enriched customer experience. uKnowva is enhancing the customer purchase and ownership experience as it gives the customers and partners the flexibility to build on top of its platform. With its extension store (AI-based add-ons), uKnowva offers customers the opportunity to plug different HR-related functionalities on top of its platform. The features are easily extendable and accessible across platforms and can be modified and configured based on customer's requirements. With its distinctive HRMS services and platform, extension store features, and superior customer experience, uKnowva earns Frost & Sullivan's 2021 India Entrepreneurial Company of the Year Award for AI in the talent technologies industry.

What You Need to Know about the Entrepreneurial Company of the Year Recognition

Frost & Sullivan's Entrepreneurial Company of the Year Award recognizes the best up-and-coming, potentially disruptive market participant.

Best Practices Award Analysis

For the Entrepreneurial Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Entrepreneurial Innovation

Market Disruption: Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

Competitive Differentiation: Strong competitive market differentiators created through a deep understanding of current and emerging competition

Market Gaps: Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Passionate Persistence: Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous flow of Growth opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives. Learn more.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)