

2022 STKI's Israeli Market Overview

Players & Products Positioning

Customer Experience Technologies:

- CRM
- Marketing Automation
- Multi Channels

Data & Analytics Technologies:

- BI and Data Discovery
- Advanced Analytics & Data Science
- Data Governance tools

Methodology of Israeli Product Positioning

This is not a technological or functional positioning and should not be used as a recommendation. **This positioning is intended to reflect the degree in which the product is present and supported in Israel.**

Focused on the enterprise sector (not SMB)

▲ **X axis (Market Presence):**

Installed base; New sales; Mindshare

▲ **Y axis (Local Support):**

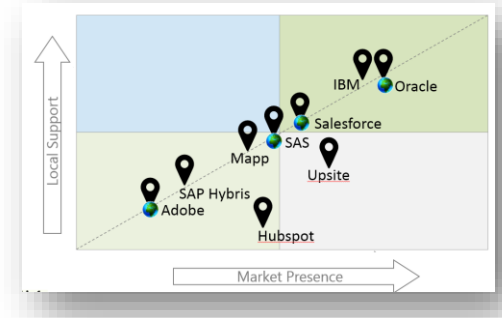
Number and quality of Sis; localization; local R&D



Vendors to watch: New players that only recently entered the market and therefore cannot be evaluated against longtime players



“Global leaders” (according to international analyst firms) are marked



Marketing Automation Platforms – Part 1

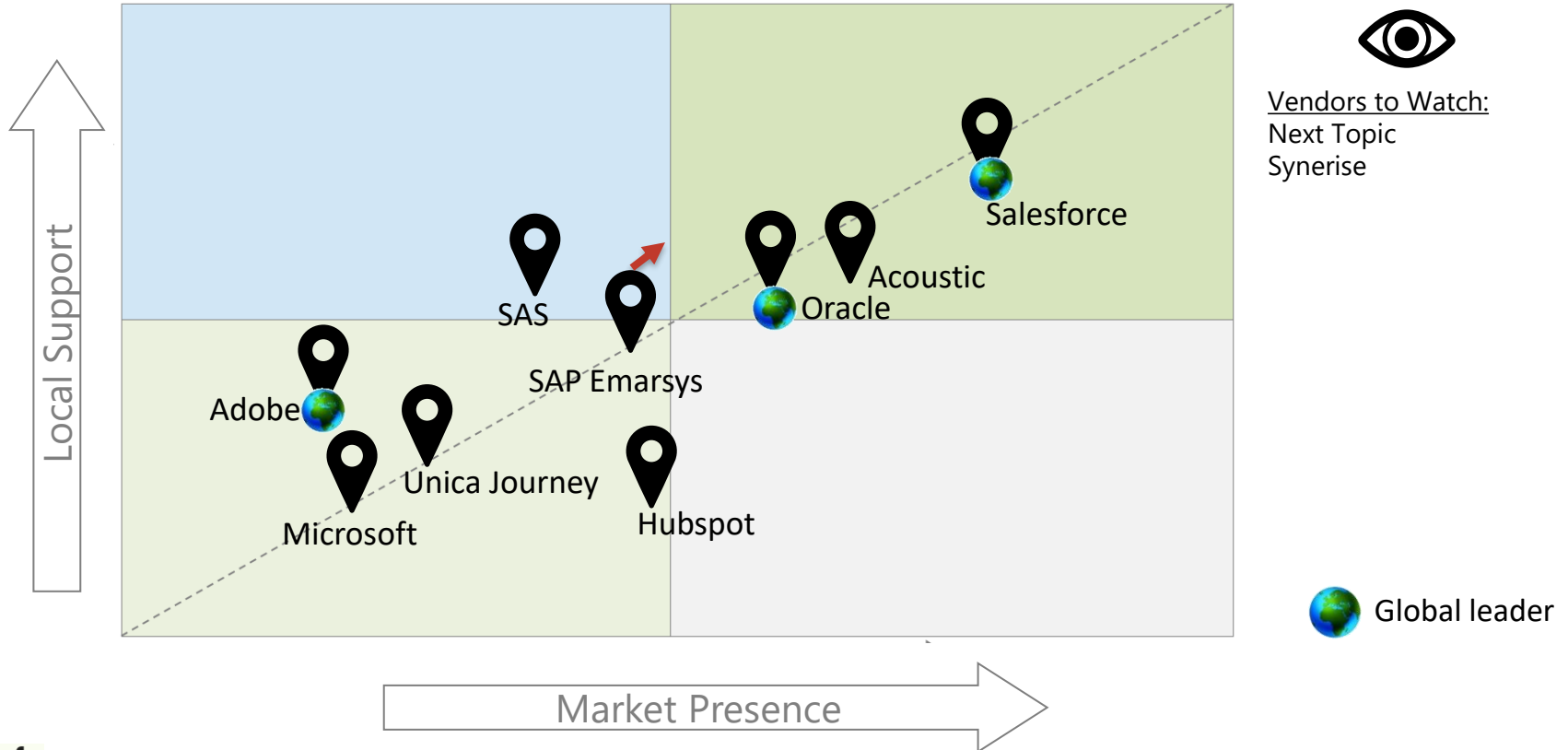
Package	Israel rep.	Integrators
Oracle	Oracle Israel	Oracle Consulting Agencies: Publicis, Mccan MRM (+ Hike), HippoCampus...
Salesforce Marketing Cloud	Salesforce Israel	Elad (Servicewise), We Kunnen (Weku), Data-Pro, Deloitte, Yael Group (CloudTech & Actiview), Baybridge Digital
Acoustic	Be2See (Emet)	Emet-Be2see (EMET Group)
Adobe (+Marketo)	Deloitte Digital	Deloitte Digital – Adobe, Marketo - Agencies
HCL – Unica Journey	Be2See (Emet)	Be2See (Emet), Gstat (Unica), Yael Group (Unica)
SAS CI 360	Mia computers (SAS)	Yael Group (Actiview)
Microsoft MA	Microsoft Israel	Abra, Matrix DnA, Malam-Team, Elad

Marketing Automation Platforms – Part 2

Package	Rep. in Israel	Integrators
SAP Emarsys Engagement Platform SAP Marketing Cloud	SAP Israel	Emarsys: SAP Israel, Be2See (Emet), AKT, One-Saban Marketing Cloud: Abra, NGSoft, Matrix, STUNIS ,iProsis, Ideo Digital
Hubspot		Yael Group (CloudTech)
Pega Marketing Automation	Elad	Elad
Synerise	CodeOasis	CodeOasis
SalesManago	SignatureIT	SignatureIT
Next Topic	Hilan-Ness-Pro	Hilan-Ness-Pro
Zoho Marketing Automation	Tamayo, Holistic CRM	Tamayo, Holistic CRM

Marketing Automation Suites – 2022

Presence & Support in Israel



CDP: Customer Data Platforms Players in Israel

Company	Product Name
Oracle	CX Unity Behavioral CDP
SAP	CDP (Partners: Be2See, AKT)
Adobe	Audience Management (Deloitte Israel)
Microsoft	Customer Insights
Salesforce	CDP
Informatica	CDP: Customer 360

List of worldwide CDP providers:




<https://www.cdpinstitute.org/directory.html>

Digital, CX, MarTech and CRM consultants in Israel*





- ▲ 2Do!
- ▲ Accenture
- ▲ AKT
- ▲ Aman
- ▲ Bee2See (Emet)
- ▲ BO (Business Online)
- ▲ BCG
- ▲ BDO
- ▲ Data Tapas
- ▲ Deloitte
- ▲ Designit
- ▲ Elad
- ▲ EY
- ▲ Experity
- ▲ IT Solutions
- ▲ Kamedia
- ▲ KPMG
- ▲ Luria
- ▲ Matrix
- ▲ McKinsey
- ▲ Meteor
- ▲ Mihi Market
- ▲ NGG
- ▲ One – Saban & Tingz
- ▲ PWC
- ▲ Strauss Strategy
- ▲ Tasc

* Alphabetical order,
not a ranking!

VOC (Voice of the Customer) Players in Israel

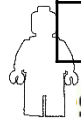
Package	Israeli rep/Partner
 SAP - Qualtrics	Qualtrics, SAP Israel, AKT
 Verint	Verint
 Nice	Nice
Howazit	Howazit
Almago Voco	Matrix
Customer Voice	Microsoft Israel

CRM Packages in Israel - Part 1:

Package	Israel rep.	Integrators
Oracle Engagement Cloud	Oracle Israel	Oracle Consulting, One, Accenture, Yael Group
Oracle Service Cloud (RightNow)		Oracle Consulting, One, One Prime (Field Service)
Oracle Sales Cloud		Oracle Consulting
Oracle – Siebel		One - Taldor, Matrix, We-Do (Emet), Yael Group, Oracle Consulting
Oracle - Peoplesoft		Matrix, Evo-IT
Oracle Netsuite CRM		Yael Group (NetCloud), One
  Salesforce	Salesforce Israel	AllCloud, One BA Link, We-do (Unitask - Emet), Delloite, Elad (Servicewise), Yael (Cloudtech), iClou dius, Accenture,, PWC, Malam-Team, Matrix, Abra, Aman-Asperi
  Microsoft Dynamics 365	Microsoft Israel	Elad, Matrix, Malam-Team, Hilan-Ness-DXC, Aman, Abra, PWC...

CRM Packages in Israel - Part 2:

Package	Israeli Rep.	Integrators
SAP CM (Customer Mng) S4	SAP Israel	Abra, Malam-Team, AKT, One
SAP Service and Sales Cloud (aka C4C)		Abra, Top - Xioma ,Menahel4U, AKT, One
MEGA Center	Yael Group	Yael Group
ServiceNow CSM	ServiceNow	One (Dicomano) Ness TSG, Hilan-DXC, Bizflow, Bynet
Pivotal	One	One
Odoon	Lalynetech	Lalynetech
Freshworks	Malam-Team	Malam-Team
Oro	Abra	Abra
Zoho	Tamayo, Holistic CRM	Tamayo, Holistic CRM
Pega	Elad	Elad
Creatio	Proceed (HMS)	Proceed (HMS), Shita
Hubspot CRM		

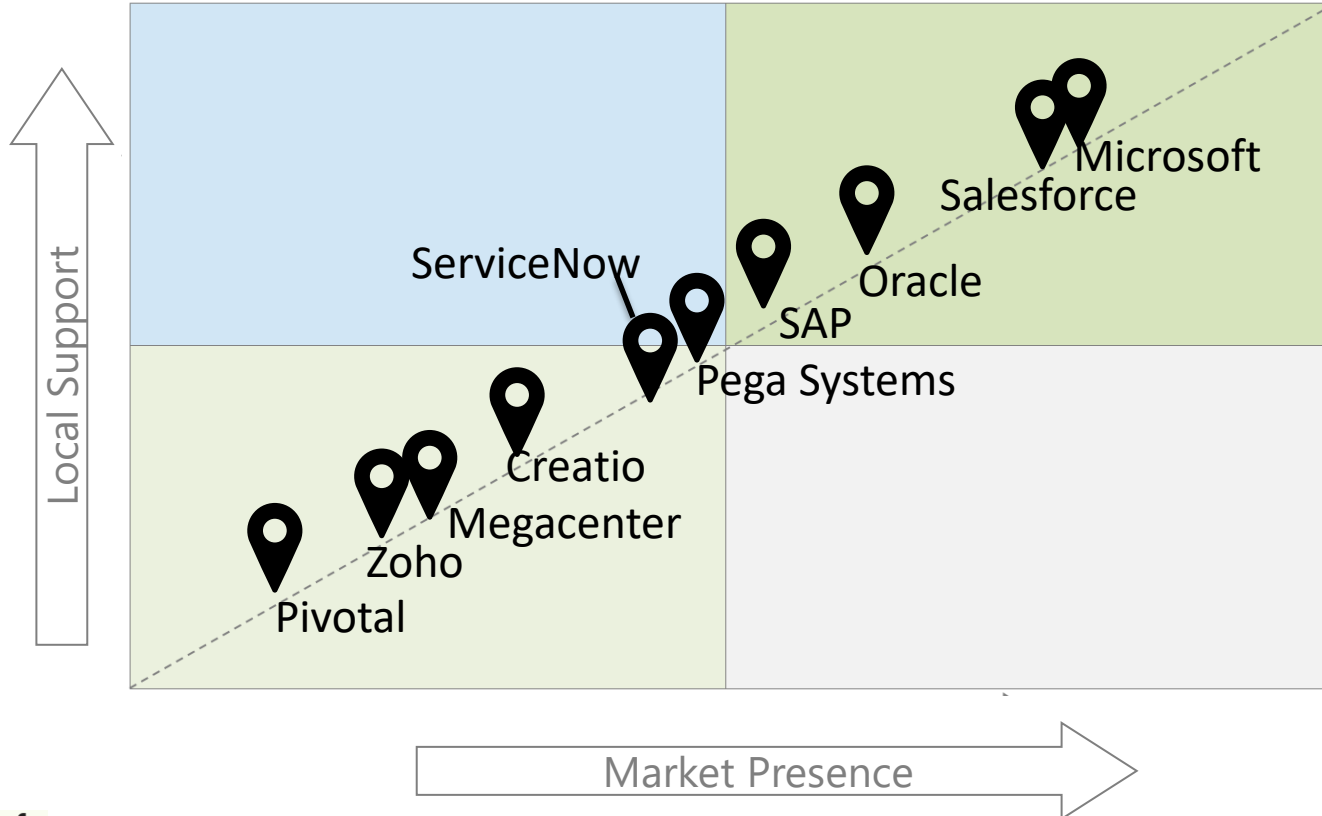


CRM Platforms 2022

Presence & Support in Israel



Odoo
Freshworks
Oro CRM
Zoho



Omni – Channel Platforms


Package	Israeli Rep.	Integrators
Twilio	Aman	Aman
7Twenty	7Twenty	Matrix
Vongae (Nexmo)	KPMG	KPMG
Commbbox	Commbbox	eWave, Matrix, Hilan-NessPro
Glassix	Glassix, Consist	I.E Mittwoch, Consist
Simplechat	Elad	Elad
Microsoft Multi Channel	Microsoft Israel	Matrix DnA, Malam-Team, Abra
Salesforce Digital Engagement	Salesforce Israel	One BA Link, Aman Asperi, Elad
TechSee Remote agent assistance		

NEW

Loyalty Solutions

Package	Israeli Rep.	Integrators
Oracle - CrowdTwist	Oracle Israel	Oracle
SAP Emarsys	SAP Israel	SAP
Salesforce Loyalty Management	Salesforce Israel	Salesforce

Messaging Bots Frameworks and Tools:

Package	Rep in Israel	Integrators
IBM Watson Assistant	IBM Israel	KPMG, Deloitte, EY, WebTech, Bynet Kaleidoo
Azure Bot Framework Azure Cognitive Services	Microsoft Israel	Microsoft MCS, Aiola, KPMG, Deloitte Azure Partners: Sela, Matrix, CloudValley, Codevalue, Hilan-Ness, Malam-Team, Elad Data...
Twilio	Aman	Aman, Yael Software
Google Dialogflow (+google translate)	Google Israel	Bynet Kaleidoo, Opsguru
Engage	Engage	MatrixDnA
Commbot	Commbot	Commbot
7Twenty	7Twenty	7Twenty
Simplechat	Elad	Elad
 Rasa	Open source conversational AI	

Digital Intelligence Solutions

Package	Rep in Israel	Integrators
Google Analytics Google 360	Google Israel	One – Tingz & Saban, Elad, Matrix, Mihi market...
Glassbox (Interaction analytics)	Hilan-Ness-Pro	Hilan-Ness-Pro
Matomo (Piwik)		One- Saban
Hotjar (heat maps)		
Mixpanel	Yael Group	Yael Group
Adobe Analytics (Omniure) Adobe Journey Analytics Adobe Target (Personalization)	Deloitte Israel	Deloitte Israel
Oracle (Web Trends, CX Unity, Infinity, maxymizer)	Oracle Israel	
Salesforce (Evergage) Real time personalization	Salesforce Israel	
SAS	Mia Computers	
Acoustic CXA	Be2See (Emet)	Be2See (Emet)

BI General Platforms - Part 1:

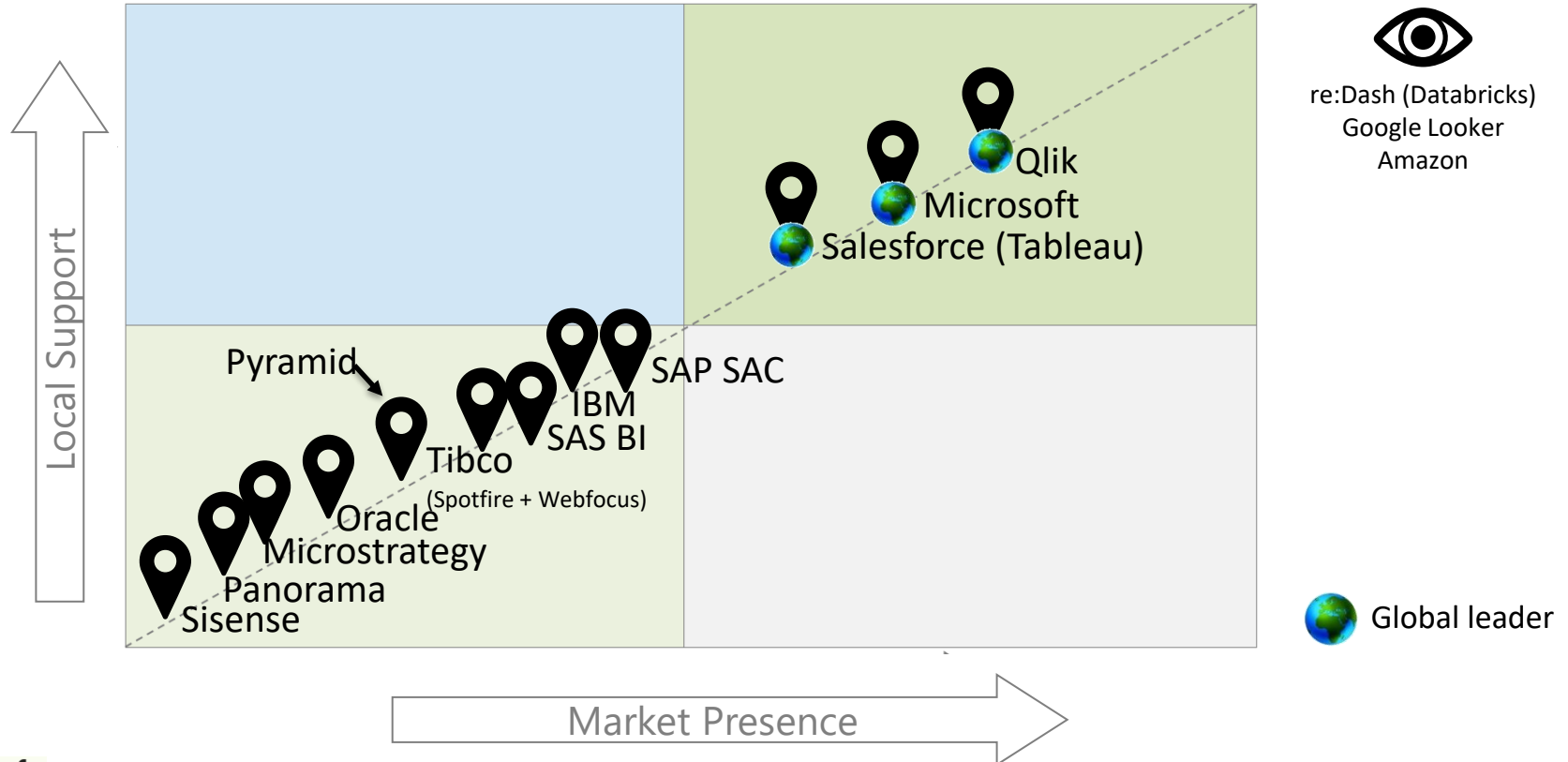
Package	Rep Israel	Integrators
SAP BO, SAP SAC	SAP Israel	SAC (SAP Analytics Cloud) and BO: One, Hilan-Ness-DXC, iProsis, Matrix DnA, Malam-Team, Skywind, BDO (BICS), Aman, SQLink, Nogamy, Abra – Oranbit (BO), Data Cube
Microsoft Power Platform Power BI	Microsoft Israel	Aman , SQLink, Hilan-Ness, One, MatrixDnA, Consist, Bynet SW, Elad Data, Malam-Team, Data Cube, Vision BI, MCS, SolidBI, Yael Group, Nogamy, Abra – Oranbit, PWC
Pyramid Analytics	Pyramid Israel	Nogamy, Normative, Aman, Data Cube, SolidBI, Hilan-Ness
IBM Cognos Analytics	IBM Israel	Yael Group, One (Libi), Seven-D, Consist, Aman, Normative, MatrixDnA, Malam-Team
Salesforce (Tableau)	Salesforce Israel SIT, VisionB, Naya, Gstat	SIT, Gstat, VisionBI, Naya, Yael Group, MatrixDnA, SQLink
Salesforce Einstein Analytics	Salesforce Israel	SIT

BI Platforms - Part 2:

Package	Rep in Israel	Integrators
SAS BI + VA	Mia Computers (SAS)	Mia computers, Yael Group, Pareto, Nogamy
Microstrategy	Microstrategy Israel	Mittwoch, Comm-IT (Twingo), Matrix DnA, StrategyBI
Oracle Analytic Cloud	Oracle Israel	Oracle Consulting, Vision BI, BeWise, One, Abra – Oranbit (Visual Analyzer)
Tibco Jaspersoft Tibco Spotfire Web Focus (acquired by Tibco)	Yael Group (Tibco) Malam Team (Web Focus)	Yael Group, Malam Team (Web Focus)
Qlik	Hilan – Qlik Israel	One, Datamind, MatrixDnA, LogicalBI, Hilan-Ness, Hilan – Qlik, Aspect, Dtbit, Green House, Tirosh, Unitask (Emet), Anagal (Abra North), ExperisBI, Malam-Team, Edea
Panorama - Necto	Top Group (acquired Panorama)	Top Group
Sisense	Sisense	MatrixDnA
re:Dash (acquired by Databricks)	Databricks	
Looker (Google)	Google Israel	Vision BI, Twingo, Wideops

BI and Discovery Analysis 2022





Presence & Support in Israel



Data Science Platforms – Part 1:

Package	Rep in Israel	Integrators
SAS Viya, VS, text analytics SAS cloud: Results as a Service	Mia computers (SAS)	Yael Group, Finity (Risk, CECL), EY (Solvency), KPMG (Costing, AML), Appsgrade (Fin. Solutios), 7th Dimension (Risk and Finn. Solutions), Antropy (operational risk, compliance), EYC, HMS (CECL), Mia computers
IBM Analyze (SPSS), Cloud Pack for Data – Watson Studio, Open Scale, ML, Discovery (Text Analytics)	IBM Israel	Genius - SQLink, Emet, Webtech, KPMG, Deloitte, Yael - Realcommerce, Yael – IFN (IBM Content Analytics), One (Libi)
SAC: SAP Analytics Cloud	SAP Israel	One, Hilan-Ness-DXC, iProsis, Matrix DnA, Malam-Team, Skywind, BDO (BICS), Yael Group, Aman, SQLink, Nogamy, Data Cube
Microsoft Intelligent Cloud Azure AI, Synaps	Microsoft	One, SQLink - Opisoft, Aman, Elad Data, KPMG, Data Cube, GRTH, Yael Group, Intuit, Malam-Team, MatrixDnA, Gstat, EY, Sela, Madera, Naya
Dmway	Dmway	Dmway, Bynet SW
NBO	Gstat	Gstat
Qlik Big Squid (Auto ML)	Qlik Israel	- New-
Oracle Analytics Cloud	Oracle Israel	Oracle Consulting, One
Iguazio	Iguazio, Belocal	Belocal, DSG
DataBricks (on Azure, AWS, GCS)	DataBricks	Aman, Comm-IT Twingo, Sela, MatrixDnA, AllCloud (AWS)

Data Science Platforms – Part 2:

Package	Rep in Israel	Integrators
Amazon ML Services – SageMaker	Amazon Israel	Amazon, MatrixDnA, Allcloud...
Google – Google Cloud Platform, Tensorflow, AutoML, BigQueryML	Google Israel	Yael Group, Razorlabs, Bynet Kaleidoo
Data Robot	Data Robot, Matrix	Matrix DnA, Emet
Tibco Spotfire (Statistica)	Yael Software	Yael Software
RapidMiner	Matrix	MatrixDnA, Taldor
 R		Gstat, MatrixDnA, One, Genius (SQLink)
 Knime	UCL Group	Taldor, Nogamy, UCL Group
 Python		Taldor, MatrixDnA, One, KPMG, Delloite, Genius (SQLink), Hilan-Ness, many more...
 H2O.ai		MatrixDnA
Accenture Applied Intelligence Platform + Insight Platform	Accenture Israel	Accenture Israel
Alteryx	SIT, One	SIT, One
Algotrace	acquired by Qualitest	
ClearML (MLOps)		Matrix DnA

Specialized AI solutions

Package	Rep in Israel	Integrators
Magellan – AI engine	Hilan - Ness Pro	Amazon, MatrixDnA, Allcloud
Genius OTC Open Ended Text Coding	Genius (SQLink)	Genius (SQLink)

Data & Analytics in the Cloud: Platforms and Integrators

Package	Integrators
Microsoft Azure	Matrix DnA, Aman, Hilan-Ness, One, Nogamy, Malam-Team, Elad Data, Naya, KPMG
Amazon AWS	Matrix DnA, Aman, Hilan-Ness, One, Nogamy, Malam-Team, Elad Data, Yael Group, Naya, Twingo, KPMG
GCP: Google Cloud Platform	Bynet Kaleidoo, Matrix DnA and Cloudzone, Aman, DoIT, Yael Group. WideOps, Twingo, Sela, Razorlabs (ML), Naya Deloitte, KPMG, Accenture
Snowflake	Vision BI, Malam-Team, One, Yael Group
Oracle	Emet

Data Fabric solutions in Israel

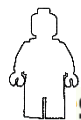
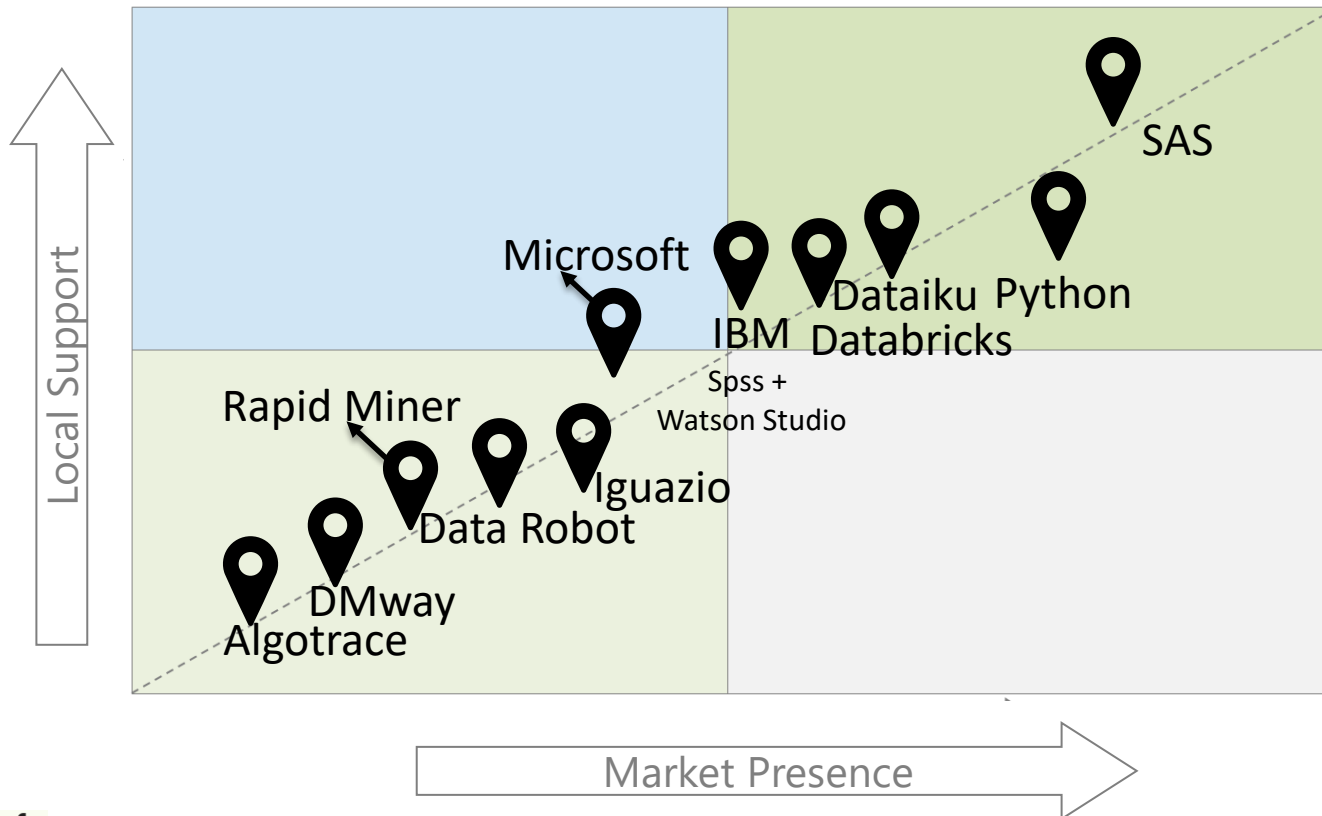
Package	Description	Partners/ Rep.
Knowledge Discovery Platform	Knowledge Graph, Metadata driven data fabric using graph database	Matrix DnA
Starburst	Query Engine	UCL
Dremio	Query Engine	Twingo
K2View	Operational Data Fabric	
Denodo	Data Virtualization	Aman
Tibco Data Virtualization (acquired from Cisco)	Data Virtualization	Yael Group

Analytics & Data Science Platform 2022

Presence & Support in Israel



Amazon
Google
Oracle
SAP



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Data Catalog, Governance and Preparation Tools

Product	Description	Rep/Partners in Israel
Informatica EDC	Data Catalog, Data Governance	Informatica Israel, Aman Computers – Partner
IBM Data Governance WKC: Watson Knowledge Catalog	Data Catalog	Yael: Partners – Data Catalog
Talend Data Catalog	Data Catalog	UCL Group
Octapi	Metadata Management, Data Lineage	Aman Computers - Eternity
Collibra	Data Governance	Aqurate (UCL Group)
Salesforce - Tableau Prep	Data preparation	SIT
Alteryx (+ acquired Trifacta)	Data Preparation	UCL Group, One, SIT
Apache Atlas	Data Catalog and metadata	Matrix DnA
Immuta	Data Privacy	Matrix DnA
Alation	Data Catalog	Vision BI

