TRACXN REPORT : SALES FORCE AUTOMATION

May 2016
Tracxn

World’s Largest Start-up Research Platform
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Illustrative Sectors We Track

ENTERPRISE INFRASTRUCTURE
- SECURITY
- STORAGE
- NETWORKING
- MOBILITY
- IT OPS
- CLOUD INFRASTRUCTURE
- API MANAGEMENT
- BIGDATA INFRASTRUCTURE

ENTERPRISE APPLICATIONS
- ENTERPRISE COLLABORATION
- CUSTOMER SERVICE
- PR TECH
- DATA AS A SERVICE
- LEGAL TECH
- MARKETING TECH

SALES FORCE AUTOMATION
- BUSINESS INTELLIGENCE

MOBILE
- MOBILE COMMERCE
- MOBILE PAYMENTS
- MOBILE MARKETING
- MOBILE DEV TOOLS
- MOBILE HEALTH
- MOBILE GAMING
- MOBILE LEARNING
- MOBILE COMMUNICATION

TECHNOLOGY
- INTERNET OF THINGS
- VIRTUAL REALITY
- CONSUMER ROBOTICS
- WEARABLE TECHNOLOGY
- SMART HOMES
- DRONES
- SMART CARS
- 3D PRINTING

FINTECH
- BITCOIN
- PAYMENTS

EDUCATION
- EDUCATION IT
- SELF LEARNING

HEALTHCARE
- LIFE SCIENCES
- DIGITAL HEALTH
Sales Force Automation – Sector Overview

Scope of report
• This report covers all B2B software providers for sales teams to manage their sales process and optimize them effectively. This includes end-to-end solutions for sales teams which allows them to manage the entire sales cycle and also specific solutions which help sales teams manage specific processes across all the channels viz. offline, online and partners. Solutions which help teams design quotes for prospects are also included. Training solution for sales teams are also included in the report.
• This report does not cover companies which provide:
  • B2C marketing companies which help businesses get more prospects.
  • Social media management and monitoring used for marketing and PR activities.
  • ERP solutions which offers sales solution as a module are also not included.
  • Website and mobile based marketing solutions for customer engagement.
• Over $4.9B invested since 2005, with ~$1.7B invested in 2015 and 2016 YTD. Total of 686 funding rounds with 267 funded companies. 10+ acquisitions in the sector since 2010 with 7 happening in the 2015 and 2016 YTD.

Most active funds
• Salesforce Ventures (Docusign, InsideSales, Financial Force, Apttus)
• Sequoia Capital (Everstring, Lattice Engines, Inkling, Mintigo)
• Battery Ventures (RelateIQ, 6Sense, Lattice Engines, LeadSpace)
Sales Force Automation – Investments Overview

Notable Investments in 2015/2016 YTD

- **Insightly (CRM – SMBs)** - $25M in Series C funding led by Founder of SAB Capital along with existing investors – Apr 19, 2016.
- **DocSend (Productivity Tools)** - $8M from August Capital – Apr 11, 2016
- **Handshake (Channel Sales – Order Management)** - $14M led by Sozo Ventures – Mar 25, 2016
- **360 Insights (Channel Sales - Loyalty)** - $10M in a round led by Leaders Fund and Economic Development Canada – Jan 27, 2016
- **SanSan (Productivity Tools – Contact Management)** - $17M in Series C funding led by DCM & Salesforce Ventures – Jan 11, 2016
- **Pramata (SFA - Analytics)** - $10M in Series A led by Peninsula Ventures – Dec 15, 2015
- **Mindtickle (Sales Training)** - $13M led by NEA & Accel Partners – Nov 19, 2015
- **Contactually (Productivity Tools – Contact Management)** - $8M in Series A from Grotech Ventures, Rally Ventures and Correlation Ventures – Nov 3, 2015
Surge in YoY funding since 2013, $1.7B invested in 2015

- Over $4.9B has been invested in last 10 years with more than half of the amount invested in last 2 years alone.
- Investment in 2015 has more than doubled that in 2014. This is majorly fueled by investors taking larger and less riskier bets on proven companies.
- However, the YoY investment trend has seen steady increase since 2010.
To receive the full 180 page report, write to us at bd@tracxn.com
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