INNOVHER
ACCELERATING INCLUSIVITY

HARDWARE LIFECYCLE MANAGEMNT

Proposed By: **Yash khoji**

2025 SECTOR
REPORT

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Sector Report
IT Hardware Lifecycle Management

Market Growth

Global Market:

- **E-Commerce Market**: The global e-commerce market was valued at approximately USD 7.75 trillion in 2021 and is projected to reach around USD 32.87 trillion by 2031, exhibiting a CAGR of 17.4% during the forecast period.
  Business Research Insights
- **Re-Commerce Market**: The global re-commerce market is estimated to grow at a CAGR of around 19.22% during the forecast period 2023-2028.
  MarkNTel Advisors
- **Repair & Installation Services**: The global repair and installation services market is projected to grow by 1.02% (2024-2029), resulting in a market volume of USD 133.7 billion by 2029.
  Statista
- **Tech Support Services**: The global tech support services market is expected to be worth USD 66.3 billion in 2023, with an anticipated growth to USD 111 billion by 2033, reflecting a CAGR of 5.3% during the forecast period.
  FactMR
- **Hardware Support Services**: The global hardware support services market size is expected to reach USD 3 trillion by 2034.
  Precedence Research
- **Electronic Equipment Repair Services**: The global electronic equipment repair service market size is projected to reach USD 238.45 billion by 2033, expanding at a CAGR of 6.3% from 2023.
  Future Market Insights
- **Total Addressable Market (TAM):** The global hardware asset management market was valued at approximately USD 1.68 billion in 2023.
  Market Research Future
- **Compound Annual Growth Rate (CAGR):** The market is projected to grow at a CAGR of 7.63% from 2024 to 2032.
  Market Research Future
- **Market Size Forecast:** By 2032, the global hardware asset management market is expected to reach around USD 3.25 billion.
  Market Research Future

Indian Market:

- **E-Commerce Market in India:** The Indian e-commerce market was valued at approximately USD 88.6 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 19.6% from 2023 to 2030.
  Grand View Research
- **Repair & Installation Services:** The repair and installation services market in **India** is projected to grow by 3.57% from 2024 to 2029, resulting in a market volume of USD 0.6 billion by 2029.
  Statista
- **IT Asset Disposition (ITAD) Market**: Valued at approximately USD 318.37 million in 2023, the Indian ITAD market is expected to reach around USD 636.03 million by 2032, growing at a

CAGR of 8.42% from 2024 to 2032.
[Astute Analytica](#)

- **Product Lifecycle Management (PLM) Market**: The Indian PLM market is estimated at USD 390.85 million in 2024, with projections to reach USD 672.97 million by 2029, reflecting a CAGR of 11.48% during the forecast period.
  [Mordor Intelligence](#)

- **The Recommerce market in India,** encompassing the buying and selling of pre-owned goods, has experienced significant growth in recent years. In 2022, it was valued at approximately $29.54 billion and is projected to grow at a compound annual growth rate (CAGR) of 6.15% through 2027.
  [Times of India](#)

- **Total Addressable Market (TAM):** In India, the IT asset management market is expected to reach USD 1.97 billion in 2024.
  [Mordor Intelligence](#)

- **CAGR:** The Indian IT asset management market is anticipated to grow at a CAGR of 6.32% during the forecast period of 2024 to 2029.
  [Mordor Intelligence](#)

- **Market Size Forecast:** By 2029, the market is projected to reach approximately USD 2.68 billion.
  [Mordor Intelligence](#)

Sector Growth

Drivers:

1. **Sustainability Concerns:** The rapid pace of technological obsolescence in India's computer hardware market leads to shorter device lifespans, resulting in increased e-waste volumes. This environmental challenge is prompting organizations to adopt robust lifecycle management practices to mitigate their ecological impact.
   [6Wresearch](#)
2. **Corporate Governance:** Adherence to international standards, such as ISO/IEC 19770, is becoming essential for Indian organizations to streamline asset lifecycle management and ensure compliance with global best practices.
3. **Cost Optimization:** The Indian IT hardware market is projected to grow at a CAGR of 7.10% from 2024 to 2029, reaching USD 27.86 billion by 2029. Businesses are increasingly seeking lifecycle management solutions to optimize costs associated with hardware acquisition, maintenance, and disposal, thereby enhancing operational efficiency.
   [Mordor Intelligence](#)

Challenges:

1. **Lack of Awareness:** Many mid-sized companies in India remain unaware of the benefits of lifecycle management, leading to suboptimal utilization of IT assets and increased operational costs.
2. **Complex IT Ecosystems:** Managing multi-vendor hardware systems adds layers of complexity to IT infrastructure, making effective lifecycle management challenging for Indian organizations.
3. **High Initial Costs:** The investment required for implementing comprehensive lifecycle management software and services can be substantial, posing a barrier, especially for small and medium-sized businesses (SMBs) in India.

Sector Unique Selling Propositions (USPs)

Features:

1. **Automation-Driven Management:** The adoption of IT Asset Management (ITAM) software in India is on the rise, with solutions offering automated tracking systems that monitor assets in real time, enhancing efficiency and accuracy.
   [Inventiva](#)
2. **Integrated Solutions:** Cloud-based platforms are providing end-to-end management solutions, from procurement to decommissioning, enabling Indian businesses to manage their IT assets seamlessly.
   [SoftwareSuggest](#)
3. **Cost Efficiency:** Modular services tailored for diverse enterprise needs are becoming prevalent, allowing organizations to select and pay for only the functionalities they require, thus optimizing costs.

Innovations:

1. **AI-Driven Insights:** Artificial intelligence is being integrated into ITAM tools to predict hardware failures and optimize asset performance, contributing to more proactive and efficient asset management in India.
   [Teqtivity](#)
2. **Blockchain:** The Indian hardware industry is exploring blockchain technology for secure hardware lifecycle tracking and compliance validation, aiming to enhance transparency and trust in asset management processes.
3. **Circular Economy Models:** With the increasing focus on sustainability, there is a growing emphasis on refurbishment and resale programs to minimize environmental impact, aligning with global trends towards a circular economy.

Major Players

Global Leaders:

1. **HP Inc.:** A leading IT asset management provider with a focus on sustainability, offering comprehensive solutions to Indian enterprises.
2. **Dell Technologies:** Provides end-to-end lifecycle management solutions globally, including in the Indian market.
3. **IBM:** Known for advanced AI integration in asset lifecycle management systems, serving various industries in India.

Indian Leaders:

1. **HCL Technologies:** Offers comprehensive lifecycle services tailored to enterprise needs, playing a significant role in India's IT hardware market.
2. **Tata Consultancy Services (TCS):** Provides AI and blockchain-enabled solutions for asset management, contributing to the advancement of IT hardware lifecycle management in India.
3. **TechCycle Solutions Pvt. Ltd.**- AI-driven IT hardware lifecycle management with seamless asset tracking and eco-friendly recycling.

Emerging Startups:

1. **AssetCare:** Specializes in asset tracking for SMBs in Tier 2 cities, offering affordable and efficient solutions.

2. **GreenCycle:** Focuses on eco-friendly asset disposal services, aligning with the growing emphasis on sustainability in India.
3. **TechLife:** Offers affordable lifecycle management tools for startups, catering to the needs of emerging businesses in the Indian market.

Technological Advancements

Current Technologies:

1. **IoT-Integrated Asset Tracking:** The rise of the Internet of Things (IoT) in India opens doors for the development of smart hardware products that seamlessly integrate with digital ecosystems, enabling real-time tracking of IT hardware across distributed environments. [IEEE VIT](#)
2. **Cloud-Driven Platforms:** Centralized platforms for remote lifecycle management are becoming more prevalent, allowing Indian organizations to manage their IT assets efficiently from anywhere.

Emerging Technologies:

1. **Edge Computing:** Enhancing hardware lifecycle processes by improving on-site data processing capabilities, edge computing is gaining traction in India's IT landscape.
2. **Green IT Practices:** The development of biodegradable hardware components for better lifecycle sustainability is being explored, reflecting a commitment to environmental responsibility in India's hardware industry.
3. **AI-Based Predictive Maintenance:** Ensuring proactive hardware maintenance to prevent downtime, AI-driven predictive maintenance solutions are being adopted by Indian enterprises to enhance operational efficiency.
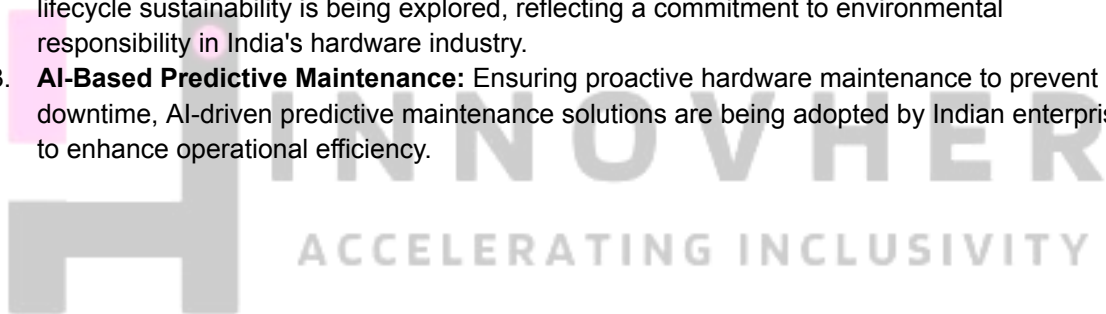
Research report

Company report
B2XCare solutions

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location**: 2008,Munich Germany
- **Founder Background**:
- **Alfons Krauthausen:CEO,**20+ years experience in managing international BPO and full-service provider organizations with core focus on business transformation, operational excellence and corporate development.

Brand Statement(Tagline): Not specified

Brand (USP):

1. **Comprehensive Hardware Lifecycle Management:** B2X offers tailored, end-to-end services that cover the entire hardware lifecycle—from product launch to end-of-life. Their solutions transform traditional linear processes into sustainable, circular models, enhancing efficiency and reducing environmental impact.

2. **Advanced Digital Platform Integration:** At the core of B2X's offerings is a robust digital platform designed to streamline post-sales services. This platform provides seamless service network integration, automated workflows, and real-time data analytics, enabling clients to manage complex service scenarios efficiently.

3. **Global Service Partner Network:** B2X has established an extensive partner fulfillment network that spans major international markets and various product categories. This network allows clients to access a bespoke partner ecosystem tailored to their specific needs, ensuring quick and effective service delivery worldwide.

Product Landscape:(Sku analysis)

S.no	Products	Product Features
1	**Hardware Lifecycle Management**	**Warehousing & Inventory** We provide flexible storage solutions, supported by data-driven insights and real-time reporting for improved supply chain control, order management, and transparent tracking of materials from origin to destination. Staging & Delivery Optimize your logistics processes for staging, shipping, and delivery with B2X services. Supervise your supply chain with and real-time tracking through integrated online portals for seamless order management across the entire supply chain.
		Onsite Deployment

		We provide end-to-end onsite deployment services, including planning, coordination, hardware inspection, testing, technical staff onboarding, and SLA management to ensure seamless implementation and support.
		Customer Support Optimized customer support tailor-made. Classic call center services for incoming calls and data management in the B2C sector as well as specialized B2B support for technical inquiries, installations and commissioning. In addition, digitalized portal solutions enable processing of service requests with 24/7 availability, multilingual support and real-time status tracking.
		Maintenance & Repair Ensure optimal performance and reliable availability through proactive maintenance, preventive inspections and regular software updates and backups. Our all-in-one solution offers on-site services and back-end solutions for maintenance and repair. We implement and manage custom-made repair networks, multi-country, low to high scale.
		Returns Management Our effective returns management offers turnkey reverse logistics solutions, coordinating product screenings to determine the most economical and sustainable outcome.
		Refurbishment Extend the life of your hardware products and reduce e-waste through services such as collection, inspection, repair and refurbishment, including SW-upgrades and/or secure data erasure.
		Reuse & Recycling Recycle end-of-life hardware products in line with environmental and data security standards, with components securely dismantled and recycled, and devices or parts reused, donated, or sold where possible.
2	**Digital Platform Services**	**Seamless Post-Sales Operations: End-to-End Digitalization With Our Platform Services** Conventional post-sales service approaches often have weak points when it comes to end-to-end visualization of supply chains and operational processes. Our digital platform approach streamlines operations, shifting process steps to sophisticated self-service solutions and integrating back offices seamlessly. Enjoy efficient process automation options and effortless service network integration. Central to our services is our digital platform, serving as the core for all your digital needs. Extend your capabilities with our diverse digital services and functions tailored to meet your individual requirements. With decades of experience in post-sales service management, our digital platform services embody the innovations and industry knowledge which we have gained. Contact us and let us find out how we can help you digitalize your post-sales services.

3	**Carbon Impact Management**	**B2X Carbon Impact Management Solutions: Record, Communicate, Consult**
		B2X Carbon Impact Management offers a comprehensive approach for our partners. Calculate, measure, and report individual PCFs and determine your CCF Scope 3 product- and supply chain-related downstream emissions. Our innovative solution is unmatched in the industry, providing real-time, transactional carbon tracking. Embrace sustainability and drive your business towards circular product lifecycles with our cutting-edge technology.
		Our dashboard-based carbon tracking, monitor your Product Carbon Footprints (PCFs) in real-time. Discover the Carbon Impact Customer Journey and identify potential supply chain improvements to reduce GHG emissions. We propose process changes and actions to achieve these savings.
		With B2X Carbon Impact Management you can truly understand, reduce and optimize your product carbon footprint. Contact us and let us find out how we can help your business on your path to net zero.

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2010-11	-	20.9Cr	-
2011-12	-	102Cr	-
2012-13	-	965.3Cr	-
2013-14	B2X Reports Double Digit Revenue Growth and Surpasses 10 Million Repair Transactions.	2,282.1Cr	-
2014-15	1. B2X Raises $15M For Smartphone Care, Buys Apple Partner TSS In India For $45M – TechCrunch	711.7Cr	-
2015-16		646.2Cr	-

2016-17	1. B2X raises $6.76 million for customer care, used by Apple, Motorola and Xiaomi 2. Xiaomi India partners with B2X for providing after sales service to customers	829.4Cr	-
2017-18	1. Nubia selects B2X as customer care partner for India 2. B2X Secures 4.25 Million Euros Funding to Accelerate Growth in IoT and Smartphone Market 3. B2X plans to offer on-site smartphone repairing service 4.	7,633.3Cr	-
2018-19	B2X Secures €6.25M in Funding	628.3Cr	-
2019-20		409.3Cr	-
2020-21	Increase of our product portfolio:B2X diversifies the business focusing on new industries verticals and enhanced hardware lifecycle services.	345.9Cr	-
2021-22		469.9Cr	-
2022-23	Expansion of B2X tech platform solidifying its position as a one-of-a-kind digital	-	-

	platform in the post-sales-industry		
2023-24	Innovative technology launch:Implementation of the first distinct platform and portal solutions including self-help and self-repair features. **Regional Growth:** B2X Care Solutions Sp. z o.o., the company's Polish subsidiary, reported a net sales revenue increase of 36.2% and a total asset growth of 54.6%.	-	-

Source:

1.https://techcrunch.com/2014/10/21/b2x-raises-15m-for-smartphone-care-buys-apple-partner-tss-in-india-for-45m/

2.https://venturebeat.com/entrepreneur/b2x-raises-6-76-million-for-customer-care-used-by-apple-motorola-and-xiaomi/

3.https://economictimes.indiatimes.com/tech/hardware/xiaomi-india-ties-up-with-b2x-for-after-sales-service/articleshow/56472822.cms?from=mdr

4.https://telecom.economictimes.indiatimes.com/news/nubia-selects-b2x-as-customer-care-partner-for-india/57143518

5.https://www.globenewswire.com/news-release/2017/07/19/1054021/0/en/B2X-Secures-4-25-Million-Euros-Funding-to-Accelerate-Growth-in-IoT-and-Smartphone-Market.html

6.https://www.thehindu.com/business/Industry/b2x-plans-to-offer-on-site-smartphone-repairing-service/article19651507.ece

7.https://www.finsmes.com/2018/03/b2x-secures-e6-25m-in-funding.html

8.https://www.emis.com/php/company-profile/PL/B2X_Care_Solutions_Sp_z_oo_en_4091313.html?utm_source=chatgpt.com

9.https://finance.yahoo.com/news/b2x-reports-double-digit-revenue-160000234.html

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25		Not specified
	25-40		Not specified
	40-55		Not specified

Gender	Male		Not specified
	Female		Not specified
	Others		Not specified
Geography	Tier I		Not specified
	Tier II		Not specified
	Tier III		Not specified
	Tier IV		Not specified
Global Presence			B2X operates in over 130 countries, with a strong presence in regions such as EMEA (Europe, Middle East, and Africa) and LATAM (Latin America). b2x.com
B2B	Corporate clients		**Microsoft**: In 2016, B2X was entrusted with managing global customer care for Microsoft Lumia smartphones and feature phones. en.wikipedia.org **Xiaomi**: B2X has provided after-sales services for Xiaomi, enhancing customer support for their devices. en.wikipedia.org **Aviatrix**: Partnering with B2X Global, Aviatrix streamlined its hardware operations, allowing the company to focus on its core software offerings. 149880725.v2.pressablecdn.com **Nutanix**: B2X Global collaborated with Nutanix to resolve critical deployment challenges, ensuring timely delivery and integration of essential components. blog.b2xglobal.com **Hewlett Packard Enterprise (HPE)**: B2X Global serves as an

			authorized distributor for HPE, providing genuine replacement parts and comprehensive IT hardware services. b2xglobal.com
	Partnerships		**Microsoft**: In 2016, B2X was selected to manage global customer care for Microsoft's Lumia smartphones and feature phones, providing comprehensive support services. en.wikipedia.org **Xiaomi**: B2X partnered with Xiaomi to deliver after-sales services, improving customer support for Xiaomi's devices. en.wikipedia.org The company collaborates with over **400 service partners** globally, ensuring extensive coverage and efficient service delivery. en.wikipedia.org
	Sales		**Hardware Lifecycle Solutions**: B2X delivers end-to-end services, from product launch to end-of-life management, ensuring efficient and sustainable hardware operations for businesses. **Digital Platform Services**: Their platform integrates service networks, streamlines digital workflows, and provides data analytics, enhancing operational efficiency for corporate clients. **Carbon Impact Management**: B2X offers

				tools to measure and manage the carbon footprint of hardware products, assisting businesses in achieving sustainability goals. **2,000 service locations**
		Call center support		B2X provides classic call center services for incoming calls and data management in the B2C sector, as well as specialized B2B support for technical inquiries, installations, and commissioning.

Funding Trajectory:

SNo.	Date	Round Name	Amount	Valuation	TTM Revenue	Revenue Multiple	Investors & Facilitators
1.	Mar 14, 2018	Series C	50.1 Cr INR	-	7640.0Cr INR	152.8 x	Corporate: Cipio Partners
2.	Jul 19, 2017	Series C	31.5 Cr INR	-	3170.0Cr INR	100 x	Institutional: Earlybird, Grazia Equity Corporate: Seligman Private Equity Select
3.	Jun 15, 2016	Series B	45.4 Cr INR	-	694.0Cr INR	15.28 x	Institutional: Harbert Management
4.	Oct 21, 2014	Series B	91.8 Cr INR	-	1370.0Cr INR	15 x	Institutional: Earlybird
5.	Jul 01, 2010	Series A	Undisclosed	-	-	-	Institutional: Earlybird, Grazia Equity

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website Tabs	App Downloads
-	374	12K	10	704	[Why B2X](Why B2X) - Solutions Industries - Company Request a demo	-

Company report
Workwize

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location**:2020, Amsterdam (Netherlands).
- **Founder Background**:
    1. **Dirk Kranendijk:** Co-Founder,Ex-Oma's Soep, Protocolbureau.
    2. **Michiel Meyer:CEO**:Co-Founder,Ex-Addity Payments, McKinsey & Company.
    3. **Sebastiaan Scholten:** Co-Founder,Ex-MIPACHA.

Brand Statement(Tagline): "Unlock Boundless Opportunities for a Global Workforce."

Brand (USP):

1. **Comprehensive IT Asset Lifecycle Management**
   Workwize provides an end-to-end solution for IT hardware, encompassing procurement, deployment, management, retrieval, and disposal. This holistic approach streamlines operations and reduces the need for multiple vendors.
   goworkwize.com
2. **Global Reach with Localized Support**
   Operating in over 100 countries, Workwize ensures efficient IT asset management for globally distributed teams. Its network of local warehouses enables quick delivery and retrieval of equipment, minimizing downtime and logistical challenges.
   goworkwize.com
3. **Zero-Touch Deployment and Retrieval**
   Workwize automates the deployment of pre-configured, MDM-enrolled devices, allowing employees to start seamlessly from day one. Additionally, its zero-touch retrieval process manages all aspects of asset return, including communication, logistics, and certified data wiping, ensuring security and compliance.
   goworkwize.com

Product Landscape:(Sku analysis)

Automated Onboarding	**IT Procurement** One dashboard to procure IT hardware assets to your global workforce.
	Device Deployment Global delivery and MDM enrollment, all ready for your new hire's day 1.
	Self-Service Portal Enable your employees to order equipment and reduce your admin workload.
	HRIS Integration Sync with your HR system to prevent duplicate work and make onboarding smoother.
IT Asset Management	**Mobile Device Management** Automate device enrollment and ensure security compliance.
	IT Asset Tracking Real-time visibility into asset locations and status.
	Lifecycle Management Track the performance and value of devices throughout their lifecycle.
	Maintenance & Repairs Centralized dashboard to manage device repairs and replacements.
	IT Inventory Management Store, track, organize, and manage your IT inventory.
Automated Offboarding	**Asset Retrieval** Automated collection of devices from departing employees globally.
	Data Wiping Certified data erasure to protect sensitive information and stay compliant.
	Device Refurbishment Reuse refurbished offboarded equipment to reduce waste.
	IT Asset Disposition Eco-friendly disposal of end-of-life assets in compliance with local regulations.
	Recycling Sustainable recycling of IT assets to minimize environmental impact.
Device Storage	**Global Warehousing**

	Local storage facilities to store IT assets and manage logistics efficiently.
	IT Inventory Management Real-time stock tracking and automated restocking across all warehouses.
	Global Dispatch Quick access to devices stored in local warehouses for distribution.

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2020-21	-	-	-
2021-22	Amsterdam-based Workwize picks up €1.5 million to shape the future of working	-	-
2022-23	-	-	-
2023-24	1.Workwize Raises $13M in Series A Funding 2.Workwize raises €12.6 million to become the "first platform to fully automate the IT equipment lifecycle"	-	1. Workwize reveals fully automated IT asset management suite.

Source:

1. https://www.finsmes.com/2025/01/workwize-raises-13m-in-series-a-funding.html
2. https://www.eu-startups.com/2025/01/workwize-raises-e12-6-million-to-become-the-first-platform-to-fully-automate-the-it-equipment-lifecycle/
3. https://internationalsecurityjournal.com/workwize-automated-it-management/
4. https://www.eu-startups.com/2022/01/amsterdam-based-workwize-picks-up-e1-5-million-to-shape-the-future-of-working/

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	No	Not Specified
	25-40	No	Not Specified

	40-55	No	Not Specified
Gender	Male	No	Not Specified
	Female	No	Not Specified
	Others	No	Not Specified
Geography	Tier I	No	Not Specified
	Tier II	No	Not Specified
	Tier III	No	Not Specified
	Tier IV	No	Not Specified
Global presence		Yes	Workwize serves over 25,000 users and manages more than 100,000 devices worldwide, indicating a broad international reach.
B2B	Corporate clients	Yes	**Adyen**: A global payment company utilizing Workwize's platform for IT asset management. **Elastic**: The company behind Elasticsearch, leveraging Workwize for streamlined hardware lifecycle management. **EQT**: A global investment organization benefiting from Workwize's solutions for managing IT assets. **HelloFresh**: A meal kit delivery service that has integrated Workwize's platform to enhance its IT operations. **Otrium**: A fashion outlet platform utilizing Workwize to facilitate employee onboarding and offboarding processes. goworkwize.com **Mollie**: A payment service provider that employs Workwize's platform for efficient IT asset management. goworkwize.com **Rocket Delivery**: A

			delivery service company streamlining its IT equipment management through Workwize. goworkwize.com **STX Group**: A global environmental commodity trading firm benefiting from Workwize's asset management solutions. goworkwize.com **Pleo**: A company offering smart payment cards for businesses, utilizing Workwize for hardware lifecycle management. goworkwize.com **HighLevel**: A rapidly growing SaaS company that has integrated Workwize to automate IT hardware management, resulting in significant annual savings. goworkwize.com
	Partnerships	Yes	**Workable**: Workwize collaborates with Workable, offering automated deployment of remote office equipment to streamline onboarding and offboarding processes. partners.workable.com **Global IT and Office Suppliers**: Through an extensive network, Workwize enables clients to procure or lease equipment efficiently, ensuring timely delivery and compliance with local regulations. **HRIS and MDM Integrations**: Workwize integrates with various Human Resource Information Systems (HRIS) and Mobile Device Management (MDM) solutions,

			enhancing automation and synchronization of IT asset management with existing HR and IT workflows. goworkwize.com
			Direct Sales via Digital Platform – Cloud-based platform for IT asset management. **Global IT and Office Suppliers Network** – Partnering with suppliers for procurement and leasing. **HRIS & MDM Integrations** – Automated IT asset management via HRIS & MDM systems. **Value-Added Services** – Zero-touch IT hardware management vs. traditional VARs.
	Sales	Yes	
	Call center support	No	Not Specified

Funding Trajectory:

SNo.	Date	Round Name	Amount	Valuation	TTM Revenue	Revenue Multiple	Investors & Facilitators
1.	Jan 16, 2025	Series A	112.0Cr INR	-	-	-	Institutional: Klass Capital, Graduate Entrepreneur Fund, Peak
2.	Jan 18, 2022	Seed	12.8Cr INR	-	-	-	Institutional: Peak, Graduate Entrepreneur Fund Angel: Marnix Broer, Max Klijnstra, Milan Daniels Facilitator:

							INGEN HOUSZ
3.	May 28, 2021	Seed	4.9Cr INR	-	-	-	Facilitator: INGEN HOUSZ

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website Tabs	App Downloads
40	1518	6.1k	108	-	1. Solutions 2. Platform 3. Pricing 4. Resources 5. Company	-

Company report
Ivanti

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location**:1985,US
- **Founder Background**:
1. **Jeff Abbott:CEO**,Ex-The Posse Foundation, Infor, The Leukemia & Lymphoma Society, Oracle. University of Tennessee Knoxville, Georgia State University J Mack Robinson College of Business MBA.

Brand Statement(Tagline): "Everywhere Work. Elevated."

Brand (USP):

1. **Comprehensive Product Portfolio:** Ivanti provides a wide range of solutions across various domains, including exposure management, network security, endpoint management and security, enterprise service management, and enterprise mobility. This extensive suite enables organizations to address multiple IT and security needs through a single vendor, ensuring seamless integration and simplified management.
2. **Partner-Centric Approach:** Ivanti emphasizes strong collaboration with its partners by offering enhanced resources, flexible programs, and incentives. This approach empowers partners to grow their businesses while delivering high-value solutions to customers, fostering

a mutually beneficial ecosystem.

3. **Customer Success Stories:** Ivanti's solutions have been successfully implemented across various industries, leading to tangible benefits such as increased operational efficiency, enhanced customer experiences, and higher sales. For instance, ŠKODA UK reported an uplift in average vehicle selling prices and improved customer satisfaction scores after deploying Ivanti's unified endpoint management solutions.

Product Landscape:(Sku analysis)

Products	Features
Exposure Management	1. Ivanti Neurons for Application Security Posture Management 2. Ivanti Neurons for EASM 3. Ivanti Neurons for Patch Management 4. Ivanti Neurons for Risk-Based Vulnerability Management 5. Ivanti Neurons for Vulnerability Knowledge Base 6. Ivanti Neurons Patch for Intune 7. Ivanti Patch for Configuration Manager 8. Patch for Endpoint Manager 9. Secure Connectivity 10. Security Controls
Network Security	1. Connect Secure (VPN) 2. Ivanti NAC 3. Ivanti Neurons for Secure Access 4. Ivanti Neurons for Zero Trust Access 5. Virtual Application Delivery Controller (vADC) 6. Zero Sign-On
Endpoint Management & Security	1. AppConnect and AppTunnel 2. Application Control 3. AppStation 4. Device Control 5. Docs@Work for iOS 6. Email Plus 7. Endpoint Manager 8. Endpoint Manager Mobile 9. Endpoint Security for Endpoint Manager 10. Environment Manager 11. Environment Manager Policy 12. File Director 13. Help@Work 14. incapptic Connect 15. Ivanti Neurons for App Control 16. Ivanti Neurons for Digital Experience 17. Ivanti Neurons for Edge Intelligence 18. Ivanti Neurons for Healing 19. Ivanti Neurons for Healthcare 20. Ivanti Neurons for MDM 21. Ivanti Neurons for Unified Endpoint Management 22. Ivanti Neurons Workspace

	23. Ivanti Secure Access Client
	24. Mobile Threat Defense for N-MDM
	25. Performance Manager
	26. Productivity Apps
	27. Sentry
	28. Tunnel for iOS and macOS
	29. User Workspace Manager
	30. Web@Work for iOS
Enterprise Service Management	1. Automation
	2. Ivanti Neurons Digital Assistant
	3. Ivanti Neurons for Discovery
	4. Ivanti Neurons for Facilities
	5. Ivanti Neurons for GRC
	6. Ivanti Neurons for HR
	7. Ivanti Neurons for ITAM
	8. Ivanti Neurons for ITSM
	9. Ivanti Neurons for PPM
	10. Ivanti Neurons for Security Operations Management
	11. Ivanti Neurons for Service Mapping
	12. Ivanti Neurons iPaaS
	13. Voice
	14. Xtraction
Enterprise Mobility	1. Avalanche
	2. Avalanche Printer Management
	3. Browser Solutions
	4. Ivanti Neurons for IIOT
	5. Smart Device Remote Control
	6. Terminal Emulation
	7. Velocity
	8. Velocity Voice

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2017-18	1.Ivanti Improves its Position in the Magic Quadrant for IT Service Management (ITSM) Tools. 2.Clearlake-backed Ivanti acquires Concorde Solutions. 3.Ivanti Acquires Software Optimization Expert Concorde	-	1.Ivanti Launches Online Marketplace with Add-Ons, Apps, and Connectors Across the Full Ivanti Product Portfolio.

	Solutions, Extends IT Asset Management Capabilities. 4.NinjaRMM Partners with Ivanti to Simplify and Automate Patching Processes for Managed Service Providers. 5.Ivanti Releases New Version of Ivanti Endpoint Manager. 6.Ivanti and CrowdStrike Forge Strategic Partnership to Deliver Advanced Endpoint Security.		
2018-19	1.Ivanti Announces New Cloud AI-Powered Hub and Bot App for Service Management. 2.Ivanti Announces the Launch of Environment Manager Policy. 3.Ivanti opens Dubai office. 4.Ivanti Introduces Support for Cognex Mobile Data Capture Solutions. 5.Huawei and Ivanti Sign a Cooperation Agreement to Maximize Endpoint Security and Management for Enterprise Campus Networks. 6.	-	1.Solving IT asset management. 7.Ivanti Supply Chain Delivers Powerful Scalability with Avalanche 6.3. 2.Ivanti Enables the Effective Management of SAP Licenses and Investments with Release of Ivanti Optimizer for SAP
2019-20	-	-	1.Ivanti launches new Cloud platform 2.Ivanti Unifies IT Service and IT Asset Management for Improved Visibility and Service Delivery Across the IT Enterprise. 3.Ivanti Accelerates Supply Chain Migration with the Introduction of Ivanti Velocity 2.1.
2020-21	1.Ivanti Enhances Employee Experience with Biometric Authentication, Self-Service Automation Bots and Automated	-	1.Ivanti Announces Ivanti Neurons Platform. 2.Ivanti extends ESM automation capabilities with latest additions. 3.Ivanti Wavelink Adds Support for iOS-Powered Mobile Devices.

	Asset Discovery in New Service and Asset Management Releases. 2.MobileIron to Be Acquired by Ivanti in $872 Million Deal. 3.Ivanti Announces Partnership with Avast Business. 4.Ivanti to Acquire Cherwell to Enable End-to-End Service and Asset Management.		4.Ivanti expands its Neurons platform to manage and protect health IoT (Internet of Things) devices and offer safe and intelligent experiences on all types of devices, with MobileIron Cloud integration. 5.Ivanti Wavelink Expands Market-Leading Velocity Platform.
2021-22	-	-	1.Ivanti Transforms IT Service and Asset Management with Interactive Neurons that Reduce Ticket Volumes and Deliver Personalized Employee Experiences in the Everywhere Workplace. 2.Ivanti launches Ivanti Neurons for ITSM 3.Ivanti extends Neurons platform
2022-23	1.CSS Corp and Ivanti Join Hands to Help Organizations Accelerate IT Automation and make Everywhere Workplace Possible and Productive.	-	1.Ivanti Expands Neurons Platform To Help Customers Strengthen Cybersecurity Posture. 2.Ivanti Extends Neurons Platform to Optimize the Digital Employee Experience 3.Ivanti Wavelink Puts Partners First With New Portal
2023-24	1.Ivanti joins U.S. Government Public-Private Cybersecurity Initiative, the Joint Cyber Defense Collaborative, to Help Strengthen Federal Government's Security.	-	-

Source:

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5. https://www.prnewswire.com/news-releases/ivanti-and-crowdstrike-forge-strategic-partnership-to-deliver-advanced-endpoint-security-300590426.html
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Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	No	Not specified
	25-40	No	Not specified
	40-55	No	Not specified
Gender	Male	No	Not specified
	Female	No	Not specified
	Others	No	Not specified
Geography	Tier I	No	Not specified
	Tier II	No	Not specified
	Tier III	No	Not specified
	Tier IV	No	Not specified
Global presence		Yes	**Global Presence**: Ivanti serves customers worldwide, with a significant presence in regions such as North America, Europe, and Australia. 6sense.com
B2B	Corporate clients	Yes	**Deakin University**: This educational institution enhanced its security posture by implementing Ivanti's Endpoint Management and Security solutions. **Weber**: A manufacturing company that addressed supply chain challenges by integrating Ivanti's Enterprise Mobility solutions, incorporating voice recognition technology into their warehouse operations. **Dorman Products**: An automotive parts manufacturer that reduced picking inaccuracies by 86% through the adoption of Ivanti's supply chain

			solutions. **Gilbert + Tobin**: A legal firm that improved service delivery across departments by utilizing Ivanti's Endpoint Management and Security, as well as Enterprise Service Management solutions. **Globe Telecom**: A digital communications company that simplified endpoint security with the help of Ivanti's Enterprise Mobility solutions. **King & Wood Mallesons**: A consulting firm that optimized business experiences by enhancing IT services through Ivanti's Enterprise Service Management solutions. **Department of Transport (Victoria, Australia)**: This government agency strengthened its IT infrastructure by implementing Ivanti's Endpoint Management and Security, Enterprise Service Management, and Exposure Management solutions. **Victoria University**: An educational institution that improved customer experience by adopting Ivanti's service management solutions. **BCD Travel**: A logistics company that gained a comprehensive IT overview by implementing Ivanti Neurons, enhancing their endpoint management and security. **Bilyoner**: A media and entertainment company

			that boosted business efficiency while reducing the mobile-device management load on IT support teams through Ivanti's Endpoint Management and Security solutions.
	Partnerships	Yes	**Technology Partnerships** Ivanti collaborates with numerous technology partners to integrate and enhance its product offerings. Notably, Ivanti has 139 partners, including Hewlett Packard Enterprise, its largest partner. partnerbase.com **Channel Partnerships** Ivanti's channel partners play a crucial role in extending its market reach and delivering value-added services. The Ivanti Partner Network offers programs for resellers, service providers, and integrators, providing them with resources, training, and support to effectively market and implement Ivanti solutions. ivanti.com **Strategic Alliances** Ivanti has formed strategic alliances to enhance its solution offerings and market presence. For instance, the integration between

			Cisco Duo and Ivanti enables organizations to establish a zero-trust security framework by verifying user identities and device security postures before granting application access. duo.com
	Sales	Yes	**Direct Sales** Ivanti maintains an in-house sales force that engages directly with clients to offer tailored solutions. This approach enables Ivanti to address specific customer requirements and foster strong, long-term relationships. **Channel Partner Network** A significant component of Ivanti's sales strategy is its extensive channel partner ecosystem, which includes: ● **Resellers and Distributors**: Authorized partners who market and sell Ivanti's products and services, extending the company's reach into various markets and industries. ● **Service Providers and System Integrators**: Partners offering implementation, integration, and

			consulting services, ensuring that clients effectively deploy and utilize Ivanti's solutions. To support and enhance partner collaboration, Ivanti offers the **Ivanti Partner Network**, providing resources such as training, marketing support, and performance incentives. This program is designed to align partner efforts with Ivanti's strategic objectives, fostering mutual growth and customer success.
	Subscription	Yes	**Subscription-Based Licensing**: Ivanti offers its software solutions through subscription-based models, providing clients with flexibility and scalability to meet their evolving IT needs.
	Call center support	Yes	**Online Support Resources** ● **Customer Support Center (CSC)**: A self-service portal providing access to product documentation, knowledge bases, and case management tools. ivanti.com ● **Ivanti Community**: An interactive platform where

			users can engage in product forums, share insights, and seek assistance from peers and Ivanti experts. ivanti.com **Direct Support Channels** ● **Technical Support**: Clients can reach Ivanti's Global Support Center via email at support@ivanti.com or by phone at +1-844-751-7629 (toll-free in the USA). help.ivanti.com ● **Success Portal**: Allows customers to log or update cases and request callbacks from support team members. ivanti.com
D2G			Ivanti actively collaborates with government entities to enhance cybersecurity and IT infrastructure. Notably, in June 2023, Ivanti joined the U.S. government's Joint Cyber Defense Collaborative (JCDC), aiming to strengthen federal cybersecurity measures through public-private partnerships. ivanti.com
	Government collaborations	Yes	
	Partnerships	Yes	-

| | | | Ivanti has been selected by the National Institute of Standards and Technology's (NIST) National Cybersecurity Center of Excellence (NCCoE) to participate as a collaborator in the Implementing A Zero Trust Architecture project. This collaboration underscores Ivanti's commitment to enhancing cybersecurity frameworks within government sectors. |
| | Strategic alliances | Yes | ivanti.com |

Funding Trajectory:

Date	Round name	Amount	Investors
Mar 09, 2021	PE	Undisclosed	Institutional: Charlesbank Capital Partners, Clearlake Capital Group, TA Facilitator: Ropes & Gray, UBS, Citi, Sidley
Aug 13, 2020	PE	Undisclosed	Institutional: TA Facilitator: Shea & Company
2012	PE	Undisclosed	Institutional: Clearlake Capital Group
Mar 2003	Series C	Undisclosed	Corporate: Tudor Funds Facilitator: Cascadia Capital

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website Tabs	App Downloads
6.5k	3484	134k	6776	3.02k	1. Products 2. Solutions 3. Support 4. Resources 5. Partners 6. Company	-

Company report
Reftab

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location**:2013,New york
- **Founder Background**:
1. **Michael Caslowitz:Co-Founder**,Ex-MRY, Valiant Technology. Hofstra University BA 2010
2. **Robert Hoyt:Co-Founder**,State University of New York at New Paltz BS 2010, Queens College 2011

Brand Statement(Tagline): "Asset Management Software - Simple & Intuitive."

Brand (USP):

1. **Comprehensive Asset Management**: Reftab provides an all-encompassing solution for tracking both hardware and software assets. It enables organizations to assign equipment, monitor assets globally, and maintain organized records, ensuring efficient management of resources.
2. **Customizable and User-Friendly Interface**: The platform is designed to be simple and intuitive, allowing users to tailor asset categories, fields, and workflows to meet specific organizational needs. This flexibility ensures that businesses can adapt the software to their unique processes without unnecessary complexity.
3. **Robust Integration Capabilities**: Reftab seamlessly integrates with various third-party applications and services, including mobile device management (MDM) systems like Jamf and Microsoft Intune, as well as service desks such as Jira and Zendesk. These integrations facilitate centralized asset management and streamline operations across different platforms.

Product Landscape:(Sku analysis)

1. **Asset Management and Tracking**: Reftab provides tools for managing fixed assets, including reservations and loans to monitor assets, licenses, and accessories. The platform supports barcode and QR code scanning through mobile applications, facilitating efficient check-in and check-out processes.
   reftab.com
2. **Maintenance Management and Work Orders**: The software includes maintenance management capabilities, allowing users to schedule and track maintenance activities. This

ensures that assets remain in optimal condition and helps in prolonging their lifespan.
reftab.com

3. **User Request Portal**: Reftab features a user-friendly request portal where employees can submit equipment requests. This system streamlines the approval process and ensures that asset distribution is well-organized and documented.
reftab.com

4. **License, Inventory & Consumables Tracking**: The platform offers tracking for software licenses, inventory, and consumable items, providing real-time visibility and control. This helps organizations manage software licenses, monitor usage, and receive alerts to optimize spending and stay within budget.
reftab.com

5. **Asset Tag Labels**: Reftab allows users to design and print custom asset tags, including barcodes and QR codes. This facilitates easy identification and tracking of assets throughout their lifecycle.
reftab.com

6. **Reports and Chart Builders**: The software includes robust reporting and chart-building tools, enabling users to generate insights into asset utilization, maintenance history, and other critical metrics. These reports assist in informed decision-making and strategic planning.
reftab.com

7. **Role-Based Access Rights**: Reftab supports role-based access control, allowing administrators to define user permissions based on roles. This ensures that sensitive information is accessible only to authorized personnel, enhancing security and compliance.
reftab.com

8. **Mobile Applications**: The platform offers mobile apps compatible with iOS and Android devices, enabling users to manage assets on the go. Features include scanning asset tags, performing audits, and processing check-ins and check-outs directly from mobile devices.
reftab.com

Pricing Plans:

Feature	Free Forever	Starter ($31.25/mo)	Pro ($62.50/mo)	Business ($104.17/mo)
Asset Limit	50	250	250	250
Unlimited Users	Yes	Yes	Yes	Yes
Mobile Apps (iOS & Android)	Yes	Yes	Yes	Yes
Barcode Scanning & Generation	Yes	Yes	Yes	Yes
Custom Asset Fields & Categories	Yes	Yes	Yes	Yes
Check-in/Check-out & Reservations	Yes	Yes	Yes	Yes
Advanced Reporting	Yes	Yes	Yes	Yes

Feature				
Asset Kits	Yes	Yes	Yes	Yes
Single Sign-On (SSO)	No	Yes	Yes	Yes
Unlimited Accessories & License Tracking	No	Yes	Yes	Yes
Kit Bundles & Templates	No	Yes	Yes	Yes
Barcode Designer	No	Yes	Yes	Yes
Custom Email Templates	No	Yes	Yes	Yes
Two-Factor Authentication	No	Yes	Yes	Yes
API Access	No	Yes	Yes	Yes
Asset Changelog History	No	No	Yes	Yes
Audit Assets	No	No	Yes	Yes
Software Surveys	No	No	Yes	Yes
Automated Workflows	No	No	Yes	Yes
Scheduled Emails	No	No	Yes	Yes
Consumables Tracking	No	No	Yes	Yes
Custom Domain	No	No	Yes	Yes
Ownership Verification Agreements	No	No	Yes	Yes
Role-Based Access Control	No	No	Yes	Yes
Self-Serve Booking Portal	No	No	Yes	Yes
Unit Cost Tracking & Rental Rates	No	No	Yes	Yes
Microsoft Intune Integration	No	No	No	Yes
SaaS Discovery & Utilization	No	No	No	Yes
Installed Software Tracking	No	No	No	Yes
CVE Vulnerability Scanning	No	No	No	Yes

Maintenance Tracking & Work Orders	No	No	No	Yes
Request/Approval Workflows	No	No	No	Yes
User Provisioning (SCIM, LDAP)	No	No	No	Yes
Depreciation Tracking	No	No	No	Yes
Multi-Tenancy Provisioning	No	No	No	Yes
Windows Installable Agent	No	No	No	Yes

- Custom plans available for organizations managing over 3,000 assets.

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2013-14	**Inception:** Reftab was established with the goal of creating a customizable, mobile-friendly asset management solution to replace outdated and unreliable systems. reftab.com	-	1.**Mobile App Development:** The team began overhauling their mobile application using AngularJS and Ionic frameworks to enhance user experience. reftab.com
2015-16	-	-	-
2016-17	-	-	**Platform Upgrade:** Reftab upgraded its desktop platform, improving speed, performance, and introducing new features like inventory and license tracking. reftab.com
2017-18		-	
2018-19	**Enhanced Loanee Management:** Introduced features allowing individual	-	-

	images for loanees and a consolidated view of all items under a loanee's custody, improving asset tracking and accountability. reftab.com		
2019-20	-	-	**Mobile App Updates:** Reftab updated its iOS and Android mobile apps to support scanning and bulk check-in/out of accessories and kits. Additionally, scanning an unrecognized asset tag prompted users to create a new asset, streamlining asset management. reftab.com
2020-21	-	-	**API Public Release:** Made their API publicly accessible, enabling users to integrate Reftab's functionalities with other systems seamlessly.
2021-22	**Custom Maintenance PDFs:** Enabled users to create custom-designed maintenance PDFs, allowing for professional documentation of maintenance activities with company branding. reftab.com	-	**Feature Enhancements:** Introduced default indefinite loans, time blocks for asset reservations, and customizable maintenance PDFs, streamlining asset management processes. reftab.com
2022-23	**Advanced Security Features:** Implemented domain verification for SAML setup, enforced two-factor authentication, and provided access logs for administrators, enhancing platform security. reftab.com	-	**Custom Email Notifications:** Launched a feature allowing users to create custom email notifications, enhancing communication regarding asset status and updates. reftab.com

2023-24	Cranel Announces New Partnership With Rebtab. Source:https://businesstechnologyassociation.growthzoneapp.com **Lansweeper Integration:** Partnered with Lansweeper to import network-discovered devices into Reftab, offering a comprehensive view of organizational assets. reftab.com **Cranel Partnership:** In August, Reftab partnered with Cranel, Inc., a leading distributor of document and print management solutions. This collaboration aimed to provide Reftab's asset management solutions to Cranel's extensive network of over 1,000 office equipment dealers and value-added resellers. cranel.com	-	**Equipment Request System:** Developed a system enabling users to submit general equipment requests, simplifying the process of asset allocation and management. reftab.com **Integration Expansion:** Integrated with CDW and Google Workspace, automating asset creation and management, and introduced tool transfer capabilities and recurring reservations to meet diverse user needs. reftab.com
2024-25	**Software Surveys and Audit Reconciliation:** Introduced features like customizable software surveys to assess license utilization and audit reconciliation tools to streamline asset tracking and compliance. reftab.com	-	**Microsoft 365 Integration:** Expanded SaaS discovery to include Microsoft 365 applications, providing deeper insights into software usage and consolidating hardware and software asset management. **reftab.com**

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	No	Not Specified
	25-40	No	Not Specified
	40-55	No	Not Specified
Gender	Male	No	Not Specified
	Female	No	Not Specified
	Others	No	Not Specified
Geography	Tier I	No	Not Specified
	Tier II	No	Not Specified
	Tier III	No	Not Specified
	Tier IV	No	Not Specified
Global presence		Yes	18 countries **Living Water International**: This organization utilizes Reftab for global IT asset management, ensuring efficient tracking and maintenance of equipment across multiple locations. reftab.com **Keywords Studios**: Initially implemented locally, Reftab's solution expanded to a global initiative within Keywords Studios, highlighting its scalability and adaptability to different operational needs. reftab.com
B2B	Corporate clients	Yes	**Johns Hopkins University**: Utilizes Reftab to efficiently manage and track equipment usage, maintenance, and availability, enhancing organization and accountability within their departments. reftab.com **Living Water**

			International: Employs Reftab for global IT asset management, particularly in tracking equipment across multiple locations, ensuring accountability among team members, and streamlining operations. blog.reftab.com **Nuvve Corporation**: A California-based green energy technology company that leverages Reftab in conjunction with Jira Service Desk to manage assets across multiple global locations, facilitating efficient operations in vehicle-to-grid technology. reftab.com **Stonebridge**: A winery that customized Reftab to meet specific needs in managing inventory, creating tailored categories and locations pertinent to the winemaking process, thereby enhancing data capture and equipment setup efficiency. reftab.com **Keywords Studios**: A creative and technical services provider for the video game industry, utilizing Reftab to streamline asset management processes across various projects and locations. reftab.com
	Partnerships	Yes	**Cranel, Inc.**: In August 2023, Reftab partnered with Cranel, a U.S.-based distributor of document and print management solutions. This

			collaboration enables Cranel to offer Reftab's asset management platform to its network of over 1,000 office equipment dealers and value-added resellers, expanding Reftab's market reach. cranel.com **Jamf**: Reftab maintains a technology partnership with Jamf, a leading Apple device management provider. This alliance enhances Reftab's capabilities in managing Apple devices within organizational infrastructures, offering seamless integration for clients utilizing Apple products. partnerbase.com
	Sales	Yes	**Website Engagement**: Reftab's official website serves as a central hub for potential clients to explore product features, access case studies, and initiate contact for personalized demonstrations or inquiries.
	Subscription	Yes	Reftab operates on a subscription-based model, offering various plans to suit different organizational needs.
	Call center support	Yes	yes

Funding Trajectory:

Bootstrap

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website Tabs	App

						Downloads
-	-	-	76	203	1. [Features](#) 2. [Industries](#) 3. [Pricing](#) 4. [Blog](#) 5. Partners 6. [Contact](#)	5k+

Company report
ManageEngine
A division of Zoho Corporation

Company Summary

Founder History & Company Overview:

- **Incorporation Date & Location**:1995,US.
- **Founder Background**:
1. **Sridhar Vembu:Founder & CEO**,CEO of Zoho since 2000, Indian Institute of Technology, Madras (1985 – 1989)
2. **Tony Thomas:Co-Founder**,Zoho Corporation.

Brand Statement(Tagline): Not specified

Brand (USP):

1. **Comprehensive Asset Lifecycle Management**: AssetExplorer enables organizations to monitor the complete lifecycle of assets, from procurement to disposal. It offers auto-discovery and management of all hardware and software inventory deployed in the network, ensuring accurate tracking and efficient utilization of resources.
2. **Integrated Configuration Management Database (CMDB)**: The solution includes a CMDB that provides a visual representation of all configuration items and their relationships. This feature aids in root cause analysis and impact assessment, enhancing the organization's ability to manage changes and resolve issues effectively.
3. **Robust Software Asset Management and License Compliance**: AssetExplorer assists in maintaining software license compliance by identifying unused and underutilized licenses. It provides clear insights through intuitive charts, helping organizations stay compliant with license agreements and optimize software usage.

Product Landscape:(Sku analysis)

Feature	Description

IT Asset Management	Monitor the complete asset lifecycle from procurement to disposal; auto-discover and manage all hardware and software inventory in your network.

Configuration Management Database (CMDB)	View all configuration items and their relationships; aids in root cause analysis and impact monitoring with nearly 50 predefined configuration types.

Software Asset Management & License Compliance	Ensure compliance with license agreements using intuitive charts; identify unused and underutilized licenses.

Purchase Orders and Contracts	Utilize purchase order workflows for easy generation; define contract details and rules; receive notifications before contract expirations.

Reports	Generate detailed predefined, custom, or query-based reports; schedule reports for direct delivery to your inbox.

Mobile Application	Discover, manage, and track all hardware and software assets from anywhere using the AssetExplorer mobile app for iOS and Android.

Traction:

Year	Users and Company Growth	Revenue growth	Product Development
2017-18	1.ITR Technology announces ManageEngine launch of log analysis, auditing solution for multi-cloud environments. 2.ManageEngine Strengthens Endpoint Security With Patch Management on Cloud.	-	1.ManageEngine Adds Migration Capability to its SharePoint Management and Auditing Solution 2.ManageEngine Adds New Group Policy Object Management Capabilities to ADManager Plus 3.ManageEngine ADAudit Plus Now Audits Active Directory Federation Services 4.ManageEngine Announces Performance Monitoring for Office 365 at Microsoft Ignite 5.ManageEngine Updates Cloud-Based Service Desk Plus

2018-19	1.ManageEngine SIEM Solution Introduces Office 365 Monitoring to Help Enterprises Ensure Business Continuity. 2.ManageEngine Announces AD360 HRMS-Based IAM Automation. 3.ManageEngine Announces Unified Endpoint Management Edition of Desktop Central.	-	1.ManageEngine RecoveryManager Plus Adds Windows Server Backup and Restoration Capabilities. 2.ManageEngine Launches ServiceDesk Plus add-in for Microsoft Office 365. 3.ManageEngine Strengthens Endpoint Security with the Launch of Browser Security Plus. 4.ManageEngine Adds Voice Assistant and Geo-Fencing to New Version of Desktop Central.
2019-20	1.ManageEngine Automates User Mailbox Management in Its Office 365 Administration Tool.	-	1.ManageEngine's Enhanced ITSM Solution Enables Visual Mapping of Request Management. 2.ManageEngine Launches Cloud-Based, Single Sign-On Solution for Enterprises. 3.ManageEngine Fortifies IT Analytics Solution with AI Assistant. 4.ManageEngine Releases Applications Manager 14.5 with Support for Oracle Autonomous Database
2020-21	-	-	-
2021-22	1.ManageEngine ADSelfService Plus Adds MFA for OWA to Enhance Mailbox Security. 2.ManageEngine brings endpoint protection capabilities to enterprise customers.	-	1.ManageEngine Debuts AD360 HRMS-Based IAM Automation At Microsoft Ignite. 2.ManageEngine Unifies Endpoint Management and Network Monitoring for MSPs. 3.ManageEngine adds augmented analytical capabilities to its AI assistant Zia.
2022-23	1.ManageEngine Turns 20, Announces India Expansion Plans. 2.ManageEngine Integrates with Sectigo® to Automate Certificate Lifecycle Management.	-	1.ManageEngine Releases SaaS Version of Analytics Plus. 2.ManageEngine to launch CloudSpend for Azure at Gitex Global.
2023-24	1.Forty8Fifty Labs Becomes an Official Atlassian Specialized Partner in ITSM.	-	1.ManageEngine Launches Security and Risk Posture Management in Its SIEM Solution.

			2.ManageEngine ADSelfService Plus adds offline MFA to improve remote work security. 3.ManageEngine Launches Its Cloud-Native Identity Platform to Address Workforce IAM Challenges.
2024-25	1.ManageEngine announced that CloudSpend. 2.ManageEngine announces integration with Constella Intelligence. 3.ManageEngine partners with ACPL to boost the digital security and performance of Indian businesses.	-	1.ManageEngine Simplifies Cloud Cost Management for Enterprises Across Multi-Cloud Environments. 2.ManageEngine Launches Its Comprehensive SaaS Management Solution to Help Businesses Overcome SaaS Sprawl. 3.ManageEngine launches comprehensive SaaS management solution SaaS Manager Plus. 4.ManageEngine launches Analytics Plus 6.0 with AI Spotlight feature. 5.AI Platform Supporting Autonomous Agents Across Unveiled.

Source:

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Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	No	Not specified
	25-40	No	Not specified
	40-55	No	Not specified
Gender	Male	No	Not specified
	Female	No	Not specified
	Others	No	Not specified
Geography	Tier I	No	Not specified
	Tier II	No	Not specified
	Tier III	No	Not specified
	Tier IV	No	Not specified
Global presence		Yes	ManageEngine, a division of Zoho Corporation, has established a robust global presence, serving over 280,000 organizations across more than 190 countries, including nine out of every ten Fortune 100 companies. **Global Offices and Data Centers** ManageEngine operates over 20 offices in 13 countries, with key locations including: **United States**: Pleasanton, California (Global Headquarters) **India**: Chennai (Development Center) **Singapore**: Regional Office **Japan**: Tokyo Office **Australia**: Sydney Office **China**: Beijing Office

			● **United Arab Emirates**: Dubai Office ● **Brazil**: São Paulo Office ● **Mexico**: Regional Office ● **Canada**: Toronto Office Additionally, the company maintains 18 data centers worldwide, located in cities such as Riyadh, Mumbai, Sydney, Tokyo, Shanghai, and Toronto, ensuring reliable service delivery and data redundancy. comparitech.com
B2B	Corporate clients	Yes	Their IT management solutions are utilized by over 280,000 organizations in more than 190 countries, including nine out of every ten Fortune 100 companies. **Notable Corporate Clients:** ● **DAP Health**: This healthcare organization optimized its IT operations using ManageEngine's suite of products, particularly ServiceDesk Plus, which they've utilized for over a decade. manageengine.com ● **Kingspan Insulated Panels**: As the largest division of the Kingspan Group, this company enhanced productivity and streamlined its service management process with solutions like ADAudit Plus, Endpoint Central, and ServiceDesk Plus. manageengine.com ● **Integreon**: A global provider of legal and business solutions, Integreon improved its IT journey and achieved success by implementing ServiceDesk Plus and OpManager. manageengine.com ● **FP McCann**: The UK's

			largest precast concrete manufacturer utilized OpManager to enhance the efficiency of its IT infrastructure monitoring, resulting in significant savings. manageengine.com ● **McLarens**: A global loss adjusting company, McLarens achieved a 30% improvement in Mean Time to Resolution (MTTR) and 24/7 system availability by leveraging ManageEngine's Applications Manager. manageengine.com
			Asia-Pacific ● **Elitbuzz Technologies Ltd** (Bangladesh): Provides IT solutions and services, serving as a key partner in the region. ● **Concepts Technologies** (Brunei): Offers comprehensive IT services, collaborating with ManageEngine to deliver tailored solutions. ● **NetMon Information Systems Limited** (Hong Kong): Specializes in network monitoring solutions, integrating ManageEngine's products into their offerings. ● **Softcell Technologies Global Private Limited** (India): A platinum partner providing a range of IT services across India. ● **PT. Prodata Sistem Teknologi** (Indonesia): Delivers IT infrastructure solutions, incorporating ManageEngine's tools to enhance client systems. **Europe**
	Partnerships	Yes	

			● **Systena Corporation** (Japan): Engages in system integration and IT services, utilizing ManageEngine's products to serve clients effectively. ● **Alatau Innovations** (Kazakhstan): Focuses on innovative IT solutions, partnering with ManageEngine to offer advanced management tools. ● **TriTech Distribution Limited** (Hong Kong): Distributes a variety of IT products, including ManageEngine's software solutions. **Middle East and Africa** ● **Telemant Corporation** (South Korea): Provides network management solutions, integrating ManageEngine's offerings into their services. ● **10 Infinity Sdn Bhd** (Malaysia): Offers IT consultancy and services, partnering with ManageEngine to deliver comprehensive solutions. ● **Bluechip Infotech New Zealand Limited** (New Zealand): Distributes IT products and services, including ManageEngine's suite of tools. **Americas** ● **IT Group Inc.** (Philippines): Provides IT solutions and services, incorporating ManageEngine's products to meet diverse client needs. ● **South Asian Technologies (Pvt.) Ltd.** (Sri Lanka): Delivers IT distribution and services, partnering with ManageEngine to enhance

			their portfolio.
			1. Channel Partnerships ● **Resellers and Distributors**: ManageEngine collaborates with a network of resellers and distributors worldwide to extend its market reach. These partners are instrumental in delivering products to a broader audience and providing localized support. manageengine.com ● **Managed Service Providers (MSPs)**: By partnering with MSPs, ManageEngine integrates its solutions into comprehensive service offerings, enabling clients to receive managed IT services that incorporate ManageEngine's products. manageengine.com **2. Direct Sales and Online Engagement** ● **Official Website**: ManageEngine's website serves as a central hub for product information, free trials, and direct purchases, facilitating seamless engagement with potential clients. ● **Lead Generation**: The company employs digital marketing strategies, including content marketing, webinars, and targeted advertising, to attract and nurture potential leads. **3. Partner Program Benefits** ManageEngine offers a structured partner program that provides various benefits, including:
	Sales	Yes	

			Volume Discounts: Competitive pricing models to enhance partner profitability. **Qualified Sales Leads**: Access to potential clients interested in IT management solutions. **Pre and Post-Sales Support**: Comprehensive assistance throughout the sales process to ensure customer satisfaction. **Sales and Technical Training Kits**: Resources to equip partners with the necessary knowledge and skills. **Priority Technical Support**: Expedited assistance to address technical queries and issues. manageengine.com
	Subscription	Yes	**Subscription Licensing Model:** **Annual Renewal: Licenses are valid for one year and require renewal to continue usage.** **Inclusive Support: The subscription fee encompasses the Annual Maintenance and Support (AMS), covering updates and technical assistance without additional costs.** **pitstop.manageengine.com** **Alternative Licensing Option:** **Perpetual Licensing: For organizations preferring a one-time purchase, ManageEngine offers perpetual licenses. This model includes a perpetual license fee and an annual AMS fee for ongoing support and updates.**

			pitstop.manageengine.com
	Call center support	Yes	ManageEngine offers comprehensive Business-to-Business (B2B) call center support to its clients through multiple channels, ensuring timely and effective assistance. Clients can reach out via phone, email, live chat, and access a wealth of online resources.
D2G	Partnerships	Yes	**Key Government Partnerships:** ● **United States Department of Agriculture (USDA)**: The USDA utilizes ManageEngine's solutions to streamline its agricultural research services, ensuring efficient management of IT resources. manageengine.com ● **United Nations World Food Programme (UN WFP)**: As part of its global humanitarian efforts, the UN WFP employs ManageEngine's tools to maintain robust IT operations, facilitating effective food assistance programs worldwide. manageengine.com ● **US Department of Veterans Affairs**: This department leverages ManageEngine's IT management solutions to enhance services for veterans, ensuring secure and efficient handling of sensitive information. manageengine.com ● **Geological Survey of Austria (Umweltbundesamt GmbH)**: Austria's federal environment agency employs ManageEngine's products to monitor and manage environmental data effectively. manageengine.com ● **Virginia Information**

			Technologies Agency (VITA): VITA collaborates with ManageEngine to oversee the state's IT infrastructure, ensuring high availability and performance of public services. manageengine.com **Focus Areas of Collaboration:** ● **Critical Infrastructure Protection**: ManageEngine provides tools to safeguard essential public services, including power, telecommunications, and transportation, against potential threats. manageengine.com ● **Citizen Experience Enhancement**: By modernizing legacy systems and implementing AI-driven solutions, ManageEngine assists governments in delivering seamless and efficient services to the public. manageengine.com ● **Data Security and Compliance**: ManageEngine's solutions help government agencies protect sensitive data and comply with regulatory standards, ensuring public trust and transparency. manageengine.com
	Strategic alliances	Yes	**ACPL Systems Pvt. Ltd.**: This alliance combines ManageEngine's IT solutions with ACPL's expertise in compliance and risk reduction, aiming to strengthen the cybersecurity posture of Indian organizations. manageengine.com **QNX Software Systems Ltd.**: A collaboration focused on integrating ManageEngine's monitoring tools with QNX's dynamic architecture, enabling remote monitoring and

			configuration of software components. manageengine.com
HYBRID	Combination approaches (B2B, , D2C)	Yes	Yes
	Online platforms	Yes	Yes
	subscription	Yes	Yes

Funding Trajectory:

Undisclosed round by Randvest Capital

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website Tabs	App Downloads
20k	5227	47k	7650	32.8k	1. Products 2. Solutions 3. Company 4. Support 5. Events	ManageEngine MDM: 500,000+ downloads Applications Manager: 100,000+ downloads Endpoint Central: 50,000+ downloads Mobile Device Manager Plus: 10,000+ downloads Endpoint Central MSP: 5,000+ downloads ManageEngine AppCreator: 100+ downloads

Summary

1. Market Gaps Identified

1.1 Lack of Awareness in SMBs

- Many small and medium businesses (SMBs) in India and emerging markets are unaware of lifecycle management benefits.
- This leads to underutilization of IT assets and increased operational costs.

Opportunity:

- Create **awareness campaigns** and **affordable lifecycle management solutions** tailored for SMBs.
- Offer **educational workshops** or **consultation services** to onboard SMBs into asset lifecycle strategies.

1.2 Complexity in Multi-Vendor IT Environments

- Managing IT hardware from multiple vendors is complex, making lifecycle management challenging.
- Many businesses struggle to integrate different hardware and software components effectively.

Opportunity:

- Develop a **unified IT asset management (ITAM) platform** that can integrate multiple vendors.
- Offer **middleware or API-based solutions** that provide seamless interoperability between different IT systems.

1.3 High Initial Investment Costs

- Businesses hesitate to adopt IT asset management due to the **high upfront costs** of implementing full-scale lifecycle management solutions.

Opportunity:

- Offer **pay-as-you-go (subscription-based) services** to lower adoption costs.
- Introduce a **freemium model** where basic lifecycle management tools are free, with premium features available as paid add-ons.

1.4 Limited Presence of Circular Economy Models

- Many businesses still follow a **linear IT asset model** (buy, use, dispose).
- The recommerce market is growing but remains underdeveloped, with **low adoption of refurbishing, repurposing, and recycling programs**.

Opportunity:

- Develop a **hardware refurbishment-as-a-service** model for enterprises.
- Partner with e-waste management firms to create a **closed-loop hardware lifecycle**.
- Introduce an **enterprise buyback program**, offering businesses discounts on new hardware when trading in old devices.

1.5 Poor Hardware Asset Tracking in Distributed Teams

- With **remote work** and **hybrid work models**, companies struggle to track IT assets effectively across multiple locations.

Opportunity:

- Build a **cloud-based real-time asset tracking system** for distributed teams.
- Integrate with **IoT sensors** to enable automated tracking of IT assets.

2. Key Market Opportunities

2.1 Subscription-Based IT Asset Management for Enterprises

- Many companies prefer **OPEX models** (Operational Expenditure) over **CAPEX** (Capital Expenditure).

Action Plan:

- Develop a **hardware lifecycle management SaaS** model with subscription pricing.
- Offer **bundled IT asset tracking & maintenance services**.

2.2 AI-Driven Predictive Maintenance

- Many IT failures occur due to poor maintenance strategies.
- AI-based predictive maintenance can **extend asset lifespans** and **reduce downtime**.

Action Plan:

- Implement **AI-powered diagnostics** that predict hardware failures before they happen.
- Provide **automated maintenance scheduling** to optimize device performance.

2.3 Blockchain for IT Asset Transparency

- Companies struggle with verifying **authenticity and compliance** in IT asset management.

Action Plan:

- Leverage **blockchain technology** for **hardware lifecycle tracking and compliance validation**.
- Develop a **tamper-proof IT asset history ledger** to increase transparency.

2.4 Growth in the Indian IT Asset Disposition (ITAD) Market

- The Indian IT Asset Disposition (ITAD) market is **expected to reach $636 million by 2032**.
- Government regulations on **e-waste management** are tightening.

Action Plan:

- Build **eco-friendly IT disposal services** tailored for businesses.
- Partner with **corporations for e-waste collection** and recycling programs.

2.5 Localized Solutions for Emerging Markets

- Global IT asset management solutions often **lack localization** for Indian and South Asian markets.
- SMBs require **region-specific** pricing, compliance, and support.

Action Plan:

- Develop **localized IT asset management software** with **multi-language support**.
- Offer **region-specific compliance tracking** to help businesses adhere to local regulations.

Conclusion

The IT hardware lifecycle management market has strong **growth potential** driven by **digital transformation, remote work adoption, and sustainability trends**. Key opportunities lie in **AI-driven asset management, subscription-based models, blockchain transparency, and circular economy initiatives**. Businesses that **simplify IT asset tracking, reduce costs for SMBs, and integrate sustainability practices** will likely capture a **significant market share**.