

LatentView Analytics acquires Decision Point Analytics



Date: March 28, 2024

2012

Founded

5

Global offices

300+

Employees

\$12.8m

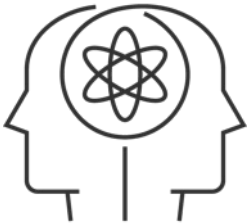
Revenue

WHAT DECISION POINT WILL BRING

Decision Point Overview

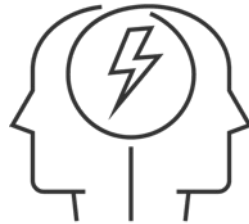
With a decade of global experience in delivering AI and advanced analytics solutions, Decision Point has served over 50 clients, across North America, Latin America, Europe, Africa and Asia in CPG and Retail. Their expertise lies in solving business problems using cutting-edge AI technologies.

Acquisition Rationale



Global CPG Upsell

Revenue Growth
Management (RGM)



Product Strength

Beagle GPT
(Enterprise Analytics)



New Clients & Markets

LATAM CPG
Customers



ACQUISITION RATIONALE

CPG Upsell - New RGM capabilities

RGM, a high priority for CPG industry

Mentions of RGM in earnings calls of Top 100 CPG companies **have doubled**. GenAI to boost efficacy of RGM use cases.

Immediate scale in CPG vertical

With enhanced GenAI and product capabilities, LatentView's CPG vertical is expected to **grow 3x in size by FY'25**.

Access to Fortune 500 CPG customers

Decision Point gives LatentView access to **new Fortune 500 customers** across Europe, NA and LATAM.

New Buying Center

Access to Chief Information Officers

Gateway to Larger Deals

Building data habits in enterprises and opening doors to larger deals

Strong clientele

Current portfolio of Fortune 500 with \$1m ARR

Award-winning product

Awarded most innovative app on MS Teams by Microsoft twice

ACQUISITION RATIONALE



A GenAI-powered conversational analytics platform that delivers data and analytics insights on MS Teams





ACQUISITION RATIONALE

New Clients & Markets

Global footprint

- LATAM
- Europe
- APAC

Talent and expertise

Access to a **strong employee base** across LATAM and India

Cross-sell opportunities

LatentView solutions:

ConnectedView, SmartInnovation etc.

Decision Point solutions:

RGM, Beagle etc.

Transaction Mechanics

LatentView Analytics Limited (listed in India) is acquiring 100% of Decision Point India on a debt-free, cash-free basis over 2-3 years, based on achieving the agreed business metrics.

Decision Point will continue to be led by the existing management team and will be supported by LatentView's strong GTM presence in North America and Europe.

70%

Upfront

**10% (FY 25) +
20% (FY 26)**

Purchase consideration
based on achieving
future business metrics

