



451 Research
FIRESTARTER
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REPORT EXCERPT
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451 Research Announces Q4 2018 Firestarter Innovation Award Recipients

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The 451 Firestarter award recognizes organizations for exceptional innovation and disruption in their market. Based on their conversations within the industry, the 451 Research analyst team, on a quarterly basis, nominates technology firms of any size and age.

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SMARTSHEET

Nominated by Chris Marsh, Research Director, Workforce Productivity & Compliance

Smartsheet is a pioneer in work management software that gives individuals, teams and businesses a tool to customize how they structure, collaborate on, manage and execute on work. The tool is highly flexible with thousands of use cases, which – along with a deployment model that allows for unlimited collaborators – has led to viral adoption. With key business application integrations, a new enterprise-wide architecture, and a growing raft of productized solution bundles and distribution channels, the company is stretching to cover more and different types of work across its customers. Smartsheet is leading a wave of youthful companies that are jumping on the growing enterprise appetite for tools that provide greater workforce agility and more purposeful collaboration, and it has the potential to be disruptive to the multi-billion-dollar traditional project management, productivity and collaboration markets. The company generated \$111m in revenue for its FY2018 from 76,000 paying organizations; billings grew 70% and annual contract value 48% over the last year, and it has a recent successful IPO in the bag. To help continue the momentum, Smartsheet has hired several senior industry executives over the past year.

451 Research has announced the recipients of our Firestarter awards for the fourth quarter of 2018. Firestarter recipients are firms specifically recognized by 451 analysts for innovation and market disruption. The 17 companies being recognized with 451 Firestarter awards this quarter are detailed below.

THE 451 TAKE

The 451 Firestarter award recognizes organizations for exceptional innovation and disruption in their market. Firestarters are awarded quarterly to technology firms of any size and age. Awardees are nominated by the 451 Research analyst team based on their in-depth conversations within the industry. Nominations are based on a combination of factors, including uniqueness, strategic and technology vision, and the disruptive potential of the organization's technology. Award recipients fall within the four key technology themes of 4SIGHT, the 451 Research framework for understanding the evolution of the digital transformation landscape: Contextual Experience, Invisible Infrastructure, Pervasive Intelligence and Universal Risk.

THE FOUR TECHNOLOGY PILLARS OF THE 4SIGHT FRAMEWORK

Contextual Experience defines interactions between a customer, worker or citizen and an organization that are augmented by rich sources of real-time information, delivered to them in the right format and at the right time, for an experience that is friction-free, empowered by technologies such as smartphones, machine learning and the cloud.

Invisible Infrastructure describes the evolution of IT and communications infrastructure to meet the demands of modern, digital organizations, enabling technology consumers to assemble, access and pay for digital services in a simple, seamless and automated manner, without specific knowledge of the underlying physical infrastructure.

Pervasive Intelligence describes the ubiquitous use of data and analytics to drive not just business decisions, but also the core operational applications of the business itself. 451 Research defines Pervasive Intelligence as the infusion of human and artificial intelligence into applications, services, workflows, systems, devices and computing systems infrastructure – on the cloud, in the datacenter and at the edge – to deliver, democratize and automate data-driven decision-making.

Universal Risk reflects the new reality of digital transformation. Today, the risks of IT are largely confined to the operational realm, or the consequences of cyberthreats. As technology increasingly permeates virtually every aspect of everyday life, its impact will become pervasive – more universal – as will the risks that arise from the consequences of technology failures and threats at every level, from the personal to the corporate to the national and global.

ABOUT 4SIGHT

4SIGHT brings together the top thought leadership of 451 Research to help frame conversations about the evolution of enterprise IT. It isn't a quadrant or a wave – it's informed perspective that can fuel your planning. All organizations are finding themselves navigating a challenging and changing digital transformation landscape. It's hard to know what path to take and which obstacles to tackle first. In this new world, it's very easy to fall into one-size-fits-all guidance, but an oversimplified model can't address the unique aspects, skills, assets and expectations of your organization. What is really needed is a frame of reference to start some more specific conversations. That's where 4SIGHT comes in.

We've built this framework to bring some clarity to the digital transformation landscape, and to help companies plan for the future in ways that fit their situation and aspirations. Organizations can expand the context of these scenarios to prepare for a wider range of outcomes.

We've grouped 4SIGHT into four areas. Like the real world, they're not distinct, and there is considerable overlap between them. They're not fixed, either. That's by design; it's a living framework that we'll update with new information, course-correcting as the future unfolds. But it does provide a critical starting point for the deeper discussions all organizations need to have about changes in technology today.

The following analysts contributed to this report: Raúl Castañón-Martínez, Carl Lehmann, Carl Brooks, Brian Partridge, Henry Baltazar, Tim Stammers, Jean Atelsek, Jordan McKee, Sheryl Kingstone, Ian Hughes, Chris Marsh, William Fellows, Jay Lyman, Scott Crawford, Garrett Bekker, Fernando Montenegro, Jim Curtis and Krishna Roy.