

F R O S T & S U L L I V A N



Katonic

KATONIC.AI
RECEIVES THE 2023
ENTREPRENEURIAL COMPANY
OF THE YEAR AWARD

Identified as best in class in the APAC MLOps industry

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Katonic.ai excels in many of the criteria in the MLOps space.

AWARD CRITERIA	
<i>Entrepreneurial Innovation</i>	<i>Customer Impact</i>
Market Disruption	Price/Performance Value
Competitive Differentiation	Customer Purchase Experience
Market Gaps	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Passionate Persistence	Brand Equity

Katonic.ai: Accelerating Mainstream AI Adoption

Founded in 2020 and headquartered in Australia, Katonic.ai is an MLOps platform provider. Driven to help organisations leverage AI’s benefits, the startup developed an advanced MLOps platform powered by state-of-the-art AI technologies, microservices, and open-source software components. Its MLOps platform has a compelling value proposition for enterprises with focus on enabling them to manage all their MLOps needs on a single platform rather than relying on multiple tools and platforms, saving time and effort in the long run. Enterprises can use the MLOps platform for experimenting, deploying, monitoring, and managing ML models, facilitating collaboration between data scientists, engineers, and other stakeholders throughout the ML model development and deployment process, ensuring that everyone is working towards a shared goal and minimising silos of information.

Designed to get ML models to production quickly, efficiently, and cost-effectively, Katonic.ai’s MLOps platform simplifies development and operationalisation. For example, it is integrated with essential data science tools and sources. It is fully open, flexible and language-agnostic, a feature that allows data scientists to maintain their work style (i.e., code in their preferred language and use algorithms and libraries). The platform offers data scientists pre-set data science environments to initiate work immediately (reporting to save them an average of 70+ hours per instance). Its marketplace comprises over 200 ready-to-use-applications (including pre-built codes, notebooks, and step-by-step instructions) for various use cases and business verticals, allowing data scientists to accelerate experimentation (as they do not have to build models from scratch) and saving companies a reported estimate of 200 hours

annually per data scientist. Furthermore, the platform automates parts of the process; for example, with Katonic.ai's Pipeline Deployment Panel, an ML engineer can create a pipeline from the data scientist's codes with a single click. The simple action also applies to deploying a model to production.

At the same time, the platform supports continuous training and monitoring to deliver high-quality models. Continuous training is a crucial aspect of ML model success. While models may demonstrate high-quality results initially, they often deteriorate over time, or the original data used to train the models no longer accurately represents the new required predictions. The Katonic Platform offers an effective solution to this problem by continuously retraining the model, ensuring it remains current and up to date. The Katonic MLOps Platform also reports to offer better monitoring and maintenance of ML models in production, helping organisations to quickly identify and resolve issues that may affect performance.

With the range of pre-built connectors offered on Katonic.ai's platform, enterprises can connect their models to real-time data for training and testing within minutes, ensuring models function correctly before being put into production. While in production, the platform tracks over 70 metrics, providing developers with real-time insights and alerts of model performance and the accuracy of ML model results. If a model requires retraining, ML engineers simply need to trigger the automatic pipeline or can schedule a training pipeline regularly. Overall, the platform claims to facilitate faster model validation (reported by about 20 hours per model) and more efficient model deployment (reporting to save an average of 20 hours per model) and maintenance (reporting to save an average of 60 hours per model).

Katonic.ai reports that its MLOps platform can help enterprises achieve 12 times faster deployments and seven times more cost-effective ML projects by assisting its teams to better plan, execute, and track ML projects, reducing the risk of delays and other operational issues. The platform focusses on helping enterprises eliminate mundane tasks and reduce the manual effort required from its ML engineering team (claiming up to 85% reduction in manual labour costs). It frees up data scientists so they can focus on experiments, empowering them to establish better AI solutions and increasing overall benefits.¹ Enterprises can also have a leaner ML team as it requires fewer engineers to monitor models.

Katonic.ai's MLOps platform has a value proposition of being flexible and user-friendly. It is designed for ease of use with a unified user interface, which requires minimal training to learn to use, thus expediting output. Katonic.ai's platform caters to data scientists and allows those not well-versed in code to use it by providing flexibility to move from code to no-code or low-code. Designed with all stakeholders in mind and to promote better communication between an ML team and management, the platform offers enterprises the facility to build and deploy web-based applications featuring custom dashboards and visuals that present data about the model's progress, performance, and retraining needs in an easy-to-understand format.

Born in Kubernetes, Katonic.ai's platform is cloud-agnostic, meaning customers can deploy ML workloads on any cloud environment (i.e., on-premises/private cloud or any public cloud) allowing the platform to run natively in any cloud or on-premises environment with the full benefits of elastic scaling of heterogeneous data science workloads. By scaling workloads elastically and packing them smartly across

^[1] <https://www.infoworld.com/article/3639028/why-ai-investments-fail-to-deliver.html>, accessed February 2023

underlying hardware resources, Katonic.ai's platform runs data science workloads more efficiently, reducing compute costs, and can install into a company's existing Kubernetes cluster, reducing management surface area and simplifying administration by integration with existing DevOps stack. Customers can also migrate ML models between different environments (e.g., from on-premises infrastructure to any public cloud) and deploy workloads across multiple cloud environments. With this flexibility and scalability (also afforded by Kubernetes), Katonic.ai's platform focusses on offering organisations the means to scale their ML models and operations to meet the needs of a growing business without compromising performance or security. As a result, the platform's Kubernetes-based infrastructure helps customers save costs and ensure that their business continues to run smoothly without any interruptions (e.g., for infrastructure upgrades).

Use Case Example: Digital Media, Entertainment, and Gaming Company

Katonic.ai's platform helped a major media conglomerate scale quickly to keep up with the exponential growth of active users. At a customer event hosted by Katonic.ai, the media company shared the circumstances that led it to Katonic.ai's MLOps platform. The company initially used an established vendor's MLOps platform, employing deep learning models to label videos posted on its new-age short-form platform into over 3,000 categories. When the company experienced an explosive growth of active users, the platform became too stretched to handle the content surge, keep its business operations running smoothly, and support its hyper-growth. Because Katonic.ai's platform was born in Kubernetes, it could quickly parallelize through autoscaling with the media company's activity, reporting to reduce video processing from eight to 0.4 seconds. It also claimed to help lower the batch window (time for batch processing operations) from three and a half days to six hours, freeing up infrastructure for more customer growth without incurring additional costs from modifying its architectural environment. With the strong return on investment, Katonic.ai helped the company realise AI's potential and inspired it to plan for AI/ML implementation in other operations within the enterprise.

Positioned for Growth

Katonic.ai was founded and has expanded rapidly in the Asia-Pacific (APAC) region, with offices in Australia, Singapore, and India. The company is uniquely positioned to tap into an underserved market and leverage its value position. Moreover, Katonic.ai's advisory board and army of the region's technology industry experts and veterans in key leadership positions make it highly attuned to its key markets' unique challenges and needs. With its unyielding focus on serving APAC customers, the company expects to capture a significant share of the multibillion-dollar market over the next five years. With the opportunity to participate in the startup ecosystem, it is also in a prime position to form strategic partnerships with large enterprises that offer corporate startup initiatives to help with its AI/ML journey. In 2022, Katonic.ai raised AUS \$1.6 million in a pre-Series A funding round. With the financial support, the company expects to outperform itself swiftly and any competition in the market and surpass its annual revenue of under \$1 million in 2022 (quadruple its 2021 revenues).

The company also has technology alliances with several public cloud platform providers, independent software vendors, system integrators, and managed service partners. Its partner ecosystem continues to grow with Katonic.ai's partner program that offers affiliates a complete go-to-market strategy and access to a variety of Katonic.ai's resources, training, tools, and support to provide customers with best-in-class

end-to-end solutions catering to its specific needs. Its MLOps-as-a-service business model and annual subscription offer partners the added benefit of a predictable revenue stream. A data-driven company, Katonic.ai reports to have AI-driven processes for everything from talent acquisition to partner selection, engagement, and joint selling. The company's fully automated process finds and converts prospects into customers and helps maintain them. It also has an internal lead-scoring mechanism to identify customers and sectors with the highest conversion potential.

Since its inception, Katonic.ai has focused on best practices, achieving ISO 27001 certification (the global standard in information security and risk management). The company is also doing its part in supporting

“Katonic.ai has a competitive advantage to drive growth with its Kubernetes-based, open, flexible, and user-friendly platform that promotes seamless scalability, expedites ML models to production, and caters to expert coders and stakeholders with no-code to low-code capabilities. Its MLOps platform has a compelling value proposition for enterprises with focus on enabling them to manage all their MLOps needs on a single platform rather than relying on multiple tools and platforms, saving time and effort in the long run.”

**- Rubini Kamal,
Best Practices Research Analyst**

and empowering the MLOps industry by offering its platform for free to universities for research and academic use in its key markets. Additionally, Katonic.ai has an online MLOps training and certification course to expand the talent pool of ML engineers and data scientists. In the first quarter of 2023, Katonic.ai will launch a new version of the platform with many new industry-first features. The company is also launching Katonic for Startups, which will allow selected startups to enjoy significant discounts and benefits on its enterprise platform. Katonic.ai has a competitive advantage to drive growth with its Kubernetes-based, open, flexible, and user-friendly platform that promotes seamless scalability, expedites ML models to production, and caters to expert coders and

stakeholders with no-code to low-code capabilities. With its exceptional product and strategic initiatives, Frost & Sullivan believes that Katonic.ai is well-positioned to drive the MLOps space into its next growth phase in the coming years.

Conclusion

While artificial intelligence (AI) and machine learning (ML) adoption is rapidly growing, many companies lack skilled talent and tools to implement ML models and benefit from AI solutions. MLOps platforms are the ideal solution for taking AI/ML models to production faster and cost-effectively. Katonic.ai's proprietary MLOps platform simplifies the development and operationalisation of ML models by facilitating collaboration among team members, providing tools and sources, and automating processes to accelerate development, training, and deployment. Its Kubernetes-based infrastructure promotes scalability, making it a preferred partner for large enterprises. An open and flexible platform designed to be cloud and language-agnostic, the MLOps platform enables models built in different infrastructures or environments to be deployed into production. A key differentiator is that it supports a multi-cloud strategy, allowing Katonic.ai's MLOps platform to run natively in any cloud or on-premises environment with the full benefits of elastic scaling of heterogeneous data science workloads. The platform's flexibility extends to consider coding skills, catering to data scientists and people not well-versed in code. With its unique position as an MLOps company founded and based in the Asia-Pacific region (APAC) and an army of industry veterans and experts in key leadership positions and its advisory board, Katonic.ai further strengthens its competitive advantage at the forefront of the region's MLOps landscape. Furthermore, Katonic.ai incorporates customer-centric strategies, building strong brand equity and elevating its strategic positioning in the MLOps market. With its strong overall performance, Katonic.ai earns Frost & Sullivan's 2023 APAC Entrepreneurial Company of the Year Award in the MLOps industry.

What You Need to Know about the Entrepreneurial Company of the Year Recognition

Frost & Sullivan's Entrepreneurial Company of the Year Award recognizes the best up-and-coming, potentially disruptive market participant.

Best Practices Award Analysis

For the Entrepreneurial Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Entrepreneurial Innovation

Market Disruption: Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

Competitive Differentiation: Strong competitive market differentiators created through a deep understanding of current and emerging competition

Market Gaps: Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Passionate Persistence: Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

