



ORACLE | Partner

B2B SAAS

COMPETITIVE ANALYSIS

Deloitte.

50

Technology Fast 50
2024 CE LAUREATE



DIRECT COMPETITON

DigitalSpark™



/ CONNECTEAM

Connecteam is a solution for workforce management, offering tools for communication, task assignment, and employee engagement, and offers recognition and rewarding programs.



/ SPARK PLUG

Spark Plug streamlines incentive programs for brands, automating updates on employee standings through retail partners' POS systems, along with text messages and reward payouts.



/ NECTAR HR

Nectar HR is an employee engagement platform that provides employee rewards, employee perks, employee recognition, and employee feedback.



/ RECOGNIZE

Recognize automates peer recognition, company surveys, & rewards to reduce employee churn and increase productivity with by integrations with Microsoft, Slack, Amazon & a large number of gift cards.



/ WYZETALK

Wyzetalk specializes in enterprise communication solutions, fostering employee engagement and collaboration through its platform that integrates messaging, content sharing, and employee engagement features.



/ AWARD CO

Awardco is a platform focused on employee recognition and rewards, providing companies with a centralized system for managing and implementing employee incentive programs.

INDIRECT COMPETITION

DigitalSpark™

/INDIVIDUAL COMPANY INCENTIVE PROGRAMS

STRENGTHS OF INTERNAL PROGRAMS

- / FULLY PERSONALIZED
- / NEEDED INFORMATION FOR TRACKING AND ANALYTICS IS PROVIDED
- / EASILY ACCEPTED BY THE COMPANY

WEAKNESSES OF INTERNAL PROGRAMS

- / OFTEN LACKS AUTOMATION
- / HIGH TIME AND MONEY COSTS
- / IMPLEMENTATION
- / POOR SOFTWARE SOLUTIONS

/ WHY DIGITAL SPARK™?

Companies are equipped with automatization of sales processes, tailored and digitized incentive & learning platform that enhances communication with their retail employees and stakeholders in general, while boosting sales. Most importantly, there's no hassle of implementation and unnecessary costs.

COMPETITIVE TERRAIN



COMPETITIVE ANALYSIS - FEATURES

DigitalSpark™



/ DIRECTLY BOOST SALES



/ COVER ALL STAKEHOLDERS IN SALES CHAIN



/ FULLY CUSTOMIZABLE



/ PROCESS BIG DATA



/ 3-RD PARTY INTEGRATION



/ PROVIDE INCENTIVE PROGRAM



/ AUTOMATED REPORTS, REALTIME TRACKING



/ E-LEARNING



/ TASK MANAGEMENT



/ INSTANT MESSAGING



/ USERS ENGAGEMENT - GAMIFICATION



/ GOODS ORDERING & TRACKING



STRENGTHS & WEAKNESSES






DIRECT COMPETITORS	STRENGTHS	WEAKNESSES
SPARKPLUG 	<ul style="list-style-type: none">/ WIDE RANGE OF INDUSTRIES/ SALES ANALYTICS/ DIFFERENT AUTOMATED INCENTIVE SCHEMES/ TRAINING & EDUCATION	<ul style="list-style-type: none">/ LOW LEVEL OF PERSONALIZATION/ EXPENSIVE FOR A BIG NUMBER OF LOCATIONS
CONNECTTEAM 	<ul style="list-style-type: none">/ WIDE RANGE OF INDUSTRIES/ EMPLOYEE ENGAGEMENT (CHAT, @, FILE SHARING)/ TRAINING & EDUCATION/ REAL TIME TRACKING OF ACTIVITIES & TASKS/ AUTOMATED INCENTIVES & IN-APP PAYROLL TRACKING	<ul style="list-style-type: none">/ DOESN'T TRACK SALES/ MOST SUITABLE FOR SMEs/ ADVANCED FEATURES IN HIGHER-PRICED PLANS/ CONFIGURATION EFFORT FOR EMPLOYEE ENGAGEMENT/ EXTRA CHARGE FOR PERSONALIZATION, ENTERPRISE ONLY
NECTAR HR 	<ul style="list-style-type: none">/ BRAND PERSONALIZATION POSSIBILITY/ REAL TIME ACTIVITY TRACKING AND ANALYTICS/ INTEGRATIONS (SLACK, MS TEAMS...)/ RECOGNITION, INCENTIVES, AWARDS/ SUITABLE OF ALL COMPANY SIZES	<ul style="list-style-type: none">/ NO SALES TRACKING OR ANALYTICS/ NO TRAINING & EDUCATION

STRENGTHS & WEAKNESSES

DIRECT COMPETITORS	STRENGTHS	WEAKNESSES
RECOGNIZE 	<ul style="list-style-type: none">/ EMPLOYEE REPORTS & ANALYTICS/ PERSONALIZATION/ EMPLOYEE RECOGNITION	<ul style="list-style-type: none">/ NO SALES TRACKING OR ANALYTICS/ NO TRAINING & EDUCATION/ MOSTLY FOR INTERNAL COMPANY TEAM, LESS SUITABLE FOR A LARGE RETAIL NETWORK
WYZETALK 	<ul style="list-style-type: none">/ EMPLOYEE ENGAGEMENT TROUGH COMMUNICATION/ TRAINING & EDUCATION/ POSSIBILITY OF A BRANDED MOBILE APP/ ANALYTICS & REPORTING ON EMPLOYEE ACTIVITY/ SUITABLE OF ALL COMPANY SIZES	<ul style="list-style-type: none">/ DOESN'T TRACK SALES/ POOR GAMIFICATION
AWARD CO 	<ul style="list-style-type: none">/ LARGE REWARD NETWORK/ SUITABLE OF ALL COMPANY SIZES/ EMPLOYEE RECOGNITION	<ul style="list-style-type: none">/ MOSTLY FOR INTERNAL COMPANY TEAMS/ NO TRAINING & EDUCATION/ NO SALES TRACKING

PRICING ANALYSIS

COMPETITORS

COMPANY	PRICING
 SPARKPLUG	/ PRICE BASED ON NUMBER OF LOCATIONS *\$199,00 per store
 CONNECTEAM	/ PRICE BASED ON NUMBER OF USERS *\$99/up to 30 users
 NECTAR	/ PRICE BASED ON NUMBER OF USERS *\$2.75 - \$4.00 per user/monthly
 RECOGNIZE	/ PRICE BASED ON NUMBER OF USERS *detailed pricing not available
 WYZETALK	/PRICE BASED ON FEATURE COMBINATION *detailed pricing not available
 AWARD CO	/ PRICE BASED ON NUMBER OF USERS *Up to 300 employees \$2.500,00 to \$4.000,00/month

SOFTECH

# STORES	PRICE PER STORES	MONTHLY
10	99,00 €	990,00 €
30	49,00 €	1.470,00 €
50	39,00 €	1.950,00 €
100	25,00 €	2.500,00 €
300	12,00 €	3.600,00 €
500	9,00 €	4.500,00 €
1000	4,90 €	4.900,00 €
2000	3,40 €	6.800,00 €
3000	2,90 €	8.700,00 €
5000	1,90 €	9.500,00 €

CUSTOMER BASE

DigitalSpark™

/ RETAIL, HEALTHCARE/PHARMACY, CONSTRUCTION, TOBACCO, TELECOMMUNICATIONS, CONSUMER ELECTRONIC GOODS...

/ 30+ MULTINATIONAL COMPANIES AS CLIENTS / 105.000+ FRONTLINE EMPLOYEES / 12 COUNTRIES

Clients: Phillip Morris International (IQOS), Samsung, Hisense, Gorenje, LG, Huawei, Würth, Roaming Electronics, TCL, Hewlett Packard Enterprise, Galenika, Sika...

 **CONNECTEAM**

/ MULTIPLE INDUSTRIES

/ 36.000 COMPANIES SERVED / 500.000 USERS

Clients: Subway, Mango, McDonald's, Chick-fil-A, Foot Locker, Terroni, Phoenix...

 **NECTAR HR**

/ FOOD & BEVERAGE, HEALTH, EDUCATION...

Clients: Heinen, SHRM, Eightfold, Redfin, GoGuardian, Rice University, NaturZone Pest Control, All Home Health

 **RECOGNIZE**

/ TECH, FINANCIAL SERVICES, HEALTHCARE...

/ 6+ BRANDS / 100.000+ USERS

Clients: CBRE, Allegiant, Goodwill, Kerrygold, United Site Services, World Vision...

 **SPARK PLUG**

/ FOR RETAILERS, BRANDS, RESTAURANTS

/ 2,500+ RETAIL OBJECTS AND 500+ LEADING BRANDS

Clients: The Peak, Native Roots, Bloc...

 **AWARD CO**

/ HEALTHCARE, FINANCIAL SERVICES, TECH, GOVERNMENT...

/ 20+ CLIENTS / 3.5 MILLION GLOBAL USERS

Clients: Paramount, Octa, Hertz, Zero, Chick-fil-A, Cornell University, Zillow...

 **WYZETALK**

/ ENERGY, MANUFACTURING, SHIPPING, RETAIL

/ 16+ CLIENTS / 700.000 USERS

Clients: Toyota, Pick n Pay, Shoprite, Deloitte, Pioneer Foods, Glencore...

COMPETITIVE ANALYSIS - OVERVIEW

/COMPREHENSIVE SOLUTIONS

Competitors offer fragmented solutions, lacking the full combination of sales enhancement, employee incentivizing, and process automation. Even some of our competitors have the same clients., which tells us that companies can't get everything they need by using only one of their solutions.

Digital Spark™ stands out by providing an integrated platform that addresses all aspects, allowing clients to improve every facet of their business.

/STARTUP AT EARLY STAGE

While our competitors have established market in several countries and a certain number of clients/users, we are a startup at the beginning of our journey, and we're still recognized by some of the leading companies, and have already more than 105K daily users - frontline employees. Also, we expanded in more countries and established a new headquarter (Madrid, Spain) in 2023, entering the EU market.

/FOCUSED COMPETITOR APPROACHES

Competitors implement employee incentive schemes, primarily targeting company culture and internal employee rewards, while some of them have the solutions that are used for frontline employees.

These approaches indirectly impact sales by motivating employees, while it's important to say that the sales increase is significantly lower than it would be with a program that is directly focused on sales. Meanwhile, Digital Spark™ directly boosts sales and company's revenue, while also increasing employee motivation and engagement.

/PRICING

With the pricing we offer, depending on the number of point of sales, companies get a solution they've been dreaming of - full automation, all the stakeholders covered, revenue increase and a large, happy, educated network of retail employees and internal sales team. It's a no-brainer deal.



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