

THE PURPOSE ODYSSEY

Twimbit Annual Report 2024



Letter from **Founder**



Manoj Menon

Dear Stakeholders,

I am honored to present Twimbit's inaugural annual report, marking a significant milestone in our journey. Over the past five years, our mission has been to build a purpose-driven business that serves all stakeholders equally, inspired by companies like Sumitomo Corporation, which has thrived for over 400 years by serving society.

Our core idea emerged over 24 months as we aimed to bring joy in the consumption of research. We developed a highly visual and personalized web application to ensure valuable insights are no longer overlooked. Today, we have evolved into a research and technology firm that helps companies innovate to deliver exceptional experiences. Our unique approach leverages technology while humanizing it, setting us apart in the industry. We are excited about the possibilities at the intersection of research and technology.

This report is not just a compliance document but a transparent communication of our capabilities and values. Our philosophy of "try, iterate, and improve" has guided us through challenges and opportunities.

I am deeply grateful to my amazing co-founders, Varnika, Jessie, and Passi, who have weathered both professional and personal challenges alongside me over the past four years.

This inaugural annual report is dedicated to my late wife, Kanchan Menon. She believed in me, groomed and propelled me to become the person I am today. She took a chance on me, eloped to marry me, and trusted her very short life in my hands. The company's ideals are, in many ways, a reflection of the values of my wife, my parents, and those of my co-founders.

Within this report, you'll find insights into our purpose, people, and the challenges we solve. We strive for openness and transparency, recognizing there is always room for improvement.

I extend my gratitude to our early investors, Nimoh MohanKumar and Kannan, and to our colleagues who joined us during the startup boom. Your trust and support have been invaluable.

I invite you all to share your feedback and join us as stakeholders, partners, customers, employees, or friends of Twimbit. Together, we can create lasting value for all.

Thank you.





twimbit

A research & technology firm
empowering innovation

Mission

Innovate to deliver exceptional
experiences to all stakeholders

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The purpose Odyssey

We believe the purpose of every company is to be able to serve society and the planet. To do so well, we need to ensure we serve every stakeholder in equal measure.

We aspire to be a role model purpose driven company.

The purpose driven company

Bringing parity of experience to all stakeholders



What is the **Twimbit Purpose Index?**

The Twimbit purpose index is a scorecard measuring our performance towards all 5 stakeholders. It is about helping us and the world's leading corporations migrate to a truly purpose-driven state.

Why do we need a **Purpose Index?**

- To deliver on our promises
- To be accountable and transparent
- To set a powerful example

This report benchmarks Twimbit across the 5 pillars of Customers, Employees, Partners, Planet and Shareholders.

Twimbit purpose index

Our scorecard



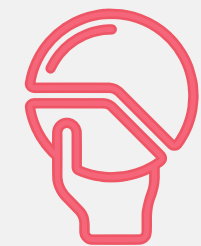
Customer experience **4.3**



Employee experience **3.5**



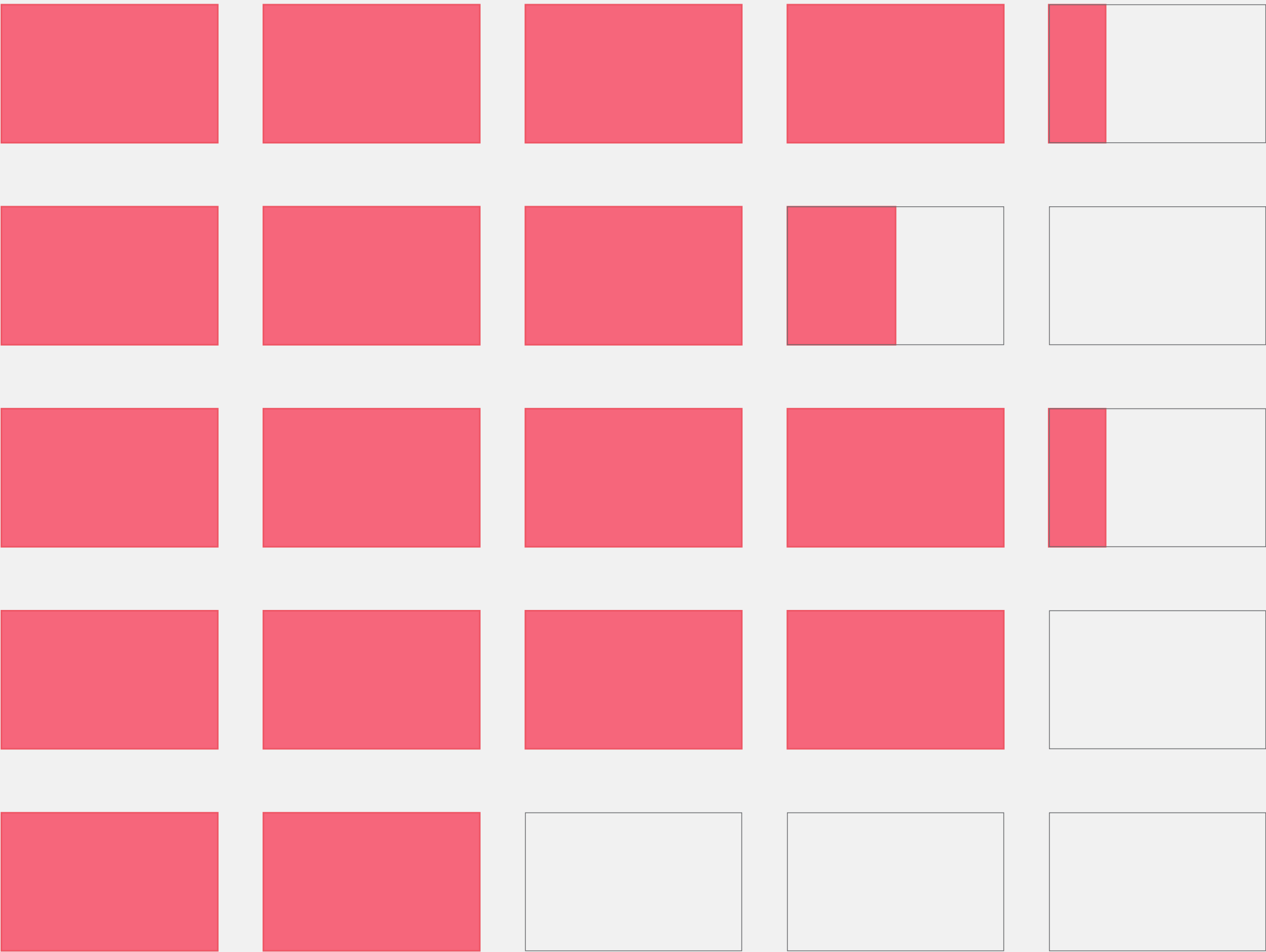
Partner experience **4.3**



Shareholder experience **4.0**



Planet experience **2.0**



Customers

Purpose score - 4.3

Our Customers

21

Key strategic
accounts

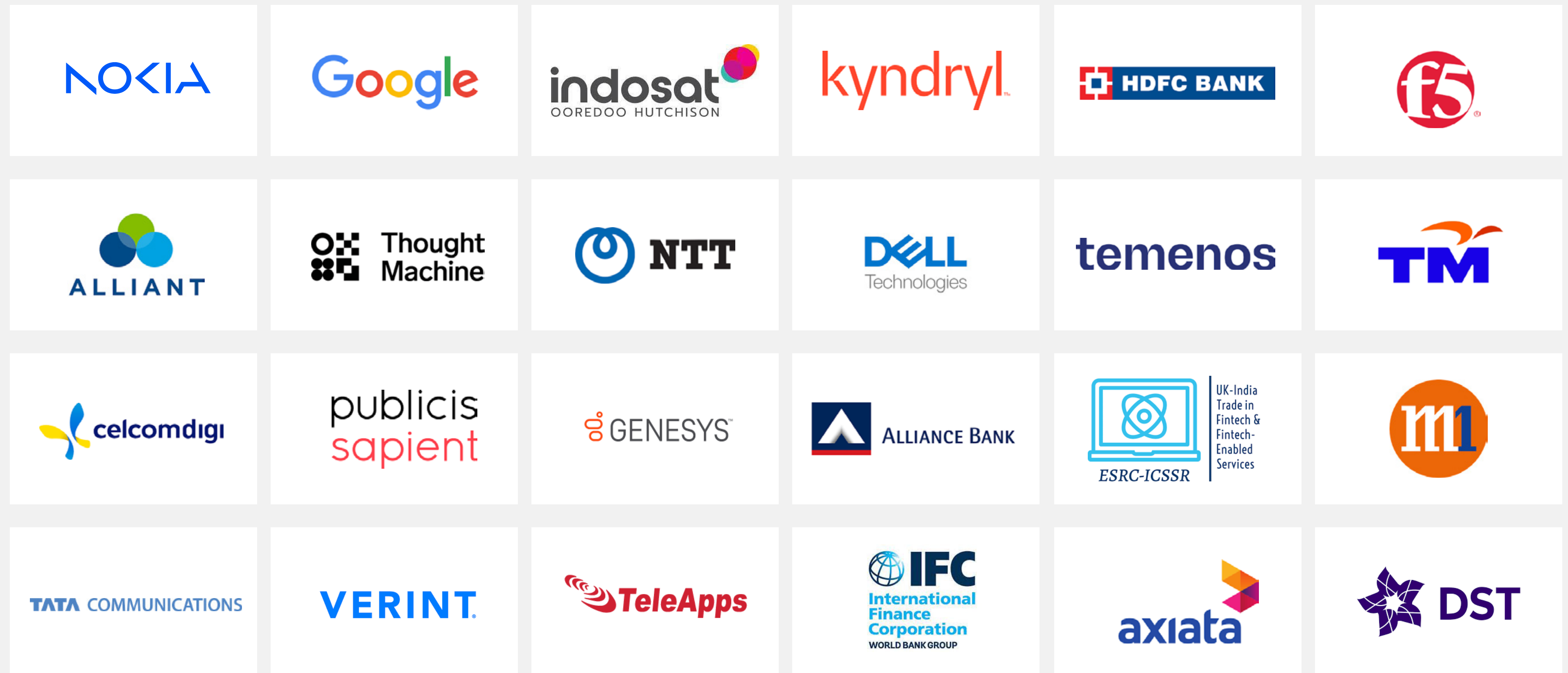
12

New customers
in 2023

09

Countries

Some key Customers



Driving thought leadership with an industry benchmarking initiative



Improving customer experience for the **4th largest bank** by market capitalisation.



An intelligence and go-to-market partner for leading global technology firm.



Our client Indosat (Indonesia’s 2nd biggest telco), wins global recognition for our **marvelous experience** program.



Customer Testimonials



"Publicis Sapient have been partnering with the Twimbit team in Southeast Asia since 2022. Their insights have helped us sharpen our focus on our priority segments in Southeast Asia in particular the financial services industry. We especially appreciate their in-depth understanding of this region, their comprehensive research frameworks, and a passion for their customers' success."

Sarfraz Khan

Head of Marketing, Southeast Asia
Publicis Sapient



"With Twimbit, you can unlock the true potential of your enterprise and make informed decisions that drive growth. Twimbit excels in providing deep business insights, and helping businesses create amazing customer experience and deliver business outcomes. Amazing 'insights as a service' platform, talented people, Day 1 mindset, customer focussed and out of the box thinkers. I highly recommend them."

Ankur Pandey

Head of Strategic Partners AWS Global Services
Asia Pacific & Japan



"The Twimbit team has helped redefine CX in a holistic way. Their research is helping shape the experience economy. They are themselves setting a new benchmark for CX."

Ericia Lim

Head of Marketing - South-East Asia and Greater China
Genesys

Employees

Purpose score - 3.5

Our Footprints

90

Employees

06

Countries

4.3/5

Glassdoor rating

4.8/5

Onboarding
experience

100%
Remote

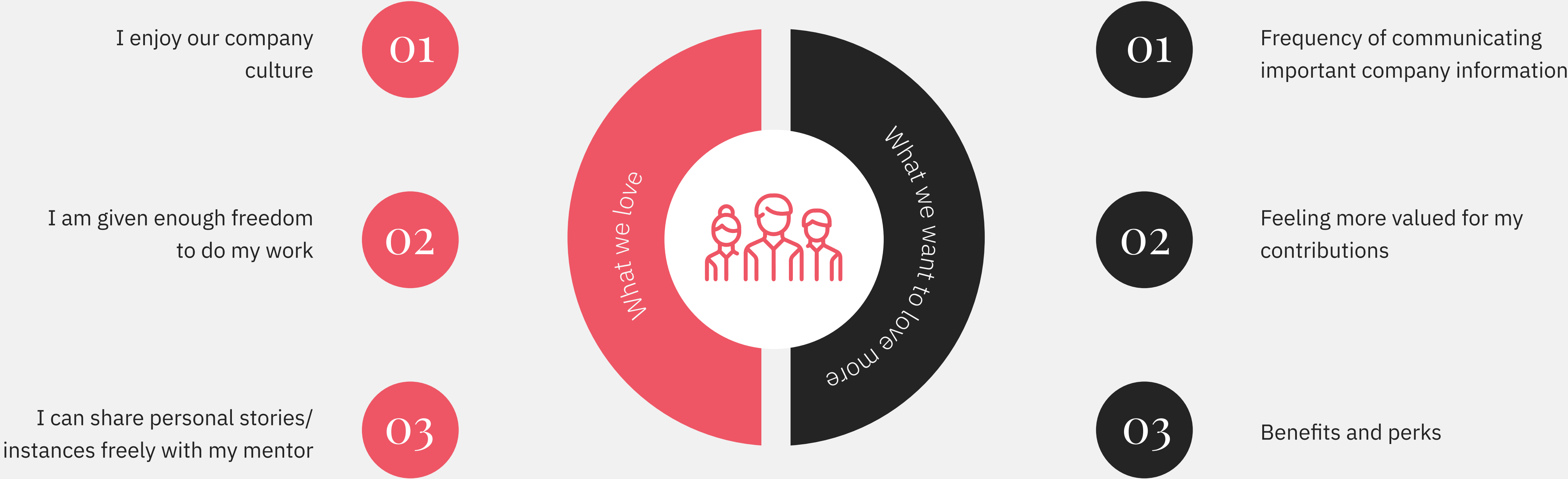
* except on-site client engagements

AI
for innovation

Human
centered



The voice of **Our people**



Employee Testimonials



Twimbit has been a dynamic playground for me, offering a wealth of challenges that fuel my passion for growth. Throughout my tenure, I've been amazed at how quickly I've gained invaluable experience, sharpening my skills in critical thinking, problem-solving, and communication—particularly when addressing client issues. What truly sets Twimbit apart for me is its culture of openness and trust. We operate in an environment where sharing and collaboration are encouraged, allowing us to enhance our work ethics and build trust without the constraints of micromanagement. Being part of Twimbit has been a transformative experience.



Gewinner Sinaga
Consulting Analyst



My favourite aspect of working at Twimbit is the freedom of dialogue and culture that we have here. Even while there are certain necessary hierarchies, people are encouraged to speak their mind and openly discuss and brainstorm ideas and collaboratively come to a solution. Additionally, another one of my key experiences has been that everyone at Twimbit is super friendly and backs each other during crunch deadlines.

In my time so far at Twimbit I have had the opportunity to learn, evolve and see my impact on many projects that have helped make lives easier for so many people.



Emmanuel Toppo
Software Development Lead

Employee Testimonials



At Twimbit , I have had the opportunity to be involved in projects from the ideation stage all the way through to production, allowing me to gain a comprehensive understanding of the entire process. Additionally, I have been given the freedom and responsibility to take ownership of the features I have worked on, fostering a sense of accountability and personal growth. One aspect that has truly impressed me is the company's dedication to clear and consistent communication. Even before I joined, the HR team kept me informed every step of the way, ensuring a seamless onboarding process. Now, as I participate in conducting interviews, I witness the same level of prompt and attentive communication extended to candidates, reflecting the company's values of transparency and support.



Regeti Ravanth
Data Science Engineer



Twimbit has been the perfect headstart to my career, making it my first and most impactful employer. If I were to highlight the best part of my work (which is not an easy task) it would undoubtedly be the exposure I received right from the outset. I've been involved in projects that allowed me to interact directly with stakeholders, be hands on, and experience clear-cut communication firsthand.

Throughout most of my tenure, I had the privilege of working closely with Manoj (Founder and Director). I hold an ocean of love and respect for him and have learned immensely from his dedication and passion. If I can embody even 1% of his drive, I'm confident in my path to success.



Aryaman Seth
Research Analyst

Employee Testimonials



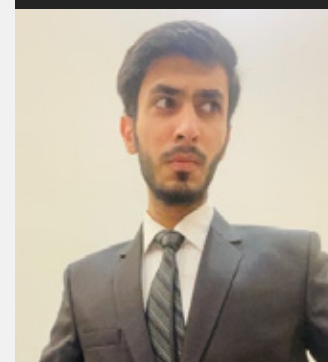
I personally believe to be kind all times, and I am lucky to have join Twimbit family, who is kind, flexible and understanding! Being kind and getting work done is amazing combination!



Karan Sangoi
Senior Analyst



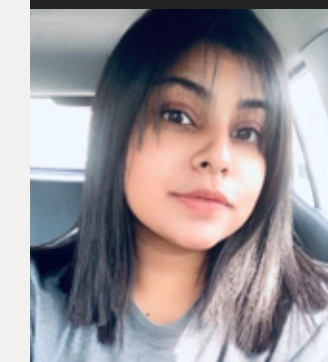
When I joined the Twimbit Research Team, I sought a culture that would appreciate my unique learning and working style. My experience at Twimbit has not only fulfilled these aspirations but also exceeded them, offering an atmosphere where growth is encouraged and self-improvement is pursued collectively.



Harshit Gulati
Consulting Associate

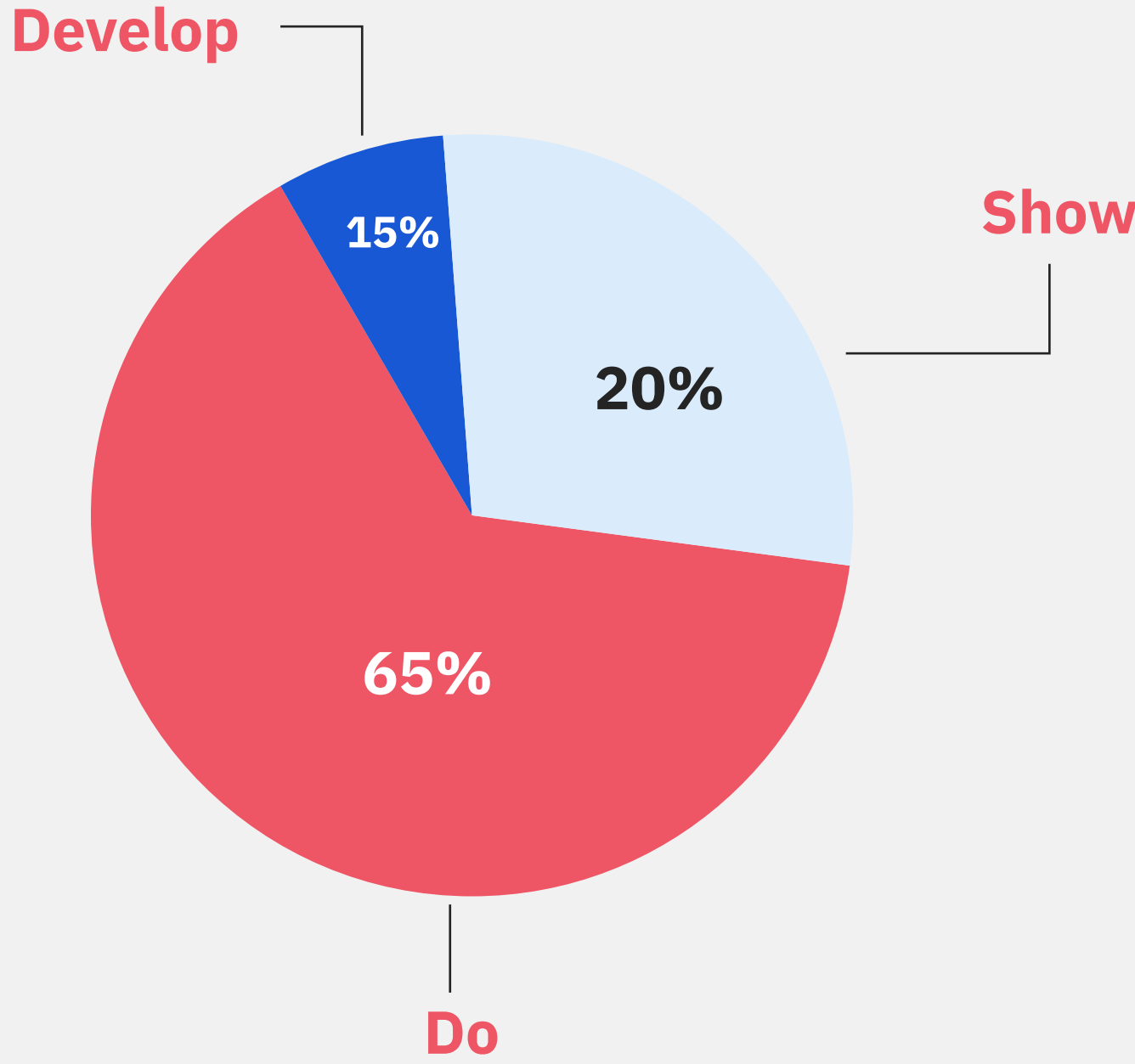


My first 15 days here have been incredibly rewarding, and I'm already feeling like a valued part of the team. I'm impressed by the positive culture and the dedication of my teammates, which have made my first two weeks here very productive.



Bhavini Nag
Design Associate

Own your Career



A future-fit career demands agency in defining, executing and achieving your goals.

Measure yourself with our high performance Do-Develop-Show framework.

Alignment of Twimbit and personal purpose		
Do	Your job related goals	Agreed with your mentor (65%)
Develop	Your aspirational self	Action learning project on something you want to improve/learn (15%)
Show	The Twimbit code	Get valued for your contribution to culture (20%)

Based on the principles of:

High performance | Your aspirational self | Learning on the job

The Twimbit Code

Our shown and
wanted behaviours



Open and
Trusting



High
performance



Care for
community

Twimbit Premier League

- The company sub-divided into 4 teams
- A competitive series of challenges spread over 1 year
- To incite initiative, discomfort and collaboration



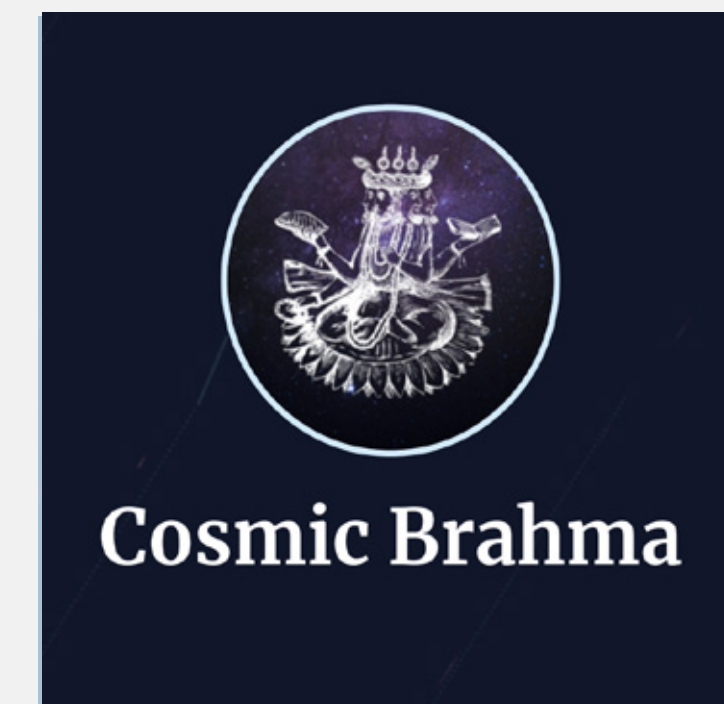
Sirius Odin



Vega Titans



Jupiter Posidons



Cosmic Brahma

Glimpse of the Challenges

Challenge 1

Ideate and draw a symbol that represents Twimbit



Challenge 2

Create a 'My user manual'



Challenge 3

Make a difference to a social cause of choice



Challenge 4

Identify 'CX Stars' amongst peers



Twimbit premier league **Winner**

Inaugural edition winners

Sirius Odin



- Objectives achieved
 - A platform to hear ideas and collaborate
 - Execute innovation opportunities to improve our products and services
 - Create engagement across the company
- Reward \$1000 to every member of the winning team (8 accepted based on transparent participation)

Partners

Purpose score - 4.3

Our Partners

Our research and technology ecosystem fosters 3 types of partnerships



Expert
network



Technology
partners



Professional
service partners

Expert Network

To help serve different stakeholders in a more holistic manner. Bringing in new perspectives and acting as a sounding board.



Shivanu Shukla

Principal Advisor,
Customer experience



Jayesh Easwaramony

Principal Advisor,
Telecoms, Adtech,
Martech, Content Data
Platforms



Nitin Acharekar

Principal Advisor,
AI & Cybersecurity

Technology Partners

Technology partners - Companies helping us make our technology solutions seamless



Professional Service Partners

Companies helping us in PR, Design, Tax and
Legal matters

The logo for Sleek, featuring the word "Sleek" in a dark blue sans-serif font. The letter "e" is stylized with a light blue arc underneath it.The logo for Beyond, featuring the word "Beyond" in a grey serif font. Above the "d" are three orange stars of increasing size, with a "TM" symbol to the right. Below the word is the tagline "Reach. Build. Grow" in an orange sans-serif font.The logo for LMC, featuring the letters "LMC" in a dark blue serif font. A small teal triangle is positioned between the "M" and "C".

Leong Siew
Hoong & Co

Kinjal H
Shah & Co.

Shareholders

Purpose score - 4.0

Our Business impact

65%

Revenue growth

10%

Profit margin

100%

Net margin growth

Geographic
expansion

Americas & Middle-East

Planet

Purpose score - 2.0

Twimbit foundation takes birth

The true purpose of a company is to serve society and the planet.

We have given wings to our intent by initiating small but significant projects as part of the Twimbit foundation.

Together We Can Change The World

Empowering and educating children and women in SE Asia
to live a better life



Baby steps for **Twimbit foundation**



01

We will support them in their aspirational goal to help women and children in South-East Asia.

02

We will help them by being an advisory / technology partner in their ambitious goal to achieve US\$250K of annual donations by 2030.

03

We commit to donating a PC to every new client we acquire in South East Asia in the name of the client.




twimbit X

Execute innovation

A vibrant, futuristic city street at night. The scene is dominated by tall, dark buildings with glowing windows and large, illuminated digital billboards. One billboard on the left shows a circular pattern, while another on the right displays a pink flower. The street itself is lined with glowing blue lines and patterns, creating a sense of depth and movement. People are walking along the sidewalks, some looking at their phones. The overall atmosphere is one of high-tech innovation and urban life.

We lay the foundation for an inspiring future. A future defined by extraordinary products and services. To cut the noise at all your critical touchpoints for exceptional experiences.

A futuristic landscape at sunset. In the foreground, a winding road leads through a valley. Several people are walking on the road, each with a glowing circular AR overlay on the ground beneath them. To the left, a large, illuminated geodesic dome sits on a hill. In the background, a city skyline is visible against the setting sun, with various flying vehicles and drones in the sky. Another dome is visible on a hill to the right. The overall scene is a blend of nature and advanced technology.

Our deep expertise in industry and functional research, AI and GenAI marries our new-age technology stack.

To help you set up your private and contextual intelligence platform, become a world class creator and access industry insights and information smartly.

The Twimbit X **Innovations**

Vault

Your private
intelligence platform

Ask

Your on-demand AI port for
industry and use case specific
data and insights

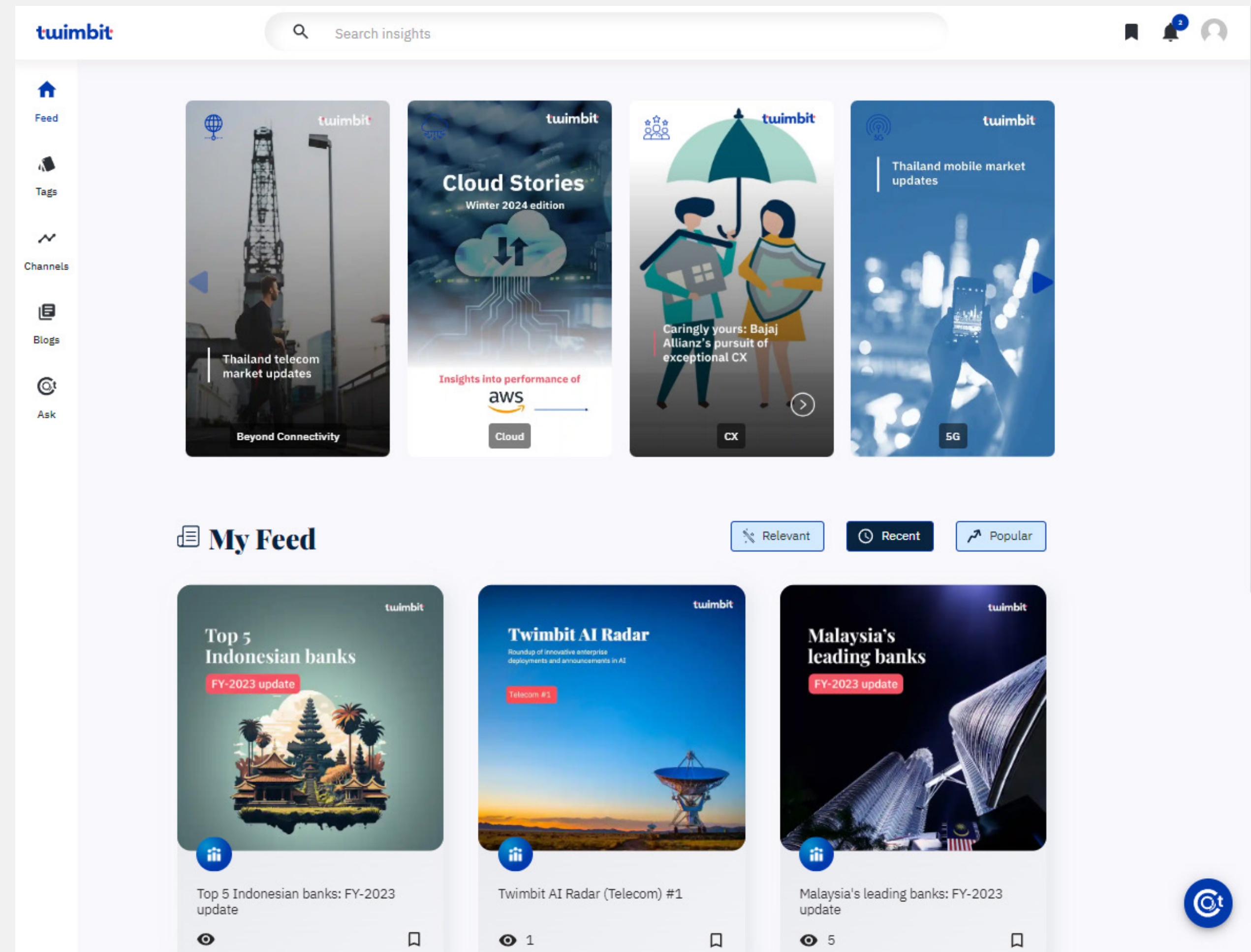
Buddy

Your elevator to be the
creator you always
wanted to be

Vault

Your private intelligence platform

- To improve enterprise sales
- Personalised to your sales journey
- Curated for your needs



Vault - The first step to improving enterprise sales

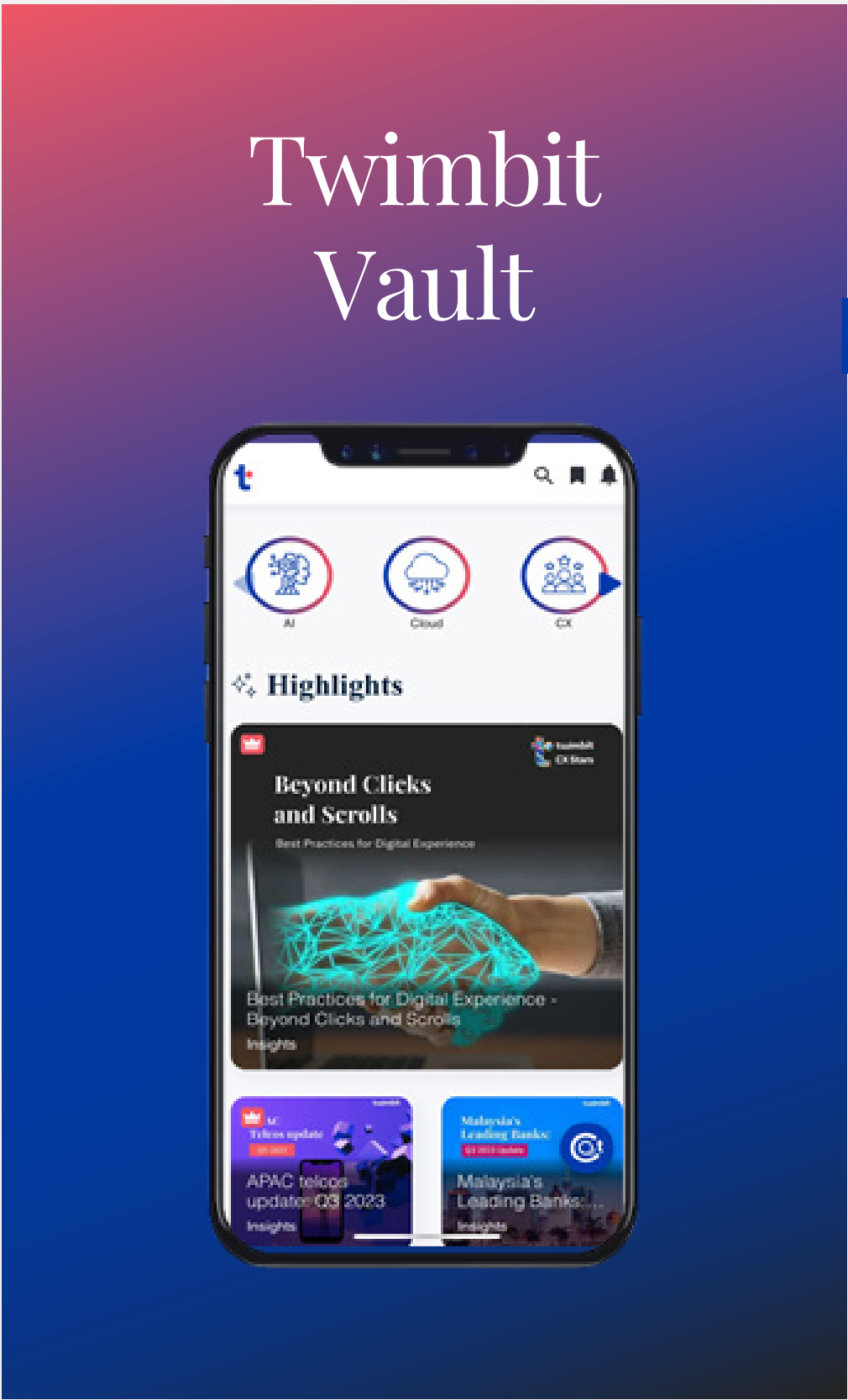
Twimbit Originals

- 1 Industry, technology and competitive intelligence
- 2 Bespoke account research (newsfeed, account insights, strategic communications)

via proprietary database

3rd party content

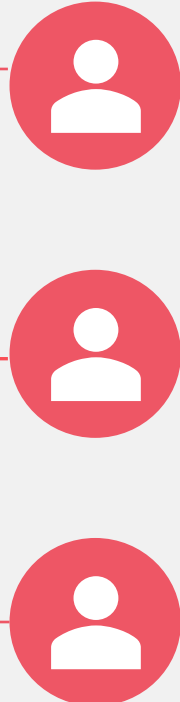
- 1 CRM, Billing, etc.



ASK

AI-powered intelligence consumption layer

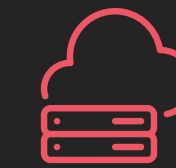
via natural language prompts



Make sales enablement an experience with **Vault**



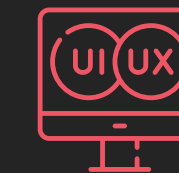
Private / Cloud



Custom hosting



Mobile first



Leading UI/UX



Creator environment

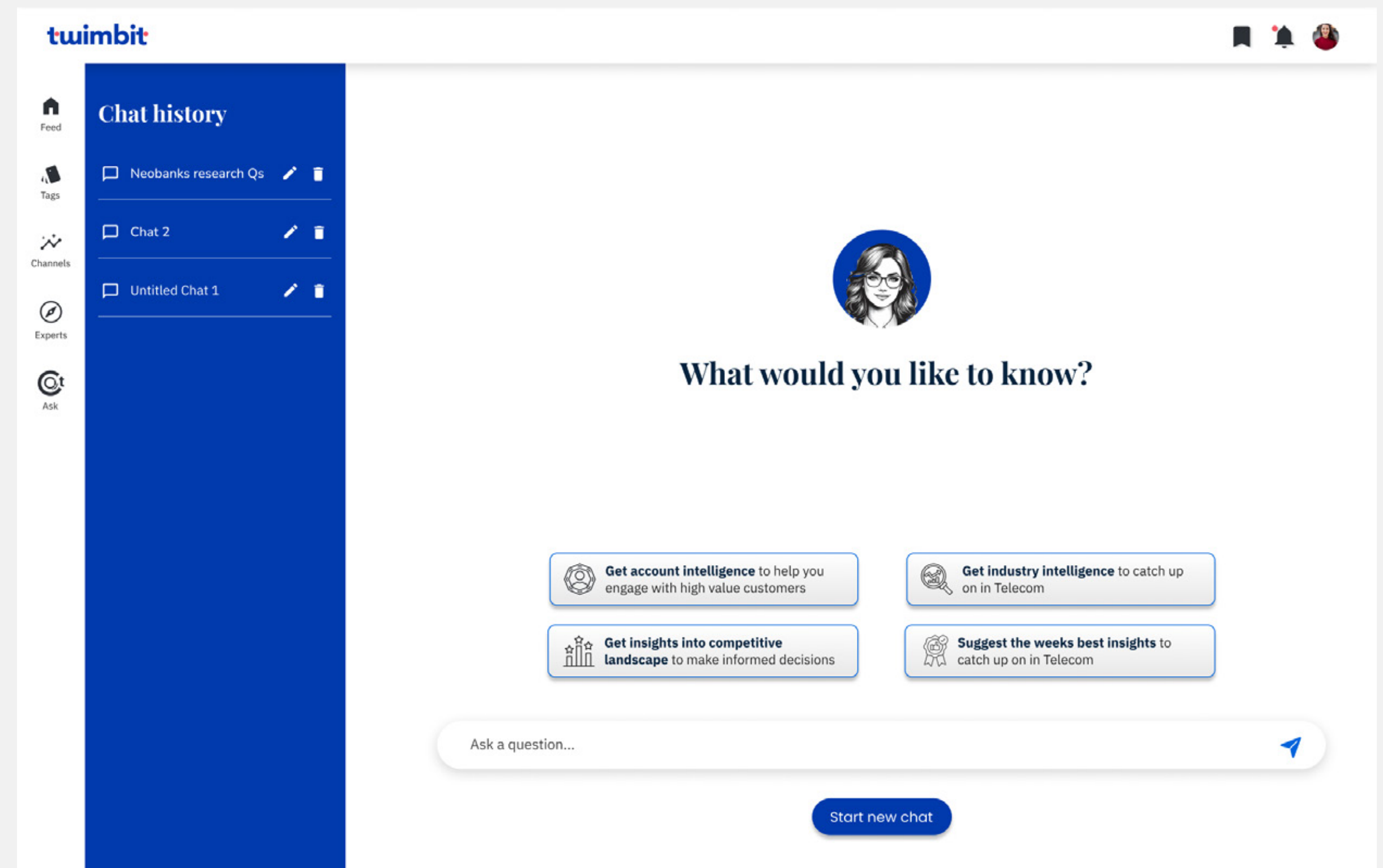


User analytics

Ask

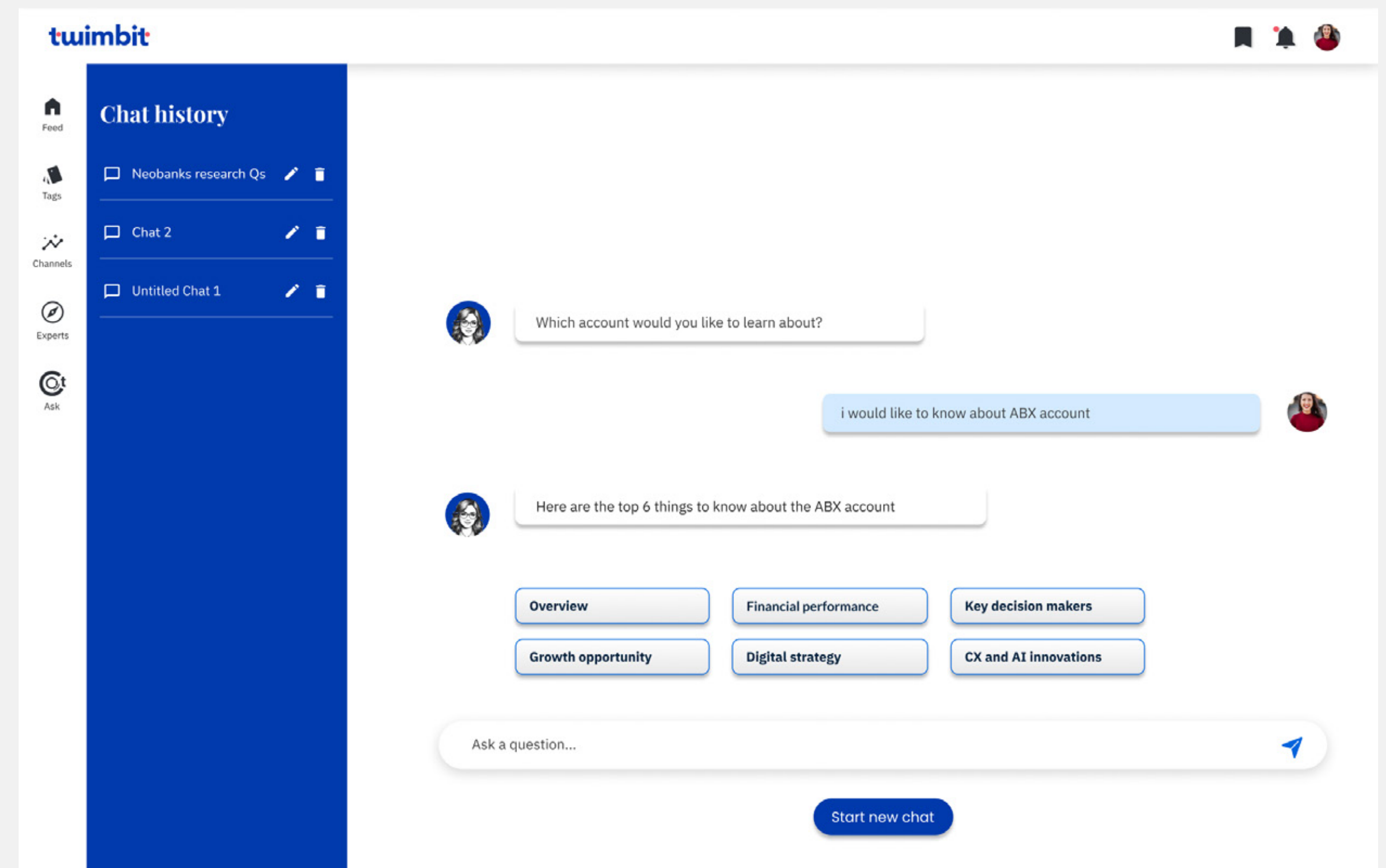
Your on-demand AI port for industry intelligence

- In Banking, Telecoms and CX
- Account intelligence – Overview, Financial performance, Digital strategy, Key decision makers and Growth opportunities
- Competitor intelligence – know them well to serve them well



Ask

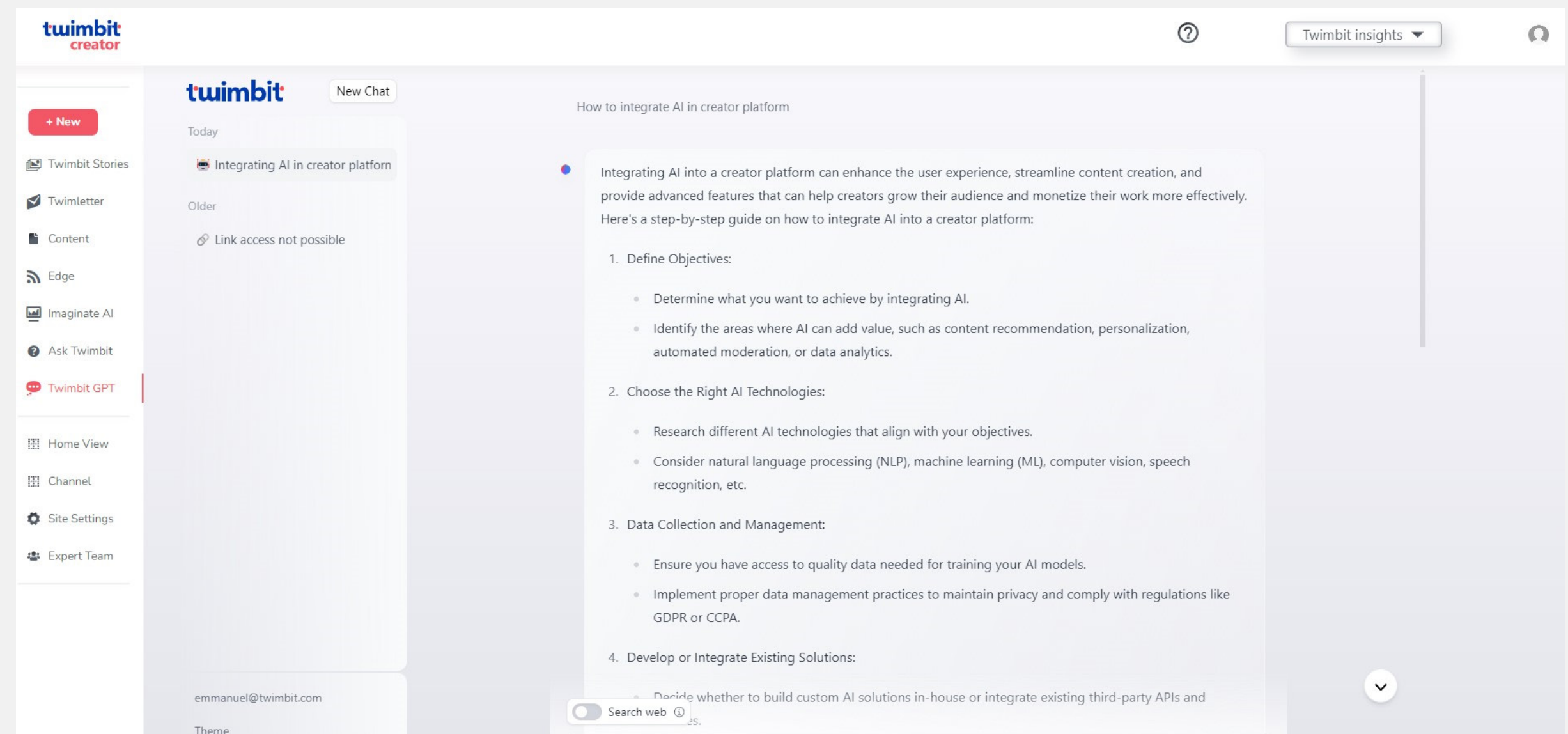
- Best practices and benchmarks – Identify the right CX and AI innovation opportunities
- Simple and joyful consumption
- Bite-sized, visual insights



Buddy

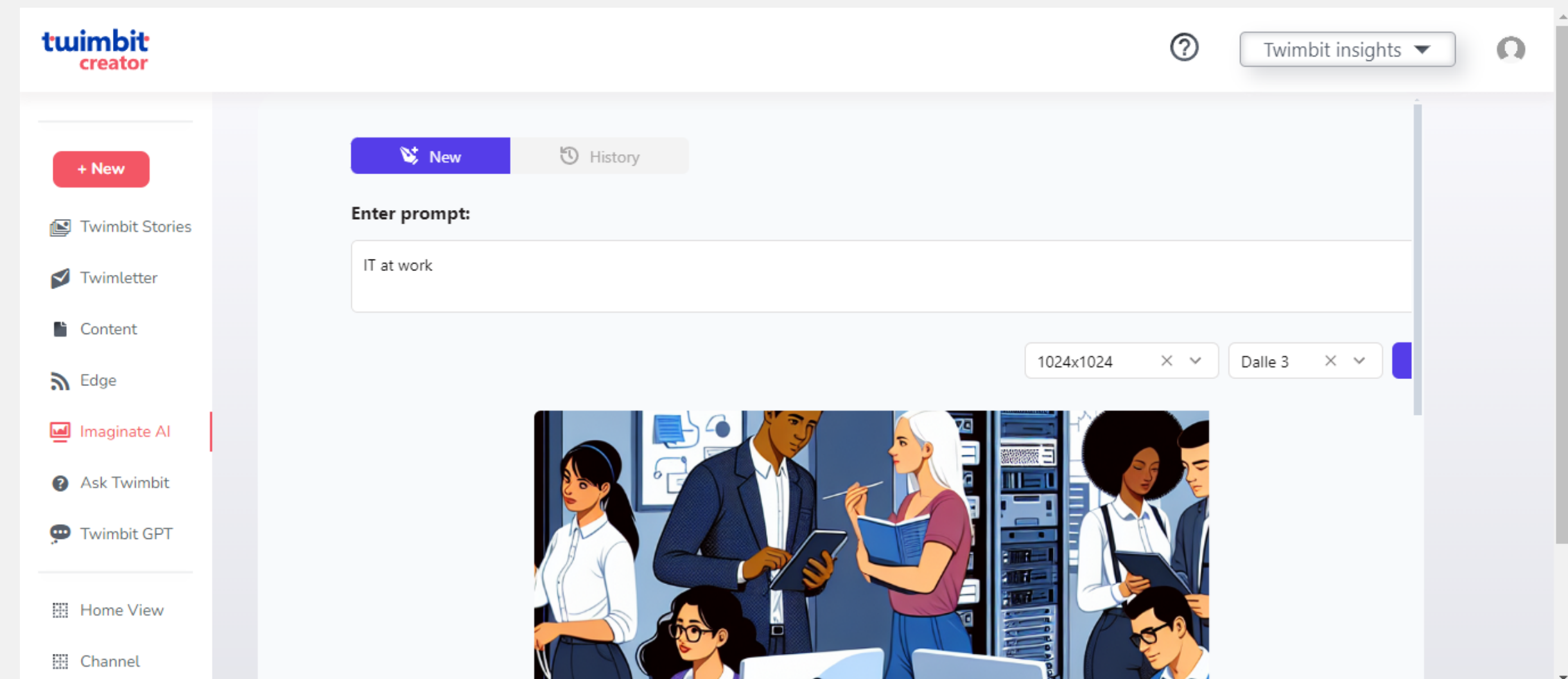
You AI sidekick for analyst excellence

- Focus on complex tasks and building your POV - While I take care of everything I excel at
- Experience simpler workflows – for higher productivity and effectiveness
- Personalised – to match your imagination and creativity



Buddy

- Sharper analysis with TwimbitGPT - validated, dual-search information
- Publish insights and stories to influence and inform
- Craft images and newsletters to captivate and tell a story



Twimbit Solutions



Twimbit Solutions

Membership

Advisory

Vault

Analytics

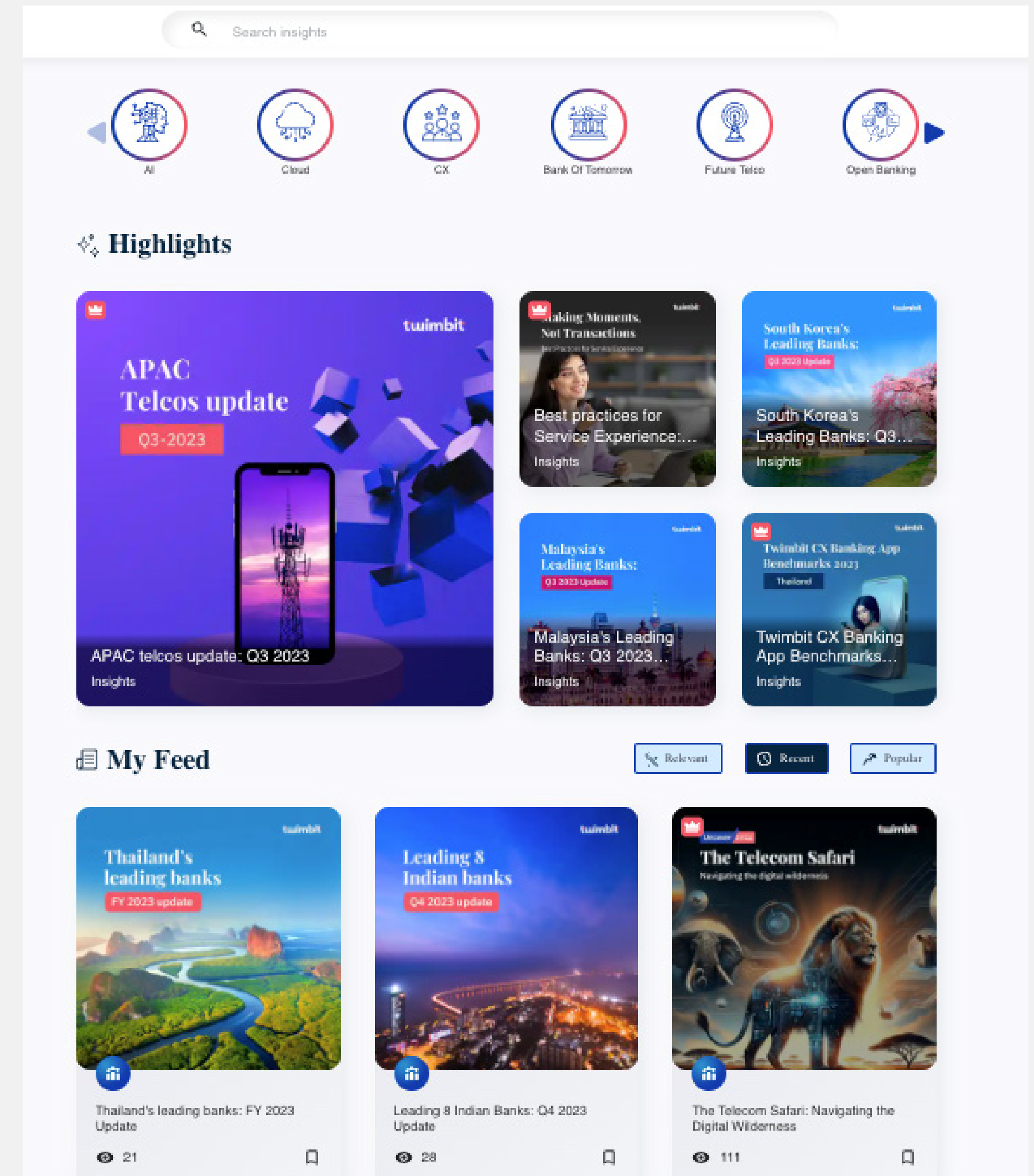
Assembly

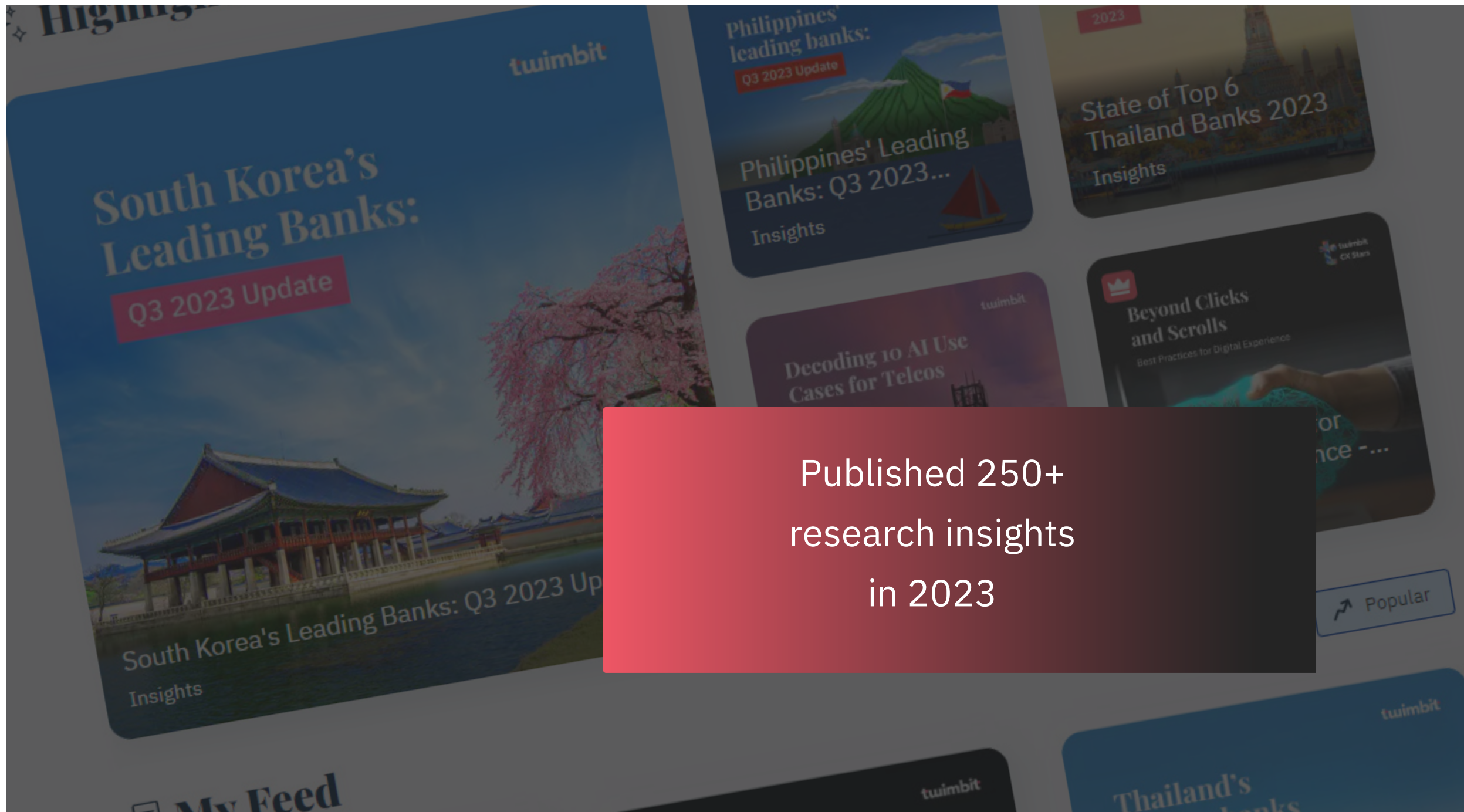
Twimbit Membership

A revolutionary AI powered intelligence platform that provides unique perspectives on innovation, best practices and industry benchmarks in telecoms, banking, customer experience and disruptive technologies

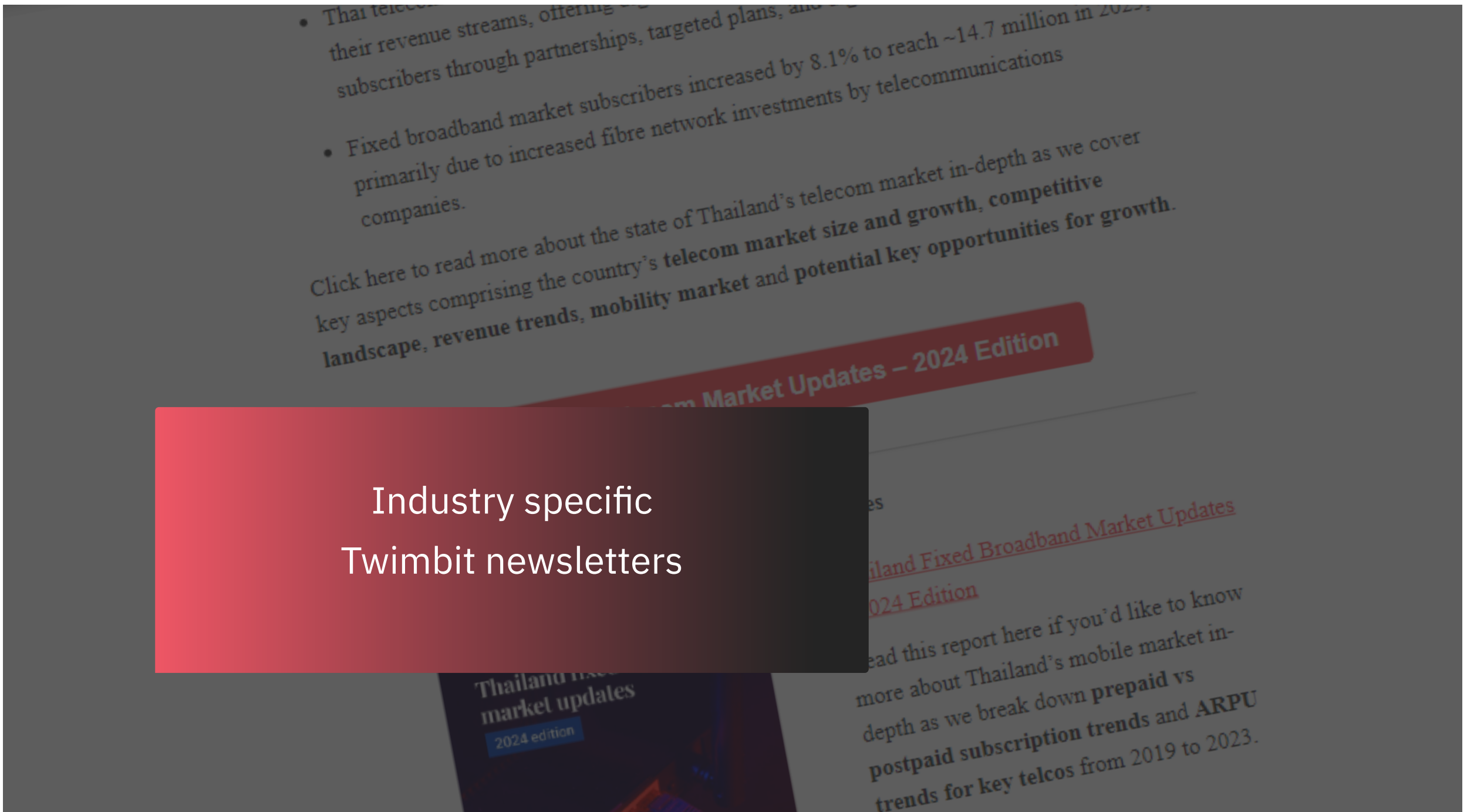
Features

- Unlimited account insights, competitor analysis, and industry benchmarks
- Access ASK - your personalised AI port for industry intelligence
- Exclusive invites to industry events and briefings
- Access to analysts and experts
- Connect with a global community of industry leaders

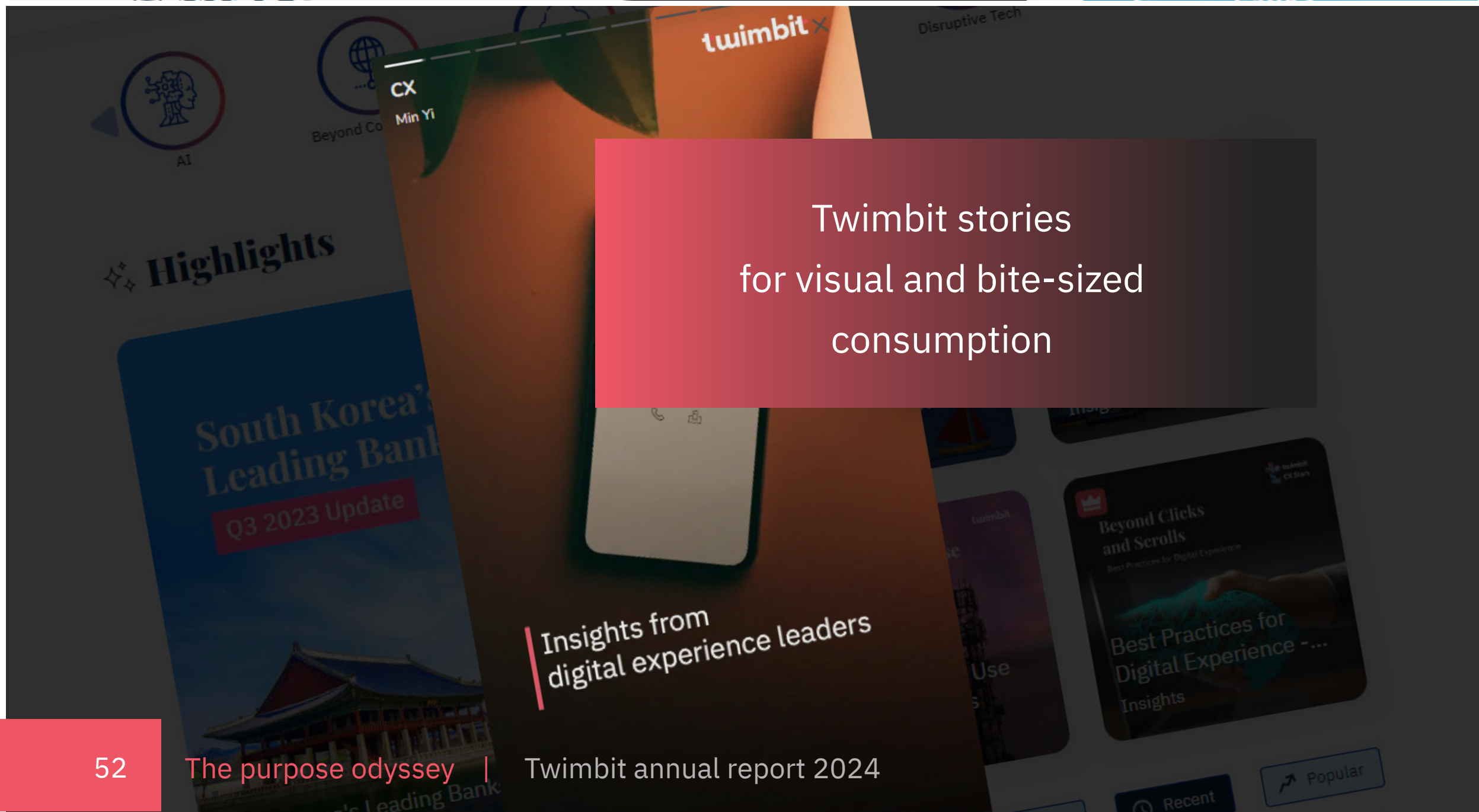




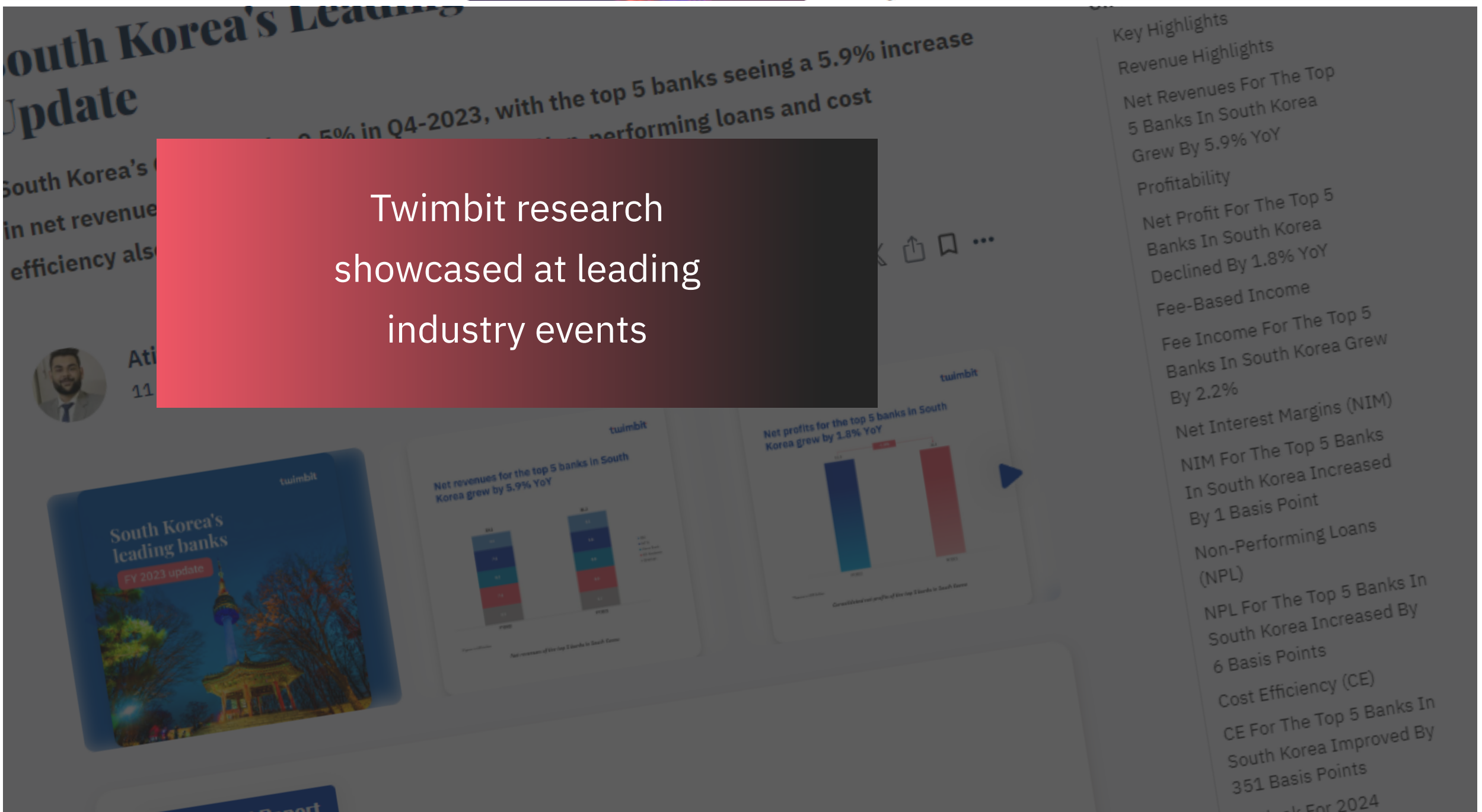
Published 250+
research insights
in 2023



Industry specific
Twimbit newsletters



Twimbit stories
for visual and bite-sized
consumption



Twimbit research
showcased at leading
industry events

Case study

Twimbit membership

Client

Leading South-East Asian telco provider entrusted with establishing the national digital infrastructure and propelling 5G adoption

Key Challenges

- a. Lack of strategic intelligence to support stakeholders with operational measures and industry benchmarks
- b. Embracing global innovations in the nascent 5G market presented an invigorating challenge of staying ahead of the curve
- c. Agility required in formulating compelling business cases to take informed decisions

Our Solution

- a. Supported with real-time intelligence pertaining to regional best practices and benchmarks in 5G adoption
- b. Provided strategic and actionable insights tailored to meet the requirements of the leadership team for informed decision-making
- c. Conducted quarterly interactive sessions to keep the client abreast of the latest market trends and developments

Results and Impact

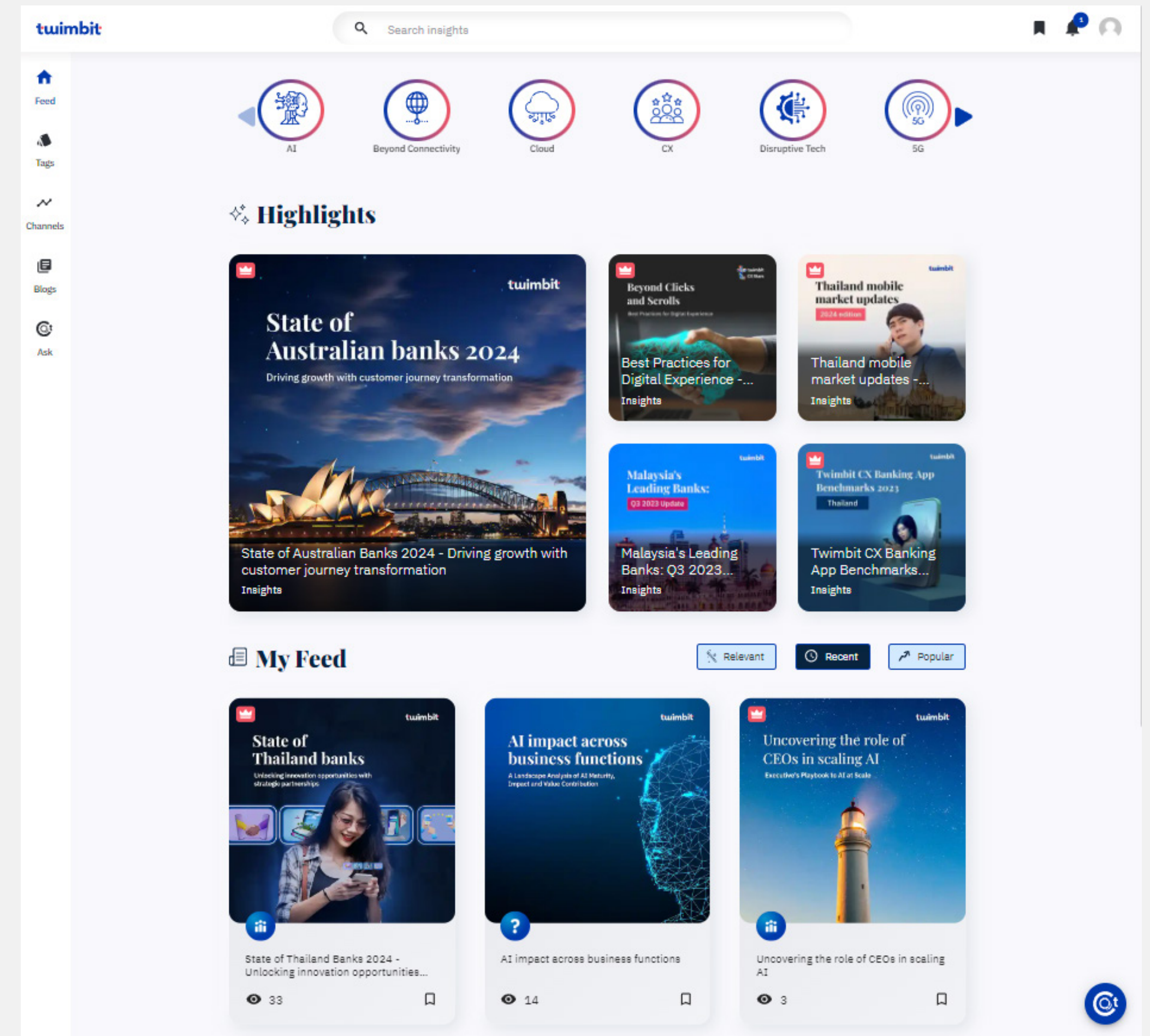
- a. Achieved heightened engagement levels across the broader management team through rich content and industry best practices
- b. Successfully delivered six customized thought leadership reports, which served as a pivotal tool for strategic decision-making
- c. Positioned as trusted advisors, offering counsel to the management team on critical industry issues

Twimbit Vault

A private intelligence platform that combines the finest industry intelligence with existing in-house repository of knowledge to boost enterprise sales

Features

- Personalised insights for your distinct sales journey
- A secure space for your users to engage seamlessly
- AI powered intelligence companion to meet your ambitious sales goals
- Industry-leading user interface and efficiency of a potent search function



Solving the enterprise sales challenge for banks and telcos

Multiple siloed touchpoints

Decentralised IT purchase requires engagement with diverse persona in enterprise

New complex propositions

Maze of information on solutions, capabilities and differentiators confuses the sales champion

Limited support across the buyer journey

New age solutions require sales teams to support clients across the entire customer purchase journey

An engaged, informed and agile sales team is key to winning enterprise business

Experience enterprise sales like never before



Customized platform
to fit your unique
sales journey



AI-powered companion
to achieve ambitious
sales objectives



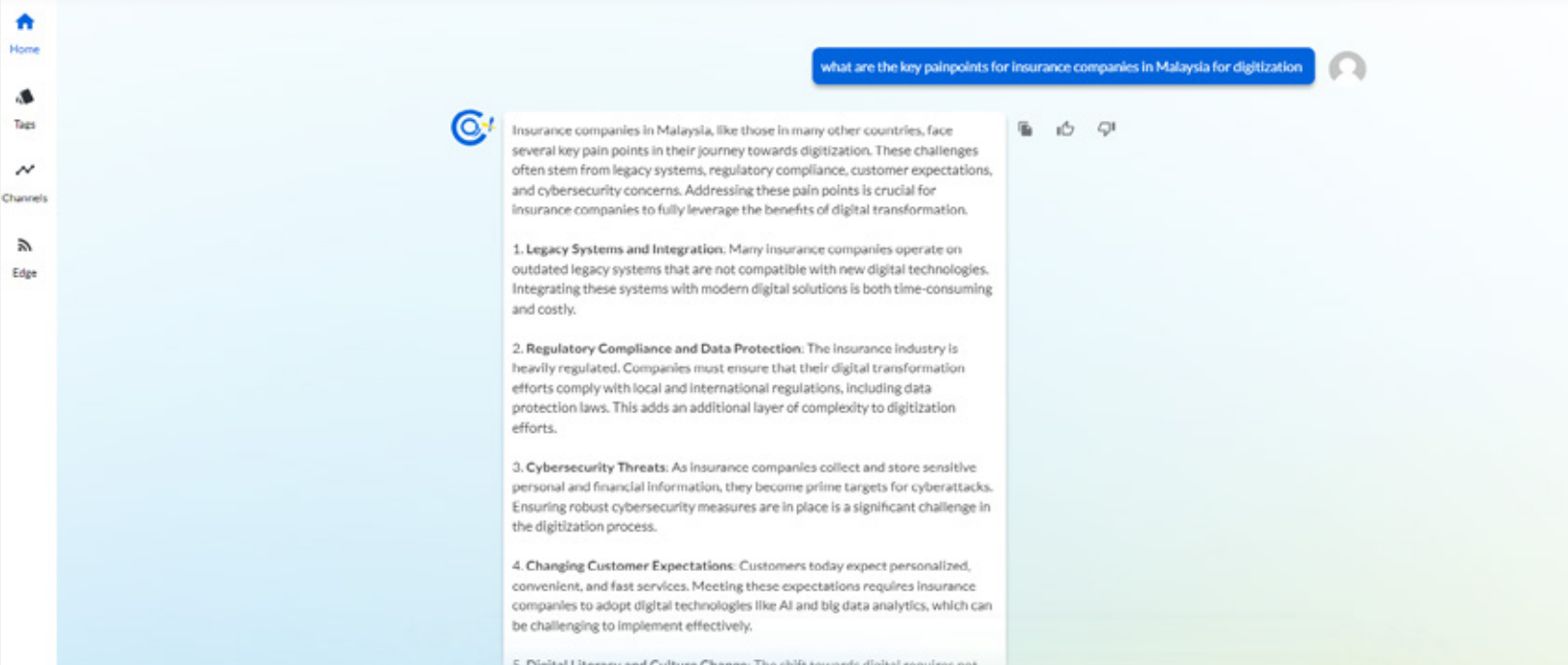
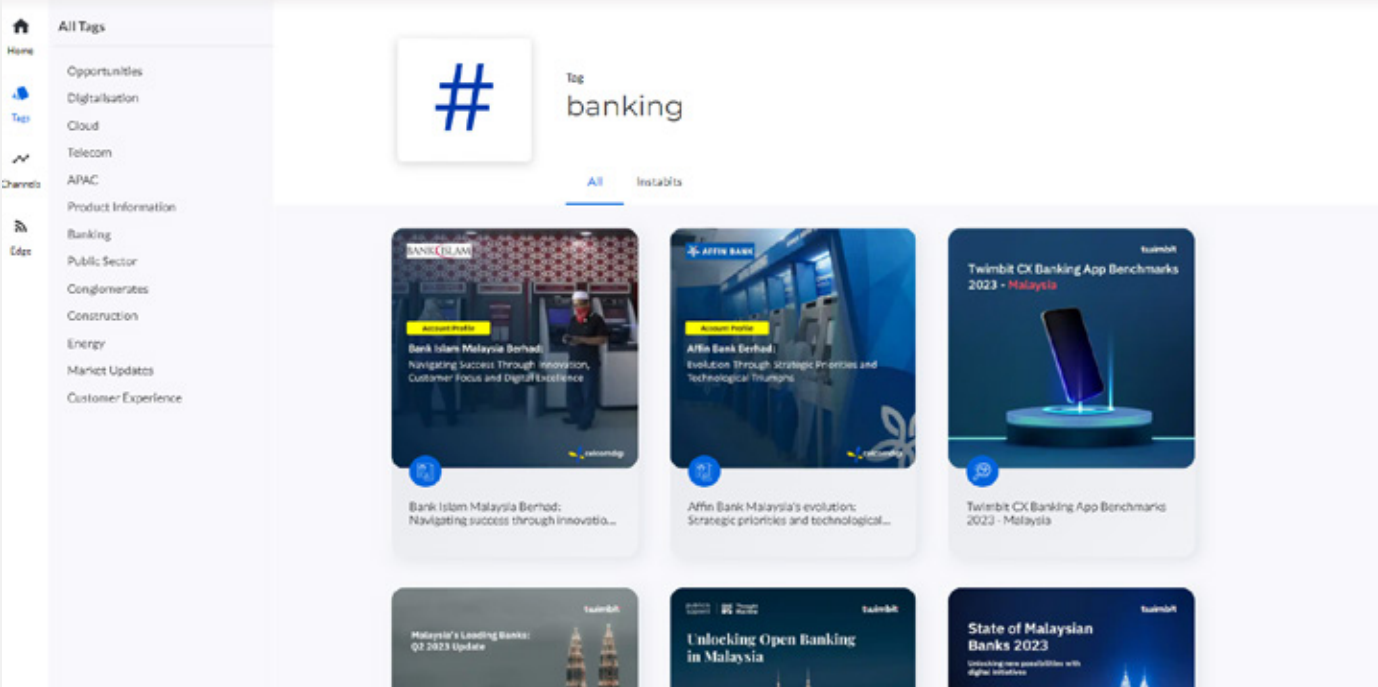
Secure space to
harmonize internal &
external insights



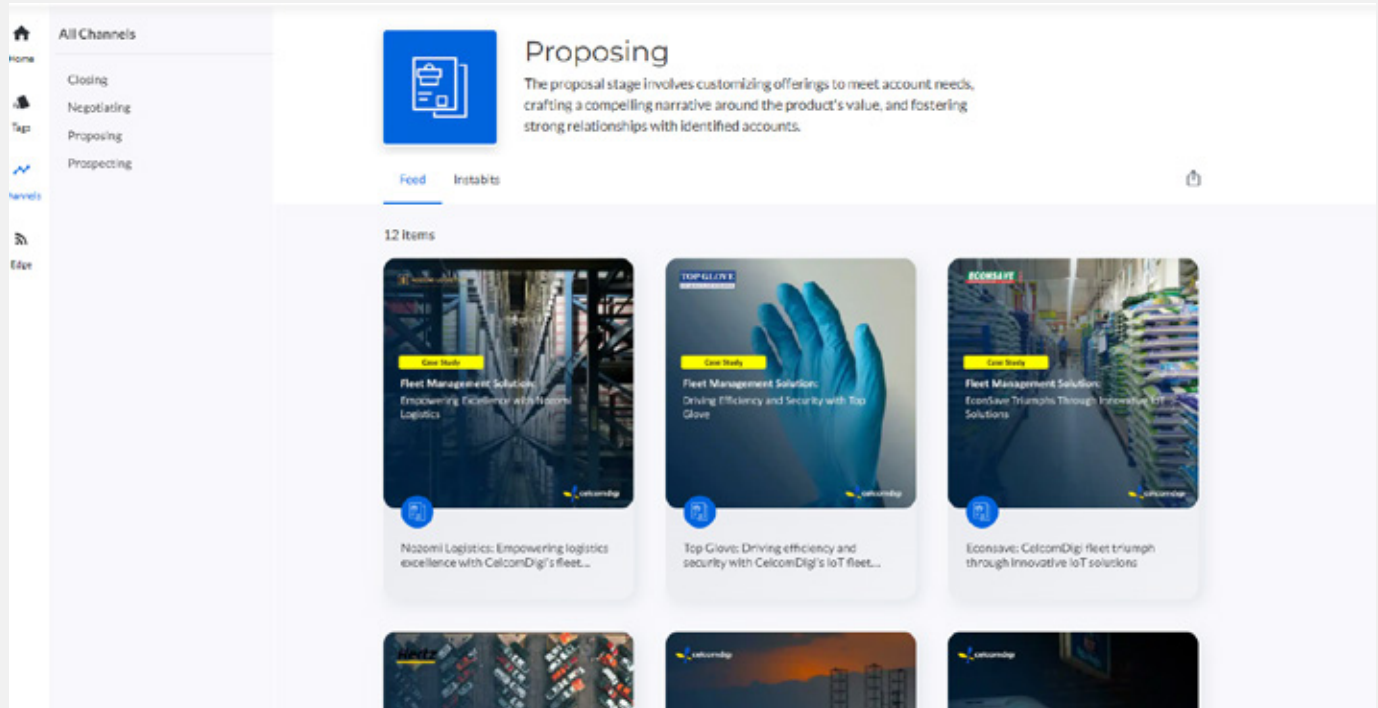
Industry leading UI
coupled with efficiency
of semantic search

Align your Enterprise sales

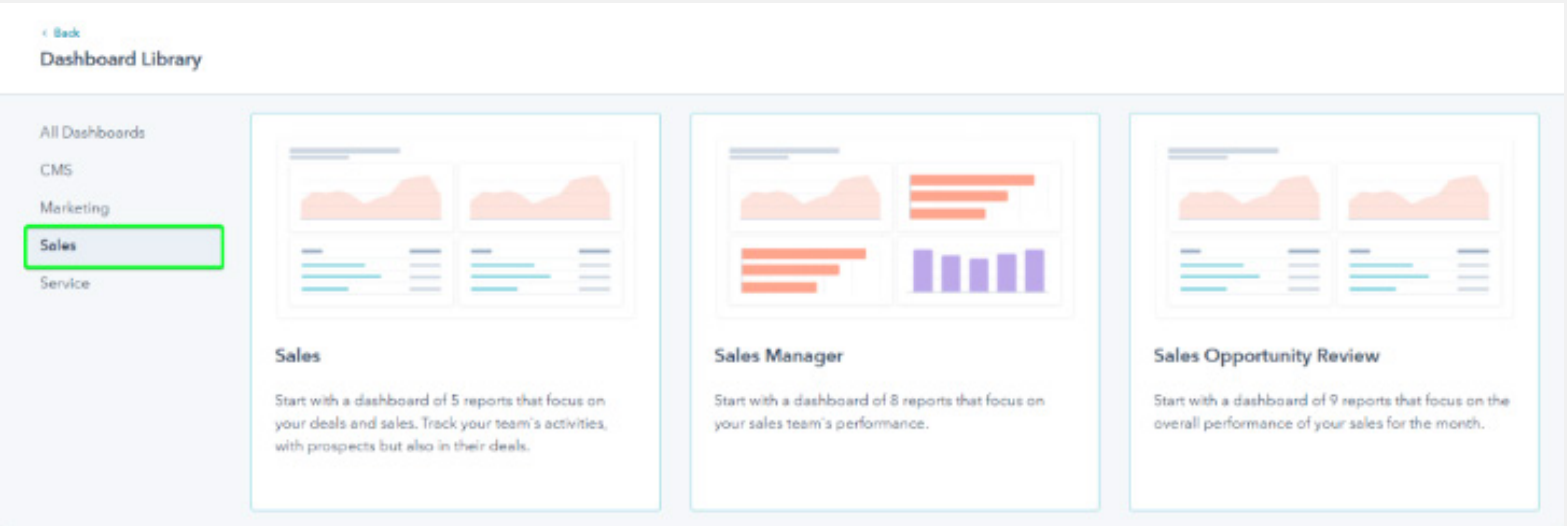
A platform that combines your in-house knowledge and Twimbit insights



Support across the customer purchase cycle



Common dashboard to align teams



Case study

Twimbit Vault

Client

A leading Malaysian telco seeks to grow its enterprise business by offering integrated ICT solutions

Key Challenges

- a. Transition the sales team from conventional connectivity-focused selling to sophisticated solution-oriented strategies
- b. Elevate the team's capability to engage in strategic dialogues with influential business decision-makers
- c. Facilitate cross-selling and upselling of the comprehensive suite of solutions

Our Solution

- a. Implemented an AI-powered intelligent companion designed to bolster the sales team throughout the sales journey
- b. Provided strategic insights into key accounts, offering intelligence on the customer's industry, addressing their challenges, and identifying innovation opportunities for digital transformation
- c. Aligned client needs with in-house capabilities and solutions, substantiated by compelling case studies

Results and Impact

- a. Our AI-powered intelligence tool became a strong sales enablement tool establishing itself as the primary resource for the sales team
- b. Fostered heightened awareness and understanding of client issues and challenges, resulting in more informed and impactful sales conversations

Assembly by Twimbit

A private leaders club for meaningful conversations and lasting connections. It is a platform to discuss the biggest questions and innovations shaping your industry, society and careers

Features

- Five distinct communities covering banking, telecom, customer experience, generative AI and cybersecurity
- An experiential invite-only community
- Access to premium Twimbit research and analyst support



Assembly by Twimbit

Choose your community of purpose

Banking

The invisible bank

Telecom

Telco-to-TechCo

Experience

Exceptional CX

Technology

Generative AI

Security

Distributed enterprises

"API security is pivotal in enabling the adoption of the invisible banking model, making operations more efficient and secure. Addressing this concern is crucial for its successful implementation"

Leslie Wong

Regional Director, Sales, f5

“Strong cybersecurity governance is the backbone of organizational resilience, empowering the CISO to equip the CEO or board with critical insights and data for informed decision-making, ensuring the protection of valuable assets”

Abid Adam

Group Chief Risk & Compliance Officer, Axiata

"To truly embrace invisible banking, we must focus on customer-centricity, streamlining processes, and maximizing efficiency. It's about simplifying the complex"

Lan Anh Ngoc Nguyen

Chief Technology and Operations Officer, Standard Chartered Bank

"Partnership-led models are key to success, it leads to product innovation and reduces the cost to serve the customers"

Dr. Sekar Jaganathan

Chief Business Officer, Equity Broking Business Expansion And Development, Kenanga Investment Bank

Twimbit Advisory

We merge strategic foresight with our passion for research, technology and innovative problem-solving

Our strengths

- Robust intellectual capital in enhancing customer and employee experiences
- Unparalleled competitive intelligence for new product innovations and geographical expansions
- Cutting-edge research for marketing and go-to-market programs
- Outsourced intelligence teams to catalyse innovation and elevate performance

Case study

indosat
OOREDOO HUTCHISON

twimbit

marvelous
eXperience



Case study

Twimbit Advisory

Client

Indonesia's 2nd biggest telecom company with an aspiration to become a industry leading digital telco

Key Challenges

- a. Transition from being a connectivity telecom provider to a digital experience provider
- b. Improve experiences for all stakeholders, including customers, employees, partners and shareholders
- c. Increase the share of digital service revenue contribution to the total business

Our Solution

- a. Collaborated with the client to establish a cross-functional team, dubbed Xengers, to spearhead the transformation
- b. Provided ongoing strategic insights into client's industry, addressed those challenges and helped identify innovation opportunities for digital transformation
- c. Aligned client needs with in-house capabilities and solutions, substantiated by compelling case studies

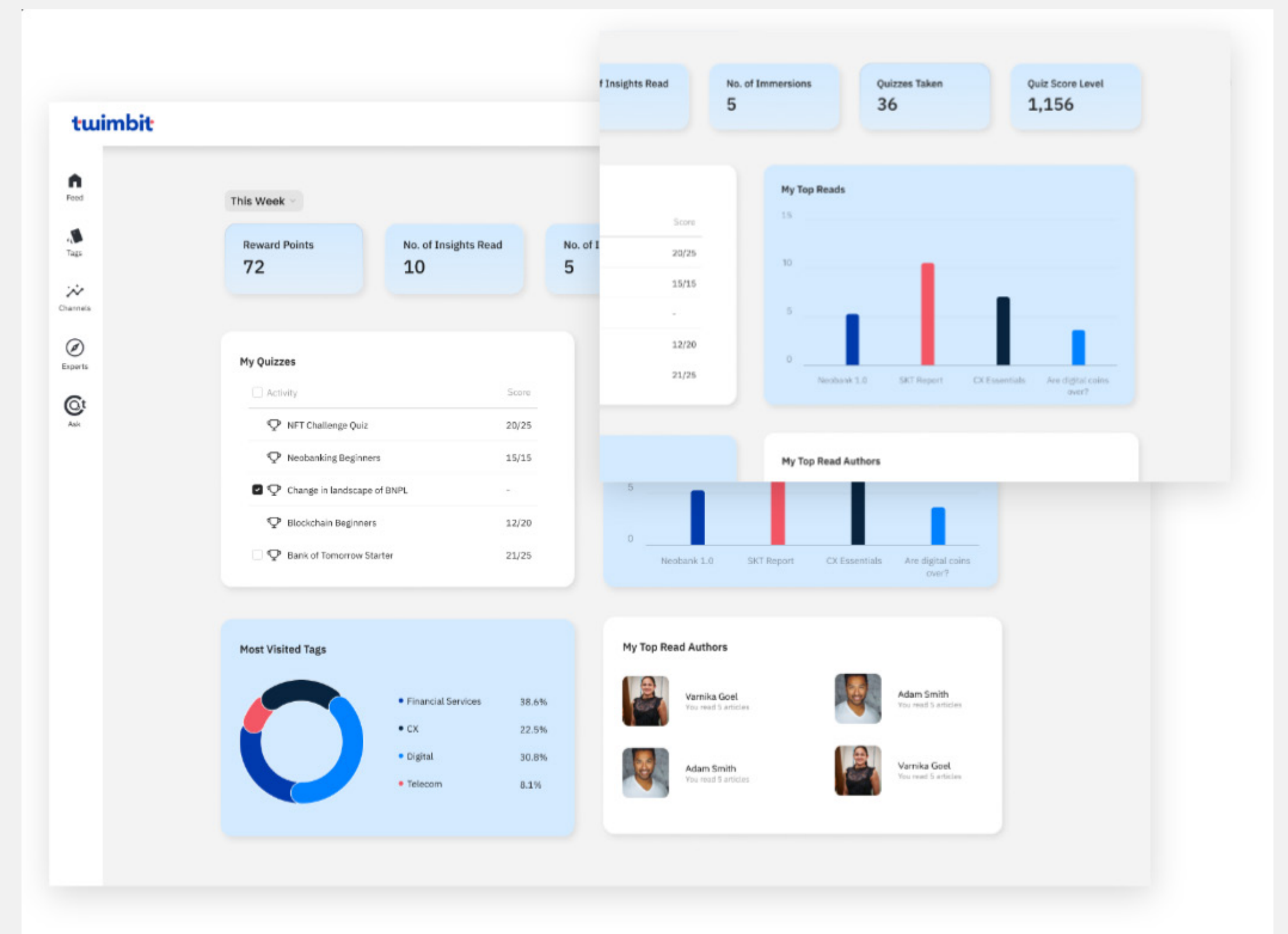
Results and Impact

- a. Successfully implemented 40 initiatives to improve stakeholder journeys in a period of 18 months
- b. Established Experience Innovation as a central theme of communication and transformation to drive future growth
- c. The client's outstanding achievements garnered prestigious recognition on the global stage, earning accolades at esteemed international forums including the World Communication Awards 2023 and the CX Asia Excellence Awards 2023

Twimbit Analytics

Features

- **Data Acquisition and Refinement:** Diverse data types from multiple sources transformed into actionable insights
- **Data Quality Assurance and Management:** Ensuring data accuracy, reliability, and consistency with efficient data segmentation and mapping
- **Master Data Management:** Maintain data consistency across systems with expert data reporting to summarize trends and insights
- **Dashboard Creation:** Specializing in the development of interactive dashboards that provide real-time KPIs and critical data



Case study

Twimbit Analytics

Client

A global application security provider, seeking to enhance the effectiveness of their marketing campaigns with an APAC focus

Key Challenges

- a. The client grappled with the quality of data coming in from various marketing campaigns
- b. Faced issues including lead quality assessment and campaign analysis for better segmentation
- c. Creating targeted lead generation and qualified leads for better results

Our Solution

- a. Built a comprehensive evaluation matrix to enhance the quality of leads
- b. Conducted an in-depth analysis of marketing campaigns leveraging advanced data analytics tools and techniques
- c. Created engagement mapping techniques for targeted marketing strategies
- d. Helped create IP for our client including case studies for better cross-sell and up-sell opportunities

Results and Impact

- a. Helped create a deeper understanding of marketing performance across channels and projects, facilitating informed decision-making for better conversion rates
- b. Data-driven decisions leading to effective resource allocation and optimised campaign strategies
- c. Created 40+ successful use cases in 9 months related to leads quality assessments and cohort mapping that increased the efficacy of marketing campaigns





Innovate to deliver
exceptional experiences
