

Infinite Possibilities

Travelling around the world...

2022 has seen Kagool become truly global. We've spread to eight different countries, we've been to exhibition events across the globe, and we've landed new deals with customers from the Middle East to the USA. Here's some of the highlights from the year.

- We opened 7 new offices this year, including expansion into the Middle East, with plans to invest \$16 million in the region over the next two years
- We exhibited at the Gartner IT Symposium 2022 for EMEA conference in Barcelona
- Kagool India was officially recognised as a Great Place to Work
- We were a demo partner for Microsoft at GITEX Global in Dubai, showcasing our Industrial Metaverse solution

Customer case study spotlight:

A sports car manufacturer was introduced to Kagool by Microsoft to help connect their SAP data to Power BI.

The client is starting their journey to become data-driven by focusing on their non-conforming parts (NCP) data, aiming to use it to optimise resource utilisation and save costs. Near real-time analytics on this data would enable effective decisions, such as ordering the right quantities to minimise wastage while avoiding stock outages, and gaining insights on any parts shown to be consistently faulty, allowing them to target and investigate any issues.

Kagool used our product Velocity to move the client's SAP data into the Azure Data Lake, with limited impact on SAP resources. This provides a Single Source of Truth which can serve Power BI reports, ensuring analytics will be based on accurate, consistent and up-to-date information. Kagool helped the client create interactive dashboards to easily access actionable insights.

[Read more customer success stories.](#)

Kagool in the news

[Mayor of West Midlands Andy Street visits Kagool in Hyderabad \(Nov 2022\)](#)

[Interview with Mohammed Fayez, MD of Kagool in MEA region \(Nov 2022\)](#)

[Kagool doubles investment in Dubai \(Oct 2022\)](#)

[Kagool takes the tech world by storm as it expands across the globe \(Sept 2022\)](#)

[Kagool Joins British High Commission's Trusted Partner Scheme](#)

[Kagool Data sets up new centre in Hyderabad, to increase headcount to 2,000 \(Feb 2022\)](#)

Kagool's robotic arm Septa spent 2022 on a world tour



Septa, our robotic arm, enjoyed a world tour this year, visiting everywhere from Barcelona to Birmingham as part of our Hololens demo, which illustrated the value of an Industrial Metaverse solution. He gained lots of attention and positive feedback from prospects!

The solution leverages AI/ML, IoT, mixed reality, and RPA, all working within the Microsoft Azure platform. Kagool can bring these technologies together with the vital key that makes them all work: data.

Septa got to see GITEX (Dubai), ADIPEC (Abu Dhabi), SWITCH (Singapore), the Smart Factory Expo (Liverpool), and UKISUG Connect (Birmingham) all in the last couple of months. He's excited to visit even more places next year!

Gartner IT Symposium for EMEA

Barcelona 2022

Kagool attended the Gartner IT Symposium for EMEA, held in Barcelona last month.

The event targets CXO and Director level people with big ambitions to transform their businesses with the help of advanced tech. 54% of attendees were C-Level, and 13% were VP level. 98% of attendees have involvement with IT purchases, and 97% expect to invest in external resources to enhance their key initiatives. This quality of attendees gave Kagool a huge opportunity to get in front of the right people to start and close deals.

As well as speaking to people at our exhibition stand, Group CEO, Dan Barlow, also gave a presentation on Kagool's approach to reducing risk and solving challenges in data migration programmes. We received a great reception - our presentation was scored 4.5 for value by Gartner analysts and delegates (the average for solution provider presentations was 3.2).

Kagool came away from the Gartner Symposium with 200+ leads, making all the hard work that went into this event worthwhile!



Kagool's latest awards

- Dan Barlow won Male Innovator of the Year
- Kagool was chosen as a WIRED Trailblazer
- India is officially a Great Place to Work
- Kagool was named as one of Microsoft's Top 10 Partners for the West/Midwest of the USA



Kalyan Gupta, MD for APAC



Employees are the key to success of any IT company. To make sure our employees see the benefit of their association with Kagool, we created an ecosystem where people feel more inclusive and togetherness while they are busy solving the complex problems of our Enterprise clients. We took several deviations to traditional ways of working in IT companies to achieve the employee satisfaction which is a step towards growth. That's one of the main reasons why employees and clients like working with us.'

Kalyan Gupta, Managing Director for the APAC region



Charity & community work

Tech Boss Challenge with Employability UK

Following the successful inaugural Tech Boss Challenge, run with charity Employability UK to raise the confidence and aspirations of sixth formers across Coventry, we are planning a second programme to start in 2023.

NSPCC Charity Ball 2022

Kagool sponsored the NSPCC charity ball, giving UK employees a glamorous night out while also raising money for a great cause.

Christmas Jumper Day for Save the Children

Our global offices enjoyed parties to celebrate the festive season, and the UK team did so while sporting Christmas Jumpers, donating £390 to Save the Children.

That's a wrap on 2022!



Kagool has grown massively over the past year, and none of it would have been possible without our people. We want to thank every single one of our employees at Kagool for all your hard work.

We wish you all a happy holiday season – please enjoy the break over the festive period, you deserve it!

Looking forward to seeing you all again in 2023. We can't wait to see what even bigger and better things the new year has in store for us...