

Avalon Consulting Founders' Strategic Sale of UGAM Solutions



- The founders of Avalon Consulting who co-founded the global marketing analytics company, Ugam Solutions (Ugam) have exited the company in favour of Dentsu Aegis Network (DAN) to their marketing services business, Merkle, in the true spirit of handing majority control of a successful entrepreneurial venture to a company which has the capacity to take Ugam to the next higher level of achievement .
- From an idea 19 years ago, Ugam has travelled a long distance to become a strong force in retail analytics in the US, the market chosen by the founders because the US market was truly a mountain worth climbing for any aspiring entrepreneur. According to Raj Nair, Chairman of Ugam, “Nothing less would have been acceptable. The rewards for climbing that tough mountain were visible even 19 years ago when the business of analytics was still in its infancy, when the dotcom wave had collapsed, when the traditional retail sector in the US was still not feeling threatened by online retail and the concept of Big Data was still a decade away”.
- Ugam focused on building proprietary technology solutions to deliver analytical insights using democratic data, to aid decision making in the US retail sector at a time when traditional wisdom suggested a more conventional use of standard math tools to massage internal data of retailers. The result of Ugam’s approach created high value for clients, which led to rapid adoption and high growth; and what is more, with good profit.
- For all those who led Ugam in the past two decades, the experience and learning got from building from scratch, a 2000 person company, which won the respect of large retailer clients and research and advisory firms, like Gartner and Forrester, was invaluable. When asked why the co-founders from Avalon exited, the answer was, “There comes a time when entrepreneurial spirit and the strength of a large corporate group should be allowed to combine to scale up, to reach much greater heights”.
- Avalon Consulting is an entrepreneurial strategy and performance improvement consulting company, known for innovative approaches to value creation for businesses from start-ups to billion dollar enterprises. We serve clients in India, South East Asia, Far East, Africa and the Middle East through our multiple offices in India and Singapore. It is a member of the Cordence Worldwide, an alliance of 11 consulting firms operating from 65 offices in N & S America, Europe, Middle East, Africa, China, Korea, Japan and Australia. It has over 3000 professionals with varied experience through whom the global interests of Avalon’s clients can be served.