

Baird Disruptors 2021

Baird Software Equity Research

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Please refer to Appendix – Important Disclosures and Analyst Certification

Technology

Baird Disruptors 2021

In this note we are publishing our list of “Baird Disruptors.”

This is a list of the most influential and disruptive privately held software companies in our analysts' respective coverage areas. The list includes companies from:

Mark Marcon

Human Capital Technology & Solutions

Rob Oliver

Software & SaaS

Will Power

Cloud Software

Jonathan Ruykhaver

Security & Infrastructure Software

Joe Vruwink

Vertical Software

Please reach out to Baird’s team of software analysts to discuss these companies or sectors further.

Baird does not provide research coverage on any of the listed privately held companies.

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Information as of August 9, 2021

HUMAN CAPITAL TECHNOLOGY & SOLUTIONS



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Company Name	Category	Leadership	Description
 AUTOMATION ANYWHERE <small>so be great</small>	Robotics Process Automation Vendor	Mihir Shukla Co-Founder and CEO	Automation Anywhere is a Robotics Process Automation vendor providing a software platform to help organizations efficiently automate business processes. Software robots utilize AI technology to observe human actions and then execute those processes more efficiently.
 bamboohr	HR Software	Brad Rencher CEO	BambooHR is an all-in-one HR software made for small and medium businesses. Their software collects and analyzes data to improve talent acquisition/management and company culture.
 dailypay.	On Demand Pay & Financial Wellness Platform	Jason Lee Co-Founder and CEO	DailyPay is a provider of on demand pay and other financial wellness tools such as savings tools to employees in the U.S. DailyPay funds the accessed wages and is reimbursed when payroll is normally processed.
 earnin	Cash Advance & Financial Wellness App	Ram Palaniappan Founder and CEO	Earnin is a community-based app that provides cash advances and other tools to promote saving and prevent overdraft fees. A key differentiator is that Earnin will negotiate for lower and/or better payment options on unpaid medical bills.
 Even	On Demand Pay & Financial Wellness Platform	David Baga CEO	Even is a provider of on demand pay and other financial wellness tools such as shift & pay tracking, savings tools, smart spending assistant, and bill planning to employees in the US. Even funds the accessed wages and is reimbursed when payroll is normally processed.
 gusto	Payroll and HR Software	Joshua Reeves Co-Founder and CEO	Gusto is a SaaS provider of payroll and HR services technology targeting SMBs from small start-ups to 500 employees. Additionally, Gusto provides on demand pay and financial wellness tools through the Gusto Wallet.
 HireVue	Video Interview Platform	Kevin Parker CEO	HireVue provides a video interview software and platform to help businesses speed up and automate their recruiting process while maintaining their traditional interview standards.
 isolved	Payroll and HR Software	Mark Duffell CEO	iSolved provides cloud-based HCM software that manages all workforce management processes including payroll, HR, time, and benefits. The People Cloud platform provides HR & payroll, talent management, workforce management, and engagement management.

HUMAN CAPITAL TECHNOLOGY & SOLUTIONS (CONT'D)







Company Name	Category	Leadership	Description
JOBVITE	Recruiting Software	Aman Brar CEO	JobVite provides an applicant tracking system and recruiting software within their talent acquisition suite. Their AI, automation, and analytics provides employers with the tools to attract, engage, hire, and retain talent.
Justworks	Professional Employer Organization	Isaac Oates Founder and CEO	Justworks bundles payroll, compliance, HR, and benefits to help administer HR-related responsibilities as a Professional Employer Organization. Justworks is targeted at 5-50 employee companies.
mya	AI Recruiting Assistant	Eyal Grayevsky Co-Founder and CEO	Mya is an AI recruiting software that guides candidates through their entire hiring experience from job search to hire, and from onboarding to career advancement.
PARADOX	AI Recruiting Assistant	Aaron Matos Founder and CEO	Paradox offers AI recruiting software, Olivia, to automate several aspects of the recruiting process. Olivia helps companies capture and screen candidates, answer candidate questions 24/7, automate the interview scheduling process, and much more.
payactiv	On Demand Pay & Financial Wellness Platform	Safwan Shah Founder and CEO	PayActiv is a provider of on demand pay and other financial wellness tools such as bill pay features, counseling, budgeting, and saving to employees in the US. PayActiv funds the accessed wages and is reimbursed when payroll is normally processed.
RIPLING	Payroll and HR Software/Professional Employer Organization	Parker Conrad Co-Founder and CEO	Rippling provides payroll, benefits, time and attendance, and talent management within their employee management platform. Additionally, Rippling has a Professional Employer Organization offering.
visier	Workforce Analytics Platform	Ryan Wong Co-Founder and CEO	Visier is a cloud-based workforce analytics platform that transforms data into actionable insights around organizational effectiveness, workforce planning, and talent acquisition and development.
WorkFusion	Robotics Process Automation Vendor	Alex Lyashok CEO	WorkFusion provides pre-trained robots, AI technology, and advanced analytics to help businesses automate and streamline operations with ease and speed, saving businesses money and enabling their workforce to focus on more meaningful tasks.

SOFTWARE & SAAS









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Company Name	Category	Leadership	Description
 appfire	Atlassian Software Ecosystem	Randall Ward Co-Founder and CEO	Appfire is an Atlassian Platinum Marketplace Partner and a global authority in the Atlassian ecosystem for more than 15 years. Appfire's solutions help teams with Workflow and Automation, Product Portfolio Management, IT Service Management, Business Intelligence & Reporting, Administrative Tools, Agile, Developer Tools, and Publishing.
 AUDITBOARD	Audit, Risk, and Compliance Platform	Scott Arnold CEO and President	AuditBoard is a fully-integrated audit, risk, and compliance platform that helps enterprises automate, manage, collaborate, and report on risk and control data in real time.
 braze	Mobile Engagement Automation CRM	Bill Magnuson Co-Founder and CEO	Braze's comprehensive customer engagement platform powers relevant and memorable experiences between consumers and the brands they love. Whether it's integration with existing infrastructure, launching campaigns, or interacting live with consumers across channels, Braze helps brands iterate much faster to accelerate long-term value.
 CHURNZERO	B2B Customer Success Software	You Mon Tsang CEO	ChurnZero is a real-time Customer Success platform that helps subscription businesses fight customer churn. ChurnZero's software solutions allow businesses to understand how their customers use their product, assess their health and their likelihood to renew, and give businesses the means to personalize the customer experience through timely and relevant touchpoints.
 CloudBees.	Enterprise Software Delivery	Stephen DeWitt CEO	CloudBees is a provider of continuous delivery software services that provides a platform as a service to build, run, and manage web applications that support the entire application life-cycle from development to deployment.
 contentful	API-First Content Management Platform	Steve Sloan CEO	Contentful is a content management platform that scales across the enterprise to accelerate how teams build great digital experiences.

SOFTWARE & SAAS (CONT'D)

Company Name	Category	Leadership	Description
 FloQast	Financial Accounting Software	Mike Whitmire Co-Founder and CEO	FloQast is an accounting software vendor that provides close management software for corporate accounting departments to help them improve the way they close the books each month.
 insightsoftware	Financial Reporting, BI, Budgeting & EPM Software	Jim Triandiflou CEO	insightsoftware is a leading provider of financial reporting and enterprise performance management software. insightsoftware enables the Office of the CFO to connect to and make sense of their enterprise data in real time so they can proactively drive greater financial intelligence across their organization.
 Gainsight	B2B Customer Success Software	Nick Mehta CEO	Gainsight provides a customer success management solution that manages retention, reduces unexpected churn, and identifies upsell opportunities. The company leverages big data analytics across sales data, usage logs, support tickets, surveys, and other sources of customer intelligence.
 GitLab	DevOps Lifecycle Tool	Sid Sijbrandij Co-Founder and CEO	GitLab is a complete open-source DevOps platform, delivered as a single application, fundamentally changing the way Development, Security, and Ops teams collaborate and build software. GitLab helps teams improve cycle time from weeks to minutes, reduce development process costs and decrease time to market while increasing developer productivity.
 KLAVIYO	Marketing Automation Platform	Andrew Bialecki CEO	Klaviyo offers a SMS and email marketing automation platform for ecommerce. Klaviyo stores customer data, allows customers to build experiences across email and owned channels, and measures results in revenue.
 kyriba	Treasury Management Software	Jean-Luc Robert Chairman and CEO	Kyriba is the global leader in cloud treasury and finance solutions, delivering mission-critical capabilities for cash and risk management, payments and working capital solutions.

SOFTWARE & SAAS (CONT'D)








Company Name	Category	Leadership	Description
 Lucidworks	Data Visualization Platform	Will Hayes CEO	Lucidworks is an enterprise search technology company offering an application development platform, commercial support, consulting, training and value-add software for open source Apache Lucene and Apache Solr.
 Outreach	Sales Engagement Platform	Manny Medina CEO	Outreach is a sales intelligence and engagement platform provider that helps companies increase productivity and drive smarter, more insightful engagement with their customers. Outreach is the only solution provider to integrate sales engagement, conversation intelligence, and revenue intelligence into one platform.
 Qlik	Data Analytics Platform	Mike Capone CEO	Qlik helps enterprises around the world move faster, work smarter, and lead the way forward with an end-to-end solution for getting value out of data. Qlik's platform is the only one on the market that allows for open-ended, curiosity-driven exploration, giving everyone – at any skill level – the ability to make real discoveries that lead to real outcomes and transformative changes.
 SALSIFY	Commerce Experience Management Platform	Jason Purcell Co-Founder and CEO	Salsify's CommerceXM platform combines Product Experience Management with core commerce capabilities designed to enable sales both across retailer/distributor channels as well as marketplaces, social commerce, and direct-to-consumer sites.
 SEISMIC	Marketing and Sales Enablement Software	Doug Winter Co-Founder and CEO	Seismic is the leading sales enablement and marketing enablement software that lets teams find the right sales content and optimize the sales process.
 TEALIUM	Customer Data Platform	Jeff Lunsford CEO	Tealium is a customer data platform that sells enterprise tag management, an API hub, a customer data platform with machine learning, and data management products.

CLOUD SOFTWARE









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Company Name	Category	Leadership	Description
 afiniti	AI for Contact Centers	Zia Chishti Founder and CEO	Afiniti provides AI to contact centers to enhance their performance, service and profitability. Its technology predicts interpersonal behavior to optimally pair the incoming caller with a call center agent.
 dialpad	Cloud Unified Communications Software	Craig Walker Founder and CEO	Dialpad is a software company that specializes in cloud-based systems and applications for phones. Dialpad is a cloud-based business phone system that turns conversations into opportunities and helps global teams make smarter calls--anywhere, anytime.
 fuze	Enterprise-Focused Cloud Unified Communications Software	Brian Day CEO	Fuze is a cloud communications and collaboration software platform designed for the enterprise. Fuze powers business conversations through a secure and reliable global platform that unifies voice, video, and messaging into a single application.
 GENESYS	On-Premise & Cloud Contact Center Software	Tony Bates CEO	Genesys is a private equity owned leader in contact center software enabling businesses to better serve their customers with omnichannel capabilities across voice, chat, messaging, integrations and AI.
 IntelPeer	CPaaS	Frank Fawzi CEO	IntelPeer offers a cloud communication platform enabling businesses to deliver voice and messaging communications.
 LogMeIn	Video Conferencing and Collaboration Platform	Bill Wagner CEO	LogMeIn offers cloud-based collaboration and remote access solutions for businesses. Its solutions enable employees to collaborate and work from any internet-enabled device. It also enables IT professionals to serve their customers remotely.
 MARK43	RMS and CAD Public Safety Software	Scott Crouch Co-Founder and CEO	Mark43 is a software and data analytics company that specializes in cloud software for police and police-like agencies.

CLOUD SOFTWARE (CONT'D)







Company Name	Category	Leadership	Description
 MessageBird	CPaaS	Robert Vis CEO	MessageBird offers APIs to help businesses connect with their customers via voice, SMS, email, WhatsApp and other channels.
	Digital Whiteboard Platform	Andrey Khusid Co-Founder and CEO	Miro offers an online whiteboard platform enabling teams to communicate and collaborate from anywhere.
	Mass Notification Software	Mark Herrington CEO	Owned by Veritas Capital, OnSolve provides critical event management and mass notification services to enterprises and governments globally.
	CPaaS	Oscar Werner CEO	Sinch offers a cloud communication platform enabling businesses to deliver voice and messaging communications. Sinch recently bought Inteliquent, which owns and operates its own U.S. network, and offers voice, messaging, phone numbers and e911 services.
	Edge Computing Platform	Christopher Turco CEO	StackPath provides an Edge Compute platform that enables a host of solutions and capabilities, including CDN, WAF, Managed DNS, DDoS Mitigation, EdgeRules and much more.
	Cloud Contact Center Software	Tiago Paiva Founder and CEO	Talkdesk is a unicorn cloud-based contact center, unified communications and artificial intelligence software provider.

SECURITY & INFRASTRUCTURE SOFTWARE








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Company Name	Category	Leadership	Description
 Alkira	Network as a Service	Amir Khan Founder and CEO	Alkira is a provider of a Network as a Service solution that helps provide enterprises end-to-end connectivity across their hybrid and multi-cloud networks.
 Cybereason	Advanced Endpoint Protection Software	Lior Div Co-Founder and CEO	Cybereason offers a platform for endpoint security including NGAV, EDR, and XDR.
 Databricks	Data Analytics Platform	Ali Ghodsi Co-Founder and CEO	Databricks develops a web-based platform for working with Spark, that provides automated cluster management and IPython-style notebooks. In addition to building the Databricks platform, the company is co-organizing massive open online courses about Spark (Spark is an open-source distributed cluster computing framework).
 Illumio	Data Center/Cloud Security Software	Andrew Rubin Co-Founder and CEO	Illumio is a provider of security solutions for workloads and endpoints.
 Kaseya	IT Management Software and Monitoring	Fred Voccola CEO	Kaseya VSA is a cloud-based, information technology management, remote monitoring, and network security solution that provides tools and functionalities to Managed Service Providers (MSP) and IT enterprises, enabling them to efficiently manage and secure IT capabilities.
 Lacework	Cloud Security Platform	David Hatfield Co-CEO Jay Parikh Co-CEO	Lacework offers a cloud security platform with solutions addressing use cases including container security, multi-cloud security, threat detection, compliance, and more.

SECURITY & INFRASTRUCTURE SOFTWARE (CONT'D)










Company Name	Category	Leadership	Description
 netskope	Cloud Access Security Platform	Sanjay Beri CEO	Netskope is a software company providing a computer security platform. The platform offers cloud-native solutions to businesses for data protection and defense against threats in cloud applications, cloud infrastructure, and the web.
 rubrik	Cloud Data Management & Enterprise Backup Software	Bipul Sinha CEO and Co-Founder	Rubrik is a cloud data management company that offers multi-cloud data control. The multi-cloud consists of data protection, ransomware recovery, regulatory compliance, and data mobility.
 TANIAM	Endpoint Management, Security and Risk Platform	Orion Hindawi Co-Founder and CEO	Tanium is a provider of unified endpoint management and endpoint security solutions.
 transmit security	Identity and Access Management Solution	Mickey Boodaei Co-Founder and CEO	Transmit Security is a provider of passwordless identity authentication solutions.
 VECTRA	AI Cybersecurity Platform	Hitesh Sheth CEO	Vectra offers an AI-driven cybersecurity platform for network detection and response.

VERTICAL SOFTWARE











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Company Name	Category	Leadership	Description
 Bright Machines	Industrial Automation Software	Amar Hanspal Co-Founder and CEO	Bright Machines is a software and robotics company whose applications focus on automation for the electronics manufacturing industry.
 entrata	Property Management Software	Adam Edmunds CEO	Entrata is the only comprehensive property management software provider with a single-login, open-access Platform as a Service (PaaS) system. Entrata's open API and superior selection of third-party integrations offer management companies the freedom to choose the technology and software that best fit their needs.
 GoGuardian	Digital Learning Software	Advait Shinde Co-Founder and CEO	GoGuardian's learning platform of classroom management and student safety solutions helps thousands of K-12 schools and districts maximize the learning potential of students by enabling more productive, effective, and safer digital learning.
 KEEP TRUCKIN	Fleet Management Software	Shoaib Makani Co-Founder and CEO	KeepTruckin is a software company that creates products solely for the trucking industry. Their products include an AI-powered smart dashcam, GPS tracking, trailer tracking, and vehicle maintenance.
 knock	Multifamily Portfolio Growth Platform	Demetri Themelis Co-Founder and CEO	Knock is an intelligent front office platform that provides productivity and business intelligence tools to maximize occupancy, rent growth, and customer satisfaction.
 komodo HEALTH	Healthcare Analytics Platform	Dr. Arif Nathoo Co-Founder and CEO	Komodo Health provides a cloud-based data integration platform that brings together disparate patient data, enabling the healthcare and life science industry to improve patient outcomes.
 Medable	Clinical Trial Management Platform	Michelle Longmire Co-Founder and CEO	Medable is a decentralized trial platform providing a seamless experience, connecting patients, sites, and clinical trial teams.
 NEWSTORE	Mobile Retail and Omnichannel Management Platform	Stephan Schambach Founder and CEO	NewStore operates a platform for retailers to run their stores on the iPhone. Purpose-built for mobile shoppers, the company provides Omnichannel-as-a-Service with the only integrated cloud OMS and mobile POS.
 o9 Solutions	Integrated Business Planning Platform	Chakri Gottemukkala Co-Founder and CEO	o9 Solutions is a provider of digital management platforms for visibility, analytics, planning, collaboration, and continuous improvement of decision-making processes across sales, supply chain, product innovation, and integrated business planning.

VERTICAL SOFTWARE (CONT'D)

Company Name	Category	Leadership	Description
 project44	Advanced Supply Chain Visibility Platform	Jeff McCandless Founder and CEO	project44 is a logistics and transportation network that brings dynamic shipment data and true supply chain visibility to a black box industry. project44 provides full visibility into the entire shipment workflow including pricing, routing, pickup, tracking, and payments.
 propel	Product Lifecycle Management	Ray Hein Founder and CEO	Propel offers an integrated solution that combines Product Lifecycle Management (PLM) and Quality Management System (QMS) on a single cloud-based platform.
 ServiceTitan	Home Service Software	Ara Mahdessian Co-Founder and CEO	ServiceTitan is a company that provides optimal all-in-one software for residential and commercial HVAC, plumbing electrical and other field service business.
 Shift	Fraud Detection and Claims Automation Solution	Jeremy Jawish Co-Founder and CEO	Shift Technology is an AI-native SaaS solution that helps insurance companies defeat fraud and automate claims.
 shopmonkey	Auto Repair Shop Management Software	Ashot Iskandarian Founder and CEO	Shopmonkey is a cloud-based system that simplifies the complexities of running an auto repair business onto a single platform, including appointment scheduling, parts ordering, customer communications, and payment processing.
 SIMSCALE	Engineering Simulation Software	David Heiny Co-Founder and CEO	SimScale is the provider of the world's first production-ready SaaS application for engineering simulation.
 toast	Restaurant POS	Chris Comparato CEO	Toast is a technology company that produces all-in-one restaurant software to optimize business. The company provides a restaurant management and point of sale (POS) system.
 VTS	Real Estate Management Platform	Nick Romito Founder and CEO	VTS offers commercial real estate software that enables office, retail, industrial landlords, and brokers to transform their leasing process and convert leads to leases more efficiently.

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