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## COMPANY IN FOCUS **2021**

**Nikhil Taneja**  
Vice President & MD- India  
SAARC, Middle East &  
GSI - Radware

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# OVERVIEW

*"All our dreams can come true if we have the courage to pursue them" – Walt Disney.*

Running a business during the COVID-19 crisis is an extremely challenging task for all businessmen. Leaders are looking for new ways to strategize their business models to stay ahead of the competition. They are restructuring their organizations and investing in the latest technologies to deliver better to all their stakeholders. Today, leaders are building their businesses that will truly fit future requirements.

In this issue, we will read the success stories of leaders who never gave up on their dreams and faced challenges head-on. Within these pages, you will learn how these leaders turned challenges into opportunities for their organizations. You will also witness how they supported their employees during these difficult times. They are the true inspiration for anyone who wants to learn about tackling business challenges and using the latest technologies for their own benefit.

–Malavika Sacchdeva



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# Radware's solutions empower enterprise and carrier customers worldwide to adapt to market challenges quickly

Radware announces that it delivered 100 percent plus target achievement for the year 2020 with a 21 percent growth in new business over the year 2019 and a 35 percent growth in renewals over 2019.



**Nikhil Taneja**  
Vice President & MD-  
India SAARC, Middle  
East & GSI - Radware

Radware is a global leader in cyber security and application delivery solutions for physical, cloud, and software-defined data centers. Its award-winning solutions portfolio including Application delivery and performance, DDoS protection, Advanced Threat Protection, Web Application Firewall, BOT Management, Cloud Native Protector and SSL Inspection & Attack Mitigation, Threat Intelligence, and ERT service secures the digital experience by providing infrastructure, application, and corporate IT protection and availability services to enterprises globally. Radware's solutions empower enterprise and carrier customers worldwide to adapt to market challenges quickly, maintain business continuity and achieve maximum productivity while keeping costs down.

## About Nikhil Taneja

Nikhil Taneja joined Radware at the young age of 28 as Country Head - India & SAARC Operations. Being a single-man army, he started from ground zero building the team, developing the partner ecosystem, establishing a customer base the business in India and contributing to above industry standard business generation out of the country towards Global numbers.

Over the years, his responsibilities extended to the growth and expansion of the Radware market across the entire Asian subcontinent. A significant contribution to the remarkable growth of Radware in the region led him to take over the position of Vice President & MD - India SAARC, Middle East & GSI - Radware. April 2021 marks the beginning of the 20th year for Nikhil Taneja at Radware and it's a monumental moment for him especially having achieved his targets for the last 19 years in a row.

## Challenges Help you Discover Things

Nikhil comes with vast experience in handling all industry segments including Large Enterprises, Telcos, Government & Defence, technology consultants, etc. Being a team builder and a team leader, he has the good know-how and working knowledge of Finance, Admin, and HR skills required to head/create the business setup. Committed to innovation and the adoption of technologies, he possesses a deep knowledge of current market conditions, offers insights and expertise giving an insider perspective on industry needs.

“Threat actors constantly come up with new and evasive techniques and going one step ahead of them to protect our customers always keeps us on our toes. It's a challenge we enjoy the most at Radware.” — Nikhil

When Radware started its operations in India, the market was focused on technologies around Layer 3 while Radware was addressing advanced technologies around layer 4 to 7. “Those days it was difficult to convince the customers and expose them to the advanced tech. The challenge was to first educate the customers on the benefits by acting as a teacher and explaining the science behind the technology. From the marketing and channel perspective, getting the attention of T1 partners those days was very tough. We were successful in convincing the channel by virtue of the volume of the business and were able to close some big deals as the credibility was established over a period of time,” says Nikhil.

### Strategies adopted by Radware

Radware has always been at the forefront of innovation. Investments in R&D and recent acquisitions continue to position Radware as a leader in DDoS mitigation, web application firewall (WAF) and application delivery solutions optimize business operations, minimize service degradation and prevent downtime.

The company produces several pieces of original research annually, which help identify and articulate the newest business challenges faced by organizations. The flagship ERT Report, released in January provided new intelligence and insights into the next security threats facing organizations. The research identified security issues in multi-cloud implementations and the rising problem with automated bots good and bad bots. Radware has released a Cloud Workflow Product and BOT Manager to address and mitigate the newest threats coming to light.

Talking about the recent partnership between Airtel and Radware, he says “Airtel serves businesses as an ISP, a data center operator, a mobile and telecom operator and a managed security service provider. This makes them an ideal partner for Radware.” Under this partnership, Airtel will offer Radware’s Cloud DDoS Protection, Cloud WAF, and BOT Manager Cloud security services to enterprise customers. As part of the Agreement, Airtel will be able to offer state-of-the-art DDoS Protection to their Customer leveraging Radware’s New India Scrubbing Center hosted in Airtel’s Nxtra Data Center. Radware’s India Scrubbing Center is part of Radware’s 13 Global Scrubbing Centers.

### How has the Cyber Security Industry changed over the years?

The Cyber Security landscape is ever-changing and has evolved over the years as more business processes are going Digital. The scale of threats has gone out of proportion with threat actors actively exploiting vulnerabilities and hacking critical infrastructures. And in recent times, business operations have changed beyond recognition with most employees working from home in a transition that happened almost overnight making it all the more conducive for the threat actors to run havoc.

“This Digital push had two major underlying changes – Infrastructure (move to public cloud) and applications (Web, Mobile, API, B2B) – these underlying changes bring the focus in terms of securing public cloud infrastructure compared to the traditional data



**“Leadership is all about the team and for a leader, the most important decision to make is to recruit the right team, groom the talent, deploy the resources in key areas all while aligning with business objectives and vision of the company”.**

center and protecting applications as the applications are the new touchpoint through the Dirty Internet and Attackers are targeting Application Layer to sneak in. This brave new world can be tricky to navigate if organizations don’t have the right cyber security measures in place,” he says.

In cyber security, the landscape changes faster than you can imagine, new threats arrive at the speed of thought and cybercrimes cost businesses more than ever before. To be a successful player in this field today, you have to understand a wide range of security issues, state and federal laws, and regulations. The dangerous threat landscape, the growing number of attacks, and a shortage of skilled employees add to the problems.

I think the most difficult thing about being in cyber security is keeping up with technology changes, the continual vulnerabilities, and retaining skilled employees in an ever-changing threat landscape.

Threat actors constantly come up with new and evasive techniques and going one step ahead of them to protect our customers always keeps us on our toes. It's a challenge we enjoy the most at Radware," he explains.

### Radware India's growth in 2020 and the impact of COVID-19 pandemic on Radware's India revenue in 2020.

Radware India delivered 100 percent plus target achievement for the year 2020 with a 21 percent growth in new business over the year 2019 and a 35 percent growth in renewals over 2019.

Cloud business' 290 percent increase has been the star of our success trajectory. The New Year has continued to keep us at this great high with the key defence deal being the highlight of the year so far and a few datacenter deals adding further to the revenue. With the continued efforts of an exceptional leadership and a remarkable team we are sure to achieve newer heights in the coming quarters. Overall there has been an impact for every technology company. With our offerings in cloud technology in the background of WFH, Radware, the team lifted and adapted to the conditions quickly.

Our solutions could and continue to facilitate organizations to implement the quick deployment of WFH. With an array of cloud solutions, we were/can support the realignment of IT business processes for our customers. We witnessed a huge jump in cloud offerings including cloud security, DDoS, Cloud Workload Protection, Bot Management, and Cloud Web Application Firewalls in the previous year. With Radware's global scrubbing center in India in association with Airtel, we could quickly support our customers which resulted in major revenue contributions from this segment. Of course, we did have significant data center wins to add to the tally.

#### Radware India's 2020 Growth Snapshot:

Overall growth:	24%
Cloud business growth:	290%
Renewals business growth:	35%
New business growth:	21%

### Teamwork and Leadership

"Leadership is all about the team and for a leader, the most important decision to make is to recruit the right team, groom the talent, deploy the resources in key areas all while aligning with business objectives and

“With my journey of last 19 years at Radware, I have had many learnings some being hard way. One must be open to the challenges and complexities that arise on the path and utilize them as opportunities to learn and grow”. — Nikhil



vision of the company. This holds good even during the challenging times like the recent pandemic where motivating and helping the team to achieve their targets and overcome personal challenges while communicating the right message to leadership and to the market, driving expansion plans, marketing, and thought leadership, aligning with the right partners and overcoming operational challenges. End of the day, you deliver when you take the right decisions," he asserts.

Radware has always let its leaders design their agenda and chart their own path. The company encourages its teams to freely pursue their style of working in their respective regions. Nikhil says "This entrepreneurial style of working has done wonders to careers and certainly is a driving force behind its success."

It is important for the leader to believe in the team and allow them to approach the market in their own way. The more you allow an individual to work on their terms, you get to judge the creativity and also let them flourish. "Every time a new initiative is to be undertaken, I throw open the hall to the entire team, take their ideas into consideration, churn them and implement. The team is always feeling confident about their ideas being accepted and happy about their thought process being appreciated which encourages further creativity and healthy competition," he adds.

Talking about the risks, he says "One of the biggest risks I had taken was to push the Radware management to pursue the Middle East agenda despite being an Israeli company. Radware has been present in the UAE market for over three years now and this persistence has paid off in a big way with the two countries coming together and opening doors for the business of these countries to shake hands."

### Some Advice on Leading a Successful Business

Nikhil strives towards empowering the Infosec community by providing prescriptive guidance and advocacy for new and existing cyber security strategies and solutions to enhance cyber resilience. He is often seen discussing best practices on cyber security strategies and cyber security initiatives that have the potential to improve the cyber security posture of the industry.

"With my journey of last 19 years at Radware, I have had many learnings some being hard way. One must be open to the challenges and complexities that arise on the path and utilize them as opportunities to learn and grow. Understanding the customer environment, its needs, and complexities marks the success of any business," he says.

Nikhil concludes by saying "Along with being flexible to meet the customer needs, one must focus on the proactive approach of creating needs rather than reacting to them. Strong stakeholder management internally and externally helps in setting clear goals and delivering the same. The golden rule is to co-exist and achieve a win-win situation for both." ■

# Actify, a Leading AI company that delivers Rapid Business Impact using Data Platform ADAPTify



**Hindol Basu,**  
Co-founder & CEO, Actify Data Labs

Actify Data Labs is a data platform and machine learning company that helps organizations leverage the power of data using its data platform ADAPTify its product suite, and its dedicated digital lab.

In India, most technology, analytics, and data science companies specialize in the services business which hinges on rupee-dollar arbitrage – which is a proven business model. As opposed to this well-established model, Actify has been focussing on a product-first strategy that aims to empower organizations (irrespective of their size) with the technologies that are required to leverage data. Actify believes that data will be a key competitive tool in every industry. And Actify's platform will ensure that the power of data is made available to a wider set of organizations.

The company dreams of building a true “Made in India data platform”, that will put India on the technology product map (as opposed to being providers of cheap services only). It believes that it can create a long-term strategic relationship with its client's based on its product-first strategy. Once the data platform helps clients in solving the foundational needs of their AI strategy, it will be easy for Actify to build more and more data-driven solutions for the client.

## About Co-Founders

Actify has been co-founded by Hindol Basu and Bijoy Khandelwal. Hindol is the CEO of

Actify Data Labs. He brings in about 19 years of machine learning experience spanning multiple industry verticals and markets. He had led multiple analytics initiatives in the Indian, Asia Pacific, and North American markets across a wide variety of industries including financial services, manufacturing, and retail. He has pioneered the development of innovative solution frameworks in IoT, leveraging macro-economic data for risk estimation and building grey-box machine learning frameworks.

Bijoy Khandelwal is the COO and Co-Founder of Actify Data Labs. He is also the Chief Architect at Actify who has conceptualized and developed the entire product suite. Bijoy brings in deep expertise in technology, big data, data science, scalable computing, and system engineering. He also brings in deep expertise in data quality & master data management, data stewardship, and business process, and technology reengineering to capture the right data at the right time.

The company has a unique selling proposition. Actify's data platform promises that a client's data foundation will be delivered within 45 days and the client will see value from data in less than 90 days. The platform promises one of the lowest and extremely predictable costs of ownership. A client does not have to worry about platform costs going up in case usage, user volume, or data volume goes up. It is built as a comprehensive one-stop shop for all data needs but at the same time is built in an open architecture so as to include other tools that the client may already be using. The platform is extremely user-friendly and has one of the best interfaces.

Talking about the idea behind this business, Hindol says, “Bijoy and I had an idea of creating a data platform because we had seen many such platforms and felt that there was a clear need for a comprehensive platform that promises speed and affordability. Because we could see that all companies irrespective of their sizes will need to leverage data to drive transformation. So, this was no more limited to large corporates, hence the need for a low cost of ownership and speed.”



**Bijoy Khandelwal,**  
Co-founder & COO, Actify Data Labs

“The first challenge that we had was, having everyone believe that we can build strong technology products in India that could compete with global big names. While we had a very clear idea of the product that we wanted to build, we had faced significant challenges in getting people with the product mindset and with the ability to imagine how clients will use the product. This was reflected in the suboptimal user experience in version-1 of the product. We did a lot of thinking around user experience and user interface design, and came up with version-2 which really gave us the confidence that we can build a great product,” he says.

“We created a beta version of the product very quickly and was able to demonstrate value to some of our initial clients. This gave us the confidence and the revenue to build the next versions of the product,” adds Bijoy.

The biggest challenge the company had to overcome was making people believe that they can build world-class products in India. “From day one, we had to handle the dual challenge of creating the best product and earning revenue to fund the operations. In retrospect, we feel that we should have spent more time in creating our product before starting initial implementations,” asserts Bijoy.

Hindol concludes by saying that the company's goal is to build the most comprehensive data platform and grow as a true product-first technology company. ■

# How Two Indian Women are Taking their Recruitment Firm Global!

Diversity, women empowerment & leadership have always been sought-after topics globally. Today, the participation of women within the economy has been a matter of concern, especially for Leadership levels. But this is gradually changing as some women do take the plunge to set a personal example.

Nirupama and Jayanthi have been such leaders who have overcome all odds and set an example that is close to being unparalleled when compared to many industry leaders. They are one of the top full suite recruitment firms which started in India in 2007.

## About the Founders

Nirupama has been the mastermind behind Ad Astra. She is an industry veteran & serial entrepreneur with more than 2 decades of experience. She co-founded 3 of India's largest HR firms which were later acquired by world-renowned organizations. She has been an integral part of the setup of various multinational firms and also serves as a board member to the executive council of various prestigious organizations. She is a passionate professional who has set a trend for women entrepreneurs in the Recruitment Industry and has scaled organizations with elan.

Jayanthi has been the catalyst and co-founder of Ad Astra. She comes with more than 2 decades of experience within the banking and financial services sector. She has been instrumental in building marquee clientele and imbuing quality delivery which has been a differentiator for Ad Astra. She has made Ad Astra a Global Company of repute. Jayanthi, apart from running the business, is always searching for ways to make a difference through CSR. She has been a promoter of diversity, women's health, girl child education, and women's empowerment.

## Success Story

It is not an easy task to build something from scratch and take it to the next level. This is where Nirupama and Jayanthi created magic in the form of Ad Astra. Indeed, they took an oath in reaching the stars and worked hard to take the organization forward. From 2007 till now, Ad Astra has seen stupendous growth not only as a business unit but also as a company that cares for society. For them, it has always been about institution building, wherein, clients have superior importance and employees are the collaborative builders of the organization.

"With our in-depth knowledge of the positions



Jayanthi Yeshwant, Chairperson



NIRUPAMA V.G., Managing Director

and the markets we operate in, we have sourced some of the best candidates for our clients, ranging from inspirational leaders to strategists across verticals. Our focused search, supplemented by our research activities, gives us the edge for analyzing the candidate community and identifying the best fit," says Nirupama V G, Managing Director, Ad Astra.

Today, Ad Astra is serving customers across 40+ countries around the world and continues to expand.

Ad Astra has successfully executed massive Recruitment Process Outsourcing (RPOs) Projects with some of the prominent names within the industry globally. Ad Astra has expertise when it comes to CXO level deployments, RPOs, contingency, and temp hirings. They have been pioneers in building management teams at CXO levels from Fortune 10 firms to start-ups. Their temp staffing business has set gold standards when it comes to best practices. They have "zero defect" on the compliance front. They are known for providing bespoke full-suite recruitment solutions to all firms.

## Challenges & Opportunities

Jayanthi says, "The industry is very fragmented, and therefore, remaining focused and scaling consistently has been a challenge for us. It has not been easy to work within multiple geographies as each country presents varied work ethics and culture. However, with an exceptional leadership team and guidance, we have overcome the obstacles in our way to achieve success. There have been tough times especially during the pandemic, but we made sure that we were there to support our employees in every possible way. Within no time, we have achieved remarkable growth in the international market. I feel very proud of our employees as they have been the pillars of our success."

They have 76% of women in their firm and have won several accolades for diversity hiring. They have set a personal example to ensure the participation of women in the economy. They still feel they can do a lot more. They strongly believe that women can overcome any odds and bring out their entrepreneurial talent to the forefront.

As they say, "miles to go before we sleep". ■

# Artisan Soul Uplifts the Artisan Community across the Country

**“There is a dedicated team that continuously interacts with Artisan for any product improvement. The team also takes continuous feedback from customers on their buying experiences. This has helped improve our product suite and also meet the demand of customers on an ongoing basis.”**

**—Anisha Johri, Chairperson - Artisan Soul**



**A**rtisan Soul Retail Pvt Ltd. started with a specific vision to uplift the living standards of the artisan community. The company wants to reach out to the artisan community across the country for forward linkage of their products in a sustainable manner. The Company ploughs back a share of the revenue towards community development. They are already undertaking development activities in 3 artisan villages in West Bengal and one artisan village in Odisha. They are supporting the villages in improving sanitation, safe drinking water, and skill development.

“We have built close relationships with the artisan community and have become an integral part of their lives. There are several individuals/ companies buying articles from them. But to be a part of their overall development, you need to understand their requirements and work towards fulfilling them to the extent possible. This made us reach more than 1000 artisans across Odisha, West Bengal, Assam, and Bihar over a six months timeframe”, Anisha Johri, Chairperson - Artisan Soul.

“Our Artisans create the most intricate of products. The impact will be greater if potential customers can see them. As the company builds up, I would like physical outlets where these products can be displayed for our customers. We want to be more supportive towards artisans whose products find ready appeal and find ready buyers. I plan to further showcase certain works (Sholapith, Sabai Grass) in detail for potential buyers to understand the story behind these creations. These works tend to move slowly from a transaction standpoint,” she adds.

## About Anisha Johri

Anisha Johri is a first-generation entrepreneur for the past 25+ years and a partner in 2 partnership firms (Decorage & Associates, Contour Systems) which provide interior designing services for offices and home décor. During the process, she observed the appreciation of clients for hand-made artefacts. Simultaneously, her husband, who is closely associated with a Microfinance company, often discusses the work they do in rural and semi-urban areas. The artisan community supported by them requires forward linkage for broadening the

market for their products. This motivated her to start Artisan Soul which serves dual objectives – Betterment for the artisan community and building an institution of scale.

The biggest challenge for Anisha was to conceptualize Artisan Soul, an entity that has a different vision as compared to peers. Artisan Soul aims to improve the living standards of the Artisan community with whom it partners. Today, consumers have a newfound appreciation for handmade artefacts and love to buy them. This made her believe that a sustainable business can be created for the long term.

Talking about the biggest factor that has helped her to be successful, she says, “There is a dedicated team that continuously interacts with Artisan for any product improvement. The team also takes continuous feedback from customers on their buying experiences. This has helped improve our product suite and also meet the demand of customers on an ongoing basis.” The aligned thought process and shared vision of her fellow directors Nibedita Pradhan and Sandhya Hans has been a significant enabler in the growth shown.

As a leader, Anisha focuses on different ways and means to showcase a range of handcrafted products to potential customers. While procuring the products from artisans, the team has been instructed to observe the interventions required to make living better for the community.

The organization has a lean structure at present and the interaction happens among all on a daily basis. Ideas are collectively discussed and agreed upon. This really helps them come out with new ideas for the betterment of the organization.

“The ideas for product development normally come from our Artisans. The Feedback of our customers plays a major role in developing the products and simplifying the processes for delivery,” explains Anisha.

In addition to having a sustainable business, the interest to work with the Artisan communities for their overall development helped them reach the current level.

She concludes by saying that there are tremendous opportunities to serve the underserved. It always gives a smile on your face when you see people benefiting from the support you provide them. ■

# Unleash the Power of Cloud on your terms with CoreStack's AI-powered Cloud Governance



“At CoreStack, we’ve seen that enterprises struggle with operational complexities, security and regulatory compliance, and unabated cloud costs as they embark on their path of digital transformation with the cloud. We help them unleash the power of the cloud on their own terms by helping them overcome these challenges with deeper cloud visibility, governance guardrails, and automatic remediation.”

**Ezhilarasan (Ez) Natarajan,**  
Founder and CEO, CoreStack

The cloud lies at the heart of digital transformation. However, it is impossible to unleash the real benefits of the cloud without governance. Organizations struggle with operational complexities, security and regulatory compliance, and unabated cloud costs. CoreStack helps them overcome these challenges with deeper cloud visibility, governance guardrails, and automatic remediation. Built on cloud-native services, they use a unique Cloud-as-Code approach that utilizes deep AI/ML, declarative definitions, and a patented cloud service-chaining technology to help companies unleash the power of the cloud on their terms.

CoreStack enables organizations to realize outcomes such as a 40% decrease in cloud costs and a 50% increase in operational efficiencies by governing operations, security, cost, access, and resources. CoreStack also assures 100% compliance with standards such as ISO, FedRAMP, NIST, HIPAA, PCI-DSS, AWS CIS, and Well-Architected Framework (WAF).

#### **CoreStack offers the following leading-edge cloud solutions:**

▶ The CoreStack Enterprise Cloud Governance (ECG) solution enables organizations to apply a unique governance model - OSCAR (Operations, Security, Cost, Access, Resource consistency) that uses deep AI/ML, declarative definitions, and a patented cloud service-chaining technology to help enterprises achieve efficient cloud operations, build a strong defense against security threats, optimize cloud costs, govern access, and ensure resource consistency. The OSCAR governance model augments cloud-native governance by offering benefits, such as deeper cloud

visibility, governance guardrails, and automatic remediation.

- ▶ The CoreStack Enterprise Cloud Compliance (ECC) solution addresses another strategic necessity for enterprises to stay secure and adhere to standards and regulations. It has a unique Abstracted Compliance Controls framework called AC3 that helps enterprises assess their cloud compliance status, leverage automation for continuous compliance, gain an accurate view of the cloud inventory, eliminate breaches due to unauthorized cloud access and ward off ever-growing digital threats.
- ▶ The CoreStack MSP Cloud Governance (MCG) solution enables Managed Service Providers to rapidly deploy an autonomous and cross-customer multi-cloud governance solution to help them achieve a unified view of all the managed services, ensure high availability and security, a friction-less self-service model, cost optimization, compliance assessment, and higher profitability.
- ▶ The CoreStack Cloud Lab as a Service (CLaaS) solution offers the fastest way to launch automated, highly scalable, cost-effective, and on-demand training labs on the cloud of your choice. This allows enterprises to free up learners and trainers from cumbersome deployment and set-up of training labs, and optimize costs by automating the entire lab lifecycle from provisioning to monitoring and reporting to de-provisioning.

#### **About the Founder & CEO**

Ezhilarasan Natarajan, who shortly goes by Ez (pronounced “Easy”) is the Founder and CEO of CoreStack. Ez is an entrepreneur and an accomplished technology executive with 22+ years of experience in

architecting and delivering sophisticated and revenue-generating business solutions that satisfy diverse technology requirements across multiple industry segments. Specific to cloud computing, he is a pioneer in the field helping to develop some of the world's largest cloud service platforms, including helping build Azure from its early days. He has led the efforts to build Blue Cloud Services of Microsoft for China and has been an integral part of building Optus Yes cloud for Australia, working with Cisco.

Ez is a seasoned leader with a history of building highly successful global teams, developing new products and features, and ensuring the delivery of projects that focus on generating business value. He has built the hospitality industry's leading travel management SaaS platform from its nascent stages to a platform that managed \$1.2B value of transactions per year by the late 2000s. He has transformed one of the world's largest public cloud services platform (Azure) from its early stages of availability to a \$1B+ revenue-generating platform by 2012. During his career, Ez has worked in key management positions for a variety of technology companies including Texas Instruments, JDA (formerly i2 Technologies), Mindtree, Capgemini Group, and Alcatel-Lucent. At CoreStack, he successfully established the foundation for Continuous and Autonomous Cloud Governance at Scale as a critical necessity in Enterprises.

### Challenges faced by the company

"During the initial days, building the CoreStack multi-cloud platform when the world was not thinking about multi-cloud was a big challenge. Building the platform to be truly agnostic with cloud-native capabilities and transforming the platform to solve the governance challenges in a friction-free way was an involved task. And, educating prospective customers on the need for such a solution proved to be an additional challenge. We believed in the problem-space and listened to the customers in getting ready with our first MVP of the product. Our conviction until the MVP and customer feedback post MVP kept us moving. Until we saw increased customer adoption, we did not pay attention to all the detractors who tested our belief and conviction," says Ez.

Organizations globally have fast-tracked their digital transformation in 2020 particularly with the pandemic and that trend is expected to continue in 2021 and beyond. While Cloud adoption is a key component in this transformation, the challenges around cloud operations, security, compliance, and cost, can be overcome only with an effective governance strategy. CoreStack has delivered excellent value to multiple companies in 2020, and they look forward to enabling several more companies to unleash the power of the cloud this year. They are innovating at a rapid pace and are very excited to continue to deliver transformational cloud governance to customers.

"At CoreStack, we've seen that enterprises struggle with operational complexities, security and regulatory compliance, and unabated cloud costs as they embark on their path of digital transformation with the cloud. We help them unleash the power of the cloud on their own terms by helping them overcome these challenges with deeper cloud visibility, governance guardrails, and automatic remediation," he explains.

### Great people make companies Great

Together Everyone Achieves More – "TEAM" is in the DNA of every individual in the company. Every CoreStacker wakes up every day to do something very exciting that's going to change the world and the way civilization leaps forward to the next decade. Through enabling and empowering our customers with the technology these people create value each day. Today CoreStack indirectly touches many walks of life - Education, Healthcare, Retail, E-commerce, Gaming, Banking, Insurance, Consumer Goods and Services, Mining, Manufacturing, Pharma, Life Sciences, Construction, Communications, Automobiles, Aviation, and more.

"We believe in the expertise of people and hire people so they can drive independent decisions. We do not hire people to just take orders and supplement work. We celebrate our people starting from the time they join to every accomplishment they make. We recognize our people in public forums openly. We constantly challenge the limits of innovation, and our people do in turn challenge themselves to innovate and take CoreStack to newer heights," says Ez.

"At CoreStack, people naturally innovate. The kind of customers and the problems we solve for them are truly of the highest order that some of the biggest players in the industry could not solve. We are nimble, agile, and focused!" he adds.

CoreStack's future-ready, patented technology is one of the pride factors and unique differentiator that helps them create unparalleled value for their customers. They are continuing to build their technology for the next generations of cloud and edge computing.

Ez is responsible for the overall vision, company strategy and roadmap, growth, investments, finance, and general company administration. Culture and people are key to their success. He makes sure the people have the right guidance for everyone in the company. Over the past 5 years, Ez has driven significant decisions surrounding key hires, company vision, product direction, investments, and partner choices.

### Future Endeavors

In the last few decades, electricity and the internet have become the necessities of modern civilization across the globe. In the last ten years, innovations in the social and mobile worlds have brought digital revolutions in almost every country on earth. With the looming 5G transformations anticipated to change the civilization on earth, the cloud would soon move to the necessities of civilization. As per Andy Jassy of Amazon, the world will consume \$1.6T worth of cloud technologies in the next 5-8 years. Industry predictions of Public Cloud is expected to grow to about \$400 Billion by 2022. Total Addressable Market for cloud governance will likely reach \$25B-\$40B over the next few years. More than 70% of this market is greenfield. "With such a huge new market opportunity open, there is land grab opportunity ahead of us in the cloud market. Having created unique differentiators, we aspire to become the benchmark technology that customers would trust and depend on to realize their business outcomes, he says. ■

# ACE ERP-IT Business solution designed to boost & grow (FMB) Family Managed Businesses



**“We are not in the business of replicating western world designed word-processing software or graphic editing software. We have always looked at problems faced by businessmen of India and provide unique solutions to them. From days of Sales Tax, VAT to GST or rather e-invoicing – our compliances has been unique to our country.”**

Ashok Kankaria,  
Director, CORAL SOFF'WARES LTD.

**C**oral, SOFF'WARES LIMITED was founded in 1988 as a non-government company. It provides business accounting software for all its clients. Coral's ACE is a premium business accounting software providing comprehensive computerized accounting for any kind of entity. Be it a large organization or a one-man show, ACE covers all aspects of accounting including the intricacies of manufacturing. ACE ERP helps businesses to follow processes so that their day-to-day operations run smoothly and efficiently.

It is built for both family-managed businesses and Large SMEs. It boosts Indian businesses that make enterprise management affordable and efficient. With ACE ERP one can easily manage the whole family companies and personal files. All the family accounts, wealth, stocks, etc are all integrated into one place. The clients can generate individual final books of accounts separately for IT returns. All software work on the cloud- on-premises/private cloud.

## Every Challenge is an Opportunity

For some, adoption becomes a challenge when they run a business, but for Coral SOFF'WARES, it has always been an opportunity. When businessmen didn't have reasons to buy computers, the company became one of the biggest reasons to buy them. Like any other organization, the company faced challenges such as bringing in print-outs to owners viewing reports on their own. “When the internet came and adoption was becoming difficult for businessmen, we built solutions like auto emails and auto backup to help them adapt to the new normal. We identify SMEs' problems and help them by providing solutions so that it becomes easy for them to do business. Our biggest challenge today is to provide our clients information without using a computer or mobile. We have built a voice platform that fetches information for business owners and provides them information,” says Ashok Kankaria, Director, Coral, SOFF'WARES.

The ACE ERP module provides comprehensive accounting capabilities. It supports automated cheque printing of all major banks for start-to-end account management. It covers every aspect of the purchase and supports transporter bills. ACE ERP is capable to maintain a fixed asset register. It can calculate depreciation as per IT & Co's Act and maintain the opening history of depreciation and much more.

The company's USP is its adaptability. It not only understands the businessmen's problems but helps them solve them with their solutions. “We are not in the business of replicating western world designed word-processing software or graphic editing software. We have always looked at problems faced by businessmen of India and provide

unique solutions to them. From days of Sales Tax, VAT to GST or rather e-invoicing -- our compliances has been unique to our country,” he asserts.

Talking about future endeavors, he says “we are working on family ERP which consolidates all the accounts (company and family members) in one place and helps our customers to look at it at one glance. We are also planning to use the AI module to take quick decisions on behalf of our clients using their past behavior. The company is also working on aceDMS -- a comprehensive dealer management system integrated with aceERP which will make the business easy for their clients.”

## Change is the only Constant

Fintech companies are always evolving. “In every 18-24 months we have to evolve to handle revolution. We have evolved from DOS, Windows, Cloud, TVSE Keyboards, converting vendor bills via OCR, CRT monitor base screen reports, Voice command activated alerts, and dot-matrix based bills to Thermal printed Invoices. For us, revolution is to transform our products as we constantly have to keep up with the ever-changing Fintech industry,” he says.

“We should always be ready to handle new situations, whether its change in technology or change in compliance or lifetime change like current Pandemic. Agility is the key. Many businessmen say that their business cannot be operated from home, but there is always something to learn from the changes happening around. When it all started last year, we were brainstorming about our Sales Force Automation product (aceDNS) which was primarily used by our client's salesmen who were on the field to collect orders, payments, feedbacks, etc from our client's dealers. With mobility coming to a stand-still it was practically of no use. We came up with a DMS solution where the same clients can place orders, make payments and even give feedbacks directly to our client. This has helped our client's sales team to work from home,” he explains.

The most important decision, Ashok adapts to change, whether it is the internet, mobility, voice-activated, GST, or e-invoice. He believes in giving opportunities to all the employees in his organization so that they practice their independent decisions. “Developers are allowed to make mistakes and learn from them. For me, commercial success is not always a parameter for new initiatives but utilizing learning out of it is important,” he concludes. ■

# Divoc Health Is Helping Build Nursing Homes and Vaccination Centres

COVID-19 has put forth unprecedented challenges for global health. Divoc Health was formed by DR. Kanav Kahol in partnership with Lions Head Global partners UK to address the needs of the healthcare system. The company has developed a state-of-the-art medical laboratory bringing digital innovations into the laboratory segment in New Delhi and Ghaziabad.

“Our first offering was to build NABL approved Laboratories for conducting molecular testing including COVID-19 RT PCR tests. We started in our Delhi Lab obtaining NABL certification in September 2020 and since then gone from conducting 20 tests a day to now more than 1000 tests a day. Our sales network has expanded to cover the entire Delhi NCR Region. We also established our second NABL approved laboratory in Ghaziabad, UP. We have many collection centres across North India and deliver quality RT PCR Reports with industry best Turn Around Times,” says Dr. Kanav Kahol, CEO, Divoc Health.

The company’s testing facilities have been augmented by their trained phlebotomists who are not only able to collect your samples at home but also bring the lab to your home. They use state-of-the-art CE/FDA-approved technologies to allow phlebotomists to conduct up to 50 tests at the location of the patient and deliver results instantly. This is critical to delivering value-added telemedicine services where doctors’ ability to help patients is greatly augmented by enabling at-home instant testing.

They are also building nursing homes and vaccination centres to enable populations to have first access to vaccination and care. They aim to specialize in delivering quality long-term research and care for infectious diseases and beyond.

Today, the company is servicing collection centres and clients across Delhi NCR, UP, and Punjab. They have already crossed 60,000 clients (May 15, 2021) and look forward to servicing their clients. We offer customized service for travel-related testing and have serviced RT PCR Testing for travel companies and clients. Through their nursing homes and vaccinations program, they will be addressing a large part of both the urban and rural population.

Speaking about the challenges, he says “Getting NABL approval for our labs was a natural step to ensure quality services for our clientele. And we worked hard to learn and execute ISO-compliant guidelines. In the month of April’21 when the second wave of COVID hit its peak, many of our team members were sick. We had to continue our operations and in fact, grow them going from 300 samples a day to 1800 within 5-6 days. Expanding our operations turning them into 24/7 centres was a huge challenge.

On a larger level, our challenge is to alter the diagnostic testing process by making it instant. We need to work with doctors and patients to build workflows for instant testing and that’s a challenge that we continue to address.”

## The Art of Decision Making

As COVID Crisis hit the world, the company not only came into existence, it also had to work extremely hard to grow. “My biggest concern was that of hiring a good team and taking care of the team. I made sure they take care of themselves and their family. I wrote to their parents thanking them for the service they gave to the company and the world. It was through this personalized care for each employee that we have managed to grow from a team of 12 people to 83 people in a short period of time,” Dr. Kanav asserts.

The challenge for them was to not only encourage creative thinking but also doing so under the pressure of high-performance and emergency-like situations. They have a person-centric approach rather than a goal-centric approach. The never-give-up attitude of the team is an asset for them. He says, “Our employees



Dr Kanav Kahol, CEO, Divoc Health

“My biggest concern was that of hiring a good team and taking care of the team. I made sure they take care of themselves and their family. I wrote to their parents thanking them for the service they gave to the company and the world.”

are our real healthcare heroes who have conquered their own fears and emotions to serve the Indian population. Hrishikesh, my sales head, his grandfather to COVID and asked for a 12-hour break only. But he came back to work in 4 hours as people depend on our lab for their reports. Deepak Kumar, CFO, fell ill with COVID but continued negotiating with vendors. Mukesh Saini, the phlebo collaborator, keeps on working despite having major flu and coordinated many home pickups. I have seen more than 10 family members sick with COVID including my dad and my ten-month-old nephew.”

## Future Endeavors

Divoc Health is introducing lab at home testing at a large scale in July 2021. This will be a revolutionary new service allowing instant testing and care at a scale never imagined. “We also will be playing a large role in vaccination against COVID-19 and further allow for research and care against infectious diseases in our hospitals,” he adds

He concludes by saying, “Invest in your and your family’s health. Ensure you and your loved ones are tested, insured and seek care instantly. Services such as DIVOC lab at home will bring unprecedented convenience to seek care. Use such services and prevent illnesses such as COVID and other infectious diseases.” ■

# Redefining the Experience Era



*We create work that brings brands closer to consumers, consumers closer to communities, and communities closer to the wider world. Dust Value is proud to serve some of the world's most recognized and respected brands like Dell Technologies, Gulf Business Machines, SAP, Indulgence by Indrani, Studio Sabr, Sanskriti Arts, Moto-trailers, Anchor, Fraiso to name a few.*

**Arif Kazi**, Founder & Managing Director,  
Dust Value Pvt. Ltd.

An expert business manager highly proficient in international sales, the founder of Dust Value has been associated with many large business conglomerates including Fortune 500 companies. Mr Arif Kazi began his career as a Marketing Executive and quickly moved up the corporate ladder to lead and manage international business for IBM. He strategized creative and effective sales commission plans while administering budgeting processes for the multinational's business operations. During this time, Arif made some pioneering contributions to the Industry which saw many operational successes.

With over 25 years of sales management experience, Arif was sure about his vision behind Dust Value, a start-up focusing on delivering "the right experience to the right people at the right time" and changing the dynamics of marketing in the digital sphere was on his mind whilst building the company. Under his leadership and supervision, the company has been awarded the acclaimed MADcon Top 100 Marketing & Advertising Companies Award.

Founded in 2015, Arif says, "The company thrives on creating work that brings people together, united by the power of human connection. We harness creativity, technology, and culture to create connected brands that drive value for our clients and touches lives around the world. We use data and insights to reimagine customer experience. We create work that brings brands closer to consumers, consumers closer to communities, and communities closer to the wider world. Dust Value is proud to serve some of the world's most recognized and respected brands like Dell Technologies, Gulf Business Machines, SAP, Indulgence by Indrani, Studio Sabr, Sanskriti Arts, Moto-trailers, Anchor, Fraiso to name a few."

Arif's team is a multinational, multicultural, multitalented set of individuals, each with unique perspectives. Through this diversity, they help build connected brands and customer experiences that communicate in authentic, honest, and inclusive ways. Arif says,

we come together in Dust Value to leave our mark on the world, and we make statements, leave impressions through our strong delivery together as one.

The pace of change in the past year has been the ultimate test of brand agility for marketers. The crisis has accelerated many changes, including how global CMOs view marketing strategies. Those who weathered the storm have embraced reinvention, adaptation, and, most profoundly, the shift to transformation. Sharing the vision of his future endeavors, Arif is on a mission to create brands that are bold, differentiated and withstands the test of time.

Words to live by:

*"Success does not come easy and must be pursued! So, dream it. Wish it. Do it!" - Arif Kazi*



*The pace of change in the past year has been the ultimate test of brand agility for marketers. The crisis has accelerated many changes, including how global CMOs view marketing strategies.*

# Slowdown due to COVID? Not for World's #1 Carbon Auditors!

*In this interview, ESPL's MD - Dr. Kaviraj Singh & GM - Archit Srivastava explain how they doubled their revenue in 3 years amidst the market slowdowns and pandemic.*

## What do you do and how are you helping companies achieve a low carbon economy?

Kavi: The time to act, in our fight to tackle climate change, is now and we don't have time for it. In such an unprecedented era of hustle, we empower our clients to make informed decisions by providing them with a range of solutions based on a fair and unbiased opinion. We started off with GHG (Green House Gas) Audits towards CDM, VCS, and GS but now have become a one-stop solution for all environmental and carbon auditing requirements. We have completed 1500+ GHG reduction projects without any rejection. We believe in a future where economic prosperity goes hand in hand with environmental sustainability. Our clients end up saving and earning more than just 'money'.

## How does it feel to be able to make a significant contribution to society by being the world's biggest carbon verifier?

Kavi: Realizing I am doing my bit to safeguard this planet and what difference is it making, gives me a sound sleep at night. Though there is a long way to go, and we would love to spread our wings in other areas of sustainability as well. It's fulfilling to see your vision come to life and the confidence is boosted when your clients appreciate you for your work and knowledge. It is because of their support, our professional network, and a strong and dedicated team that we are able to grow financially and make a name for ourselves while making a difference in society.

## How were you able to double the turnover of the company during such challenging times of the COVID-19 pandemic?

Archit: Every challenge must be seen as an opportunity. And, I strongly believe that champions never give up. In 2019, the carbon markets were at an all-time low, and then the pandemic took place. At ESPL, we managed to give our clients an experience that was the need of the hour. We solved most of our client's issues and delivered our assignments timely. Due to this reason, our clients come back to us again and again.

## How do you stand out amongst other certification bodies doing similar kinds of work?

Archit: Our USP is our experienced team and the expertise they hold. We have always provided quality deliveries to our clients while strictly adhering to the procedures and timelines. Our team responds to the clients' queries within 2 working days, and their time is respected. We dedicate ourselves completely as per our client's requirements and make sure that they are sustainably sound. The portfolios validated by us stand out amongst others as the buyers/investors want to work with companies who are making a significant difference when it comes to climate mitigation and sustainable practices. As per our clients, we give them confidence that compliance can be achieved without compromise and serve as a pillar for them in this fight for climate change.



Dr. Kaviraj Singh & Archit Srivastava, Founder & MD and General Manager - Strategic Business of Earthood Service Private Limited

## Your geographical scope is India, Brazil, South Korea, and China. Will you expand to other geographies as well?

Archit: We'd like to have an office in every major city in the world. We have seen a lot of traction in the UK & European market and having an office close to our clients, in their territory won't hurt us. But, as for the very next step, I can only tell you that we are exploring the options these days. We will zero down upon the options for an office between Portugal and the UK in the next couple of months.

## Where do you think the fight for climate change goes from here?

Kavi: I'd say it has just started taking shape. We need to continue to do our part in the fight for climate change, with raised ambitions. We will diversify our area of work by working on other alarming sustainability issues which need our attention. ESPL has entered the forestry and agriculture space. Nature-Based Solutions play an important role when it comes to climate change and sustainability. There are so many issues around the depletion of natural habitats and ecosystems which will eventually haunt us if not addressed in the next few years.

## What business advice would you give to young entrepreneurs?

Kavi: "What you do makes a difference, and you have to decide what kind of difference you want to make"- Dr. Jane Goodall, Scientist & Activist. The most important thing for any young entrepreneur is his/her vision that they want to put to life and the commitment to fulfil that vision. You should be ready to face failures. Believe in your ideas, pitch them with confidence and give it your best shot that is what kept me going even through the turbulent times of the carbon market. Having a positive attitude and an open mind for constructive criticism is necessary for success. Put your clients first and always work on their feedbacks.



# Elite Group of Companies: Journey started with a small manufacturing set up and now exporting to 40 countries



**“ A business is like an aeroplane, that needs time to create thrust before take-off. It takes at least 4 to 5 years for any concept to become a reality.”**

**Yuvraj Borate**  
CEO, Elite Group

## Tell me about yourself and the company

My father started the Elite Group of Companies in 1974. We serve many industries including automotive, defence, toys, etc. Our journey began with a small injection moulding facility catering to Exide car batteries. I joined the Elite Group in 2009 when the turnover of the company was ₹7 crores. After that, we grew exponentially at around 30% year-over-year.

My father wanted me to be fully involved and understand all aspects of the company's working. So, I started as an operator, in all shifts, and worked my way up from supervisor to manager, and eventually took charge as CEO of the company in 2012.

## Who is your inspiration ?

I would like to tell you an incident about this. I was traveling from Goa to Pune with my friends when I saw a private jet marked 'Bharat Forge'. I was curious and soon found out that it belonged to Dr Babsaheb Kalyani, MD of the company. I discussed this with my father, and he said that we both belong to the same place, Satara (Maharashtra). He added that If Dr Babasaheb can achieve this level of success, why can't you? So, the very next day, I went to his house and requested the security guard to let me meet him and Dr Babasaheb agreed to see me. That meeting struck a chord with me and I decided I wanted to be just like him. He is my mentor and we have many similarities. Our yearly meetings during Diwali are really one of the highlights of my year and boost me up for the upcoming year.

## What has been the biggest challenge you have had to overcome?

When I joined the organization, I realized we had to cover a huge technology gap to be at par with the best in the business. I travelled to Europe and America to see what technologies companies were using. During this time we entered into a joint venture with a European technology leader company to bring know-how of cutting-edge technology to the Indian market.

## What did you change about the company after joining?

My first action was to implement and establish a basic ISO system for routine activities. This also increased the trust among our customers. I engaged consultants from time to time, to identify and overcome the weaknesses of the company.

I encouraged recruitment of fresh talent to bring in a new perspective and varied experience to the organization.

## What are your interests outside of work ?

I am a foodie and love to eat all kinds of dishes from different regions. I am also fond of music and am a huge fan of Mr A R Rahman. I love to watch online videos about the making of movies to see and appreciate the efforts that are put behind every single shot. I would suggest everyone watch the making of Lagaan. This is one of my favourites because it was an unconventional subject and they managed to make a magical movie which was also a legendary success.

## What's the biggest factor that has helped you to be successful?

My philosophy is to hire people who are more competent than me. This continuously raises the bar of performance. I am lucky to have come across people with an entrepreneurial spirit to build a team that has contributed to our growth. This has enabled us to create a healthy working environment and take the right risks at the right time!

## What are the most important decisions you have taken as a leader?

I think I have been decisive about the things that would or would not work for the long-term profitability of the company. As a leader, sometimes I have to take tough decisions and necessary actions against activities or individuals not aligned with the company's vision.

## What is the best advice you can give to our readers?

One should always try to stand out in whatever they do, be it a job or a business.

For individuals who are in jobs - my suggestion is that you should be sure to give your 110% towards performing your work. You should be willing to take a fair share of responsibilities and make yourself indispensable.

For individuals who aim to become entrepreneurs - Always have an eye for diversification and never ever depend on one vertical of business. As they say, never put all your eggs in one basket. ■

# Unboxing the Business Expedition of Mr. Sathish Nair

“Do not chase passion for money” stays as a tagline for Sathish Nair, the chairperson of EssEmm Group, a Coimbatore-based business conglomerate. Established in 1997, the business is spearheading the automation process in the global commercial cooking appliances industry.

Tracing the roots, the lineage passed down from his grandfather Mr. Balakrishna Pillai, founder of Meenumix, one of India's first domestic mixer grinder manufacturers, and father Mr. K.M. Nair, whom he says has been a strong pillar of support. Born and brought up in Coimbatore, Sathish used to spend his after-school time in his father's factory.

After completing his Electrical & Electronics Engineering in Kumaraguru College of Technology (KCT), Coimbatore, he went on to pursue his MBA in Engineering & Management at The Coventry University, UK, and interned at the Industrial training division of the internationally renowned Morris Tooling Ltd under the tutelage of Mr. Dennis Butler.

When he returned back, he understood the vacuum existing in large-scale food production, which plagued many medium and large-scale industries in Coimbatore. After having observed his father's business for a span of 6 months, he commenced his one-man show with a 100 sq feet area office, dealing with kitchen utensils; then on, there was no looking back and every stepping stone led to triumph. From 5 staff in the year 2000 to the current enormous workspace, the metamorphosis was incredible. He did face a fair share of challenges as an entrepreneur during his initial days. But through his persistent efforts, he converted these challenges into fortuities. His ability to provide economical, customized, and robust technology solutions to automate food processing and cooking, has established EssEmm Group as a business leader in the hi-tech kitchen machines and appliances arena.

Starting with multi-utility grinders in 1997, all products of EssEmm Corporation are manufactured under their flagship brand name, Cosmos®. With over two decades of continuous R&D, state-of-the-art manufacturing processes, impeccable quality, emphasis on hygiene and safety parameters, and gold-standard after-sales service; Cosmos is now a globally sought brand in the commercial catering equipment space. These include:

- ▶ Industrial Grinders for Idli-Dosa Batter & Wet Spices
- ▶ Commercial Vegetable Processing Machines
- ▶ Pre Processing Machines for Peeling, Spin Drying, Puree & Paste Making
- ▶ Automatic Cooking Woks & Kettles

One of their innovative products Cook-Wok – unique cooking, mixing, and sautéing machine, exemplifies the standards for food safety and sanitation observed at EssEmm Corporation. Cosmos® products are exported to many countries such as the USA, Canada, Australia, UK, and Middle-Eastern countries. EssEmm Corporation has authorized sales offices in Singapore and joint manufacturing partnerships with industries in Taiwan.

EssEmm Corporation is the name put forth by many restaurant chains, catering services, large and medium scale industries, hospitals, educational institutions, and service organizations. To name a few are Adyar Anandha Bhavan, Almond House, MRF, TVS Motors, Hyundai Motors, TITAN Industries, ADOBE, Vikram Sarabhai Space Research Institute, Indian Navy, Ship Building Centre, Manipal Group of Hospitals, ISKCON Akshaya Patra Organisation, etc. Nair's long journey with the clients doesn't stop on the ticket size of the engagements in the form of ideas, suggestions, and product delivery; it is their promised after-sale service that stands the company in



Sathish Nair, Chairperson of EssEmm Group

good stead. Through his sustained efforts and leadership qualities, he made Coimbatore a hub for modernization and technological advancements in the commercial kitchen equipment sector.

Sathish Nair is ably supported by his wife – Dr Pournami R. Panicker, a biotechnology expert who aids him with the administrative and quality control activities of the EssEmm Group. His brother, Mahesh Nair manages the IT sector. He oversees the technological wing and data modelling activities of the corporation. Sathish Nair graciously credits the success of his ventures to his team members, who share his passion and vision. He often credits many industrial stalwarts of Coimbatore for their constant motivation and support; notably, (Late) Shri G Ramaswamy Naidu for his guidance on taxation and accounting; (Late) K. Dhamodarasamy Naidu for his Industrial Automation expertise and K. Srinivasan for his lessons on Business Skills. And going by the path created by these industrialists, Sathish Nair, himself has mentored many young budding entrepreneurs and supported them with their start-up ventures.

The company has been equally robust in its Corporate Social Responsibility activity from serving the needy with food and education, to supplying life-saving Oxygenators to COVID patients during pandemic times.

An entrepreneur with more than 25 years of experience in propelling businesses, a visionary product developer who transformed the hospitality industry through innovations around every turn, a relentless optimist who has uplifted many budding entrepreneurs, and a humanitarian actively engaged in promoting the welfare of the needy and underserved – Mr. Sathish Nair is truly a multifaceted personality. ■

# Eternus Solutions, a Leading IT Consulting and Outsourcing Company, Help Organizations Transform their businesses with Cloud CRM Implementation



Jitendra Tanna, Founder, President, & CEO, Eternus Solutions Pvt. Ltd.

Eternus Solutions is an IT consulting services and outsourcing company providing a range of IT services to enterprises across various domains globally. Incorporated in 2010, Eternus Solutions has made a mark for itself in the industry in a relatively short span of time through its ability and adherence to commitments to its clients. It carries a decade-long experience in business transformation involving cloud implementations. Their key strength is in providing advisory services along with implementation expertise involving high-end engineering to take businesses to the cloud. While there are many cloud solution service providers' not many in the industry carry the deep experience and domain expertise as Eternus Solutions. They have helped numerous organizations globally on the path to success with our Cloud CRM implementations over the years.

When we started the company, we were very clear of our key focus area namely cloud CRM. And we were confident that there was a significant growth prospect for years to come. We steadily built our expertise in this technology area while we also gained substantial experience in various domains while we were at it for some of our elite clientele. We deliberately maintained our focus on Salesforce.com based services since this was the future in our minds. Apparently, our persistence paid off and success followed. We were at the right place at the right time

says Jitendra Tanna, President & CEO, Eternus Solutions.

The company strives to be known as a steadfast global partner for our clients with profound and par excellence delivery capabilities. Our goal is to grow exponentially year-over-year and provide equal employment opportunities to the upcoming talent in the industry. We aim to become an eminent employer in the country.

"We have always been closely associated with cloud solutions since the early 2000s. Due to the early exposure in this area, we were fortunate to work with known brands and fortune 500 customers. We developed deep solution expertise which has helped all our clients over the decade and we play an advisory role for the business team as well as IT and are acknowledged as experts and Go-To partners," he adds.

Talking about the biggest challenge, Shreyas Merchant, Co-Founder & COO, Eternus Solutions says, "In early days, the cloud had low acceptance in many of the geographies that we intended to work in including India. Back then, salesforce.com as a solution as well as the underlying technology platform was maturing consistently. The skill availability for the platform was rare back then. If we were to make a mark in this area, we would need to build in-house expertise and we would also need to keep the inflow of talent constant to be able to scale up significantly. Hence, we formulated our own Talent Development plan and implemented it successfully. This was a mammoth task which sapped the energy out of our key technology Experts at the onset, but it ensured a smoother path for robust growth and predictability in the quality of work we did for our clients over the years."

## Highly Engaged Employees Makes the Customer Experience

Eternus Solutions' "Employee First" philosophy has helped them build an employee-centric organization. When employees are happy, they always make sure that their clients get the best experience working with the company. "We always look for ways and means to make sure that our clients get the ROI that they need to grow their organization consistently. We also



Shreyas Merchant, Co-Founder & COO, Eternus Solutions Pvt. Ltd.

provide delivery excellence to our clients at all times. These have been pillars of our success. We have never de-focused from any of these over the years and this has been a key driver for our success," says Jitendra.

"Our best ideas come from our employees. They are the ones who are closer to the ground and are exposed to the challenges faced by our clients. We have always encouraged our employees to look out for and also suggest great ideas to solve client problems that can be replicated across other clients and are known to be common shortcomings haunting all businesses. We make sure that we listen to our employees and their ideas attentively and encourage them to also suggest innovative and effective solutions which can help clients on a global scale. We sincerely believe that "No idea is stupid". Our extensive Reward and Recognition programs make a conducive environment for creative thinking in the organization at all times," adds Shreyas.

Employee centricity through their 'Employee First' policy, inspiring Innovation, Open Culture, immense Growth Opportunities, Rewards & Recognition, Special emphasis on up-skilling/cross-skilling and skill enhancement through constant education, Inclusivity & equal employment opportunities, their deep domain expertise, and their focus towards delivery excellence have been some of the USPs that separate them from their competitors. ■



**Ankur Pujari, Co-Founder & Growth Lead; and Kiran Khadke, Co-Founder and Creative Head, Hyper Connect Asia**

**H**yper Connect is a leading strategy-led agency for the digital age, started by Ankur Pujari and Kiran Khadke in the year 2017. Headquartered in Mumbai and offices in Delhi and Singapore, the agency offers services in the fields of business consulting, D2C brand stewardship, brand strategy, digital and social marketing, data analytics, UI-UX design, and video production.

The agency's first major breakthrough was managing Delhi Police's social media account and from there they have been constantly building and nurturing A-listed brands like Tata Sky Broadband, Kotak Mutual Fund, digital projects for the Government of Maharashtra, and CEAT Specialty Tyres for Europe & India. The most coveted ones are building D2C brands grounds up for Marico where Hyper Connect has been instrumental in building brands like Set Wet, Kaya Youth, Puresense, Coco Soul, and Bio-Oil along with a host of other e-commerce 1st brands across furniture, F&B, athleisure, and home care categories.

#### **About the Co-Founders**

Ankur Pujari, Co-Founder & Growth Lead, Hyper Connect Asia, develops robust strategies rooted in the intersection of user behaviors and business drivers, delivering a wide range of services from new product development to broad integrated brand and marketing campaigns. Prior to his entrepreneurial journey, Ankur was Planning Lead at an agency based out of Singapore and Japan for their A-listed clients across ASEAN markets. At Hyper Connect, with optimum use of data, strategy, creativity, and technology, Ankur along with his team has been constantly creating valuable brand solutions for their clients.

## **Hyper Connect, a Leading Strategy-Led Agency, Helping Start-ups & Large Companies Build their E-Commerce Businesses Ground Up**

With over 12 years of industry experience, Kiran Khadke, Co-Founder and Creative Head, is a dynamic entrepreneur with a unique blend of right brain and left brain thinking. At Hyper Connect, Kiran not only sets up creative vision but is also involved in overseeing and streamlining deliveries. He has led the agency in a string of high-profile new business wins including Kotak Mutual Fund, Tata Sky Broadband, and D2C client for Marico.

"We bring entrepreneurial skills along with strategy media, analytics, and creative strength. We know how to build businesses which in turn helps us in building e-commerce brands. We have transformed ourselves into an agency that nurtures and builds an e-commerce brand from scratch. We combine business strategy with a communication strategy that helps all our clients to increase their ROI, says Ankur.

Each brand comes with a unique story. Hyper Connect helps its clients to craft their unique perspectives in a differentiated way. The company not only helps in building e-commerce portals but also helps in creating communications and messaging frameworks. "We blend media performance & data analytics across the marketing mix and layer it with a creative idea that gives us an unfair advantage in a crowded category. To extend future-ready solutions to grow businesses, Hyper Connect has partnered with a US-based marketing analytics company to converge data, creativity, and media performance across platforms," he adds.

#### **Latest Trends in the Industry**

The advertising industry is becoming more inclusive in the content as it is the only option for them to convey their message. Today, companies have a clear purpose for their brands and want to be more relevant to their customers than ever before. Data-driven marketing is playing an important role in building new products for customers. "At Hyper Connect, we analyze data and see how people are responding to certain types of products. After analyzing, we make a plan to influence consumers to buy these products with media spread. We use Amazon, Facebook, Google, Instagram to acquire new customers," says Kiran.

Influence marketing is another trend we see in the industry today. This type of marketing helps to drive sales. The company builds different strategies and gives unique aspects to its customers.

#### **Overcoming Challenges**

The biggest challenge for the company was to establish a unique place for itself in the industry. Kiran says, "We are trying to build a set of offerings which are not normally seen in the advertising domain. So, over the years, we have built new roles, structures, processes in-house to run the business smoothly. We evaluate our decisions and strategies that will have an impact on our business."

"We have created a collaborative culture within our organization. So, for any challenge that we face, all the team members sit together and brainstorm on various ideas," he adds.

Kiran concludes by giving advice to young entrepreneurs, "Look at digital as an enabler for your business. Don't go digital just because everyone else is going. One must align his business goals with relevant media and business strategies and then use digital to achieve your goals." ■

# Ican enables Organizations Worldwide to Improve their Business Performance

Ican is a one-stop solution for all contact center and back-office requirements, including customer acquisition and retention across verticals, backend finance, and accounting. Bootstrapped in 2009, the company brought in transaction and credit card processing expertise and helped its clients with merchant processing and backend management. Ican works on domain-driven strategy as opposed to service line-driven strategy. Managing customer relationships, fostering improvement, and adding value to them is how Ican enables organizations worldwide to improve their business performance.

Ican group own and manage multiple Insurance Agencies (servicing all 50 states) in the Health Insurance and P&C space. Ican also owns and runs nationwide distribution agencies for the largest Media and Telco providers in the USA. They also serve seniors in the USA for their Health Care requirements. Ican group also support several charitable activities in the USA and India supporting under privileged mentally challenged children.

Ican is self-funded and founded by four well-established people namely, Jagdish Iyer, Nitin Chacko, Vinod Rao, and Adarsh Shetty. They all come from diverse backgrounds.

Jagdish Iyer, President, and CEO, Ican Solutions Inc, has over 25 years of experience across industries in various senior and executive management capabilities. He is a successful entrepreneur in starting up and growing businesses. In 2003, he Co-Founded Adventity, a full-service BPO/KPO company, and grew that to a 4000+ people company in 5 years. He started his career as an investment banker in India and also worked for Reuters PLC in the Asia Pacific region. He holds BE (Hons) from BITS Pilani and PGDM from IIM, Kolkata.

Nitin Chacko, SBU Head and Managing Director, Ican BPO, has over 20 years of rich experience in managing all aspects of call center operations having worked for SITEL, Wipro, Infosys, and Adventity. He's run a gamut of operations ranging from high-end tech support to customer service and back-office desks for fortune 500 clients - Microsoft, DELL, CISCO, are a few among them. He has a successful track record in setting up and managing large-scale ITES operations. He has a bachelor's degree in Electronics Engineering from Pune University, Maharashtra, India.

Vinod Rao, Sr. VP- Operations and Quality, Ican BPO, has more than 18 years of operational management experience in the ITES industry. He is responsible for the company's day-to-day operations, quality, and client relationships. Prior to this, he spent 6 years with Adventity BPO where he held key operational management positions.

Adarsh Shetty, Sr. VP- Business Development, has over 19 years of experience in the ITES and Financial industry. Prior to his current position, he was a part of the Training Team in Intelenet. Earlier in his career, Adarsh has held key positions in Sales & Marketing, Strategic Planning, and Training. He obtained his Bachelor's degree in Pharmacy from the prestigious MET - Mumbai Educational Trust's Institute of Pharmacy. He also received an M.B.A. from Nottingham University.



Jagdish Iyer, President and CEO, Ican Solutions

***“We are a professional outfit run by experienced professionals with over 120 years of relevant experience in all aspects of business process outsourcing. We believe in partner relationships than vendor-client type model and are willing to work with start-ups on profit share. We provide flexible pricing models and willing to work on rates to make it a win-win situation for both parties.”***

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The company's core strength is customer acquisition. It provides its clients with a comprehensive suite of services encompassing the

entire customer relationship management (CRM) lifecycle from customer targeting and segmentation to customer acquisition leading to continued engagement resulting in superior retention. They provide this in both B2C and B2B spaces. “Ican believes in reaching out to customers and encouraging product/service usage. In our experience, this results in a significant reduction in customer attrition and provides an additional reference channel for further customer acquisitions. Our unique measurement tools provide our clients clear visibility into the ROI on such activities,” says Nitin.

To acquire customers, the company provides internet marketing facilities. They work in different verticals like healthcare, insurance, telecom, and more. “We provide leads to all the mortgage companies in the USA and UK. One of our key differentiators is the ability to handle complexity in terms of both operations and technology. We have cutting-edge technology infrastructure and platform-agnostic app development expertise. We leverage technology in various businesses as consulting offerings to our clients. The solutions we design for our clients are generally turn-key in nature and usually include both buy and build elements in their constructions,” says Adarsh.

Ican has a variety of proprietary transactional platforms that it makes available to its clients. This includes custom-designed CRM platforms for Loyalty Programs, Proprietary electronic payment process platforms, and the digital asset management suite of tools.

The USP of the company is that they fill up the gaps which the companies struggle with. They solve problems like process management, dashboard management, and all the processes required in SMEs. They have employed a large pool of highly trained and experienced resources across geographies capable of communicating with prospects and customers regardless of technology/IP/telecom platforms. “Our acclaimed measurement tools ensure that our clients are in most cases able to meet and exceed not just sales and retention targets but also do it in the most ROI efficient manner possible. We provide 24x7 support across channels including telephony, chat/IM, and email. For many of our clients, we have transformed customer support into a line function as opposed to being a mere cost center,” Vinod asserts.

Like many other companies, Ican faced many challenges in its operations since its inception. But it not only handled well but excelled in overcoming all the challenges. They have 8 years of successful track record of not losing a single client. They have management-level interaction and quick access which helps them to fast track the whole process and in turn, help their clients.

The company acknowledges its social, moral, and ethical responsibility towards the betterment of various elements of society. “We believe that this is one of the unsaid and



**“Ican believes in reaching out to customers and encouraging product/service usage. In our experience, this results in a significant reduction in customer attrition and provides an additional reference channel for further customer acquisitions. Our unique measurement tools provide our clients clear visibility into the ROI on such activities,” says Nitin.**

underestimated aspects of business excellence which few organizations have come to take notice of. Along with our employees, we have taken one such step to touch lives outside the professional arena. We have pledged our support to under privileged mentally challenged children through charitable trust Suryoday both in India and US,” says Jagdish.

Through this initiative, the company hopes to make a difference to the many underprivileged differently-abled children in the institute, just as they have done with their internal and external clients. The generosity of their employees to extend financial help further testifies to the company’s strong ethical convictions and moral codes which in no lesser means have had the company excel in their business assignments as well.

Jagdish concludes by saying “We look at this effort as a way of giving to the society what the society has given to us – sustenance. We do see an indirect correlation of these activities with business values, which by extension drive business operations – after all socially aware and active organization are more likely to stand the test of time, and we are one of the proofs of that.” ■

# Metrendalytics, a Leading Pharmaceutical Consulting Services and Software Development Company, Helps Organizations Manage Operational Performance

Metrendalytics is a Pharmaceutical consulting services and software development company. They focused on helping pharma/biotech clinical operations and CRO's laboratory operations, centralize operational data for real-time use. They utilize cloud-based, scalable, modular, rapid development, and low-cost platforms that are analytics and visualization enabled. The company combines existing internal and external data into a single platform allowing its customers to gain efficiencies and make faster, more informed decisions. As a result, they help transition the business from a reactive process to a more proactive process that significantly increases efficiencies and profitability. Developed by Scientists, Metrendalytics helps companies more actively manage operational performance, mitigate risk and shape smarter business decisions.

The laboratory tools and technologies in the bioanalytical laboratory have evolved and changed, however, leveraging real-time business data to make more informed decisions has seen limited progress. Most laboratories use a combination of point software solutions, like LIMS and/or ELN to manage acquisition data but rely heavily on excel spreadsheets, word documents, or paper to track items and/or create reports/forms, etc. Inefficiencies abound in this approach as key stakeholders spend a large percentage of time gathering and then re-entering the same information time and again in multiple point software solutions or spreadsheets. This is not only a waste of valuable resources, but the practice has an inherent potential for quality and service issues due to re-entry errors and time lags. As a result, less time is available for analyzing data to improve business outcomes, customer service, and risk reduction. This means laboratory and management personnel can spend more time doing science and serving customers instead of chasing data and information.

Jan Miotto, Founder & President of Metrendalytics LLC says, "Drug development is a long and costly process typically requiring approximately 10 years and hundreds of millions of dollars. Very little has been done to disrupt this trend. Newer, yet disparate, stand-alone software and/or hardware solutions in the R&D space have ultimately delivered very little to no noticeable value over the years. Operations and technology in today's pharmaceutical labs lack any real integration or cohesion leading to subpar research outcomes, hampered decision-making, regulatory issues, and escalating drug development costs.

Implementation of a software system could be a pivotal point in an organization's growth trajectory. Selecting the right software partner for your implementation can make the difference between the two possible outcomes: empowering your organization with a highly effective system or wasted resources in a failed implementation. The right partner understands your business and provides intuitive benefits with the design of your software system, ensuring a successful implementation, on budget."

By developing solutions that reduce this time and cost, Metrendalytics not only saves money for customers but helps get products to market faster. As a result, the public has access to potentially life-saving medications sooner. This in turn provides a revenue stream for the pharma company to reinvest in future drug development.

"For both CROs and pharma biotech companies, the time saved translates to more focus on the actual work of drug development instead of time wasted



Jan Miotto, Founder & President,  
Metrendalytics LLC

collecting and managing information. That time is channelled into value-added activities like quality control, assessment and impact analysis or actions to improve the outcome, etc," she adds.

## Decision Making is an Essential Function of a Leader

"At Metrendalytics, experimentation has helped us reach an award-winning product-market fit. We are constantly making tweaks to our products and testing new functionality to see what resonates best with our customers. Even though we don't always get it right, we keep learning and adapting. Perseverance and intelligence are your allies; use them to your advantage, she explains.

The aim of the company is to partner with its clients to help take them to the next level. They work with their customers to understand their business, their pain points, and where they want to be in the future. Their extensive experience and knowledge in the industry help them design customized tools for their clients.

"Our goal is to add value and transparency for all levels of the organization. We aim to improve the "life of the scientist in the laboratory" by providing tools to leverage already existing information. By being more efficient with information, we help all levels of the organization perform better to help take time and cost out of the drug development process," Jan says.

Jan concludes by saying, "Metrendalytics has always been at the forefront when it comes to how we use the information to improve business results. The recent Covid-19 pandemic has accelerated the adoption of cloud-based and remotely accessed information systems. We will build on our past success in this area to develop new and expanded capabilities to meet the full-service needs of our customers. Our low cost, rapid development model also makes replacing some of the disconnected and more expensive "point solution" systems possible." ■

# Mirketa, a Salesforce Consulting Partner, Helps its Clients with their Cloud Journeys

Mirketa is a Salesforce Consulting and ISV partner headquartered in Dublin, California with Global Delivery Centre located in Noida, India. The company provides business and technology solutions using big data and cloud technologies, including Salesforce.com, Microsoft Dynamics, Marketo, and other platforms. They have over 1 million hours of experience in Salesforce projects and have 4 Salesforce Apps on Salesforce AppExchange.

## Mirketa Service Portfolio includes the following:

- Salesforce Strategy and Architecture:** As a part of this service, Mirketa helps its clients with Solution Architecture, Salesforce Cloud Strategy, Salesforce Governance, and Process Engineering.
- Salesforce Implementation:** Mirketa has experience implementing/configuring various different Salesforce clouds, including, Sales, Service, Marketing, Revenue, Manufacturing, EDA, and Health Cloud.
- Salesforce Analytics:** Mirketa works with its clients to create Salesforce analytics solutions that leverage Salesforce Analytics Cloud, Salesforce Analytics Dashboard, and Einstein.
- Custom Development & Systems Integration:** This service includes custom Salesforce development and integration using Apex, Lightning, MuleSoft, Dell Boomi, and other 3rd party integration platforms. Mirketa has pre-built integration accelerators for commonly used apps.
- Salesforce Managed Services:** Under Salesforce Managed Services Mirketa provides Salesforce DevOps, Salesforce Testing and Test Automation, and Salesforce Development teams.

## Mirketa's Salesforce AppExchange listings include:

**Round Robin Distributor (RRD):** An intelligent Case and Lead routing solution.

**DSM:** A Salesforce duplicate data management solution.

**eCourier:** An intelligent Salesforce report distribution solution

**Elixir:** Salesforce suite of applications for Healthcare Provider Practice Management.

Mirketa works with mid to large businesses in North America and the European market. They specialize in Education, Healthcare, and Manufacturing verticals.

## Challenges and Opportunities

According to a Salesforce study, the demand for Salesforce talent is to increase by 62% by the year 2024. The biggest challenge that Mirketa had to deal with was to hire and retain good Salesforce Development and Consulting talent. Since most of the talent is absorbed by large consulting firms, it was very hard for the company to attract and retain talent. To compete with the larger and more known brands, they implemented the following strategies:

- Talent Grooming:** Instead of hiring experienced mid-level professionals, Mirketa decided to invest in grooming talent for the technical leadership roles. They applied the following strategies:
  - **Campus Hiring:** Hired talents from the top schools in India and made them go through rigorous training programs to bring them up to the mark for junior to mid-level roles.
  - **Non-Salesforce Tech Hiring and Retraining:** Instead of hiring mediocre Salesforce talent, Mirketa hired good engineering talent with programming experience in JAVA, .Net, and Other Platforms and trained them onto Salesforce.
  - **Created the culture of learning:** Mirketa HR team created various

mirketa



Rajeev Kumar, CEO, Mirketa



Kabilan Giridharan, CTO, Mirketa

programs that promote cross-learning from each other through internal learning sessions, webinars, and technical blogging.

- Retention:** To retain the talent, Mirketa has implemented many employee-friendly policies, brought up the compensation to be among the top of the industry, created a culture of innovation, and developed a sense of pride for being a part of team Mirketa.

Talking about the decisions, Rajeev Kumar, CEO and Founder, Mirketa says, "Hiring is the most important decision of all. We clearly identify the technical and non-technical attributes for our future colleagues and we make sure that we do not compromise on hiring. We are always looking for ways to help our employees enjoy the experience of working at Mirketa and with our clients. This has become very important for us as we are going through a pandemic where every employee is impacted in a unique way and we have strived to put policies that accommodate their personal challenges in their lives."

## Employees: The Backbone of an Organization

The employees are the backbone and strength of the organization. At Mirketa, the team members are fun, flexible, driven, qualified, and compassionate about their clients and colleagues. They are always learning and go above and beyond to help their colleagues and clients.

Kabilan Giridharan, CTO, Mirketa, says, "We have created a culture of innovation where individuals are encouraged and rewarded for thinking out of the box. We have the following platforms employees can use to exhibit innovation and creative thinking:

- Radiance:** This is a platform where an employee can bring in any idea or learning and share it with the rest of the company in an interactive setup. The topics can be technical or non-technical. The forum is moderated by employees and some learning from this forum is shared in more formal ways with employees and clients.
- Hackathon:** All employees are encouraged to participate in Hackathon where employees get to pick a business or technical idea and create a prototype or business case and present it to external judges.
- Blogging:** All employees are encouraged to write blogs on Mirketa Blogs related to Salesforce ecosystem."

The company is committed to helping its employees manage the impacts of Covid-19 in their personal lives. They have made a pledge to hire new Salesforce professionals. On the business front, they want to continue to grow Education, Manufacturing, and Healthcare practices. ■

# Nividous: Increasing Return on Investment of its Customers across the Globe



Shvetal Desai, Co-Founder and  
Kaushal Mashruwala, Co-Founder at Nividous

Nividous is one of the only companies worldwide that has a full suite of products that cover the entire spectrum of process automation requirements in any organization. Its intelligent automation suite includes Robotic Process Automation (RPA), Artificial Intelligence (AI), and Business Process Management (BPM). Nividous was formed with the vision to help customers across the globe work at their peak efficiency. During its initial days, Nividous focused on developing strategic partnerships with major Business Process Management software vendors to help customers automate manual processes that span multiple departments and people. As an employee of a company, each task that you perform is part of a set of tasks of the several larger business processes that run the operations of the company and there are generally hundreds of processes that can be automated within any sizeable organization. Nividous has been able to scale process automation programs for each of its customers.

Since its inception, Nividous uses a majority of the cash flow generated out of its business to re-invest in R&D activities. Through these R&D efforts, Nividous was able to launch a comprehensive intelligent automation platform that natively combines the power of RPA, AI, and BPM. The Nividous Intelligent Automation platform was launched in late 2017 and since then the company has seen tremendous growth and has been able to significantly increase its footprint in North America, South Asia, and the United Kingdom. For the last two years, Nividous has been recognized as a major player in the intelligent automation space by leading industry analysts such as Gartner, Forrester, and Everest Group. This is particularly impressive since the product entered the intelligent automation space just a few years back. The company is also proud of the fact that it has a nearly one hundred percent customer retention rate which is the ultimate benchmark for product adoption and customer satisfaction. It now has more than 80 customers that come from diverse industries such as Banking, Insurance, Financial Services, Healthcare, Life Sciences, Manufacturing, and Logistics. The AI-powered Nividous platform is deployed by customers to solve some of the most complex process problems. Some of their customers have achieved more than 95% automation in their key processes with hundreds of Nividous Bots that have replaced tedious human tasks.

## About the Co-Founders

Kaushal Mashruwala and Shvetal Desai are the Co-Founders of Nividous. The Nividous founders started their process automation journey in 1998 as part of the founding team of a company called Savvion Inc., one of the first and very successful Business Process Automation companies. The Savvion BPM product was launched in 2000 and immediately became one of the top three products worldwide and went on to be deployed at many of the fortune 500 companies. After the successful acquisition of Savvion by Boston-based Progress Software in 2010, Shvetal and Kaushal left Progress Software in 2011 and founded Nividous to continue their process automation journey.

Kaushal has been an evangelist for digital transformation using Business Process Management (BPM) and related technologies. Before Nividous, he worked as a Managing Director of Savvion. Shvetal has over 20 years of experience in building and implementing the BPM product at Savvion. He brings tremendous knowledge to help clients navigate their digital transformation journey. His vision has helped Nividous get recognized as a high-profile thought leader in delivering digital transformation. He plays a leading role in driving innovative solutions at Nividous. Both Kaushal and Shvetal have known each other since they pursued post-graduation at Santa Clara University.

## Overcoming Challenges

One of the biggest challenges of Nividous came from the messaging of some of its competitors. “Our competitors’ messaging meant that RPA, which is task automation by software robots (which only addresses human task automation), is the only tool that customers need to digitally transform. But this is not true,” says Kaushal Mashruwala, Co-Founder, Nividous. He further adds, “Customers, in particular those who have adopted traditional RPA, have started to realize that the RPA approach is tactical and gives immediate

results. However, it is eventually siloed and doesn't give end-to-end process visibility and as a result, the opportunity to continuously improve business processes. To cover the spectrum of automation, you need RPA, AI as well as BPM technologies. You would have recently heard of the term "Hyperautomation", which Gartner considers as the number #1 technology trend and many other analysts use slightly different terms. However, they all point to holistic automation. Unless an organization adopts a holistic approach of automating the end-to-end process using BPM and employs AI to make Robots smarter, they will be left with tactical gains and automation silos only. Nividous' approach has always been holistic automation (RPA+AI+BPM). Since the last year, we have seen some great success with early adopters of RPA. After spending a couple of years with just RPA implementations, they have realized the value of holistic automation and replaced their RPA-only approach with the Nividous intelligent automation platform."

To cope up with change (or be the change), organizations need real-time information at their fingertips. Revolution to Nividous means empowering the human capital of any organization to focus on high-value and highly cognitive tasks to empower growth and agility which in turn allows building digital enterprises that can adapt to change instantaneously.

Speaking about the importance of automation, Shveta Desai, Co-Founder, Nividous says, "Companies are realizing that automation is one of the key differentiators that will define the difference between success and failure. A company is in business today because it has been executing better than its competitors and will need to continue to excel in business otherwise it runs the risk of becoming obsolete. The execution of a business is in its processes and the more a company automates its processes, the more it will differentiate itself from its competition and the more successful it will become. According to Gartner, 90% of organizations will have implemented automation in some form by 2025. At Nividous, we are proud of the fact that we have successfully solved the automation challenges for all our customers since we have almost 100% customer retention. We solve some of their most complex problems at the lowest total cost of ownership (TCO) and highest return on investment (ROI). We are also

**“ One of the biggest challenges of Nividous came from the messaging of some of its competitors. “Our competitors’ messaging meant that RPA, which is task automation by software robots (which only addresses human task automation), is the only tool that customers need to digitally transform. But this is not true.”**



very proud of our employees who give us their one hundred percent. They get the highest satisfaction when the customer is happy!"

#### Future Endeavours

Intelligent Automation is currently the fastest-growing enterprise software market. According to several industry analysts, the Intelligent Automation software market will reach \$596 billion in 2022, up nearly 24% from the \$481.6 billion in 2020\*. The COVID Pandemic has put automation at the forefront of any organization's priority. The Nividous IA product line has grown more than 125% over the last year. And they expect similar growth this year as well. While Nividous has a very solid roadmap for future product versions, it is significantly investing in increasing its ecosystem through technology as well as implementation partnerships across the globe. In addition, Nividous will have a physical presence in Asia-Pacific and Middle East regions this year to address a wider market.

Shveta concludes by saying that "To be a sustainable and successful business, make all the decisions by keeping the customer at the center of your universe and invest in developing a culture of customer-centricity across your human capital."

\*Source: <https://venturebeat.com/2021/04/28/gartner-says-low-code-rpa-and-ai-driving-growth-in-hyperautomation/>



**“ Companies are realizing that automation is one of the key differentiators that will define the difference between success and failure. A company is in business today because it has been executing better than its competitors and will need to continue doing that to excel in business otherwise it runs the risk of becoming obsolete.**

# Rage Communications Provide End-To-End Digital Services to all its Customers



JRK Rao, Karthik Kumar  
Managing Director & Director  
Rage Communications Pvt Ltd

Rage Communications is one of the largest Digital Agencies in India today, and perhaps the only one with mastery over all three pillars of the Digital Ecosystem – Strategic Consulting, Creative & User Experience, and Digital Technology. This unique blend of skills enables Rage to offer a truly comprehensive end-to-end service in all aspects of the Digital world – design and development of portals and online communities, technology platforms and applications, eCommerce solutions, Social Media management, and Performance Marketing.

Rage works with clients across the globe, with a sharp focus on the Asia Pacific and Oceania markets. Long standing clients include some of the biggest corporate names – Citibank in 18 different countries, Jones Lang LaSalle across Europe and the Middle East, Unilever in Australia, and Tata Motors, to name just a few. They also have a strong practice in the Education segment, with IIT Madras and IIM Ahmedabad being key ongoing clients.

## About the Managing Director, & Director

An alumnus of IIT Delhi and of IIM Calcutta, JRK Rao, Managing Director, Rage, started his career in marketing/general management in Mumbai in 1980. His last corporate assignment was as President Marketing with Sterling Holiday Resorts, and he is credited with having successfully pioneered the lucrative timeshare industry in India. After a brief stint as a Management Consultant, he promoted Rage during the earliest years of the Internet in India.

Karthik Kumar spent a quarter-century in the Market



*Creative excellence – both visually and in terms of User experience, is one of the three key pillars of the digital world. At Rage, we try to extend this attention to Creativity to all aspects of our business. All senior managers of the company recently went through a rigorous Design Thinking workshop spanning several weeks. This will soon be extended to other Ragers as well.”*

Research and Advertising industries, having held senior management positions in agencies such as Marg and Rediffusion.

He joined Rage as a Shareholder/Director in the early 2000s and has been the prime mover behind revenue growth at Rage over the past two decades.

## Overcoming Challenges

Rage has lived through and survived all the downturns of the twenty-first century – the Dot Com bust of 2000/2001, the financial meltdown of 2008, and now the global Pandemic. “Each of these has required us to refocus our activities, and literally reinvent ourselves to succeed in the changing business environment. We like to believe that these challenges have built-in us resilience that helps us to survive and flourish,” says JRK.

A seven-member Senior Leadership team is empowered to run the organization on a day-to-day basis. As Promoter/Directors, JRK and Karthik are primarily engaged in setting the path for the future - Market and Service segments to pursue, Geographies to cultivate, Technologies to invest in, and HR policies to nurture.

“We are most proud of our people and their ability to learn and adapt to the constantly changing digital world and to keep Rage current and relevant. We are proud that most of our earliest employees are still with us, and in fact, lead our constant evolution in the digital world,” says Karthik.

“Creative excellence – both visually and in terms of User experience, is one of the three key pillars of the digital world. At Rage, we try to extend this attention to Creativity to all aspects of our business. All senior managers of the company recently went through a rigorous Design Thinking workshop spanning several weeks. This will soon be extended to other Ragers as well. We are in the process of developing a rewards & recognition program that covers creative thinking as well, in addition to the more conventional metrics of achievement,” adds JRK.

Talking about revolution, he says, “In our business, revolution is an ongoing constant. First, it was the Internet revolution, then the mobile revolution, and now the Digital revolution.

Each of these has led to changing online habits, changing patterns of media consumption, and a constant shifting of Technology standards.”

The company is in the process of building Centers of Excellence in two areas – Performance Marketing, and Social Media Management. They are also setting up Innovation Labs to develop expertise in applying AI/ML principles in digital applications, and in Speech Activation to enhance user experience.

Karthik concludes by saying, “Challenging circumstances build corporate Resilience, and the greater the challenge, the greater the opportunity to learn, adapt and eventually thrive.” ■

# Journey of STT GDC India: How it became a leading Data Centre Service Provider for large enterprises



Sumit Mukhija, CEO, STT GDC India

**“At STT GDC India, we encourage employees to lead specific tasks outside of their day job and collaborate with a virtual team to complete them. Ideas are sought from across the board and recognized and rewarded adequately. Further, we enable up-skilling and right-skilling and clocked 32-plus hours of learning per employee last year. Learning opportunities consist of a blend of technical and behavioural learning needs.”**

**S**T Telemedia Global Data Centres (STT GDC) is one of the fastest-growing data centre providers globally, headquartered in Singapore. STT GDC India is a majority-owned subsidiary of ST Telemedia Global Data Centres. The company has been designing, building, and managing data centres in India since 2005. An innovator and leader in the Indian data centre industry, STT GDC India has the largest pan India presence offering over 140 MW of critical IT load across 18 operational facilities in 8 major cities with more in the works. Its mission-critical data centre hosting and colocation solutions comprise best-in-class offerings delivering industry-leading uptime, scale, and reliability to customers.

With its purpose-built, scalable, secure, highly connected carrier-neutral facilities, STT GDC India is a pioneering innovator that offers global quality data centre services. It solves infrastructural challenges at the core as well as the edge of the digital value chain. Today, it is the only operator that offers customers an option of selecting sites matching their strategic locations while lowering the total cost of ownership.

Customers can operate at their desired scale and level

of privacy, in the location of their choice, with high flexibility, ranging from shared racks to multi-megawatt bespoke solutions that can include caged areas, customized suites, and build to Suite dedicated buildings and other innovative offerings.

The company has a well-diversified customer base that spans multiple segments, including large Indian and global enterprises government, BFSI companies, the Internet economy players like the e-commerce, content, OTT and gaming players, cloud service providers, and even SMEs. Besides leading cloud services players, they also host many SaaS players, systems integrators, and Managed services players who have built their services on their colocation platforms. Overall, the company serves more than 1000 customers across these segments.

## About the CEO

Sumit Mukhija, CEO of ST Telemedia Global Data Centres India (STT GDC India) is a veteran in the ICT space. Under his supervision, STT GDC India has not only emerged as an industry leader and an innovator in the Indian data centre space. Over the last three decades, he has held a host of leadership positions across companies such as Cisco, Microsoft, Brocade, and Tata Communications. He is a member of the CII's National Committee for skills development and employment and Co-Chair of the CII Western region task force for data centres.

## Challenges, Opportunities & Culture

The data centre industry is faced with challenges of staying ahead of ever-changing technological advancement. It is a complex business requiring 24x7 monitoring and real-time decisions in mission-critical environments. “For us, the biggest challenge was to create a sustainable and reliable ecosystem that is aligned to the safety, quality, and stringent uptime SLA requirements. The ecosystem itself is very diverse and consists of our customers, partners, suppliers, contractors, shareholders, and our own employees. Bringing this ecosystem on the same page and aligning them is what I consider our biggest achievement. All of this was put to the litmus test in 2020, which I consider as one of the most challenging times in my professional career. Digital emerged as the backbone of everything during the pandemic. Our company played a pivotal role by providing the underlying infrastructure on which the cloud and apps ride. It helped many companies, governments, and people alike during this period,” says Sumit.

STT GDC India's business is built on a strong foundation riding on the strengths of their people, processes, technology, and innovation. With accountability, frugality, ethics, and customer-centricity at heart, the company's DNA presents a fitting blend of aggression and agility typical of start-ups, the maturity of an established industry leader, and the responsibility and commitment to sustainability of a thought leader. Sometimes real-time decisions are made to ensure business continuity and safety.

Speaking about the culture, Sumit says, “At STT GDC India, we encourage employees to lead specific tasks outside of their day job and collaborate with a virtual team to complete them. Ideas are sought from across the board and recognized and rewarded adequately. Further, we enable up-skilling and right-skilling and clocked 32-plus hours of learning per employee last year. Learning opportunities consist of a blend of technical and behavioral learning needs. All of this enables the much-needed ability to think laterally and solve problems.”

## Future Endeavors

The data centre colocation market in India is poised to grow rapidly and reach more than 1000MW in operational capacity by 2025. The Digital wave will continue to be the main driver for this growth. As a leading infrastructure player in the digital value chain, the company will continue to invest and expand its capacity in India. By 2030, the company plans to become carbon neutral. Apart from this, the company is associated with different initiatives that help people across the country. Its initiative with Tata Trusts has resulted in a significant increase in income for hundreds of farmers. ■



# Toonz Media Group, one of Asia's Most Active Animation studios, is Entertaining the World Since 1999



**P. Jayakumar**  
CEO, Toonz Media Group

Toonz Media Group is a 360-degree media powerhouse with over two decades of unparalleled experience and one of Asia's most active animation production studios. Toonz produces over 10,000 minutes of 2D and CGI kids and family animated content per year. The organization was established at a time when commercial studios for animation in India were unprecedented. Today, the company has emerged as a formidable name in the kids and family entertainment segment, with studios and offices across the world, catering to almost every aspect of the entertainment media industry.

Established in Trivandrum, India in 1999, Toonz Media Group and its flagship divisions encompass dedicated units for IP creation, production, distribution and rights exploitation, digital and gaming content, licensing and merchandising as well as skill development. Toonz collaborates with global studios, networks, and partners for creating, developing, and producing animation IPs, besides offering the full suite of animation production services from pre to post-production. Toonz production studios boast of an enviable legacy of successful co-production partnerships with companies including Walt Disney, Turner, Nickelodeon, Sony, Universal, BBC, Paramount, etc. Toonz has produced some of the most highly-rated international shows such

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*"If you look back, Toonz's journey from a humble Indian animation start-up to a global entertainment major has been phenomenal. Our initial challenge and focus had been on nurturing new talents and building the animation community. This was indispensable for ensuring global standards in our production."*

as *Wolverine and The X-men with Marvel, Speedracer Next Generation with Lionsgate, Mostly Ghostly with Universal, Playmobil with Sony, Dragonlance with Paramount Pictures, Freefonix with BBC, Gummybear and Friends and Fruit Ninja* with Google and many more. Toonz also has to its credit several pioneering achievements in animation production, including India's first 2D animated TV series & 2D feature film.

In the last two decades, Toonz has been rated as one of the top ten animation studios globally. Toonz's pioneering growth has been a good blend of multiple strategies - from producing and co-producing numerous animation series with the world's largest studios and partners; to commencing studio operations in new global destinations. In 2019, Toonz acquired majority stakes in Telegael, the Emmy Award-winning, full-service Irish production house, which makes both animated and live-action kids' content for global networks and studios. Telegael's large live-action facilities have broadened the production scope for Toonz. The Group's additions also include Toonz New Zealand and Toonz Turkey which focus on production and distribution in the Australasian and Middle East markets, respectively.

Toonz currently has 25+ different YouTube channels with over 15 million subscribers and 350 million+ monthly viewership. Their Education Services Division, Toonz Academy, is one of the first animation training institutes in India.

## About the CEO

P. Jayakumar, CEO, Toonz Media Group is an accomplished media & entertainment professional and an Animation Visual-Effects Gaming and Comics (AVGC) industry leader with over two decades of experience. He not only provides strategic leadership and direction to Toonz but also to the industry at large. Jayakumar joined Toonz as the Chief Finance Officer, and then went on to take additional responsibility as the Chief Operating Officer before taking up the reins of the organization as CEO in 2003. Under his inspirational leadership, Toonz expanded from its home ground in India, growing its global footprint, diversifying business, and making strategic international acquisitions.

Jayakumar is a member of the prestigious International Academy of Television Arts and Sciences. He has been on the jury of the elite Emmy Awards panel. Jayakumar holds several important roles in government and quasi-government

agencies, institutions and trade bodies in India. He is the co-chairman of ASSOCHAM (The Associated Chambers of Commerce and Industry of India) National Council on Animation & Sports Technology. He is a member of the National Committee on Media and Entertainment of Confederation of Indian Industries (CII), as well as the Entertainment Committee of Federation of Indian Chambers of Commerce and Industry (FICCI). He is also the president of the Society of AVGC Institutions in Kerala (SAIK) and a member of the Governing Council of Media & Entertainment Skills Council (MESC).

### Challenges Come with Opportunities

“If you look back, Toonz’s journey from a humble Indian animation start-up to a global entertainment major has been phenomenal. Our initial challenge and focus had been on nurturing new talents and building the animation community. This was indispensable for ensuring global standards in our production. We brought in international trainers from across the world to train our artists and animators. Initially, most of our production was service model, outsourced from the West, mostly the US. But we also realized the importance of developing our own homegrown IPs early on. So, as soon as we had a foothold in the industry, we invested in developing original IPs. From there on, it has been all about creating world-class productions, building our network, strengthening the customer base, investing in top quality resources, and expanding our business to other kids and family entertainment verticals,” says Jayakumar.

Two things that make Toonz stand out are their pioneering legacy and their strong industry relations. The company has achieved this by putting years of hard work and commitment into its craft and community. “Thousands of Toonzians have poured their heart and soul into the growth of this company. And they are the company’s biggest assets,” says Jayakumar.

“Apart from this, we are also very proud of our organizational culture, which is based on our core values. Toonz has also created new benchmarks in customer service and hospitality. In fact, Toonz hospitality is very well known in the industry and community,” he asserts.

Speaking about creative thinking in the organization, he says, “Creativity is the mainstay of our industry. Being in the creative industry, it is imperative for us to foster a culture of creativity and ingenuity in the organization. We have ensured complete creative freedom for our production and artistic teams. As the CEO of the company, I do not interfere in any creative or artistic decision-making.

But that does not mean that our creative teams work in isolation. We organize internal initiatives like ‘Concept Calls’ on a regular basis, inviting ideas and concepts for new productions from across the company. This is basically to involve more people in our creative endeavors and also to encourage new

employees to contribute to these creative activities.”

Jayakumar believes that creativity is not just the prerogative of artists. Each individual can bring creativity and innovation into their work. He ensures an open work culture that promotes constructive criticism and transparency.

### Future Endeavors

Innovation and business diversification are coded in the DNA of Toonz and the company continues to remain at the cutting edge because of these characteristics. The company’s latest initiative - Ri8brain – is an e-learning platform dedicated to creative arts. “Ri8brain is our initiative to groom the next generation of creative professionals, not just for the creative industry but across the board. The future belongs to technocreative people, who can smartly use technology and creativity, not only to create art but also to come up with new products, services, and solutions. This is where Ri8brain will make the difference,” he explains.

Meanwhile, another new initiative of Toonz called MyToonz is a first-of-its-kind exclusive kid’s OTT platform to be launched by an Indian entertainment company. “MyToonz originates from the compelling need to create a safe and engaging entertainment destination for kids and families in the digital landscape. It is a space where the whole family can come together to enjoy world-class content,” says Jayakumar.

Toonz has also launched a slew of high-profile events and initiatives over the years to boost the creative community in India. One is the company’s flagship annual event Animation Masters Summit (AMS), which has been part of Toonz’s legacy right from its genesis. AMS is a global event wherein the world’s top masters and legends in the field of entertainment, not just animation, lead sessions for young professionals and aspirants of the creative industry. It is a free, public event and anyone can walk in and attend the sessions. “Over the years we have hosted at AMS stalwarts like Academy Award and BAFTA nominee Rob Coleman, Academy Award nominee Bill Plympton, Academy Award Nominee, and BAFTA winner Shekhar Kapur, Academy Award winner Resul Pookutty, Jean-Marie Olivier and several others,” Jayakumar says.

Another initiative is the Children’s Animation Workshop which involves inviting story ideas for animation short films from school children. Shortlisted children are invited to the Toonz studios, where they get to spend a few weeks with our artists and learn the basics of animation filmmaking. Children who make it to the final round are given the opportunity to direct their own animated short films. Every edition of the workshop is conducted in association with a broadcast partner. So, the films created by the children are broadcast on these partner channels. Several of these films created by children have won awards, including international awards like the Chicago International Film Festival Award. The last Children’s Animation Workshop was held in association with Disney India under the brand name Kahani Masters. ■



# Swadhika Foods Provides the Best-in-Class IQF Frozen Fruits and Vegetables Across the Globe

Swadhika Foods is a rapidly growing manufacturer, supplier, and exporter of IQF Frozen Fruits and Vegetables, freeze-dried fruits and vegetables as well as dehydrated fruits, operating from its head office based at Chennai and manufacturing set up at Chittoor, Andhra Pradesh.

Swadhika is engaged primarily in the export of tropical fruits and vegetables. With regard to fruits, mangoes are their primary product, which is closely followed by melons, papaya, and pineapples. As far as vegetables are concerned, they export green peas, sweetcorn, carrot, mixed vegetables, etc. In recent times, tender jackfruit has also become popular as a vegan alternative for meat among several individuals and the demand for the same has also increased rapidly among many of their customers. Apart from that, coconut, ginger, garlic, pineapple, and even riced cauliflower which is considered to be a healthy rice alternative are among the list of products that they are processing and exporting today.

## About the Managing Director

Swarnamugi R Karthik, Managing Director at Swadhika Foods, is an Engineering graduate with Post Graduate Diploma in Embedded Systems. She comes from a business family and has 15+ years of experience in managing their family business in the Engineering & Infrastructure sector. In 2017, she diversified into the food processing sector considering the huge potential for premium quality IQF fruits and vegetables in the international market. Swadhika Foods quickly establish itself as a reliable partner for their clients, thanks to their uncompromising attitude towards quality and client-centric focus.

## Challenges & Opportunities

Swarnamugi says, “Most of our clients are from across Europe and the US. Being a new entrant in the market, the biggest challenge we have had to overcome is to convince clients in international communities and to build trust and reliability factories within a short span of time and get orders from some of the biggest clients in the industry.”

Within a short span of 4 years, Swadhika has exported its products to more than 26 countries. The company takes pride in the fact that they have been able to expand the geographical reach for all its products year-over-year. “We aim to increase the geographical presence further and hope to achieve the target of exporting our products to 50 countries over the next couple of years.

This feat was only possible because we were able to meet the stringent quality standards of products set by the clients. Our manufacturing facility is accredited with all the important International food safety standard certifications including BRC, Halal, Kosher, Global Gap, and Organic certification, she says.”

These products go as inputs to all the food processing industries such as the dairy segment for making juices, ice creams, milkshakes, yogurts, etc., including the baby foods segment. Their products are also packed as fruit mixes in retail packs, which are sold in various supermarkets. Swadhika’s clients are also importers who buy in bulk



Manufacturing Plant



Swarnamugi R Karthik, MD, Swadhika Foods

quantities and subsequently sell them in the HoReCa segment. Some of their big clients are world market leaders in Fruit and vegetable processing.

## Making Decisions: Essential part of Leadership Skill

Swarnamugi takes strategic decisions like acquisitions, new brand development, and tapping new markets. She also takes an active part in the recruitment process. She believes that the drive and culture of the team members should be aligned with that of the company. According to her, people are the backbone of the organization. They are the driving force that helps in the success of the business.

As a leader, she provides a safe space for the employees to express creativity. She encourages new viewpoints, suggestions for improvements, and out-of-the-box solutions from all her employees. This helps in boosting the confidence of people working with the organization and also helps the business. Her motto is to keep innovating and adapting to new ideas, be it business or in life.

## Future Endeavors

Speaking about the future endeavors, she says, “Currently, 90% of our products are being exported to other countries. Very soon, we will be launching our local brand, so that high-quality products are also made available for consumption in the domestic market, which would help women save time in the kitchen.

By 2025, we aim to become one of the largest food processing companies in the world and a household name in India.” ■



**Alok Bansal, Managing Director,  
Visionet India and CEO of BFSI Business**

Visionet Inc is a premier information technology, consulting, and business process management company that delivers digital solutions enabling its clients to do business better. Visionet delivers winning business outcomes through its deep industry experience and a holistic view of Business through Technology. The company helps its clients create successful and sustainable business solutions by combining digital strategy, customer-centric design engineering, and advanced analytics. Today, they are serving over 350+ clients across 14 countries spread in Asia, Europe, Australia, Africa, and the USA.

### About Alok Bansal

Alok Bansal is the Managing Director of Visionet India and the CEO of BFSI Business. Over the last 20 years, he has been instrumental in leading massive technology transformation initiatives and implementing scalable outsourcing and delivery services. In the last five years, he has grown the BFSI business by 5x and the employee base by 3.5x. Today 4,500 people are working in Visionet India.

Alok started his career with Reliance and worked on expansion plans pertaining to their Jamnagar Refinery. Later he worked in technology companies such as Altisource and XL Dynamics at senior leadership positions responsible for turning around their business.

The biggest challenge the company faced was to create a scalable and predictable growth model and sustain it. To overcome this challenge, they have created scientific models which include management delivery, sales, customer service, and operations. "We have to leverage our local workforce leading the global initiatives. So, India plays a very critical role in the global growth of our organization. So, in the India

# Visionet offers New-Age Technologies to help the BFSI industry Evolve in its Digital Transformation Journey

office, we drive the strategic leadership and Centre of Excellence. We introduced new ways to tackle challenges by introducing new ways of working," says Alok.

As a leader, his most important decision is to see the potential in his employees and empower them to take responsibility. The company has a collaborative and open culture which helps people to think creatively and try different responsibilities. He also encourages people to fail as this give them space to expand their horizon and grow.

### BFSI over the years

The growing prowess of technology has left no industry untouched in today's rapidly digitizing world. The BFSI sector has been impacted significantly over the last decade as it has incorporated new technologies to strengthen its operations, primarily focusing on areas such as process automation, fraud detection, and risk management. Banks depend on the firm trust of their customers, and as a result, change usually takes a long time. This is majorly due to the realization that evolution is necessary to remain relevant in a global economy. In recent times, the banking industry has let go of some of its traditional methods and is looking at new and innovative ways to make life easier for customers.

The industry has witnessed a continued and aggressive focus on digitization. The adoption of new emerging technologies helps improve operational efficiencies, enhance speed-to-market and deliver superior customer experiences. "Banks have realized automating some of these will help free up human capital to perform value-added activities, which will result in faster execution, more efficiencies, and personalization of consumer experiences," he says.

"Today, Blockchain is shaking up the very foundations of traditional business models with peer-to-peer lending, intelligent contracts, and digital payments, eliminating intermediaries and speeding up underlying processes. In addition to blockchain, cryptocurrencies such as Bitcoin, Ethereum, and Ripple are slowly gaining traction, questioning the need for physical cash itself," he adds.

Embracing futuristic technologies has gained significant momentum across the banking and financial sector. Alok says, "At Visionet, we offer advanced technologies like AI, ML, BlockChain, and Robotics to help our clients evolve in the digital transformation journey." Some of the new-age technologies that the company offers are:

**Robotic Process Automation:** Visionet offers virtual assistants' solutions that help bankers handle repetitive transactions, and provide important information to customers without any human intervention. These technologies help improve user experience, reduce errors, and enable bank staff members to handle more complex queries.

**Data Analytics:** Visionet offers various data analytics that helps in driving intelligent customer engagement based on real-time actionable insight to make informed decisions. This also helps the financial institutions share potential products, upsell, cross-sell, and strategic planning with customers.

**Cyber Security:** They offer advanced analytic, real-time monitoring, biometric, and behavioral analysis software to detect threats and stop them from disrupting the systems. They also have anti-hacking tools which provide network-level security to look for unusual behaviors.

**Cloud Computing:** Banks leverage cloud computing services to reduce data storage costs by saving on capital and operating expenditure. Visionet offers cloud computing services to promote safe online payments, digital money transfers, wallet payments, etc. ■

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