

GURU TALK: Atul Bhatnagar, Ixia

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TOP **20** PROMISING
COOL
ENTERPRISE
PRODUCTS

DATAWIND
Enabling
Internet
for the
Masses

Suneet S. Tuli

COVER STORY **26**

for the **DATAWIND**
Enabling Internet
Masses

By Jaya Smitha Menon

Suneet S. Tuli



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- iKen Solutions
- iCreate
- Creativ Era's Initio
- Ascent
- ServeGen



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TOP 20 PROMISING COOL ENTERPRISE PRODUCTS

Enterprise IT is one of the hottest markets nowadays. Post downturn the market in India is buzzing with activity though the preferences and expectations are changed from a consumer standpoint. The enterprises are looking for value driven solution and the demand for such technologies especially those on the web is on great demand.

Applications and solutions in the areas of CRM, SCM, BI and collaboration tools are now much sought after by enterprises to increase their efficiency and productivity. We also see wave of interest around technologies that can help cost optimization.

Witnessing the trend the SmartTechie announces the prestigious "The SmartTechie Top 20 Promising Cool Enterprise Products" list. This merit roll is an annual listing of the 20 Cool Enterprise Product companies in India.

We at the SmartTechie believe that each company in this annual list had all those, which is needed to climb ladder of success as their products and plans are indeed progressive, and the technologies are groundbreaking. Perhaps, what makes all of them to tick is their innovative and need based approach. The final merit list was decided by our panel of judges consisting of accomplished CEOs, CIOs, VCs, and analysts including the SmartTechie editorial team based on following criteria. Ease of use, evidence of success, scalability and monetization potential. And of course, based on nominations we received from our esteemed readers. The SmartTechie wishes all the winners a bright future!

NAME	FOUNDER(S)	FOUNDED	DESCRIPTION
Beans & Intellect Mumbai, Singapore beansindia.com	S. Dhilly Babu & Anshumaan Co-founders	2006	Provides technology, consulting, analytics and implementation services for financial institutions globally with specializations in treasury technology, derivatives, banking, risk management and broad capital market area.
Evolvus Solutions Bangalore, & UAE evolvusolutions.com	Balaji Jagannathan, Karthik Thenkarai, Prashant Maroli Co-founders	2007	Offers a wide range of solutions for the banking, payment and insurance industry.
Iken Solutions Pune ikensolutions.com	Nitin Shimpi Co-founder & CEO	2006	Specializes in intelligent business systems backed by hybrid AI (Artificial Intelligence) techniques (expert system, case-based reasoning, neural networks and genetic algorithms) enabling extreme personalization and highly relevant end-user experience.
Nitman Pune nitman.co.in	Jai Shekhawat CEO & Co-Founder	1999	A software product development company. Key product is Talentpool, a recruitment software that helps companies meet their hiring targets, reduce time to hire and lower recruitment costs.
Empronc Mumbai empronc.com	Jayant Dwivedy CEO	2004	A provider of enterprise software BAZ, which addresses the needs of an enterprise with respect to operations, processes, compliance, and workflows
Lakshya Bangalore lakshyasolutions.com	Priyabrata Kar Chairman & CEO	2006	LAKSHYA is a software solutions working in the telecom domain
Skelta Bangalore skelta.com	Sanjay Shah CEO	2003	Skelta develops enterprise-wide BPM workflow software solutions for small to large-sized businesses worldwide
iCreate Software Bangalore icreate.in	Vivek Subramanyam CEO	2006	A business intelligence software company focused on the banking sector
Creative Era's Kanpur, India creativ-eras.com	Nidhi Tulsyyan Founder & MD	2005	Provider of a software for the education sector, initio that is for the complete e-management of Universities / Colleges / Schools or any kind of Training Institutes.
Ascent Bangalore ascent-online.com	Subramanyam CEO	2002	Provider of software solutions which help organizations increase competitive advantage with custom solutions built on leading industry platforms including Microsoft and Open Source technologies
ServeGen Bangalore & Newjersey servegen.com	Kumar Rangarajan Founder A.K. Balan CEO	2006	Provider of Point of Sales (POS) software aimed at Hospitality and Retail sectors in India
Crederity Bangalore & New York crederity.com	Rakesh Antala CEO	2007	A provider of background verification software for various industry domains
Herald logic Mumbai heraldlogic.com	Dr. Ram Ramdas CEO	2000	Provider of software for Channel management system for Banks, Insurers, Financial product distribution companies
Zed-axis NewDelhi zed-axis.com	Joydeep Kalra	2000	An IT Solutions Company, offering Custom Software application development and web site development in India
Myadrenalin Chennai myadrenalin.com	Ganesh Balaji CEO	2002	Myadrenalin is a provider of web-based Human Capital Alignment Software available on Microsoft .Net and IBM Lotus platforms.
Kronos Bangalore kronos.in	James Thomas Country Manager, India	1977	A provider of Global Workforce Management Solutions
Nucleus Software Noida nucleussoftware.com	Vishnu R Dusat CEO & MD	1986	A provider of software solutions to BFSI segment
Karomi Chennai karomi.com	Vilva Natarajan CEO	2000	A provider of enterprise solutions in Workflow/BPM, Document Management, Record Management and Content management for Manufacturing, Pharmaceuticals, BPO/Back-office Processing, Financial Services, e-Governance and other verticals.
Iviz Kolkata iviztechnosolutions.com	Bikash Barai CEO	2005	iViZ is an Information Security company which offers the industry's first on-demand (SaaS based), end-to-end, automated Penetration Testing (Ethical Hacking)

Empronc Solutions' flagship product BAZ A Way to Monitor and Optimize Costs

By Juby Thomas

The post-recessional, tech savvy industrial world is engaged in an effort to minimize spend in order to increase value to the business and the stake holders. When the financial cycle turns from boom to bust, cutting costs become inevitable for survival in the field. Adoption of new technologies and other innovations help to achieve the ultimate goal of optimizing spend even in a sluggish market. If a company really wants to keep spend well managed, manual controls with over-dependence on people has to give way to automated spend management systems that reduce human interventions. Realizing the growing need of medium and large enterprises to automate the functions and processes, a group of professionals in 2004 incorporated Empronc Solutions in Mumbai.

"There are multiple ways to monitor spend, and automation is probably the best in today's business environment. But the companies that are unable to track spend and optimize costs should have a holistic view before adopting a solution," says Jayant Dwivedy, CEO, Empronc.

Empronc is envisioned as an organization that would compete with the leading business solution product companies globally. BAZ, the flagship product of the company, addresses the needs of an enterprise with respect to operations, processes, compliance, and workflows. BAZ has proved its strength by the virtue of recognition it has earned in the market, particularly because of its ability to implement a value adding solution in both ERP and non ERP environments. Insurance and banking are the core areas that the company is focused on and it has successfully implemented solutions in different industries like technology, engineering, consumer goods, pharmaceuticals, retail etc. It continues to add new industry segments, while creating a strong presence in the existing verticals.

One of their clients, an insurance company with 600 branches across the country and running completely on manual processes, had to move voluminous quantity of papers to the central processing cell, at the corporate office, using couriers. Due to the volume and the checks required, the lead time to com-

plete the transactions was long. This resulted in poor productivity and internal customer dissatisfaction. "Whereas Empronc, within a time period of three months, has successfully installed BAZ and the client now processes over 1000 electronic claims daily. This is at 96 percent adherence to the computerization requirement. Employee reimbursements have become paperless. Some other ERPs can sometimes take up to six to nine months to install the process and deploy the software but we have proved that we can do it in three months," adds Dwivedy.

Dwivedy, with 22 years of experience in IT systems, deployment, cost optimization, and strategic management along with the founding directors Manish Bazari and Shalini Bazari ensures the delivery of sustainable and innovative solutions to businesses across industries. Empronc provides three integrated services viz. implementation processes, which includes the scoping, blueprinting, solution configuration, and deployment and the post implementation processes like offsite call support desk (L1), continued onsite support (L2), offsite technical support (L3), and finally the validation and assurance services. With these services, Empronc allows the customer's team to concentrate on deriving key benefits, without having to resource software technical support.

Currently, Empronc Solutions has engaged customers in Africa, South America, and Sri Lanka. The BAZ software enjoys the confidence at the CXO level with solutions ensuring organization-wide online visibility and integrity of their budgets, spend, and financial data.

Customers today position BAZ as a leading Enterprise Spend Process Management Solution in their internal reviews, industry forums, and enterprise solution roadmaps. The design of the product is easily configurable to meet the industry specific needs. "BAZ has helped us to bridge one of the fundamental internal control requirements of Procure to Pay system. We have now rolled out every module of BAZ and have activated most of the control features. We have observed that our Turn around Time (TAT) has improved and the size of accounts payable team has continually come down leading to significant benefits," says a large Enterprise CFO.

Lakshya Call Centre Platform with In-house compliant Payment IVR

By Benny Thomas

When the world's largest cardiac hospitals based out of Bangalore, was planning to set up a call center, the key requirement was to integrate it with the existing PBX and intercom network. After considering several options, the hospital selected Lakshya Solutions' CommTEL CTI platform to set up this call center, "Which incurred substantially lesser cost than anticipated," as testified by CEO of the hospital major.

Today, the hospital has been able to streamline phone interactions, maintain caller details and build up a database using this Lakshya's platform. "We have been able to make our appointment scheduling functions faster and smoother for the caller as well as the hospital," as mentioned by the CEO. CommTEL CTI, which is one of the several offerings of Lakshya, is a complete call centre CTI platform and software suite that is ideal for hosted as well as on-premise implementations for the SME/SMB segment of call centres and the same being available on a "pay per use" managed service model, is all the more appealing to prospective clients.

The company established in September, 2003 as an IT education and training center has trained till today. After its success in IT training domain it finally ventured into Telecom and Database Management in October 2006.

Co-founded by a group of 1st generation entrepreneurs who have vast global experience in telecom, database and IT services. Sanjit Pradhan, CTO and Prabakaran T, CSQL Architect says that each of them have U.S. patents to their names in their respec-

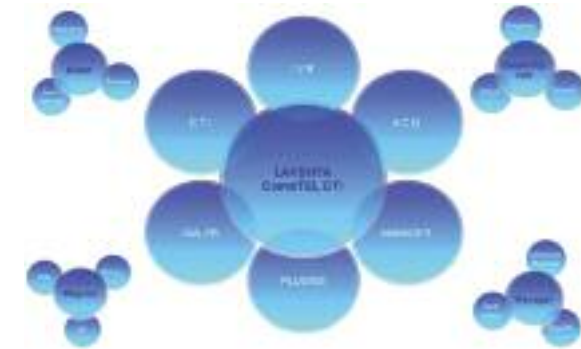
tive fields of expertise. Susant Rout another co-founder has authored 4 titles on C Programming published through Mc-Graw Gill Education. With Priyabrata Kar as a dynamic and focused leader as the CEO / Chairman of the company, Lakshya has been able to achieve some remarkable milestones in the field of Telecom & database solutions as well as IT Training. The company is ably supported with a team consisting of co-founders

of services or purchases.

Some of the other major clients using solutions delivered by Lakshya are global BPOs like Optimus Global, Nirvana, QBix, content aggregators for mVAS space like Symbiotic, operators like Reliance Communications who use VXML based call flow & Service & reporting platforms, non-voice VAS platforms. Their are also from Lakshya, which are being used by major operators in India. CSQL –

India's 1st Main Memory Database System is only the 3rd such product available globally and is benchmarked at 30 – 100 times faster than equivalent products. "Being a startup we have the advantage customizing our solutions and delivering it faster to our customers," says Chakravorty.

For the company, to achieve this customer satisfaction, their employee attitude remains a big strength. The co-founder maintains that each of the 25 members understand the startup scenario, has accepted the challenges and step in with their knowledge and enthusiasm for every company process. "Business development or product development, our employees are always enthusiastic. It's basically our process of recruitment from our training centers that helped us to get a balanced employee base," the CEO asserts. So, today the company can see an aggressive travel to become the best preferred payment solution in the country, but he is satisfied that their one-product-focus strategy and their supportive working group will make the journey smoother.



CommTEL Component composition

Sudhir Panda, Suman Subudhi, Sanjay Rout and Arindam Chakravorty

Recently, the company introduced its latest addition to the IVR capabilities and product line called PayLink, which is a payment IVR implementation. According to the company, the key aspect of PayLink is that it is a pluggable payment IVR in the sense that it can integrate the system with any existing service IVR, call center or web portal. According to the company, the straight benefit for service providers using PayLink is that they no longer have to divert callers calling into their call centers to websites for online payment or ask them to pay through a couriered DD or cheque, both of these methods are not very friendly in terms of instant availability



Jayant Dwivedy