

Contents

Volume-II, Issue-X, October 2014, Price: ₹75/-



COVER STORY

- 16. Technology Solutions for Small Business
- 20. Questions Start ups should ask before investing in Technology
- 22. Why being ambitious matters and how SMEs are achieving their goals in India
- 26. Power Backup Solutions for Small and Medium Enterprises
- 30. An Overview of Technology Acting as a Game Changer for Retailers
- 34. Challenges in Software Development
- 37. When to make software development in-house



- 38. App-up your business to stay ahead: Zoho
- 41. How can Open Source Software help Entrepreneurs
- 42. 10 free IT solutions for SMEs from ManageEngine
- 46. Enterprise Solutions on MS Cloud
- 48. Democratization of Data - Beneficial For SMEs
- 50. InstaVoice : Creating a Revolution in Communication
- 53. Firsttouch: World's First Regional Smartphone
- 56. Personalisation at Touch points to Boost Business
- 58. Pioneers in 3D Printing in India



Get Real. Fundable. Fast.

FUNDING

- 08. KYRON – Helping Start-ups Grow Faster



STATE SCAN

- 10. West Bengal

YAHOO

- 60. Yahoo Small Business: Helping people start, build and grow their business



COLUMN

- 62. Email marketing, a powerful way to reach your customers

HOW TO

- 64. How to make the best use of virtual assistance for start ups

ENTERPRISE SOLUTIONS ON MS CLOUD

With the world's total data doubling every two years and the Big Data industry estimated to be about \$100 billion.

The web and the Cloud are bringing Big Data everywhere, extensively changing the world of enterprise software. The multi-million, multi-year IT projects are giving way to full-featured and robust enterprise software which are quick to implement, flexible to change, and easy to use.

New-age enterprise solution providers like Icertis are already taking advantage of the power of disruptive technologies to create innovative products, and rapidly adding Fortune 100 companies to their customer landscape.

This opportunity landscape can be demonstrated by the fact that Icertis has shown 400% growth in customer additions over the last 2 years, adding 8 enterprise clients globally in the first quarter of 2014 itself - across North America, Europe and APAC - charting an impressive journey of 5 years, 250+ employees and 5 offices across North America, India and Singapore.

Icertis took on the challenge of developing products in the "ERP Surround" space by leveraging the cloud computing tsunami for the enterprise. This breaks the tradition of Enterprise softwares like ERP software implementation which has been traditionally considered as difficult to build, deploy, expensive to maintain and painful to adopt.



Responses from **Monish Darda** – CEO & Co-Founder, Icertis

What are the services Icertis offers? And where are your clients based?

Icertis is a born-in-the-cloud CSV (Cloud Software Vendor) that builds enterprise solutions on the Microsoft Cloud. Icertis' Contract Management for example, helps companies in managing several hundreds of contracts with ease and connects with its customers, associates, as well as vendors to collaborate. Icertis Public Transport Management is changing the way public transport is managed. Purple Mobility, one of Icertis' customers, uses Icertis technology on the cloud to optimize resources, to be sustainable economically, and thereby to make bus travel faster, safer and better. Our clients are based out of the US, Europe and India.

How is cloud rapidly changing the world of enterprise software?

Cloud is rapidly changing the world of enterprise software today, by enabling businesses to adopt enterprise software solutions seamlessly and effectively. It is definitely reducing cost, therefore IT costs that were sky rocketing high at one point are remarkably lowered today. Also, solutions on cloud are easy to implement and offer a never before user experience.

How are born in the cloud players like Icertis transforming business with Cloud and BigData?

With the world's total data doubling every two years and the BigData industry estimated to be about \$100 billion + (According to Industry sources), Big Data has opened doors previously unimaginable. From a seemingly trivial data, several interesting facts are revealed, which thereby completely change the way we perceive data and swiftly change the way decisions are made. At the same time, the web and the cloud

are bringing BigData everywhere. The cloud is rapidly changing the world of enterprise software. Gone are the days of multi-million dollar, multiyear IT projects. Today, business users want enterprise software to not only be full-featured and robust, but also "off the shelf," quick to implement, flexible to change, and easy to use.

This opportunity landscape can be demonstrated by the fact that Icertis has shown 400% growth in customer additions over last 2 years, adding 8 enterprise clients globally in the first quarter of 2014 itself - across North America, Europe and APAC – charting an impressive journey of 5 years, 250 + employees and 5 offices across North America, India and Singapore.

Our flourishing customer portfolio spans across Fortune 100 companies like, Microsoft, ABB, to Questcor (Biopharmaceuticals), bwin.party (Online Gaming), Silverado (Senior Care), and Purple Mobility (Metro Transportation) to name a few. Icertis has also earned several industry awards for helping customers generate faster ROI and high end-user satisfaction.

How do you see the power of disruptive technologies (Big Data, Internet of Things) to create innovative products? Please explain.

There are two major factors that are influencing innovation in products:

a. The SMAC (Social, Mobile, Analytics and Cloud) revolution is happening around us. It is the first time in human history that four disruptive technologies are influencing human behavior

b. Again, the first time in human history, technology is asking questions that businesses are finding hard to answer. So far, the technology revolution was fueled by business needs that were hard to meet. Now, businesses are evolving business models around technology that is disruptive.

These two factors have enabled innovation not just in enabling business processes, but for reinventing business processes. Cars are being sold online, most brick and mortar book shops have already closed down and IT is being sidelined by business when adopting the cloud through Salesforce and other applications. Icertis is redefining contract management by leveraging SMAC to deliver innovation to the enterprise. With size and experience being handicaps rather than advantages, innovation is now easier to bring into practice.

How do advanced device cloud scenarios and BigData analytics help customers achieve increased revenues?

Big Data analytics can help convert data to information and thereby to knowledge. Once armed with that knowledge, better business decisions can take place which leads to increased revenue. For example, at Icertis we are working with Microsoft's new Kinect sensor to detect the age group and gender of people visiting a store as well as their body language, posture and activities – tons of data gathered by the Kinect sensor is processed as BigData using cloud to understand what excites people, how, and also to predict behavior. This information is then turned to knowledge about them and their buying habits by correlating it to their social profiles. This would result in increased sales and profitability.

What are the growth plans of Icertis?

Icertis understands the new need to tap the growing opportunity in enterprise software market, and address more geographies. This is being done through partnering with GTM eco-system and through strategic partnerships with large system integrators.

- Dhanya Menon