

# Drawing the Power of Microsoft Cloud - Icortis

Icortis is the leading provider of enterprise solutions in the Microsoft Cloud. The company's cloud-native products and services address specific enterprise business needs by fully leveraging the cloud's elasticity, ubiquity, and availability. Icortis' product suite includes comprehensive ERP-surround solutions for contract and compliance management, transportation management, public transport management, fleet management, and dealer management. The products have flexible deployment models – on-cloud, on-premises and hybrid options to ensure that diverse requirements for cost, compliance, and security are met. Icortis' cloud-native services help customers build innovative, secure, and easy-to-use applications, leveraging prefabricated frameworks and adapters and modules to integrate data from multiple locations. Icortis products and solutions are deployed in multiple Fortune 500 companies and have received great reviews from both users and analysts alike.

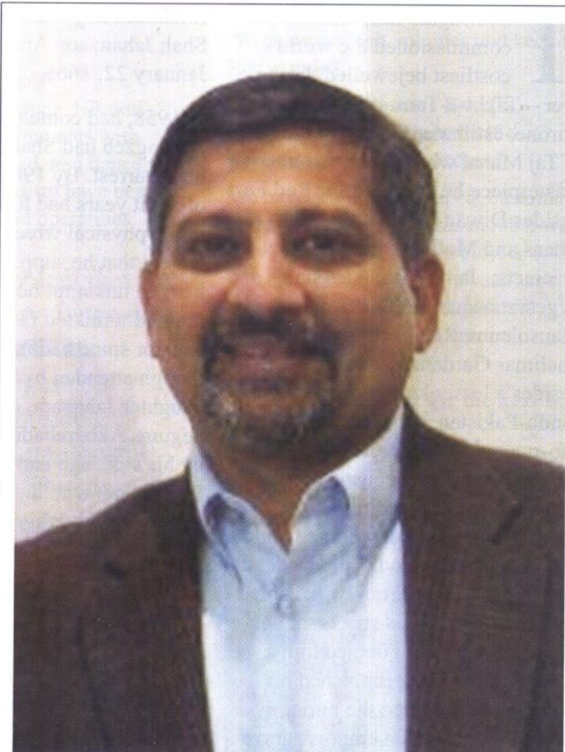
Quick Facts	
Employee strength	250+
Revenues	CAGR over last 4 years – 100%
Total number of clients	25+ customers globally
Some of the clients	Microsoft, ABB, Questcor (Biopharmaceuticals), bwin.party (Online Gaming), Silverado (Senior Care), Janney Montgomery Scott LLC, Prasanna Purple Mobility Solutions, KPIT Cummins

**Samir Bodas** –CEO & Co-Founder, Icortis discussed the premise and promises of his company with **SME WORLD**.

**What type of cloud solutions are you providing and who are your main target customers (profile/ industry etc)?**

Icortis is a born-in-the-cloud CSV (Cloud Software Vendor) that builds enterprise solutions on the Microsoft Cloud. Traditionally, it has always been difficult to build, deploy and adopt Enterprise software. Moreover, it affects IT cost tremendously as it is expensive to maintain. The idea behind Icortis was to break this tradition and develop ERP Surround products by leveraging the cloud wave. Our products are equipped to address specific enterprise business needs by capitalizing the cloud's elasticity, ubiquity, and availability.

Icortis' product suite includes Icortis Contract Management, Icortis Transportation Management,



**Samir Bodas**  
CEO & Co-Founder, Icortis

Icortis PublicTransport Management and Icortis Fleet Management solutions. The flexible deployment model of our products is capable of addressing a variety of requirements for our customers, such as cost, availability and security. These enable our customers to build an innovative, secure, and easy-to-use device cloud onpremise applications, leveraging prefabricated frameworks and data integration IP.

Icortis Contract Management (ICM) is a comprehensive and easy to use contract management system that helps organizations streamline and optimize their contracting processes. For example, ICM has enabled a Fortune 500 company to manage hundreds of thousands of contracts easily and also collaborate with its customers, partners, and vendors during contract negotiation and review. Icortis Public Transport Management is changing the way public transport is managed. Purple Mobility, one of Icortis' customers, uses Icortis technology on the cloud to optimize resources, be economically sustainable, and make bus travel faster, better and safer for



people. We also have products in Transportation and Fleet Management, providing comprehensive functionality to address planning, operations and maintenance.

Icertis Contract Management is a horizontal solution, applicable across all industries – Manufacturing, Automotive, Pharmaceutical, High Tech, Retail, IT Services. Icertis Transportation Management and Fleet Management are targeted towards 3 PLs [third party logistic providers], Transportation companies and any large FMCG/Distribution company that has its own transportation division. Icertis PublicTransport Management is primarily for Intra-city, Inter-city transport operators.

**What are the issues with adoption of cloud solutions by Indian SMEs? Are there certain myths that need to be dispelled?**

One of the major issues/reasons why Indian companies have been so slow in adoption of cloud is because unlike global organizations, they did not invest heavily in this technology in the initial stages in 2008. They adopted a “wait and watch” approach, so that they could gauge how advantageous it can be, but not anymore. Today, SMEs are driving the growth of cloud in India. The value proposition of cloud – reduced capital costs with no infrastructure investment, increased productivity coupled with quick deployment is what SMB's need today to fuel their business growth and make their IT work seamlessly. In addition to facilitating agility to the small and middle businesses that are expanding

and hence the need to manage technology at multiple offices, global supply chain, what cloud is really doing is enabling them to make more money. Applications built and running on the cloud are the perfect illustration for this.

The greatest challenge that we have faced since day one and still continue to face is disbelief. Customers just cannot fathom how an enterprise application could be deployed in weeks, as opposed to the past where it took months or even years. Another

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challenge that we faced earlier was the resistance from IT departments in organizations to go on the cloud for enterprise applications. This was because not many of them understood how cloud works, they were also surprised by how easy and flexible our products are. To tackle this, our business user champions had to and still continue to convince them and sell our value proposition to their internal IT departments through the business users.

**How does Icertis address the security concern in cloud based solutions?**

Newer technologies like cloud computing, virtualization are transforming the way businesses are conducted. But with

users accessing more and more applications - there is more data, more identities and more things to protect. More particularly, there are applications we want our users to access and some we don't. While organizations want to enhance their employee's productivity, employers don't want to lose control over their data. Further, there are two significant pressures on businesses: economic and regulatory. Regulatory pressure demands adequate data backup. Economic pressure demands the same, but backup as near to instantaneous recovery as possible. The implications of a business without access to its own data is not lost on anyone. But the current economic climate also requires cost savings rather than capital investment. The born in the Cloud, advanced architecture of Icertis products ensures that security is built into the system, thus making collaboration at a global scale safer, secure and more reliable. The Platform as a Service component of Microsoft Azure ensures that the underlying platform is hardened and provides the right security. A comprehensive dev-deploy-operate perspective on security provides the right attention to detail in securing Icertis applications on the cloud. Data on the move and at rest is encrypted and constant monitoring ensures protection from emerging threats. A comprehensive Role Based Access Control provides an additional layer of application security that mitigates typical security concerns.

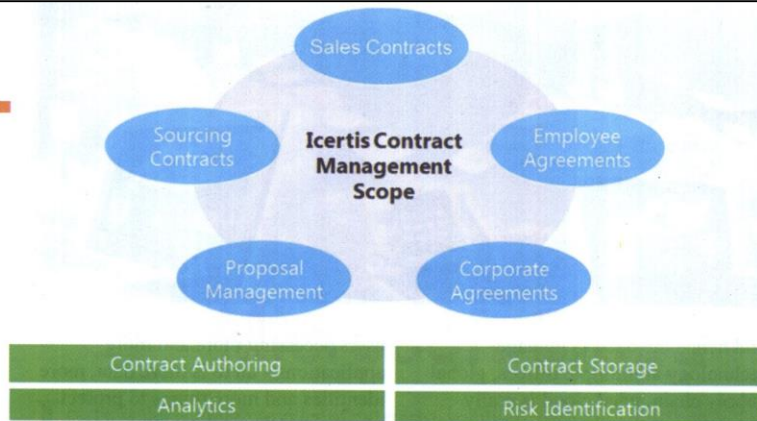
**Please share with us how Icertis has made a difference for some of its (out of 15 international clients). What kind of services do they look for?**

Here are some examples of how Icertis' clients are optimizing its products for seamless running of their business, while saving costs.

■ **Icertis Contract Management system** delivered significant value to Microsoft Corporation while







addressing its unique business requirements by reducing contract administration cost by 40% and improving speed of contracting by 60%. Our contract management system has enabled Microsoft to manage 250,000+ contracts and agreements a year across 90 countries in 40 languages. The comprehensive governance framework enabled by highly scalable and extensible workflow running on Microsoft Azure platform significantly ensures 100% compliance with contracting policies and procedures and ability to mitigate and manage risks. The real-time compliance dashboard allows the senior management to monitor compliance and identify procedural bottlenecks, resulting in optimized and streamlined contracting processes.

■ **Icertis Contract Management** system was designed and implemented to meet KPIT's unique contract management challenges. Deployed in less than 60 days, the system has automated KPIT's end to end contracting process across all of its business units globally. Icertis Contract Management system provided to KPIT included features such as Contract Setup, Approval Rules Engine, Contract Negotiation, Deviation Analysis, Contract Risk Assessment, Contract Execution, Contract Repository, Roles Based Access, Visibility & Alerts, KPI Dashboard and Reporting.

■ **Prasanna Purple Mobility Solutions**, a pioneer in surface mobility solutions for mass transit operations, chose Icertis PublicTransport solution to help make its bus operations one of the most efficiently run public transport service in the country. Leveraging the latest

advances in cloud technology, Icertis PublicTransport helps city and inter-city bus operators optimize efficiency resulting in maximizing revenue along with offering a hi-tech and contemporary travel experience to

Icertis' vision is to apply the cloud where it matters and our mission is to be the partner of choice in the cloud ERP surround space. We have developed ERP surround applications suite starting with contract management and now transportation, fleet and public transport solutions.

passengers, who can check bus schedules, route details, estimated travel time and fares, bus timings, as well as traffic information both online and on mobile devices, all in real time.

■ **Roche Diagnostics**, a Fortune 500 pharmaceutical company chose Icertis Contract Management system, to manage their complex contract system. Icertis worked closely with the legal specialists at Roche, to deploy, configure and customize the Contract lifecycle management solution. By implementing ICM, Roche legal team was able to undertake contract risk profiling, clause deviation analysis, commitment tracking, audit trail and have a centralized contract management system.

**How do you intend to take Icertis to the next level? What are your key focus areas and concerns?**

Icertis' vision is to apply the cloud where it matters and our mission is to be the partner of choice in the cloud

ERP surround space. We have developed ERP surround applications suite starting with contract management and now transportation, fleet and public transport solutions. Recently, we have added BigData and Analytics layer to our application suite to build intelligence and provide actionable insights for effective decision making.

Our key endeavor is to grow our business organically. We have opened a new sales office in Singapore – increasing our footprint in the South East Asian market. The focus, this year will be to increase our global sales footprint and further strengthen our R&D. To accomplish this, we have also partnered with prominent IT firms – Infosys & KPIT - to jointly go to market with our cloud-based products and develop Intellectual Property. This is definitely going to give us a sales boost, allowing us to reach out to a wider customer base. Further, a new partner program is being launched - with some of India's top System Integrators (SIs) reselling and implementing the Icertis suite of products.

Improve Compliance

Reduce Risk

Increase Productivity

Deploy Quickly and Flexibly

Drive Adoption

Icertis Contract Management Value Proposition

**Icertis has 250 employees. What is the demographic mix of your employees? How do you keep them dedicated to the company? What kind of employee motivation techniques or methodologies have you adopted?**

Icertis is perhaps the only leading edge Enterprise Cloud ISV in Pune. To a large extent, people self-select to join Icertis. They want to work in a cool company, on great products, and the one that is going places. We, as employers, will continue to nurture this

highly motivating and special environment for our employees.

**What has been the prime benefit of working with an organization like Microsoft while venturing into your start-up?**

Ever since its inception, Icertis shares a close 360-degrees partnership with Microsoft, being the pioneer in the cloud based enterprise business. Microsoft is Icertis' customer, Icertis is a Microsoft customer. Icertis products are built on Microsoft Azure and the Microsoft technology stack, and both companies work closely with each other on sell-with and go-to-market activities. The prime benefits of working with an organization like Microsoft is access to leading technology products, business counsel and technical support. Also, since Microsoft is a big name, Icertis gets market visibility in the form of reliability and credibility. Additionally, we also get access to a huge customer base worldwide.

**About Samir Bodas**

Samir is the co-founder and chief executive officer at Icertis. Inherently an entrepreneur, Samir founded Icertis in 2009, along with Unmesh Bhatija and Monish Darda, all well-established IT industry veterans. Samir is responsible for the company's overall business growth and operations globally. He began his career at McKinsey & Co., followed by several years in management at Microsoft. Before co-founding Icertis, he was the CEO of Disha Technologies (later acquired by Aztecsoft), then CEO of Aztecsoft (later acquired by MindTree), successfully guiding both companies towards fast growth, and managing their respective acquisitions. Samir received his MBA from the Wharton School of Business and a BA in Computer Science from the University of Texas at Austin. When not working, Samir enjoys golf and reading about golf. He also serves as a Board Member of the Seattle Chapter of The Indus Entrepreneurs (TiE) and as a Trustee of the The Lakeside School.