nasscom

India's Tech SMEs

Rising in the Global Digital Arena

Industry Partner PROHANCE Research Partner UnearthInsight

Leaders' Note

Srikanth Sreenivasan
Vice President & Head – Membership and Outreach
nasscom

Ankur Dhingra
Chief Executive Officer
ProHance

Micro, small, and midsized enterprises (MSMEs) account for 40% of India's GDP and 60% of its employed workforce, forming a critical economic growth pillar for the nation. Technology industry has 10,000+ SMEs dedicated to providing either traditional or digital solutions to the technology buyers. This subsegment will contribute an estimated $15-20 Bn in FY23 revenues, comprising 7-9% of the overall technology industry in India.

Traditionally, tech SMEs have predominantly offered legacy IT, BPM, and subcontracting services. The shift to digital services, and the prevalence of digital-native SMEs, has, however, grown at a rapid 80%+ CAGR since FY20. Digital tech SMEs have taken up cloud transformation through hyperscaler and SI partnerships, platform solutions, advanced analytics platforms, and AI/ML solutions as their core offerings, while the leading-edge innovative digital SMEs have bet on deep-tech solutions that either vertically integrate functions, or horizontally integrate value chains.

Similar trends are being noted in the talent landscape, with hiring for digital skills growing at 2X the rate of traditional tech roles. Majority SME headcount, nearly 70%, is employed in established hubs in India, another ~25% in growing hubs comprising Tier II/III cities, and sales-focused satellite offices are coming up across globally pertinent locations.

As India prepares for a $5 Tn digital economy, and the tech industry's GDP value add will double to $500 Bn, the aspiration is for the tech SME segment also to grow to 2X its current size. Doubling of digital SME revenue is expected to help deliver this objective. Shift to digital is imminent, else traditional SMEs should prepare for stronger headwinds. Their struggle to scale-up and innovate, step beyond founder-led networks, and have no pricing power, will likely limit growth in the next 3-5 years.

This study, a first-of-its-kind, aims to kickstart the initiative of bringing more innovative digital solutions of Indian tech SMEs to the global technology buyers. We hope you enjoy reading it.

Table of Contents

4 Research Objective and Methodology

6 Executive Summary

12 Indian Tech SME Landscape

21 Business Strategies of Indian Tech SMEs

28 Challenges, Outlook and Recommendations

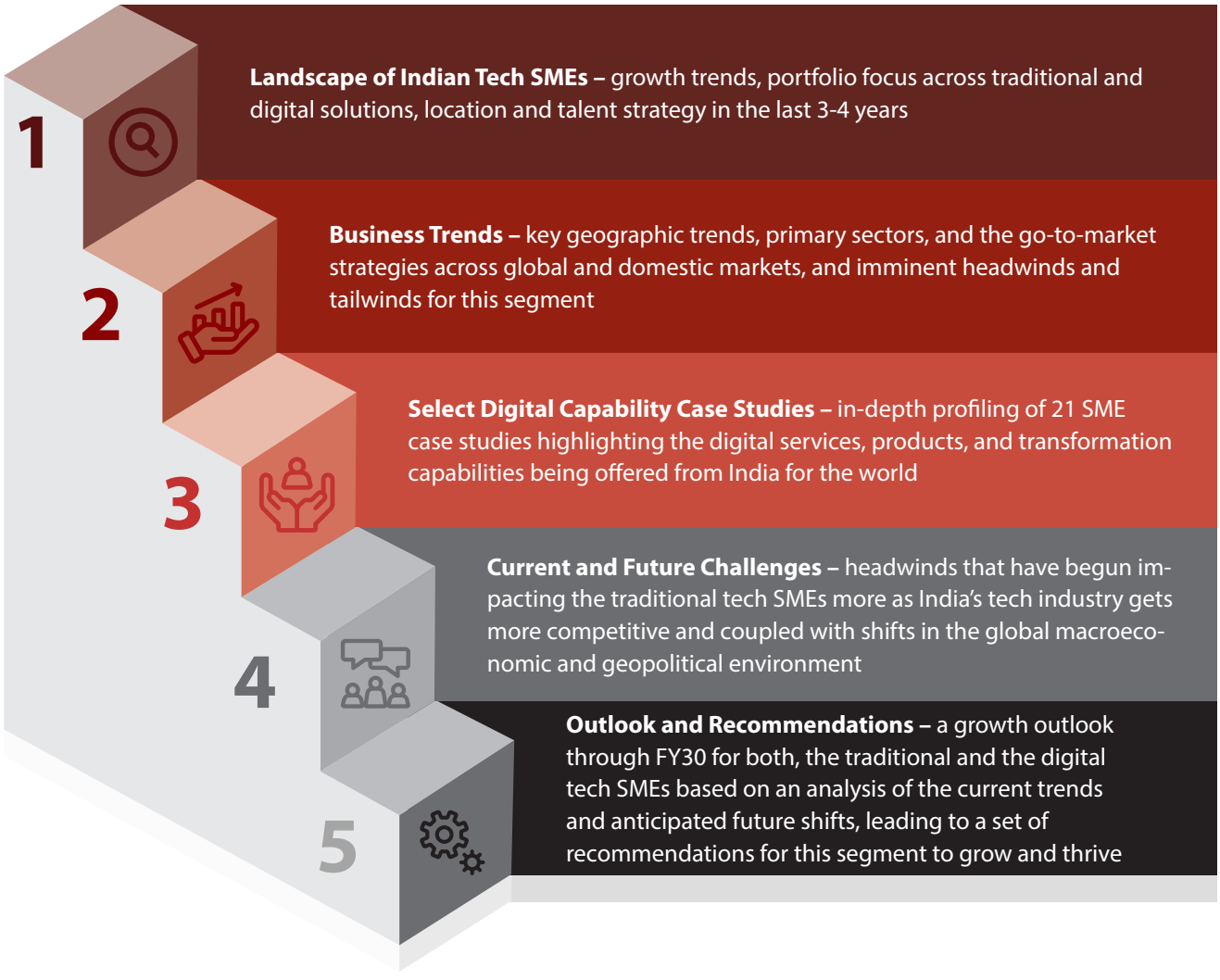
34 Digital Tech SMEs: Innovation Approaches and Select Case Studies

57 Appendix and Acknowledgements

Research Objective and Methodology

This study, **India's Tech SMEs: Rising in the Global Digital Arena,** is a first-of-its-kind publication on this crucial segment of the overall tech industry. This research was initiated to provide a platform for ongoing participation by the tech SMEs in building a showcase of their digital services and innovative products and platforms, for global and domestic markets. This study also covers a brief landscape on the state of the tech SMEs in India, their growth trends, digital and traditional tech offerings, and the potential growth outlook through FY30.

This study covers these five broad themes:



Research Methodology

Nasscom Insights conducted a survey with ~95+ participants and in-depth interviews with the leadership of 45+ SMEs, to gain deeper understanding of the tech SME landscape, current trends, business challenges and SME leaders' outlook on future growth prospects.

Nasscom partnered with UnearthInsight to leverage their tech SME database for:

- Listing of 10,000+ tech SMEs covering all the major service lines and segmentation
- Information on service offerings and growth trends. For this study, the target base of tech SMEs are companies that offer technology products and services as their core business, and majority of these companies have reported profitability since FY19.

Definitions

Tech SME Definitions and Services

MSMEs – Micro, small and midsized enterprises in India, by annual revenue-based segmentation:

01 Micro – less than INR 5 crore

02 Small – INR 5 crore to less than INR 50 crore

03 Midsized – between INR 50 – 250 crore

Indian Tech SMEs – MSMEs that offer technology software, hardware, and services to Indian and global entities, and are headquartered in India.

Service Line Coverage –

Traditional IT and BPM Services & Sub-Contracting

- **IT Services:** Application development and maintenance (ADM), systems integration (SI), infrastructure maintenance services (IMS), new software development
- **BPM:** Customer Contact Center (Voice Services), Finance & Accounting, Procurement, HR, Shared Services, etc.
- **Subcontracting:** Staffing services

Core Digital

- **Cloud-Based Services:** Cloud migration, native cloud development and support
- **Big Data/Analytics/ AI-ML:** Analytics platforms, UX/UI, AI/ML applications
- **Digital Product Engineering Services**
- **Emerging Technologies:** , IoT, Blockchain, Robotics, Automation applications

Software Products/ SaaS

- **Enterprise Software:** Software products or SaaS solutions for ERP, HCM, ECM, CRM, SCM, Mobility Apps, or API platforms, low-code/no-code solutions

Executive Summary

Tech SMEs in India contribute 7-9% to the technology industry, having grown at a 10%+ CAGR through FY19, with roughly 90% in the micro and small categories

7-9%

Tech SME share in INR 19.6 lakh crore* ($245 Bn) Indian technology industry in FY23E

60-70%

Are BPO SMEs, followed by IT services at 20-25%, and Software Products and SaaS SMEs at 10-15%

8-10%

SMEs have ~INR 50-250 crore in revenue

60%*

BPM, software product, SaaS SMEs capture larger share in India's domestic market, MENA, Singapore and Southeast Asia.

41%

Digital SMEs generate 80% revenue from cloud, AI/ML, analytics and digital services, operating with 15-25%+ margins having grown faster at 20-25% y-o-y

80%

Tech Services players generate revenues from North America (50%), and Europe (30%) are two of the biggest geographies helping SMEs sustain growth

15-20%

Estimated aggregate revenue CAGR of digital tech SMEs through FY30. Pure traditional IT services and BPM may shrink in growth rate due to disruption

20-30%

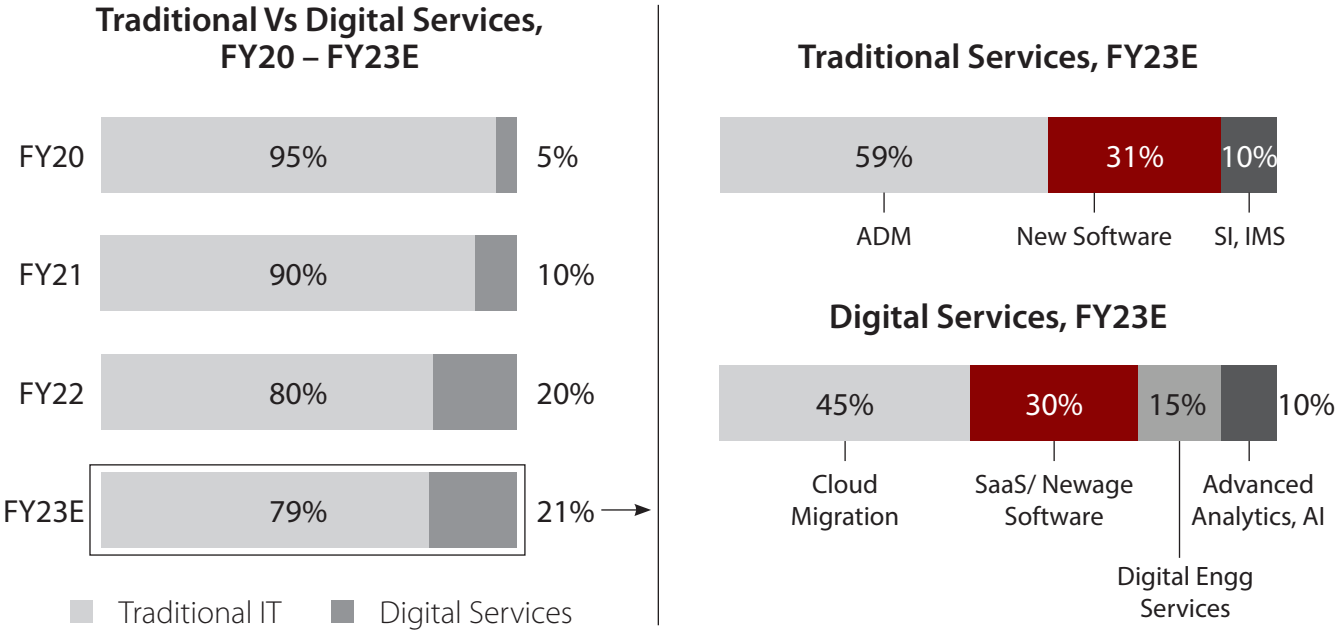
of tech services SMEs focus on single digital capability (Cloud or IoT or Product) and partnership model for growth

70%*

of Tech Services, BPM & Software Product SMEs generate 90% revenue from traditional services, hence have grown at 12-14% CAGR and delivered 10-15%+ margins growth since FY19

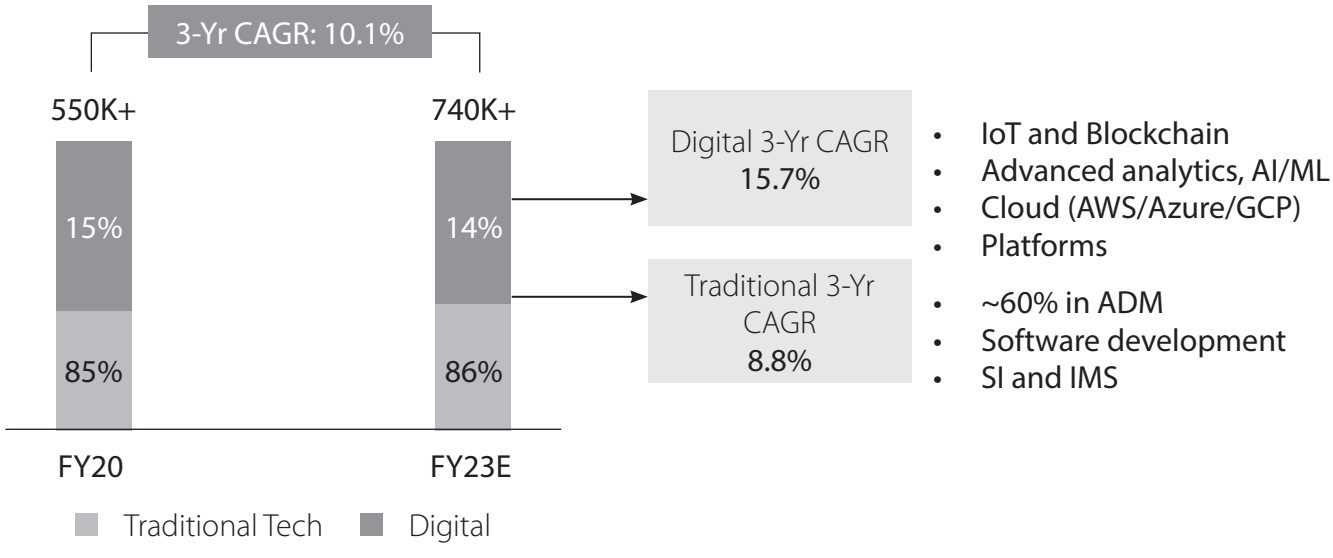
Source: nasscom UnearthInsight Tech SME Database Analysis.

Digital SMEs have grown 4X since FY19, with focus on cloud migration, SaaS, digital engineering, and advanced analytics and AI-based solutions



Digital talent has consistently increased since FY20, having grown at 2X the traditional talent CAGR, although it is one-half of the industry's expected 35%+ digital talent mix in FY23

Indian Tech SME Headcount – Digital and Traditional Split, FY20 – FY23E



Source: nasscom UnearthInsight Tech SME Database Analysis.

Indian tech SMEs have grown on a smaller base, however, similar or higher growth, particularly for traditional services SMEs, may need focused action against headwinds

Headwinds for Indian SME Tech/BPM Industry	
SMB Skew	75%+ of the clients are either SMBs (buyers) or foreign tech SMEs
Founder-Dependent	Majority SMEs depend on founder networks for business opportunities
No GTM Strategy	3-in-4 SMEs report minimal or zero marketing budgets
Near-Shore Rising	Local tech SMEs in East European and South-East Asian regions are growing
Growth AND Margin Squeeze	Trade-offs between high-volume low-margin and low-volume high-margin likely to backfire

Tailwinds for Indian SME Tech/BPM Industry	
Rising Global Digital Spend	Global buyers' are willing to spend 30-40% of tech budgets on digital transformation
India's Outsourcing Dominance	India accounts for 57-58% of the global outsourcing share
Decline in Pure Subcontracting	Pure subcontracting SMEs are driven to evolve into tech platform providers
Dedicated GTM Budgets	Midsized SMEs and innovative digital SMEs are expanding marketing spend
Robust Domestic Demand	Domestic tech buyer demand will systemically rise with growing focus on digital

Source: nasscom UnearthInsight Tech SME Database Analysis.
*GCCs or global capability centers are the technology services and R&D arms of global companies

Doubling of Indian tech industry to $500 Bn by FY30 is expected to entail similar trend for the tech SMEs, with digital revenues growing 2-2.5X, to 35-40%

FY30 Outlook for Tech SMEs in India

Impact of Higher Share of Digital in SME Revenue, FY30 Scenario	
Tech SME Revenue	$35-40 Bn
Digital Tech SME Revenue	$12-16 Bn
Digital Revenue Share	35 – 40%
Digital Revenue CAGR	15 – 20%

Key Enablers for Digital Tech SMEs

- Growing demand for dedicated Cloud, AI/ML or IoT service providers.
- Local SMEs across smaller cities to cater to AWS, Microsoft, etc.
- Need for Offshore Digital first services partners.

It is expected that traditional demand will not only grow at a slower pace, and will be outgrown by digital growth rate (on a faster rising base), but that many legacy services will cease to exist in light of newer tech demand, more flexible hiring arrangements, and a shift to a product economy. This switch will impact existing roles and skills, forcing SMEs to change gears in the midst of rapid industry shifts.

Competitive positioning calls for a set of focused shifts by SMEs, aided by governments and nasscom SME Connect

By SMEs

- Fast-track innovation
- Hire for product/ sales leadership
- Step up skin-in-the-game with high-margin play and outcome-based SLAs

By Governments

- Build government tech procurement policy favoring SMEs
- Constitute a focused digital tech SME incentive scheme

By nasscom

- Expansion of global showcases
- Growth strategy workshops
- Facilitate access to sustainable financing aside of PEs/VCs

Source: nasscom UnearthInsight Tech SME Database Analysis. *8% and 16% CAGR for traditional SMEs and digital SMEs respectively is the best-case scenario. Refer to detailed base-case and best-case outlook on page 30 of the study.

Tech SMEs at the cutting-edge of innovation – technology, business, or GTM – have not only reaped the first-mover advantage, but have gained a niche above large industry peers

Current R&D spend by tech SMEs is a low 0.1-0.2% of revenue, on average, whereas the more successful ones, particularly in the product realm are having to spend anywhere between 3-5% on R&D.

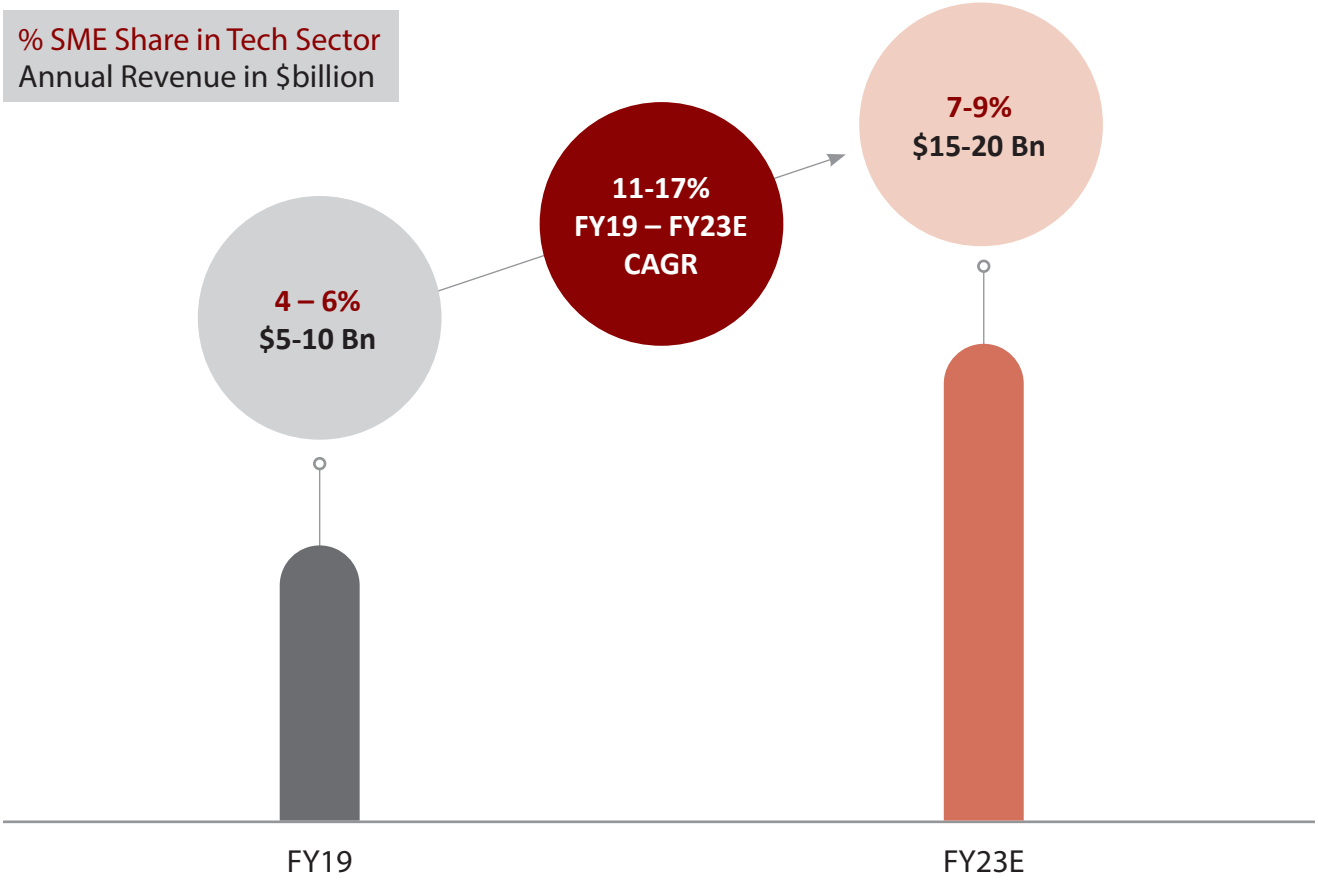
Business Model Innovation	• Innovation in crucial "whitespaces" in a sector or a value chain • Vertical integration or sector-neutral offering to scaleup • Large enterprise clients early in the growth journey
GTM Strategy Innovation	• Early partnerships with scale technology providers • Expansive stakeholder solutioning – include fringe stakeholders in the process • Agile and contextual product pricing or bundling
Technology Portfolio Innovation	• Dedicated innovation labs, capex, and deeptech focus • Solution accelerators to help with PoCs or MVP testing • Tech convergence is guiding principle • Agile, low-code, reverse engineering to minimize costs
Talent Engagement Innovation	• Big spend on industry/ subject matter expert talent • Diverse teams with conscious mix of experience, capabilities, and skills • Attrition control by rewarding innovation
Performance Management Innovation	• Customer performance metrics in provider SLAs • Solutions aimed at variabilizing business capex • Built-in sustainability tracking, impact analysis, and reporting

Source: nasscom UnearthInsight Tech SME Database Analysis.

Indian Tech SME Landscape

Tech SMEs are expected to contribute between 7 – 9% of the FY23E tech industry revenue of $226 Bn*, with faster growth seen during peak years of the pandemic

India Tech SME Revenue – FY19 to FY23E



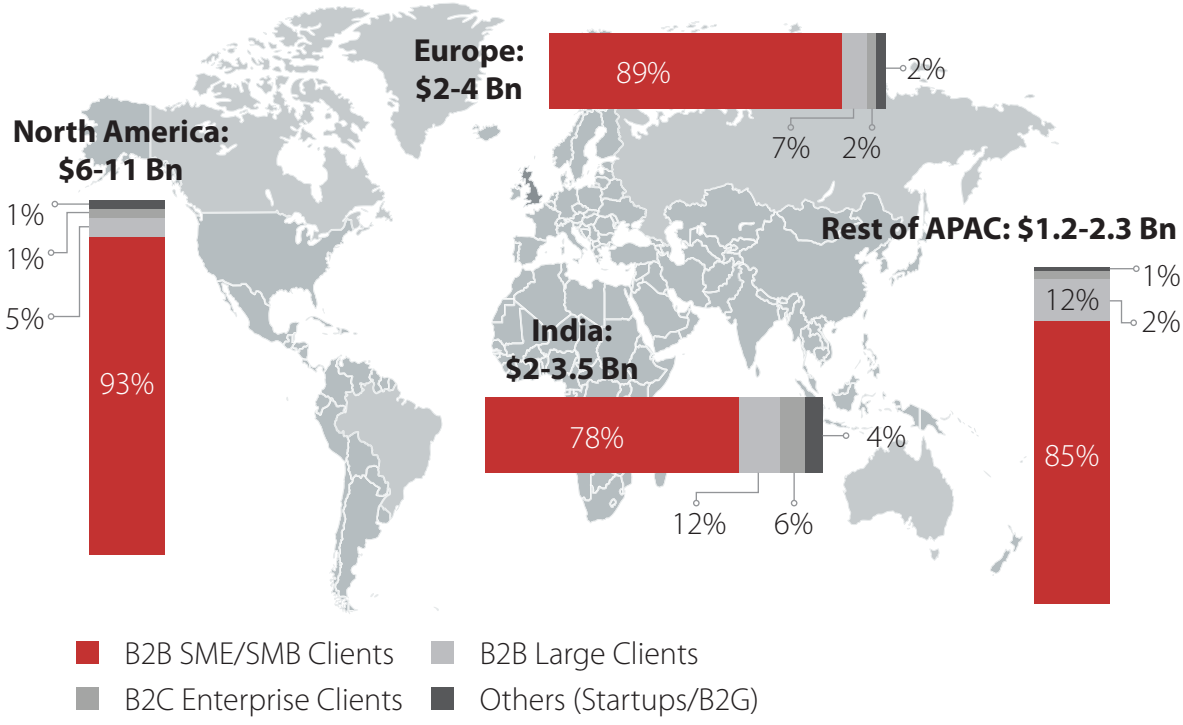
From a pre-pandemic share of Tech industry at 4-6% to a share of 7-10% in FY23E, tech SME contribution has grown with more technology demand

Tech SMEs – companies within INR 250 crore annual revenue – have long formed the backbone of the Indian Tech industry. Having risen through the subcontracting and staff augmentation models in the early 2000s to increasingly offering digital solutions to global clients, Tech SMEs are emerging from the long-tail shadow of large incumbents into a space of specialist, high-impact offerings of their own, many of which are world-leading products and services.

Source: nasscom UnearthInsight Tech SME Database Analysis. *$226 Bn is expected FY23 revenue of the Indian tech industry excluding hardware that forms a comparatively smaller portion of the tech SME segment.

North America accounts for 50-55% of tech SME revenues, followed by Europe at 19-20%, and the domestic market at 17-18%

Geographic Split of Revenue for Tech SMEs in FY23E



North American Focus

1. Niche Cloud, AI, IoT & SaaS Products
2. Large Vs SMBs – Over 90%+ SMB enterprise clients choose Indian Tech SMEs due to cost, ease of partnership, and flexible contract terms

India Focus

1. Large Vs SMBs – ~78%+ SMB clients choose domestic tech SME support
2. Low Code No Code & product demand from SMBs in India
3. Traditional IT & ERP Products
4. GCCs leverage Subcontracting from Indian Tech SMEs

European (incl. UK) Focus

1. Digital Banking Enterprise Solution Cloud, App Dev, ERP/ERM
2. Large Vs SMBs – >80% of Indian Tech SME revenue comes from large enterprises & conglomerates

Rest of APAC Focus

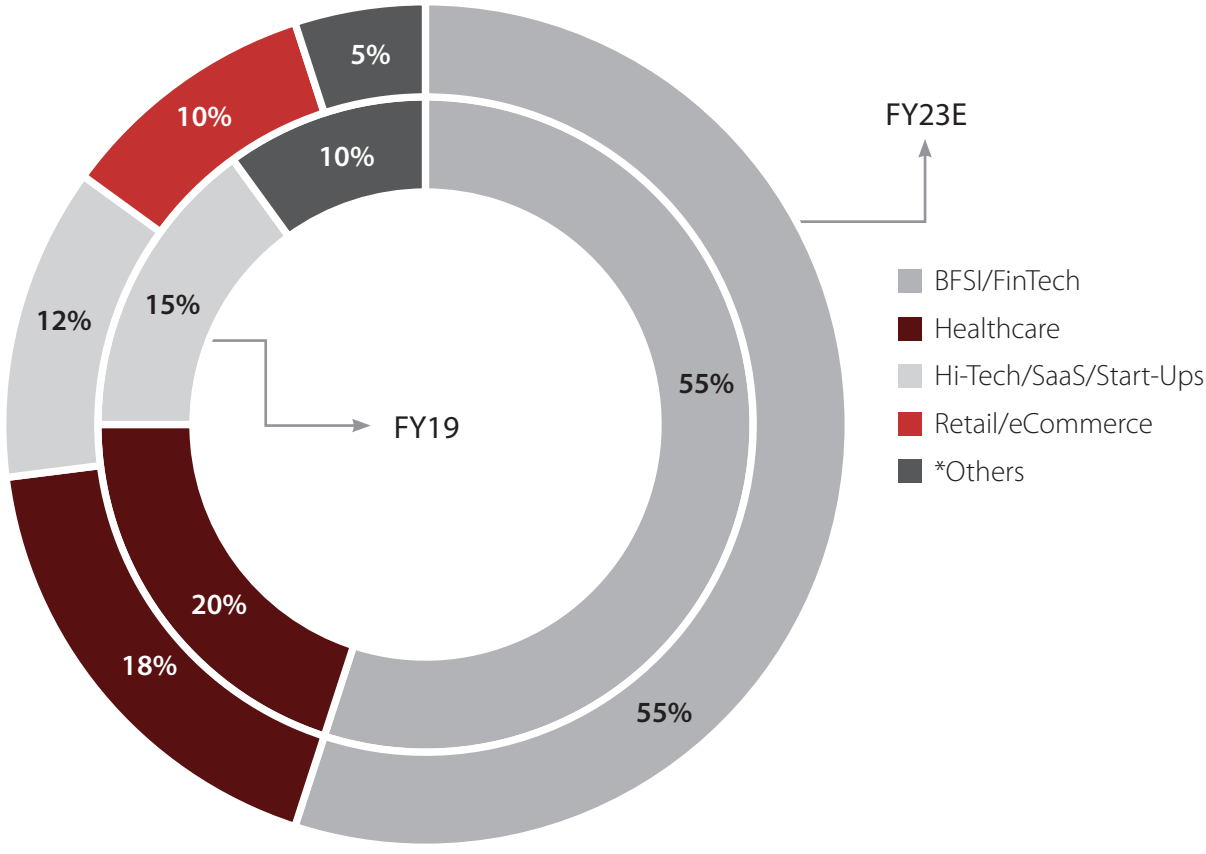
1. Digital Transformation, Enterprise Service/ Content, DevOps
2. Large Vs SMBs – >90% of Indian tech SME revenue comes from SMBs from Japan and Southeast Asia

Indian Tech SMEs are more diversified in their geographic presence, vis-à-vis, the larger counterparts who drew nearly 62% of revenues from North America alone, in FY23E. SMEs have increased their APAC presence with foray into non-traditional Japanese and Australian markets, as well as, deeper penetration into the Middle East markets of UAE and Saudi Arabia.

Source: nasscom UnearthInsight Tech SME Database Analysis.

BFSI continues to drive 50-55% of revenues, even as demand for digital has brought-in new sectors, particularly retail and ecommerce

Sector Split of Revenue for Tech SMEs, FY19 and FY23E



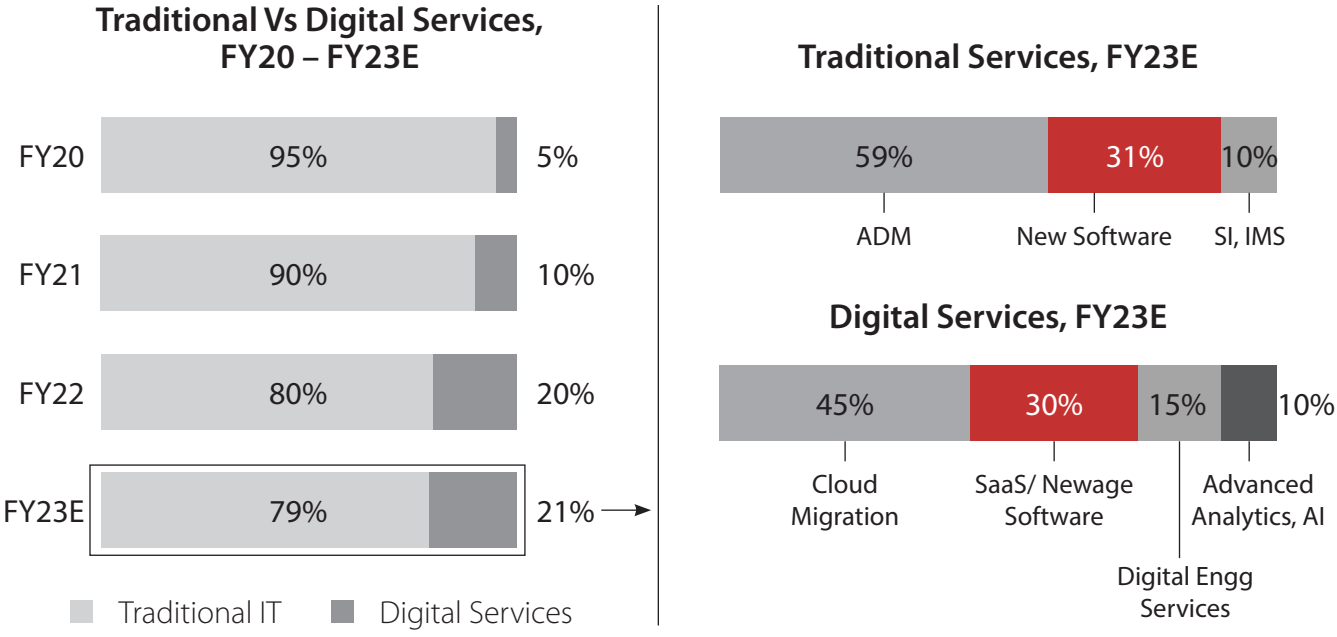
Sector-agnostic digital services and platform solutions have helped with sectoral diversification, particularly in the retail and ecommerce verticals that grew during the pandemic in the backdrop of higher digital consumption

Growing Demand from Retail & eCommerce GCCs – Over 20+ retail GCCs doubled headcount in India in the last 5-6 years and Indian tech SMEs participated in this growth journey by providing the GCCs services, such as analytics and business intelligence (BI) tools, app development, implementation support for global cloud solutions and subcontracting resources for testing, omnichannel customer support, infrastructure support, etc.

Demand from Digital Native & SaaS Start-ups – Indian startups leverage the tech SME ecosystem in India for product development support, AI/ML data tagging, testing, product engineering services, etc.

Source: nasscom UnearthInsight Tech SME Database Analysis. *Others includes B2G, Telecom, Manufacturing, Automotive, Heavy Industries

~80% SMEs still offer traditional IT and subcontracting services primarily, while digital has grown at >80% CAGR since FY20



Growth during the pandemic is attributable to rising digital demand and growing maturity of SMEs across integrated or specialist services

60% traditional tech SME revenue comes from legacy ADM, SI, managed services – Midsized tech SMEs are SI partners to over 30+ enterprise product firms, such as IBM, SAP, Oracle, Microsoft, Salesforce, etc., while micro and small SMEs cater to resourcing needs through subcontracting services

Cloud and new-age app development forms 75% of digital SME revenue – Digital SMEs witnessed higher demand for cloud migration, app modernization, hybrid cloud adoption, from Indian SMBs in the last 3 years. Q1FY23 onwards, this demand has shifted to cloud cost optimization

Startup demand for digital product engineering – More Indian startups geared towards software/ embedded software products are leveraging product engineering services

Analytics and AI/ML-based solutions and services nascent, but growing rapidly – Larger enterprise clients with big-ticket AI initiatives prefer Tier I /II strategic tech partners over SMEs; SMBs and global tech SMEs leverage Indian tech SMEs

Source: nasscom UnearthInsight Tech SME Database Analysis.

Revenue for tech SMEs from digital services and products alone accounts for 15-20% of revenue, primarily driven by cloud, analytics, SaaS, and AI/ML, but it varies across the sectors

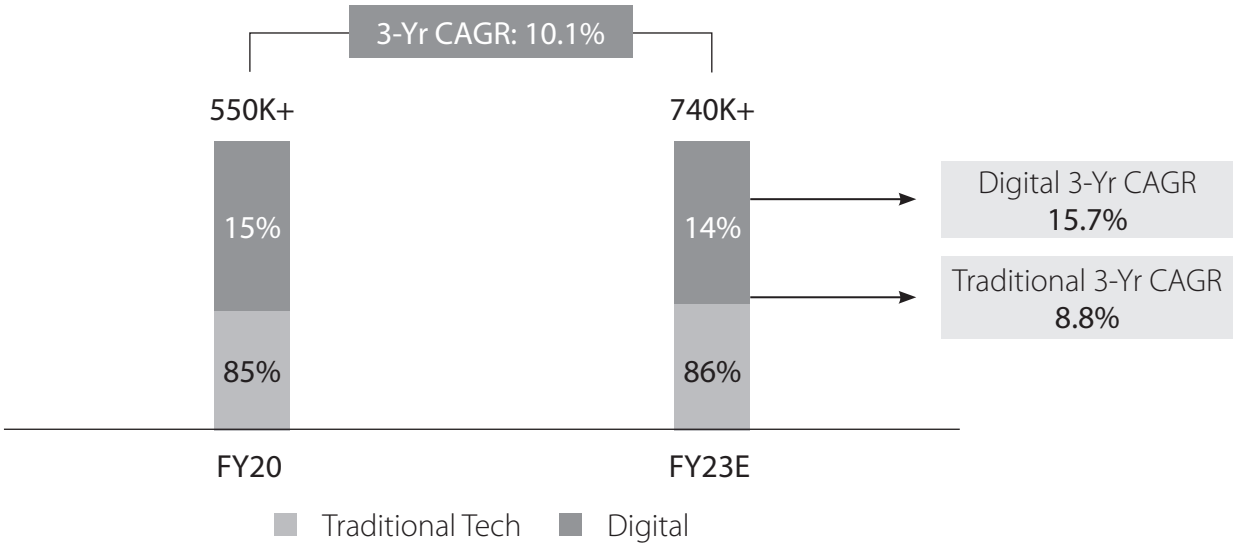
	BFSI/FinTech	**Healthcare**	**Hi-Tech and SaaS**	**Emerging Sectors**
Revenue Source	US – 80% India – 10% RoW – 10%	US – 70% Rest of APAC – 20% India – 10%	India – 40% US – 35% RoW – 25%	India – 45% US – 40% RoW – 15%
Digital: Traditional Mix	17% : 83%	12% : 88%	65% : 35%	10% : 90%
Trends	• Majority clients are midsize BFSI companies, spread across US, Australia, Malaysia, Indonesia, and Singapore markets • 90% of domestic large BFSI companies outsource lowcode development	• Midsize Pharma, Healthcare and Lifesciences clients leverage Indian Tech SMEs for cloud transformation, clinical trial applications, and healthcare analytics • Lifesciences BPO outsourced to SME CROs in India	• Hi-Tech SMBs and SMEs from US, both, leverage Indian Tech SMEs for cloud transformation, native cloud development, and testing as part of Cloud/SI partnerships • Indian startups, SaaS companies in US outsource product development support	• Retail and eCommerce startups outsource engineering services and ADM to Indian SMEs • Global capability centers (GCCs) of US retailers leverage Tech SMEs in a subcontracting mode

Sectors that traditionally spend more on technology – BFSI, hi-tech, and healthcare – continue to outsource traditional ADM, SI and infrastructure management services to the tech SMEs in India, accounting for the double-digit revenue growth trend. The newer sectors of retail and ecommerce, on the other hand, seek more digital work in cloud migration, analytics, AI/ML, and SaaS.

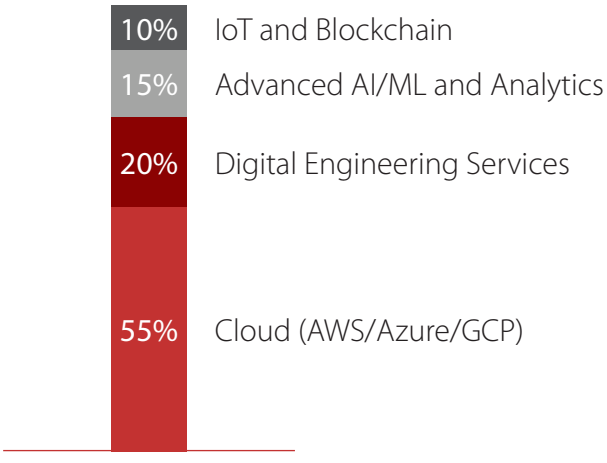
Source: nasscom UnearthInsight Tech SME Database Analysis.

Indian tech SMEs will close FY23 with an estimated ~740k employees, with digital talent having grown ~2X faster than traditional since FY20

Indian Tech SME Headcount – Digital and Traditional Split, FY20 – FY23E



Key Digital Talent Areas, FY23E = ~71K



- Digital talent in India's tech SMEs has grown at a rate higher than the average net headcount addition y-o-y
- Between FY20 and FY23E, digital talent growth reached a ~16% CAGR y-o-y, nearly 2X that of the 9% growth in traditional tech talent during that period

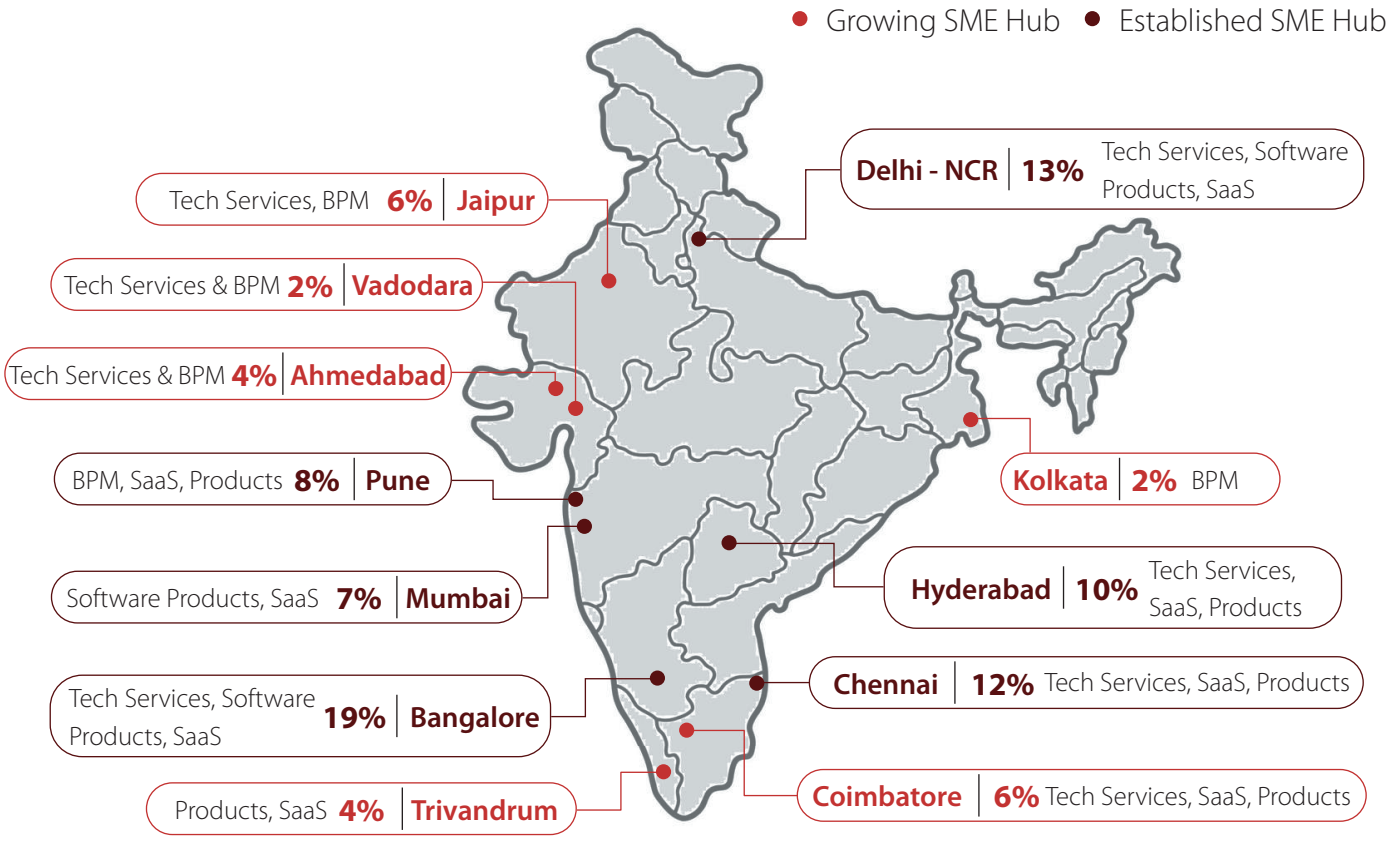
Digital talent capabilities of tech SMEs grew at a higher CAGR driven by digital revenue growth in cloud, AI/ML, digital product engineering, new-age software product development.

Tier I Tech players grew Azure Cloud talent while SMEs witnessed a capability growth of AWS, Azure, IBM, Oracle, etc.

Source: nasscom UnearthInsight Tech SME Database Analysis.

Majority of the SME headcount, ~70%, is employed in six established cities, another 22-25% is in the growing hubs

Indian Tech SME Employee Distribution by Location



Mid Size and Micro tech SMEs in specialist domains have built sustainable talent strategies in Tier II/III locations and are further partnering with local colleges for focused curriculum and internship-based hiring strategies

Hiring Trends

Faster Growth of Emerging Hubs

Many services SMEs are exploring Tier III location as competition from larger peers grows in Tier II with hybrid work models

Higher Fresher Intake for Price-Led Differentiation

~60-70% of BPM SMEs prefer hiring across campuses in growing hubs – Tier II/III cities. Specialists and laterals are hired in Tier I through training institutes

Offshore-Centric Model

95% SMEs follow an offshore-centric model with satellite sales offices and Head of Sales and Product roles positioned regionally, for market expansion

Source: nasscom UnearthInsight Tech SME Database Analysis.

Illustrative List of Indian Tech SMEs

Traditional Tech SMEs

Digital SMEs

Enterprise Software/ Cloud

net solutions
SUCCESSIVE TECHNOLOGIES
iSIGHT
Quinte Financial Technologies
NEOITO
OpenWeaver
InApp
ZNET
Inspire

Digital/ Product Engineering Services

AABSyS end to end GIS services
CodeLogicX
Hashtasy Digital
PRAKAT Testing the Limits
Winjit
InfoBeans CREATING WOW!
ONETURE HELPING YOU GO DIGITAL

Platforms/ Cybersecurity

RS software
K SERVE
integra
Bert Labs Innovation at the intersection of AI & IoT
SoftVan
PROHANCE
vasista
avekshaa performance excellence assured
AUJAS CYBERSECURITY An NSEIT Company

AI/ML/Analytics

LINGUASOL
BLU COCOON DIGITAL
SG Analytics Life's Possible
BizAcuity

IoT/ Edge Platforms

COREDGE
Kriti Labs
AeoLogic

Business Process Automation

ionidea Engage Excellence
PATRA
FiveS Digital
MYND

Indian Tech SME segments comprises over 3000 core tech SMEs, along with long-tail of 7000+ staffing. subcontracting provider ecosystem

Source: nasscom UnearthInsight Tech SME Database Analysis.

Business Strategies of Indian Tech SMEs

Digital SMEs have grown more rapidly, and have benefitted from a related traditional portfolio of offerings, while traditional players struggle to go digital

Traditional Tech SMEs	Revenue Growth	Margin Growth
10% Digital Services, 90% Traditional Tech Services	14-18%	10-15%
80% Digital Services, 20% Traditional Tech Services	20-25%	15-25%

Traditional Tech Services, BPM & Software Product SMEs generate 90% of their revenue from traditional services, while the digital component is growing relatively slowly

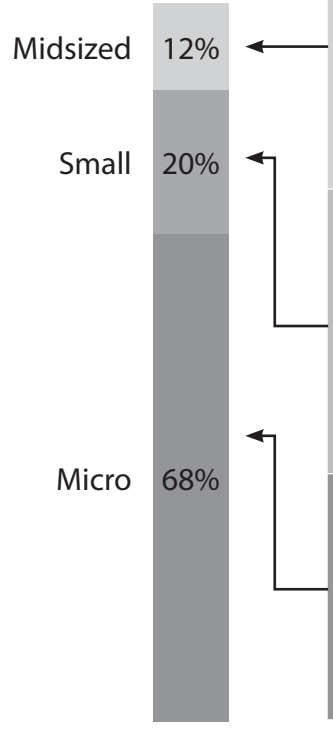
Digital Tech SMEs generate 80% of their revenues from digital solutions based on cloud migration, AI/ML, advanced analytics platforms, and digital engineering services, with faster rate of revenue and margin expansion

Digital tech SMEs also took the opportunity generated during the pandemic with greater demand for traditional IT services and software development to enter these traditional segments based on their knowledge and experience of working on helping companies migrate legacy to cloud, and setup analytics capabilities for process improvements.

Traditional SMEs, on the other hand, have struggled to meet the sudden spurt in digital demand, and their participation in digital transformation RFPs has been slower and more gradual.

Source: nasscom UnearthInsight Tech SME Database Analysis.

Enterprise-scale applications rationalization deals have helped the traditional tech SMEs nearly double their revenue growth rate from 5-7% pre-COVID to 8-12% post-COVID

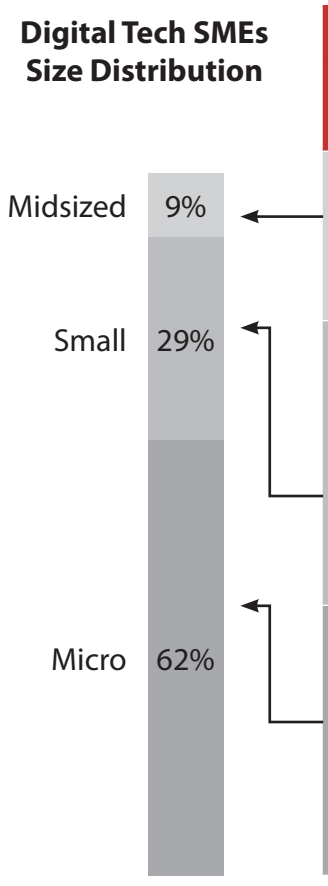


Drivers of Growth	Key Market Activities	
	Portfolio Expansion	New Regions
1. Enterprise transformation deals, largely from US SMB clients 2. Cost optimization deals from US enterprise clients	SaaS Platforms, Low-code/No-code	Midsize clients in UK, Germany & Switzerland
1. Deeper penetration into US and UK SMB clients seeking more product engineering services 2. Cost and portfolio optimization for Indian BFSI and Retail clients	Product engineering & Cloud (Azure)	SMB Clients in US & UK
1. Increased Demand for subcontracting and specialist staff from GCCs and higher-revenue peers 2. Tech support for Indian startups and SaaS companies	Engineering services and applications development and maintenance	Limited to no global presence, remain regional & local players

Traditional tech SMEs started winning midsize enterprise client deals in US and UK during the pandemic, along with market expansion to newer geographies which helped them sustain growth

Source: nasscom UnearthInsight Tech SME Database Analysis.

Digital Tech SMEs are still a smaller base, more at the micro and small-scale, but growing rapidly on the back of digital demand from mid-sized clients front-ending pending IT modernization



Drivers of Growth	Key Market Activities	
	Portfolio Expansion	New Regions
1. Growing share in enterprise clients' tech RFPs in US and UK 2. US SMB digital transformation deals	Cloud migration and Enterprise Cloud/ SI	Midsized clients in US and UK
3. SaaS and open-source API platform-based IT modernization and cost variabilization 4. 30% digital SMEs opened sales offices in US and Europe	Cloud (Azure, GCP, Workday)	Expansion in Japan, Australia, UK and Germany
5. Demand for analytics, AI/ML from GCCs and Indian SMBs 6. Demand for product engineering services and low-code/no-code development from startups	AI/ML, Analytics and Digital Native App Dev	UAE, South Africa & Southeast Asia

Digital tech SMEs have started competing with Tier II Tech players on select cloud cost optimization, digital transformation and legacy IT modernization deals

Source: nasscom UnearthInsight Tech SME Database Analysis.

40-45% of the digital Tech SMEs operate as cloud and enterprise software partners, with 90% of their revenues from cloud-based applications and SI services

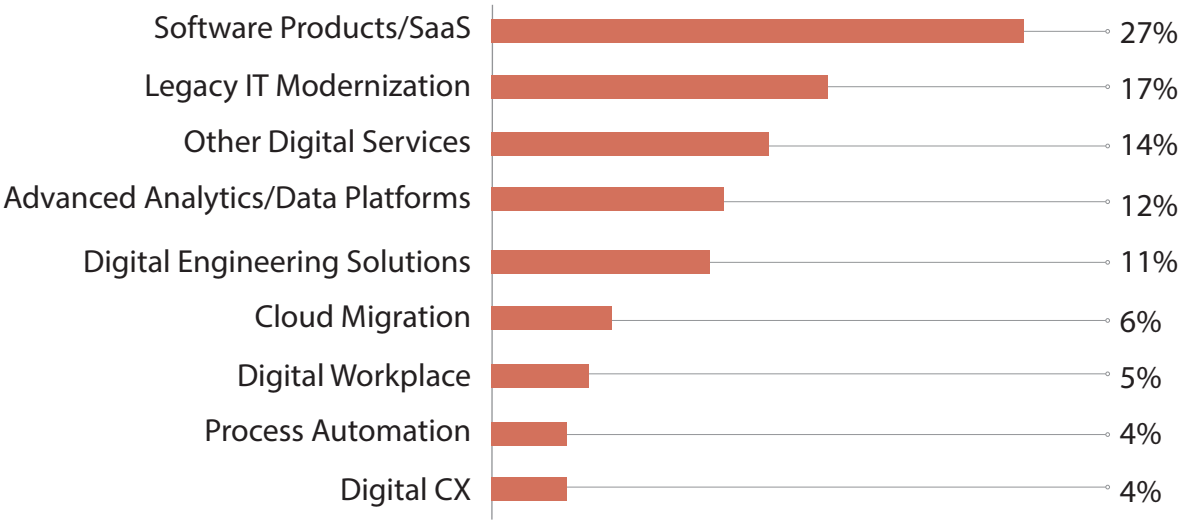
SMEs with Cloud Partnerships (Illustrative)	Cloud & Enterprise Software	Key Partnership Trends
kerv Digital, nextgen, Locus, VIRIM INFOTECH, VOLYO	Microsoft	• **~500-700** SMEs are Microsoft SI and implementation partners • **60-70%** of these SMEs operate from Chennai, Pune, Ahmedabad, Jaipur, Coimbatore
Caftius, AEKOT, TECTIGON, Brain Vision Technology	SAP, salesforce	• **~300-400** SMEs are SAP/Salesforce SI and implementation partners • **50-60%** of these SMEs are located in Bangalore, Chennai, Ahmedabad, Jaipur, Coimbatore, the rest in smaller, emerging cities in India
Vespire, WOIR, APISERO, ZieloTech	ORACLE, DigitalOcean, kinaxis, snowflake, Adobe, Google Cloud, BlueYonder	• **~300-400** SMEs are partners of newage cloud and digital product providers • **~75-80%** of these SMEs are primarily based in Bangalore, Hyderabad, Pune, NCR, Jaipur, Coimbatore, and prefer established hubs due to lack of skilled talent and training ecosystem in smaller cities

Dedicated and long-term cloud and enterprise software partnerships have helped these SMEs achieve higher growth rates, 20% and more annually, as a result of the growth in cloud adoption and a much faster rate of expansion for hyperscalers. This also reflects in the influence that these SMEs have on shaping the academic and STEM curriculum in local-area colleges, primarily aimed at yielding job-ready engineering graduates.

Source: nasscom UnearthInsight Tech SME Database Analysis.

55-60% of the remaining digital tech SMEs offer solutions across a spectrum of independent cloud solutions, advanced analytics platforms, and digital engineering solutions

Digital Solutions Offered by Tech SMEs



Adoption Trends

IT Services	Software Products/ SaaS	BPM Services
• Legacy modernization, cloud migration, and engineering services are core offerings • AI/ML products and services form core demand in India and Middle East and Africa	• SMEs have migrated on-prem, custom SaaS offerings into a portfolio of APIs and microservices for clients in Southeast Asia and the US • SMEs are expanding SaaS offerings and partnerships with Workday, Salesforce, Kinaxis, AWS AI, Microsoft D365	• Voice BPM, digital marketing and finance and accounting yields 2/3rd of BPM SME revenues • BPM SMEs have added HR, procurement and platform services to win integrated deals among enterprise clients

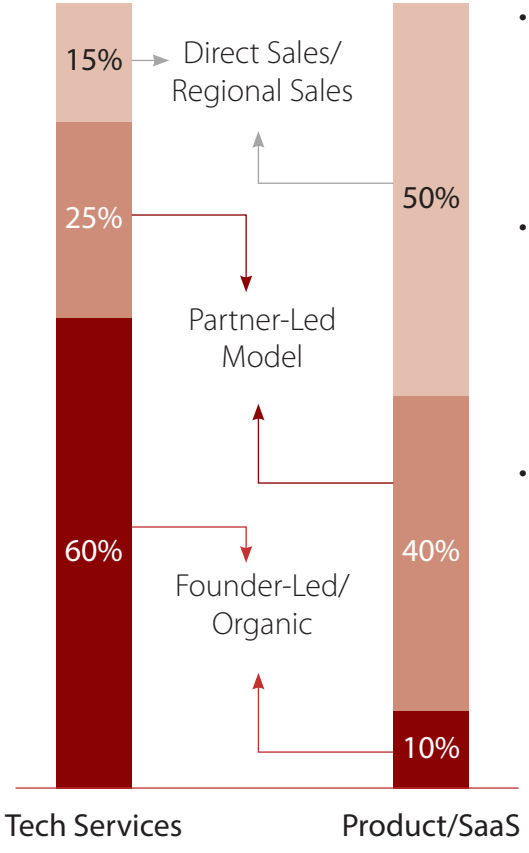
Digital SMEs have consistently moved up the value chain, growing billing rates through newer services, such as digital Engineering solutions, process automation, new-age SaaS products, and app platforms.

Source: nasscom UnearthInsight Tech SME Database Analysis.

Majority of the SMEs leverage founder-led networks and word-of-mouth referrals, BPM and product SMEs use direct-to-customer sales as their dominant go-to-market (GTM) strategy

- IT services SMEs have founders with strong industry connects and network helping them grow organically
- Services SMEs are now increasingly setting onshore regional sales offices for consultative selling-led new customer acquisition
- In partnerships, services SMEs prefer regional MoUs with cloud and SI partners to maintain regional deals pipeline
- BPM SMEs have traditionally grown through direct sales and regional sales offices

Go To Market Strategy of SMEs

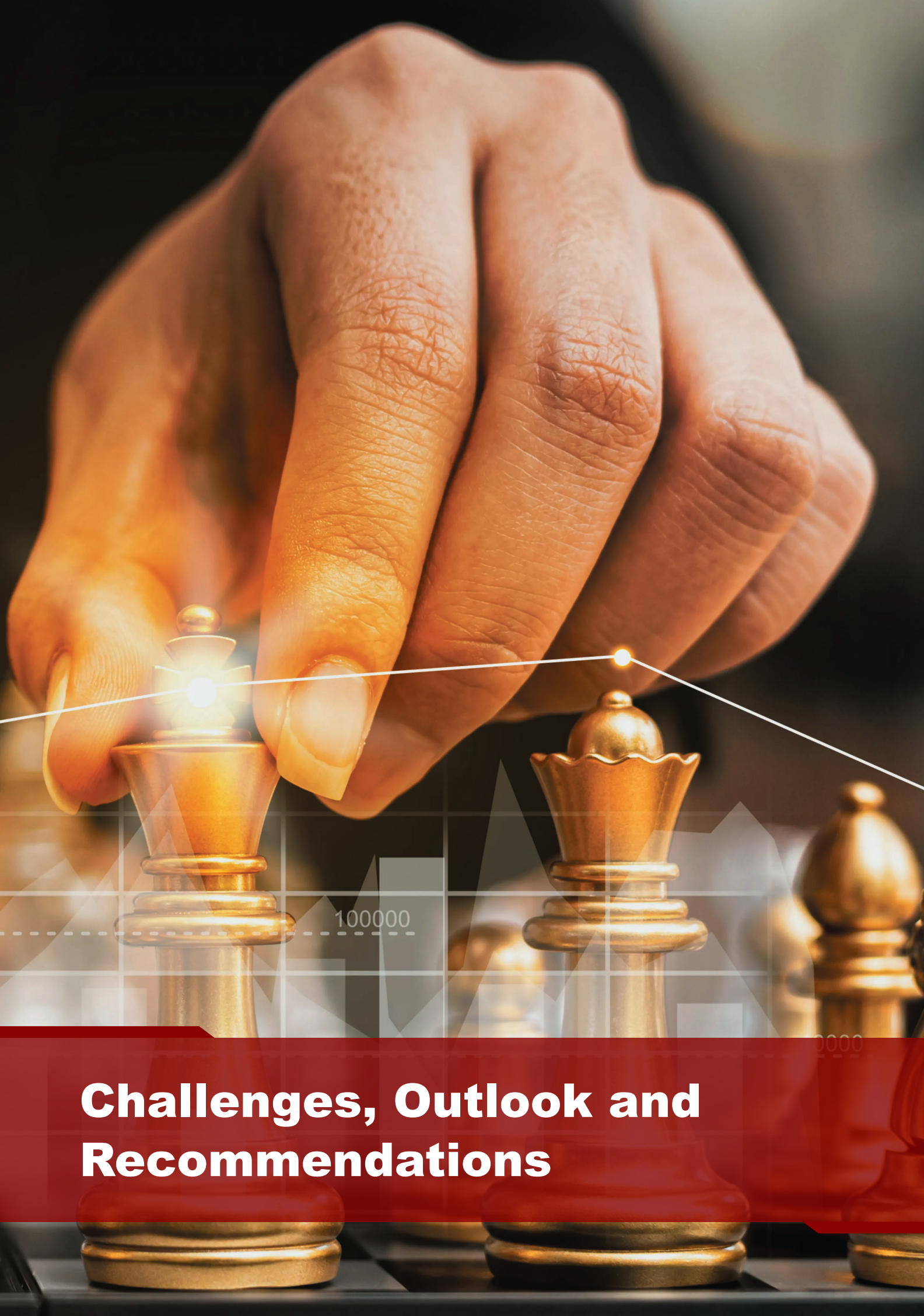


- Product and SaaS SMEs spend 5-15% of revenues on marketing, sponsorships, events and branding across global markets
- SaaS SMEs have partnered with platform startups, large and midsized tech services peers in respective regions (white labeling), and local resellers
- SMEs have started exploring ranking platforms, influencers, investor network to sell across mid size enterprise clients globally

Indian SaaS and product SMEs adopt unique partnership models, such as, license perks, incubation or accelerator partnerships, and reseller partnerships, in US, Europe and APAC to expand and growth revenue.

Founders and CXO teams of Indian SMEs come with strong network across BFSI, healthcare and telecom enterprises in US, UK, Japan, Singapore, and Australia, which brings majority of revenues, however leading to slower opportunity discovery compared to digital-first or product SMEs.

Source: nasscom UnearthInsight Tech SME Database Analysis.



Challenges, Outlook and Recommendations

Majority SMEs face growth headwinds due to lack of leadership pipeline, limited enterprise clients, and no sustained product innovation, resulting in range-bound pricing and slow growth

Growth Challenges for Indian Tech SMEs

1 Limited or No Fortune 2000 Clients

- ~90% SMEs find it difficult to sell to Fortune 2000 firms globally due to weak GTM and non-compelling cost-vs-capability positioning
- Lack of leadership presence in local markets leads to a virtuous cycle of lost opportunities

2 Low Margins and Rate Card Challenge

- 80% of SMEs struggle with <10-12% EBITDA margins due to lower pricing/rate card, wage inflation pressure, attrition and high backfill/hiring costs
- <0.2% of revenue for R&D has led to much-slower innovation, and no pricing power

3 No Dedicated Marketing Budget

- ~70-80% of SMEs operate with no budget for marketing, brand-building or sales channel nurturing due to limited free cash flows and comfort with founder-led referral networks

4 No Leadership Talent Pipeline

- Tech and BPM SMEs struggle to hire delivery leaders with global exposure and end-to-end product design-to-delivery experience.
- Sales and marketing leadership hiring is also challenging and has higher churn rate
- Another fundamental challenge is retention of hires after 2-3 years of experience

Source: nasscom UnearthInsight Tech SME Database Analysis.

Tech SMEs who have broken out of the slowing growth spiral have taken bold bets in acquiring enterprise clients, hiring for leadership roles at competitive pay, and

Select Best Practices Adopted to Overcome Growth Slowdown

1 Expansion to Enterprise Clients

- Dedicated sales office in global locations of critical importance
- Reseller networks in growing markets
- Focused digital offerings to enterprise clients solving for gaps in efficiency, productivity

2 Competitive Rate Card Strategy

- Focus on horizontal offerings covering gap areas in the value chain (breadth over depth)
- Focus on vertically integrated platforms to command high margins
- Establishing a near-shore strategy to gain advantage over local peers

3 Multi-Pronged Marketing Strategy

- **2-3%** of marketing budget brings **15-20%** incremental revenue as compared to 0% marketing budget for SMEs who established a GTM budget
- Diversified approaches combining global PR, awards, and digital roadshows

4 Industry-Competitive CXO Talent

- Hired CXO talent at par with Tier II or III competitor's payscale for better retention
- Invested in retaining talent through competitive work across various digital technologies to solve for real business/social challenges

Majority SMEs experience similar roadblocks, however, the ones taking a bolder investment bet choose not one or other, but multi-challenge solutions to breakout of the slowing growth spiral

Source: nasscom UnearthInsight Tech SME Database Analysis.

Doubling of Indian tech industry to $500 Bn by FY30 is expected to entail similar trend for the tech SMEs, with digital revenues growing 2-2.5X, to 35-40%

Current Scenario		FY30 Scenario
$15-20 Bn	Tech SME Revenue	$35-40 Bn
$2 – 4 Bn	Digital Tech SME Revenue	$12-16 Bn
15 – 20%	Digital Revenue Share	35 – 40%
12 – 15%	Digital Revenue CAGR	15 – 20%

Key Risk for Traditional Tech SMEs

- SME market may shrink temporarily due to global slow down, driving down share of traditional services continue
- AI and RPA automation will disrupt and change arbitrage-led operating model of traditional SMEs

Key Enablers for Digital Tech SMEs

- Growing demand for dedicated Cloud, AI/ML or IoT service providers.
- Local SMEs across smaller cities to cater to AWS, Microsoft, etc.
- Need for Offshore Digital first services partners.

Select Services/ Roles Expected to Undergo Shifts in the next 2-3 Years, *Illustrative*

Services/ roles that will shrink or disappear	Key Enablers for Digital Tech SMEs
• Web Development	• Cloud Migration
• Mobile Development	• Product Engineering
• Infrastructure Support	• AI/ML Services
• App Maintenances	• Industry 4.0 / IoT Services
• Voice Support – BPM	• Web 3.0/Metaverse Services
• Translation Services – BPM	• 5G Support Services

Source: nasscom UnearthInsight Tech SME Database Analysis.

Competitive positioning calls for a set of focused shifts by SMEs, aided by government policies and building efforts by nasscom SME Connect and similar industry initiatives

1 By SMEs

- **Fast-track innovation –** learn from approaches by "break-out", "innovative" SMEs to build your business growth strategy
- **Build professional succession plans –** hire for product, sales, marketing leadership profiles to address competition
- **Step up skin-in-the-game –** focus on new-age platforms and products that command high margins, and lead to outcome-based SLAs, to build deeper enterprise client pipeline

2 By Governments

- **Build government tech procurement policy favoring SMEs –** on lines of ONDC, an open-architecture based portal only for tech SMEs to offer services and products for B2G, B2B, and B2B2C
- **Ease of financing and credit access –** government entities and public-sector units can support an invoice discounting solution to aid tech SMEs manage operational cash flows and reduce costs
- **Constitute a focused digital tech SME incentive scheme –** on lines of PLI in manufacturing, to aid the digital shift of traditional tech SMEs

3 By nasscom and Industry

- **Expansion of global showcases –** Nasscom SME Connect has conducted several showcases globally. Joint industry initiatives can be a big boost
- **Growth strategy workshops –** serve as a platform to help build focused mentor networks (nasscom SME DISHA program), and provide expert connects for M&A guidance
- **Facilitate SME – industry – academia connects for rapid innovation –** with a cluster-based approach for maximum impact

Source: nasscom UnearthInsight Analysis.

nasscom
sme connect

In 2017, nasscom formed the SME Council as the primary platform to support growth, innovation, and collaborative value generation for 80% of its membership, the Tech SMEs

The SME Council has a two-pronged mission to support SMEs to grow and to build world-class offerings through policy advocacy, resource sharing platforms, customer connect initiatives and collaborative learning and networking events.

nasscom SME CHARTER – Key Initiatives

1 Market Access – Domestic and Global

- Delegation to key global markets
- Business match making sessions (Japan, EU, Saudi Arabia etc.)
- Business growth opportunities through SME – Enterprise and SME – StartUp connect
- SMB workshops across 50 locations in India to educate the "IT Buyers"

2 Talent and Skilling

- SME exclusive job fairs
- Round tables & discussions on HR topics
- CHRO Handbook on best practices for talent engagements
- Corporate – Campus Connect (C3) Program
- SME exclusive skilling programs on nasscom FutureSkills platform

3 Learnings and Events

- DISHA – Mentorship Program
- Bi-monthly virtual sessions exclusively on topics concerning SMEs (Pivot & CentreStage Series)
- Nasscom SME Confluence (NSC) – Annual Flagship Event
- SME Inspire Awards

4 Community Development

- Reports & insights on Tech SMEs
- Online CXO Community on SLACK for SME members
- SME Leader's speak video series for branding & visibility
- Policy discussions & inputs
- ESG program for SMEs

Nasscom's SME initiative has had significant impact in the last 5 years.

- 30+ member delegation to Canada, the latest in a series of global showcases
- 750+ SME members connected in the nasscom SME Conclave in 2022
- 3rd Disha cohort of 20 SMEs launched, with in-depth mentoring workshops

Source: nasscom SME Connect - https://nasscom.in/about-us/what-we-do/industry-development/sme-landscape

Digital Tech SMEs: Innovation Approaches and Select Case Studies

Tech SMEs at the cutting-edge of innovation – technology, business, or GTM – have not only reaped the first-mover advantage, but have gained a niche above large industry peers

Current R&D spend by tech SMEs is a low 0.1-0.2% of revenue, on average, whereas the more successful ones, particularly in the product realm are having to spend anywhere between 3-5% on R&D.

Business Model Innovation	• Innovation in crucial "whitespaces" in a sector or a value chain • Vertical integration or sector-neutral offering to scaleup • Large enterprise clients early in the growth journey
GTM Strategy Innovation	• Early partnerships with scale technology providers • Expansive stakeholder solutioning – include fringe stakeholders in the process • Agile and contextual product pricing or bundling
Technology Portfolio Innovation	• Dedicated innovation labs, capex, and deeptech focus • Solution accelerators to help with PoCs or MVP testing • Tech convergence is guiding principle • Agile, low-code, reverse engineering to minimize costs
Talent Engagement Innovation	• Big spend on industry/ subject matter expert talent • Diverse teams with conscious mix of experience, capabilities, and skills • Attrition control by rewarding innovation
Performance Management Innovation	• Customer performance metrics in provider SLAs • Solutions aimed at variabilizing business capex • Built-in sustainability tracking, impact analysis, and reporting

Source: nasscom SME Aspire Awards Analysis, nasscom UnearthInsight Tech SME Database Analysis.

AeoLogic

ABOUT

Aeologic offers a range of services, solutions, and products to help organizations optimize their operations and improve their performance.

Global Presence

- USA
- South Africa
- UK
- UAE

Sectors Served

- Retail and Ecommerce
- BFSI
- Travel & Hospitality
- Industrial & Agriculture
- Transport & Logistics
- Healthcare

Offerings Portfolio - Services

- Consulting
- Data analytics
- Software Development
- Cybersecurity
- Managed services

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☑ Blockchain
- ☐ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Hiring Strategy

- ☑ Campus Hiring
- ☑ Lateral Hiring

USE CASE

Develop an end-to-end supply chain management using RFID technology to one of the client. The challenges included integrating data from various sources, such as suppliers, manufacturers, distributors, and customers, process automation, real-time tracking of goods and assets, scalability, ensuring the security of sensitive data and compatibility.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. Implemented RFID readers and tags as fundamental building blocks of system. They work together to capture and transmit data about goods and assets in the supply chain.
B. Created a data management software to collect, process, and analyze the large amounts of data generated by RFID technology.
C. Hosting on Cloud-based platforms used to store and manage the data generated by RFID technology, making it accessible to stakeholders across the supply chain.
D. Mobile apps used to provide real-time access to supply chain information
E. Analytics and business intelligence tools used to extract valuable insights from the data generated by RFID technology

IMPACT

A. RFID technology provided real-time visibility into the movement of goods and assets.
B. RFID technology automated many supply chain processes, reducing manual labor and increasing efficiency. This led to lower costs, faster processing times, and reduced errors.
C. Provided real-time inventory information to make better decisions about their inventory levels and reduce the risk of stockouts or overstocking.
D. Increased customer satisfaction and improved collaboration

Blu Cocoon

ABOUT

Blu Cocoon offers services such as Custom Apps, Integrations, Legacy Modernization, Business Analytics, Artificial Intelligence etc. designed for specific business units or for the enterprise

Global Presence

- North America
- Thailand

Sectors Served

- Manufacturing
- Technology
- Food & Beverages
- Agritech

Offerings Portfolio - Services

- Legacy Modernization
- Cloud Services
- AI and Machine Learning
- Custom Applications and Integration, IoT
- Business Intelligence & Data Analytics

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☐ Direct Sales
- ☑ Partnerships/Others

Talent Strategy

• Traditional Tech	70%
• Digital Tech	30%

Hiring Strategy

- ☑ Campus Hiring
- ☐ Lateral Hiring

USE CASE

The disease occurring in plant can be reflected from its growth stage and observational changes that occurs on its leaves and stems can help in identifying the type of disease and its affect on yield of the crop. This also helps in analysing the type of plant that can be grown after previous harvest and its pesticidal affect on the environment when applied to overcome the infection. The major challenge is data size or image numbers and proper annotation. The other associated challenges are identification of the 1. Plant, 2. Growth stage, 3. Specific infection and 4. Calculation of spread ratio.

SOLUTION

In order to overcome the following challenges, an AI based application was implemented for:

A. Identification of the plant present in the image.
B. Identification of the type of plant which will give us idea about its growth pattern.
C. Identification of its BBCH growth stages which would help us to analyse the disease invading time and its spreading pattern.
D. The application can capture the image of the plant and identify the type of disease present along with weeds present in the surrounding areas.
E. The application can also provide us the identification of the pest if present in the plant that will give us idea about type of fertilizers to be spread along with its yield.

IMPACT

A. 1400+ Farmers getting benefitted for a special type of crop cultivation. Improve the yield while right-sizing the usage of pesticides, fertilizers and water.
B. Take timely decision on Crop Protection
C. Support the UN SDG2030 Goal to "End hunger, achieve food security and improved nutrition and promote sustainable agriculture"

Codelogicx

CodeLogicX

ABOUT

Codelogicx is a digital transformation and product engineering company, that provides a wide range of digital transformation and consulting services.

Global Presence

- USA
- UK
- Australia
- Asia Pasific

Sectors Served

- BFSI
- Healthcare
- Real Estate
- Travel & Tourism
- Manufacturing

Offerings Portfolio - Services

- Startup consulting
- Product Engineering
- Application Development
- Design Services
- Cloud Infrastructure
- Testing Services

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☑ Blockchain
- ☐ Robotic Process Automation
- ☐ Big Data

Associated Patents

- ☐ No
- ☑ Yes

Go to Market Strategy

- ☐ Referral/ Founder Network
- ☐ Direct Sales
- ☐ Partnerships/Others

USE CASE

L-Pesa Microfinance provides instant micro loans to peoples without credit history in 3 countries in Africa (Kenya/ Tanzania and Uganda).

African countries needed a strong mobile money platform where businessmen could apply for loans was needed.

SOLUTION

In order to overcome the following challenges, the following solutions was implemented

A. ML based credit scoring & ID card verification – Codelogicx developed a unique, proprietary credit scoring model for L-Pesa, based on user behaviour combined with traditional and alternative credit data. Codelogicx helped them cross the barriers by leveraging our FS technology capabilities

B. High grade enterprise security – Codelogicx helped them cross the barriers by leveraging our FS technology capabilities.

IMPACT

A. Contributed to a 100,000-user base and an end-year goal of 1 million users.

B. Highly sophisticated real-time interactions.

FiveS

ABOUT

FiveS Digital is a technology-led Business Process Management (BPM) organization delivering solutions and services around Customer Experience, RPA/IPA-driven digital transformation, and Computer Vision (ML & NLP).

Global Presence

- USA
- Europe
- Middle East

Sectors Served

- Retail
- Healthcare
- E-commerce
- Fintech

Offerings Portfolio - Products

- CX First (Cloud-based CX platform)
- TMS (Training Management System)
- DMS (Decision Management System

Offerings Portfolio - Services

- Customer Experience (CX)
- IPA-led Data Transformation
- RPA (Robotic Process Automation)
- Data preparation & management Ops
- BPO/Contact Center
- Omnichannel Customer Support

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☐ Blockchain
- ☑ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Talent Strategy

• Traditional Tech	30%
• Digital Tech	70%

Hiring Strategy

- ☑ Campus Hiring
- ☑ Lateral Hiring

USE CASE

A leading Indian e-commerce company that specializes in beauty and wellness products faced a challenge in enabling employees (customer care executives) to provide correct and complete resolution to customer queries, requests and complaints due to lack of effective system which can guide them at every step. New hires faced difficulty in responding promptly to customer requests/complaints, resulting in long wait times and few resolved complaints leading to unhappy customers.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. FiveS Digital has developed a comprehensive Agent Assist Platform called CX First, which is a software-based solution that offers businesses an all-in-one platform to improve their customer experience and empower their customer facing teams.
B. The platform comprises three key tools, including a Decision Management System (DMS), Quality Management System (QMS), and Training Management System (TMS).
C. Since CX First is a software-based solution, it could be easily integrated with the dialer and CRM for the client to automate the decision-making process for their agents during customer interactions.
D. It provided a step-by-step guidance to agents through its DMS tool, which led to faster resolution times and higher customer satisfaction.

IMPACT

A. Higher first-call resolution rate – The quality scores improved from 86% to 90%. Bottom Quartile Quality Scores from 60% to 85%+
B. Higher resolution ratio on email queries – CSAT improved from 49% to 60%
C. Lower attrition – Attrition rate dropped from 10% to 4%
D. Lower resolution time – The average query handling time on calls decreased from 7 mins to 6 mins.

Infobeans

InfoBeans
CREATING WOW!

ABOUT

Infobeans is a publicly listed digital transformation and product engineering firm that designs, builds and sustains enterprise-grade software.

Global Presence

- USA
- Europe
- Asia Pacific
- Middle East and Africa

Sectors Served

- BFSI
- Technology
- Media and Publishing

Offerings Portfolio - Services

- Digital Transformation
- Product Engineering

Offerings Portfolio - Products

- Spacewarp – Data offloading tool

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☐ IoT
- ☑ Blockchain
- ☑ Robotic Process Automation
- ☐ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Talent Strategy

• Traditional Tech	20%
• Digital Tech	80%

Hiring Strategy

- ☑ Campus Hiring
- ☑ Lateral Hiring

USE CASE

A leading survey software company wanted to automate the web testing. The challenges involved anually executing 35,000+ test cases with no automation coverage, multiple delivery channels on Web, frequent releases & regression issues, antiquated technology stack and high licensing cost and performance bottlenecks due to 18M+ active users.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. Designed & integrated web & performance automation framework
B. Open source tools implementation
C. Execution of script on multiple browsers via single click through CICD (Continuous Integration & Continuous Deployment)
D. Implementation of latest technology stack

IMPACT

A. Automation coverage of more than 45%
B. Execution time reduced by 70%
C. Early defect identification and timely reporting and Performance findings
D. Quick release deployment on productions
E. Yearly saving of 100K+ USD in licensing & Infrastructure using Selenoid when compared to SauceLab
F. No licensing cost and latest technology stack

Innovapptive

INNOVAPPTIVE

ABOUT

Innovapptive offers a cloud-based "Mobile First" Software for the Enterprise Asset Management, Field Data Capture, and Inventory Management processes.

Global Presence

- USA
- Europe
- Australia
- Asia-Pacific

Sectors Served

- Energy and Utilities

Offerings Portfolio - Product

- Connected Worker platform

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☐ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☐ Referral/ Founder Network
- ☐ Direct Sales
- ☐ Partnerships/Others

USE CASE

The client needed to complete 5,500 installations of natural gas meters in the service area. The contract required the client's field technicians to use a mobile-first work order management tool. Client's IT department had evaluated several vendors and even attempted to unsuccessfully build its own mobile work order solution.

SOLUTION

In order to overcome the challenges, Innovapptive team implemented

A. mWorkOrder – The mWorkOrder helps avoiding unexpected downtime, scheduling work orders & delivering a consistent and productive asset maintenance experience on mobile devices. It lets plant technicians/maintenance workers to work more safely, productively, and independently, providing an intuitive & seamless user experience. It provides them anytime, anywhere access to the information they need to do their jobs.
   - Asset Dashboard – Allows users to access Asset/ Equipment data in one single screen.
   - List Count View – Provides users the total # of data records synchronized and available by every module, on the Home Screen.
   - Emergency Work Order – Enables a technician to record an emergency maintenance event and related work completion by automating all the process steps.
   - User Profile, User Shift time logging, Image annotations, Thumbnails of Attachments & Follow-up Notification

IMPACT

A. Innovapptive had mWorkOrder deployed within the 90-day timeframe
B. Work capacity increased by 10 to 20% through labor productivity
C. Rework reduced by 15 to 20%
D. Mean Time to Repair (MTTR) decreased by 50 to 60% by accelerating the process
E. Improved data quality by almost complete elimination of transactional errors

Integra Software Services

integra

ABOUT

Integra is a partner in Business Process and Technology Services for many leading organizations worldwide. It offers solutions in applications, digital experience, cloud, intelligent automation, and sustainability areas.

Global Presence

- North America
- Europe
- UK
- Asia

Sectors Served

- BFSI
- Healthcare
- Retail
- Automotive

Offerings Portfolio - Services

- Content Services
- Corporate e-learning solutions
- App/platform development
- DevSec Ops

Offerings Portfolio - Products

- iAuthor – Smart Author
- iPMP – Permissions Management
- iMLA – Workflow automation
- iPMP – Project Management
- iNLP – Language Assessment tool
- iLance – Freelance Management tool

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☐ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☑ VI/AR

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Talent Strategy

• Traditional Tech	20%
• Digital Tech	80%

Hiring Strategy

- ☑ Campus Hiring
- ☑ Lateral Hiring

USE CASE

The customer is in the business of creating and providing the highest quality academic and educational resources and services, make them available across the world from a child reading their first word to a researcher expanding the frontiers of their field through various software platforms. Several platforms combine to offer some customers services to a large user base, majority of them being young new users, combined with heavy feature set and content, gave raise to lot of user queries which in turn required a considerable amount of time and money spent on support teams. Main objective in this case was to improve the user experience without any delay and eliminate the high support cost.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. In order to make sure user queries are addressed in the right context and the specific user in question, an intelligent automation solution without any limits on the answering capabilities was deployed.

B. An intelligent Chatbot/virtual assistant using some of the latest machine learning model based on transformer technology trained a variety of data set and embedded it in all the platforms.

IMPACT

A. After the deployment of the solution, the customer satisfaction has improved by 30-40% as compared to the pre-deployment phase

B. Few months post deployment the number of user queries came down by 15-20 %

C. The overall cost reduction was estimated to be 10-20%

IonIdea Enterprise Solutions

ABOUT

IonIdea offers a range of products, solutions and services in the areas of Strategic Consulting, Technology Consulting, IT Applications Development, Software Testing & Validation and Business Process Delivery.

Global Presence

- USA
- Europe
- Singapore

Sectors Served

- Education
- Healthcare
- Media & Telecom
- Insurance

Offerings Portfolio - Services

- Product Engineering
- IT consulting

Offerings Portfolio - Products

- IonALM - Application Lifecycle Mgmt
- ION Social - Social media presensce
- ION Analytics - Big data solutions
- ION Enterprise - Enterprise Soln.
- ION Cloud - Cloud based solutions
- ION Assurance- Software QA

Technology Expertise

- ☐ AI/ML
- ☑ Cloud Computing
- ☐ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☐ Referral/ Founder Network
- ☐ Direct Sales
- ☐ Partnerships/Others

Talent Strategy

Traditional Tech	70%
Digital Tech	30%

Hiring Strategy

- ☐ Campus Hiring
- ☐ Lateral Hiring

USE CASE

The client wanted a tool to plan and manage the curriculum. The challenges involved are integrating design, delivery and assessment for Outcome Based Education (OBE), institutionalizing common processes for consistent Self Assessment Report (SAR), uniformity in collecting faculty contribution data, consistency in computation vs thresholds and data analysis across cohorts; using historical data for analytics; analytics on question paper health.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. IonCUDOS© software platform was effectively used to calculate various attainments of CO, PO, Bloom's level, competencies and performance indicators where attainments computed were matched against threshold, goal, and performance.

IMPACT

A. Efficiency: Error-free attainment calculations (bypassing manual spreadsheet calculation).
B. Speed: Report generation of CO-PO, PO-PEO mappings, program articulation matrix, lesson plan, question paper analysis, attainments, surveys, at the click of a button, without manual intervention.
C. Productivity: HOD, faculty's attention focused on core responsibilities, and strategies.
D. Security: Data safety and security, with level-based, privilege-based access to stakeholders.
E. Process Institutionalization: Processes of common practices institutionalized across different programs under one umbrella - IonCUDOS©.

Efficiency		Speed		Productivity		Security		Process Institutionalization	
Before	After	Before	After	Before	After	Before	After	Before	After
52.30%	78.50%	34%	79.50%	42.50%	74%	46%	86%	64.60%	87%

Kritilabs

ABOUT

KritiLabs is a technology company providing Digital Transformation of operational processes of companies across verticals

Global Presence

- USA
- Bhutan
- Nepal

Sectors Served

- Oil & Gas
- Dairy
- Logistics & E-commerce
- Jewellery and NBFC
- Minerals and Chemicals
- Government & Utilities

Offerings Portfolio - Services

- Design & Configuration
- Installation & Deployment
- Integration & Hosting
- Support Services

Offerings Portfolio - Products

- ALS IoT Platform

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☐ Referral/ Founder Network
- ☐ Direct Sales
- ☐ Partnerships/Others

Talent Strategy

- Traditional Tech ____ %
- Digital Tech ____ %

Hiring Strategy

- ☐ Campus Hiring
- ☐ Lateral Hiring

USE CASE

To secure tanker trucks carrying petroleum products all across the country to avoid pilferage and/or any malpractice and give real time status of the truck location. The trucks need to be operated only at the geo-fence determined in real-time. There should be no keys in the system and the trucks should be able to take load at any source and deliver at any destination without any infrastructure dependencies at source or destination

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. A keyless OTP operated lock and controlling tracker were specifically designed for the Oil & Gas Industry.
B. A single locking design was created for securing all the access points of the Fuel Truck and the electronic devices were installed in it.
C. An application was created for Fuel Transportation and integrated with the ERP systems of companies.
D. The truck installed with the devices will go to the allocated terminal, get opened within the geo-fence, get filled with Fuel, get locked within the geo-fence and will proceed to delivering to the Dealership that paid for the cargo.

IMPACT

A. The system was deployed on over 26000 trucks across the length and breadth of India.
B. The devices in system work in temperatures ranging from -10 deg C to 50 deg C and 5cm average rainfall. All the devices have been completely designed and manufactured in India
C. 55% of the country's fuel supply chain is managed and tracked by our platform.
D. Created over 300 jobs between 2019-2021 (through Covid) especially for the Tier 2 and Toer 3 cities ITI graduates
E. Not only stopped pilferage but also provided operational efficiencies to the entire fleet

Neoito Technologies

NEOITO

ABOUT

Neoito Technologies is a top-ranked product development company that builds lightning-fast products for Fortune 500 companies, startups, and scaleups.

Global Presence

- USA
- UK
- Norway

Sectors Served

- BFSI
- Transportation & Mobility
- Real Estate
- Healthcare
- Education and Training

Offerings Portfolio - Services

- Web Development
- Mobile App Development
- Startup Consulting
- Product Engineering Services

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☐ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Hiring Strategy

- ☐ Campus Hiring
- ☑ Lateral Hiring

USE CASE

A founder wanted to build an app to eliminate its wait times. The framework was initially made on the first and outdated version of AngularJS. The MVP was prone to outages and had other crucial flaws limiting its initial client base. The existing platform wasn't scalable and had to be built to handle an immensely large pool of customers. A growing platform required expertise in multiple fronts, requiring a dedicated software team throughout the product lifecycle.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. A platform with the fastest load times running on the latest version of Angular was created.
B. Quickly adopted by Bestbuy, Mercedez Benz, Hartford Healthcare, and a number of other industry giants
C. Received $12 million in VC funding from one of the largest funder to scale the product and increase the efficiency of the product

IMPACT

A. The company has seen tremendous growth, scaling their revenues by 5X and tripling their number of paid customers.
B. The current version was 6x more profitable than the MVP
C. The product helped the company to onboard new customers such as Facebook and LinkedIn

Net Solutions

net solutions

ABOUT

Net Solutions is a digital experience agency that helps brands leverage design, engineering, and analytics to build consumer-focused products and platforms.

Global Presence

- USA
- UK
- Canada
- Australia

Sectors Served

- Automotive
- Sports and Fitness
- Media
- Food and Beverage
- Education and Training
- Healthcare

Offerings Portfolio - Services

- Mobile App Development
- Cross Platform Development
- Web App Development
- Database Development
- Design and Development
- Digital Transformation
- IT Consulting Services

Technology Expertise

- ☐ AI/ML
- ☑ Cloud Computing
- ☐ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☐ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☐ Referral/ Founder Network
- ☐ Partnerships/Others
- ☑ Direct Sales

Talent Strategy

• Traditional Tech	0%
• Digital Tech	100%

Hiring Strategy

- ☑ Campus Hiring
- ☐ Lateral Hiring

USE CASE

One of the UK's largest car parts distributor business generated very less percentage of its annual revenue from its e-commerce channel. This situation created a need to flag the challenges and implement solutions to increase the revenue. Primary challenges included enabling the website to support mobile browsers, update e-commerce site, fix broken connectivity with back-end systems, and increase the operational efficiency by automating the manual processing of the orders.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. Custom Delivery via UPS, so that customers do not have to wait until weekends to get their orders
B. Implemented warehouse automation to speed up the general processes
C. Created a Single Order Processing System to streamline the ordering process for external marketplaces.
D. Auto processing was implemented using macros on a dedicated system. Orders with issues were flagged and queued for manual processing.

IMPACT

A. After the implementation, "the client" quadrupled their orders within four years.
B. After the implementation, IRUK Top500 added "the client" to their prestigious Top 50 List—a testament to their success as an online retailer.
C. Single Order Process System simplified order management which helped the central hub to provide an overview of consolidated sales figures.
D. Auto processing helped the client to identify possible areas for improvement and reduce errors in ordering, there by increasing the operation efficiency along with the maintaining high quality standards.

Oak9

ABOUT

oak9 makes cloud native infrastructure security & compliances easy and automated. oak9's Security as Code platform dynamically secures Infrastructure as Code (IaC) and deployed cloud workloads, automatically.

Global Presence

- USA
- ASIA PACIFIC

Sectors Served

- BFSI
- Healthcare
- Technology
- Manufacturing
- Media and Telecom

Offerings Portfolio - Product

- Oak9

Technology Expertise

- ☐ AI/ML
- ☑ Cloud Computing
- ☐ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☐ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Talent Strategy

- Traditional Tech 25%
- Digital Tech 75%

Hiring Strategy

- ☑ Campus Hiring
- ☑ Lateral Hiring

USE CASE

A fin-tech company having online lending platform serving more than 2 million customers, $7.5 billion in loans, and 700,000 credit cards. The organization's engineers had a security tool yielding poor results leaving their application vulnerable and putting sensitive information at risk. Its security and DevOps teams were doing manual validations on results from the tool, taking up a lot of time.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. Implemented oak9's Security as Code best practice blueprints to continuously understand and apply risk-appropriate compliance for five applications
B. Analyze the organization's Terraform in GitHub and Jenkins, notifying engineers on Slack of any misconfigurations and drifts in real-time
C. Engineers review and remediate design gaps through pull requests (code fixes), learning why a risk was identified, and choose to pass/fail the pipeline
D. Security teams receive compliance reports and use the interactive infrastructure map to quickly identify the most critical design gaps in the app's architecture

IMPACT

A. Reduced security review time by more than 50%
B. Realized a 280% ROI in the first 3 months with oak9
C. More than 2000 design gaps remediated from over 1000 cloud resources in short span of time

Oneture

ONETURE
HELPING YOU GO DIGITAL

ABOUT

Oneture Technologies is a cloud-first, full-service, Amazon Web Service (AWS) partner committed to delivering innovative technology solutions that solve real-life challenges.

Global Presence

- USA

Sectors Served

- BFSI
- Internet sectors
- Tech Startups

Offerings Portfolio - Services

- Product development
- Cloud transformation
- AI & Automation

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☐ IoT
- ☐ Blockchain
- ☑ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Talent Strategy

• Traditional Tech	0%
• Digital Tech	100%

Hiring Strategy

- ☐ Campus Hiring
- ☑ Lateral Hiring

USE CASE

As the investors and traders demand for digital tools rise faster than ever before, our client is continuously innovating products and services that are increasingly digital-technology-enabled to offer a seamless user experience and greater efficiencies to meet the rising expectations of the digitally savvy GenZ and Millennials. The client needed an Integrated Digital Financial Marketplace.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. Oneture team modernized market data dissemination system for greater efficiency and burst handling to serve millions of retail traders and partners across markets in record time
B. Developed a set of core APIs and SDKs that provides capabilities required for third parties to build and run proprietary investment strategies at scale.
C. Built a highly scalable and robust architecture that allows Client's Web and Mobile App as well as API and SDK users to consume the OHLC candle data via both API and WebSocket
D. By leveraging AI/ML services, improved the KYC process and user experience significantly to reduce leads drop outs

IMPACT

A. Development of API, allowed our customers, third-party and internal apps to consume business functionality in a secured manner
B. This transformation helped create a future-ready platform that acts as a one-stop shop for all finance needs of the end customers across their financial lifecycle - starting from investments, insurance, to loans.

Open Weaver

OpenWeaver

ABOUT

Open Weaver is a SaaS Tech company. It's kandi platform enables developers to build scalable applications faster, through intelligent and responsible open source reuse.

Global Presence

- USA

Sectors Served

- BFSI
- Healthcare
- Education
- Retail & Transportation
- Manufacturing & Utilities
- Media and Telecom

Offerings Portfolio - Product

- kandi - Application Development Platform

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☑ Blockchain
- ☐ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☐ No
- ☑ Yes

Go to Market Strategy

- ☐ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Hiring Strategy

- ☑ Campus Hiring
- ☑ Lateral Hiring

USE CASE

All businesses today see technology as their backbone and need to invest in a strong digital presence to scale. The need for digital applications has grown manifold over the past years and further accelerated with the pandemic. Building a digital presence requires strong technical skills and there is significant technical skills shortage in the marketplace. The rapidly evolving nature of technologies further adds to this constraint. Hence there is a need for a solution to build digital products that are scalable with reduced effort.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. Open Weaver's kandi platform leverages its patent pending algorithms to enable developers reuse from over 650 million open source, cloud and public code snippets, libraries, packages and other assets to significantly reduce the digital development time, while tapping into the latest frameworks.

IMPACT

A. In 2022 alone, over 3 million global developers leveraged kandi to develop their applications.
B. They reused over 28.1 million libraries and code snippets across Artificial Intelligence, Blockchain, DevOps, Gaming and Augmented Reality.
C. In total this reuse represents over 1.01 Billion hours of digital development time that has been saved.

ProHance

PROHANCE

ABOUT

ProHance is an Enterprise-Grade Operations Enablement & Analytics Platform that provides insights for smarter decisions in complex, distributed and hybrid workforce

Global Presence

- USA
- UK
- Philippines

Sectors Served

- IT/ITES
- Outsourcing/Offshoring
- Staffing & Recruiting
- Financial Services
- Healthcare/RCM

Offerings Portfolio - Services

- Operations Enablement SaaS Platform

Technology Expertise

- ☐ AI/ML
- ☐ Cloud Computing
- ☑ IoT
- ☐ Blockchain
- ☑ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Talent Strategy

- Traditional Tech ☐
- Digital Tech ☐

Hiring Strategy

- ☐ Campus Hiring
- ☐ Lateral Hiring

USE CASE

A leading provider of technology-enabled revenue cycle management services for the US healthcare market was challenged with lower operations efficiency and productivity. Business leadership also faced difficulties in accessing real time insights on operations effectiveness and business performance. There was manual aggregation of work data and lack of clarity of process improvement opportunities.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. ProHance Solutions was deployed across 16,000+ users at client's multiple geographies.
B. It helped the client create an enterprise-wide, objective and robust measurement system, and provide visibility across multiple organizational levels.
C. Teams could work seamlessly while remaining location agnostic, while enabling leaders formulate effective strategies for capacity planning, people retention, and operations management.
D. It also led to improvement in work-life balance by circumventing burnout and effective work distribution across resources.

IMPACT

A. $250K of annual leakage identified & stopped by tracking unaccounted absenteeism
B. 15% improvement in productive hours
C. Empowered team leaders well-equipped with systems to manage projects more efficiently

Quinte Financial Technologies

ABOUT

Quinte Financial Technologies (Quinte) is a FinTech solution provider. Quinte provides cloud based technology and automation solutions to Financial Institutions (FIs) of all sizes, including fortune 500 banks.

Global Presence

- North America
- Asia Pacific

Sectors Served

- Fintech
- E-commerce

Offerings Portfolio - Product

- Financial Crime Management
- Dispute Management
- Analytics as a Service
- Loan Management Services
- Contact Center Support

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☐ Referral/ Founder Network
- ☐ Direct Sales
- ☐ Partnerships/Others

Talent Strategy

- Traditional Tech ☐
- Digital Tech ☐

Hiring Strategy

- ☐ Campus Hiring
- ☐ Lateral Hiring

USE CASE

A leading California-based digital bank was experiencing challenges related to payment fraud and concerns related to regulatory compliance. The lack of standardization in the client's existing processes made extracting information from heaps of unstructured data difficult. The client also experienced high false positives, elevated new account fraud, and a high number of triggered alerts on their fraud mitigation platform. The client was looking for a solution to streamline their back-office process workflows and mitigate their concerns regarding financial crime and regulatory compliance.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. Deployment of Quinte's cloud-based solutions including VigilEye ADM, and AIComm, helped with digital transformation and addressed the client's challenges against financial crime.
B. False positives management
C. 360-degree review of fraud and money laundering alerts
D. Elimination of redundancies in alerts methodology
E. Robust case management functionality
F. Enhanced validation for KYC, AML & PEP screening source
G. Fraud trend analysis with the help of data analytics

IMPACT

A. Reduced false positives and savings on operational costs
B. Enhanced customer experience
C. Avoided syndicated fraud attack on Account Takeover (ATO)
D. Addressed fraud alerts triggered during non-business hours
E. 24x7 coverage during weekends and holidays for enhanced customer satisfaction

RS Software

ABOUT

RS Software provides solutions to financial institutions, payment network providers, payment processors and software companies providing products to the payment industry.

Global Presence

- North America
- Europe

Sectors Served

- BFSI

Offerings Portfolio - Services

- Payment Modernization
- Data Management
- Fraud & Risk Management
- Testing Automation
- Dispute Management
- Tokenization
- Electronic Bill Payment

Offerings Portfolio - Products

- E -Payment - Digital transformation in Payment

Technology Expertise

- ☐ AI/ML
- ☐ Cloud Computing
- ☑ IoT
- ☑ Blockchain
- ☑ Robotic Process Automation
- ☐ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Talent Strategy

- Traditional Tech 10%
- Digital Tech 90%

Hiring Strategy

- ☐ Campus Hiring
- ☐ Lateral Hiring

USE CASE

Digital payments are fragmented by channels (card, account, etc.) and channels (credit, debit, ACH, wire, RTP, etc.) and hence the fraud and risk management (FRM) for digital payments are also fragmented to a large extent. Fraud patterns are not static. Hence the solution also needs to be scalable and flexible to accommodate growing transaction volumes and fluctuating business needs. This necessitates a flexible design that supports horizontal and vertical scalability, as well as has the capacity to interact with emerging technologies and data sources.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. RS IntelliEdge™ uses advanced artificial intelligence and machine learning (AI/ML) algorithms to examine labelled transaction data from multiple payment channels.
B. This data is utilized by the system to detect and block high risk transactions or flag any suspicious transactions and notify the necessary personnel for further investigation.
C. The modern micro-service-based architecture has helped to keep the detection latency to less than 200ms, thus preserving the real-time payment experience for the user while implementing a high level of protection against probable fraud.

IMPACT

A. RS IntelliEdge™ continues to help accelerate the adoption of real-time payment landscape by improving security, reducing financial losses, improving customer confidence, increasing operational efficiency, and ensuring regulatory compliance.
B. The single multi-channel platform has helped to capture the digital payments across all channels thus providing a rich data for mining and thus profile normal and detect abnormal patterns.
C. The low TCO design has kept the cost overhead of FRM per transaction extremely low.

SG Analytics

ABOUT

SG Analytics pioneers in the use of analytics and technology to create valuable, relevant and reliable insights. The company mainly focuses on ESG, Data Analytics, and Investment & Market Research services.

Global Presence

- USA
- UK
- Canada
- Switzerland

Sectors Served

- BFSI
- Media and Entertainment
- Healthcare
- Technology -Research and Analytics services

Offerings Portfolio - Services

- ESG Services
- Data Analytics
- Data Modernizations
- Market research
- Investment Insight

Technology Expertise

- ☑ AI/ML
- ☐ Cloud Computing
- ☐ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Hiring Strategy

- ☑ Campus Hiring
- ☑ Lateral Hiring

USE CASE

One of the leading live chat platform was looking for a strategic partner to develop an optimized, cost-effective architecture that could process near real-time data transactions. They had elementary data pipeline to dump data in AWS Redshift which was an expensive solution. Their solution was not scalable for the increasing volume of data

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. Collected data from available sources and ingested them using data crawlers & kinesis firehouse
B. Lambda Functions were used to transform data
C. Data was partitioned and stored in paraquet formats which were consumed by Athena
D. Stored a copy of extracted data in separate S3 bucket as backup
E. Transformed data was stored S3 bucket (production)
F. AWS Athena was used as Search Query Engine by analysts, data scientists for exploratory data analytics and modeling
G. AWS Athena was replaced as source to QuickSight dashboards that were consumed by management

IMPACT

A. The implementation of AWS Athena enabled the client's platform to run smoothly at a better speed and improvised performance
B. The solution helped in reducing cost by 38% as Athena being serverless charges only when data is scanned

Softvan

ABOUT

Softvan is an IT services firm that offers ODC services such as cloud solutions, artificial intelligence and data analytics consulting solutions to numerous companies.

Global Presence

- USA
- Southeast Asia

Sectors Served

- Education
- Healthcare
- Retail
- BFSI

Offerings Portfolio - Services

- Video Streaming Services
- Chatbots and voice solution Design
- Enterprise Solution Development
- IoT, AI - Product Engineering
- Big data and Business Intelligence

Technology Expertise

- ☑ AI/ML
- ☑ Cloud Computing
- ☑ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Talent Strategy

• Traditional Tech	0%
• Digital Tech	100%

Hiring Strategy

- ☐ Campus Hiring
- ☑ Lateral Hiring

USE CASE

One of our clients were initially involved with automated lighting and power in the connected home market and they wanted to expand to include other connected home products. Our Client needed a solid, sustainable technology solution on which to base its home automation platform. Due to the nature of the consumer centric SMART industry and strategic product expansion planned, the client wanted to build a solution which has near real time response.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. Adopt AWS as CSP and serverless architecture as a development methodology to process 8-9M transaction requests and unexpected user base expansion
B. ETL process starting from 1M IoT Device to end with Business Intelligence
C. Voice access control on top of Alexa and Google Home
D. Safety module using broadcasting solution

IMPACT

A. Transform system without affecting 1M hardware products.
B. Near zero (0) second latency. Secure, scalable and robust architecture for ongoing workload and upcoming R&D plans.
C. After the implementation, the response time of the "SMART HOME AUTOMATION" was reduced to less than 80ms.

Vasista Enterprise Solutions

vasista

ABOUT

Vasista Enterprise Solutions run the SaaS and mobile based tech aggregating platform to offer business solutions to the Agri supply chains especially to the Dairy Industry.

Global Presence

Sectors Served

- Food and Beverage

Offerings Portfolio

- Procurement (Daily P&I)
- Plant Operations (Milkosoft)
- Sales & Distribution (Daily Orders)

Technology Expertise

- ☑ AI/ML
- ☐ Cloud Computing
- ☐ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☑ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☐ Referral/ Founder Network
- ☐ Direct Sales
- ☐ Partnerships/Others

Talent Strategy

- Traditional Tech ☐
- Digital Tech ☐

Hiring Strategy

- ☐ Campus Hiring
- ☐ Lateral Hiring

USE CASE

Dairies across India struggle with automation and technology platform that can help them get end-to-end visibility on your dairy supply chain, establish better farmer connections and produce superior quality products.

Lack of solutions that can handle 24X7 time critical operations to bring efficiencies across the Dairy Value Chain.

SOLUTION

A. Milkosoft – In order to overcome the above challenges, Vasista's dairy client deploy Cloud-based ERP
   - Vasista deploys Mobile Enabled SaaS based End-To-End Supply Chain Solution across dairy units of clients
     - Supply Side: Mobile Enabled Procurement Monitoring, Payments and Settlements
     - Demand Side: Mobile Enabled Order Management, Delivery Management and Payments
     - Plant Operations: Real-time Inventory Management, Production Planning & Control and Fixed Asset Life-Cycle Management

IMPACT

A. Acts as a single platform across their operations, Vasista empowers client in monitoring and enhancing their business operations.
B. Manages entire supply chain including Village level operations and Farmer Connect.
C. Realtime monitoring resulted in savings across the supply chain.
D. Demonstrated results in monitoring KPAs of the agri supply chain operated by clients.

ZNet Technologies

ZNET
An RP tech Company

ABOUT

ZNet Technologies is the leading distributor of cloud services, IT infrastructure services, and cybersecurity services to partners across the globe.

Global Presence

- USA
- Rest of Europe
- UK
- MEA

Sectors Served

- Education
- BFSI
- Media & Entertainment

Offerings Portfolio - Services

- Cloud Infrastructure Services

Offerings Portfolio - Products

- RackNap - cloud delivery platform
- Wire19 and DailyHostNews - Industry specific media portals

Technology Expertise

- ☐ AI/ML
- ☑ Cloud Computing
- ☐ IoT
- ☐ Blockchain
- ☐ Robotic Process Automation
- ☐ Big Data

Associated Patents

- ☑ No
- ☐ Yes

Go to Market Strategy

- ☑ Referral/ Founder Network
- ☑ Direct Sales
- ☑ Partnerships/Others

Talent Strategy

Traditional Tech	10%
Digital Tech	90%

Hiring Strategy

- ☑ Campus Hiring
- ☑ Lateral Hiring

USE CASE

STS has positioned itself as a key player in the digital transformation of the IT sector. It is based in Jordan with offices in KSA, UAE, Bahrain, Palestine, and more. Its wide range of offerings includes infrastructure integration, software, IP in e-commerce and compliance products and solutions, and related professional services, and serves over 1,000 customers across various industries. STS wanted to automate its complete cloud service delivery but didn't have the system in place. Besides, they wanted their customers to be able to access all their services via an online marketplace and have the choice to buy and pay via a fully automated sales cycle.

SOLUTION

In order to overcome the following challenges, the following solutions were implemented

A. ZNet Technologies implemented its in-house product RackNap, a billing software for cloud industry.
B. RackNap enabled STS to automate the product/ service rollout cycles, save operation time and reduce expenses.

IMPACT

A. After the implementation, STS was able to improve productivity by 50%
B. Offered better service delivery with auto-provisioning
C. Streamlined operations with an automated sales cycle
D. Created user-friendly online marketplace that helped increase revenues
E. Automated repetitive, time-intensive tasks to increase the efficiency

Appendix

Acknowledgements – Interview and Survey Participants

The preparation of this report has been facilitated by 125+ SME companies who have participated in the survey and in one-to-one interviews through the process of research. We are deeply thankful to all the participants, and sincerely appreciate the time and support offered by all, particularly the companies who also shared their case studies with us to be featured in this report. Their expert industry knowledge and experience building their organizations has been invaluable in shaping this study.

Interview and Survey Participants

AABSyS Information Technology
AeoLogic
AG Resources India Pvt Ltd
AlgoAnalytics Private Limited
Apextend Advisors
Aubergine Solutions
Avekshaa Technologies
Axiscades Technologies
Back office IT solutions
Batoi Systems
BizAcuity Solutions
Blue Chip Computer Consultants
Bluecocoon
Carney Technologies Services
Codelogicx Technologies
Cogenthub
Coredge
Crown Worldwide Group
CyberMeru
C-Zentrix
Disys India
Entiovi Technologies
Entrib
Epicenter Tech
Faurecia India
Fireflies.ai
FiveS
Future Focus Infotech
GeekLurn Group
GoTo
H&R Block
Iconcept Software Services
InApp
InfoBeans Technologies
InfraBeat Technologies
Inno Valley Works
Innovapptive Global Solutions
InnovatureLabs
Inspire Infosol India LLP
IonIdea Enterprise Solutions
IonIdea Enterprise Solutions
ITTStar Global Services Pvt Ltd
Ixsight Technologies Pvt Ltd
Katonic India Pvt Ltd
Kimball Electronics India Pvt Ltd
Kritilabs
Kvaliteta Systems and Solutions
LinguaSol Pvt Ltd
MatTech
Maverick System
mFilterIt
Minutus Computing Pvt Ltd
MSB Digital Pvt Ltd
Natwest Group India
Neoito Technologies
Netconnect
NetWeb Software
Oak9
Oneture
Open Weaver India Pvt Ltd
Paratus Systems
Prakat Solutions
Prescience Decision Solutions
Prismatic Softwares
Process 9
ProHance
Qbotica AI Services
Quinte Financial Technologies
RS Software
SG Analytics
Smartdrive
Softvan
Som Imaging Informatics
Somnetics
Spaising Technologies LLP
Spatial Planning & Analysis Research Centre
Splendre Eyemag
StratLytics
Suyati Technologies
Vasista Enterprise Solutions
vBridge Hub
vCreaTek Consulting Services
Vicisoft Technologies
Vooraf Technology
Winjit Technologies
Wissen Infotech
ZNet Technologies

The Core Research Team

This report has been developed through a comprehensive study of an evolving database of Indian Tech SMEs across subsegments, including IT services, BPM, ER&D, Software Products, SaaS, and subcontracting services. We wish to sincerely thank ProHance for powering the study and sharing their insights on the growth strategies and challenges for the segment. We appreciate our research partner, UnearthInsight, for collaborating on this study with their SME database and industry insights.

nasscom

Sangeeta Gupta
Senior Vice President and Chief Strategy Officer

Achyuta Ghosh
Senior Director and Head of Insights

Namita Jain
Digital Transformation Practice Lead, Insights

Sneha Sharma
Manager, Insights

PROHANCE

Ankur Dhingra
Chief Executive Officer

Paresh Degaonkar
Head, Business Development

Nitin Panicker
Head, India Sales

Anshul Jain
Director, Marketing

UnearthInsight

Gaurav Vasu
Founder & CEO

Vijay
Storyteller – Consulting Practice

About ProHance

ProHance is a cutting-edge, workplace analytics & operations management platform that provides insights for smarter decisions in complex, distributed, and hybrid workforces. Various Fortune 100 companies use ProHance to improve efficiency and productivity within their organizations by unlocking the true potential of their Human Capital.

The SaaS-based modular product with over 100+ customizable reports enables enterprises to effectively measure work patterns, effort, identify operational bottlenecks, and ensure regulatory compliance.

PROHANCE

www.prohance.net

About nasscom

Nasscom is the industry association for the IT-BPM sector in India. A not-for-profit organization funded by the industry, its objective is to build a growth led and sustainable technology and business services sector in the country with over 2,500 members. Nasscom Research is the in-house research and analytics arm of nasscom generating insights and driving thought leadership for today's business leaders and entrepreneurs to strengthen India's position as a hub for digital technologies and innovation.

nasscom

Visit our e-community at https://community.nasscom.in

About UnearthInsight

UnearthInsight delivers critical market information to drive decision insights for CXOs and equips them with actionable insights. UnearthInsight relies on strong social capital built over the years with key clients such as nasscom, Accenture, Bosch, EY, HCL, Cognizant, Tech Mahindra, UST, Mphasis etc.

UnearthInsight generate metrics and market trends from Tech Services Database, SME Database of 11K Indian Companies, 92,000 start-ups and private firms in India. On an average more than 25 data elements are injected daily in the data pool.

11/2, Ground Floor, 1st Cross, Vinayaknagar
Nyappanahalli Main Rd, B G Road
Near DLF New Town, KA 560076, India

www. https://unearthinsight.com

Disclaimer

The information contained herein has been obtained from sources believed to be reliable. Nasscom and its advisors & service providers disclaims all warranties as to the accuracy, completeness or adequacy of such information. Nasscom and its advisors & service providers shall have no liability for errors, omissions or inadequacies in the information contained herein, or for interpretations thereof. The material or information is not intended to be relied upon as the sole basis for any decision which may affect any business. Before making any decision or taking any action that might affect anybody's personal finances or business, they should consult a qualified professional adviser.

Use or reference of companies/third parties in the report is merely for the purpose of exemplifying the trends in the industry and that no bias is intended towards any company. This report does not purport to represent the views of the companies mentioned in the report. Reference herein to any specific commercial product, process or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favouring by nasscom or any agency thereof or its contractors or subcontractors.

The material in this publication is copyrighted. No part of this report can be reproduced either on paper or electronic media without permission in writing from nasscom. Request for permission to reproduce any part of the report may be sent to nasscom.

Usage Information

Forwarding/copy/using in publications without approval from nasscom will be considered as infringement of intellectual property rights.

nasscom

Plot 7 to 10, Sector 126, Noida - 201303, India

www.nasscom.in research@nasscom.in +91-120-4990111

/nasscomOfficial /nasscomR /NasscomVideos