

Iota Technologies



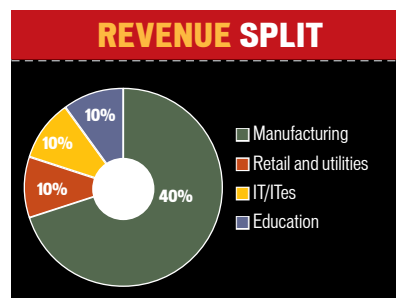
Govind S. Sovale, MD, Iota, says delivering comprehensive business solutions is their USP

FOR PUNE-BASED Iota Technologies, 90 percent of their revenues comes from the SME segment. “The plan is to identify and cater to their needs, and deliver solutions offering benefits. We also reduce their infrastructure burden by partnerships with cloud computing providers,” says Govind S. Sovale, MD, Iota Technologies. They implement Workware ERP, CRM, HRM solutions and develops software modules for manufacturing, service and distribution industry verticals.

“While we offer software using classic licenses, the cloud model

is generating more interest,” says Sovale, a computer engineer with Masters in Marketing Management.

In the initial years, the company provided software development services to target verticals and build



SOURCE: IOTA TECHNOLOGIES

▶ SNAPSHOT

Iota Technologies

Founded : 1999

Headquarters: Pune

Branches: Mumbai, Bangalore

Key Executives: Bipin Tike - Director (Implementation), Arati Awati - Director (Development), Ajinkya Kulkarni - Director (Marketing)

Revenue 2008-09: Rs 5.6 Crore

Revenue 2007-08 : Rs 3.5 Crore

Employees : 60

Key Principals : Microsoft, Parallels

Key Business Activities: Software Integration , Software Development

Website : www.iotasoft.com

the team, expertise and finance. “Delivering a business solution, has been our USP. This translates into acquiring, productizing and disseminating domain knowledge about the chosen micro verticals,” he says. Workware ERP is designed considering the needs of SMB segments in India. “SMBs contribute 50 percent of our revenues. We also provide subscription-based licenses,” he says.

A partnership with Microsoft keeps Iota updated about technology and trains their manpower in advance. Plans include consolidating on ERP, CRM and HRM solutions. “Despite Web 2.0, desktop applications offer better user experience,” says Sovale. This is relevant for enterprise applications that include highly interactive forms for complex business operations. New areas of interest are virtual desktops on enterprise clouds and ERP on Mobile.

Iota Technologies is developing solutions based on offerings from virtualization vendor Parallels. “We intend to explore this to combine the best of both worlds,” he says. The aim is to reach 20 major industrial Indian cities and touch revenues of Rs 15 crore by the end of the next fiscal, says Sovale. ■

— Yogesh Gupta