



Aggarwal: Ramco has a strong customer base for its cloud solutions, including majors from a number of key verticals.

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### **What solutions is your company offering in the cloud space?**

Ramco provides end-to-end enterprise class solutions that cover the entire business lifecycle from transaction systems (ERP) to analytics. As all our products are web-architected, it gives customers the freedom to access information from any part of the globe and enables users to automate operations, enhance productivity & improve profitability. We offer ERP, HCM, supply chain management, CRM, financials, service management, asset management, process control, project management and analytics to multiple verticals on the most appropriate cloud model – public, private and community.

### **Do you have any customers using these solutions at present?**

We currently have over 150,000 users from 1,000-plus customer organisations, globally. This includes the likes of Emirates, PHI, Intel, Schlumberger, CERT, Al Faris Equipment Rental, Integrated

holdings, Swatch, RAKBANK, Citibank, and Radisson Blu (UK) among others. Ramco's customer spread comes from a variety of 40-plus industry segments like Aviation, BFSI, Energy & Utilities, Equipment Rental, Facility Management, Government, Infrastructure, Logistics, Manufacturing & Trading, Mining and Professional Services.

We have been witnessing very good traction in the Middle East. Having added Emirates to our growing customer league, we also have bagged three of the top five Banks for our HCM solution. This very well proves that we are aggressively addressing the Middle East market.

### **Cloud computing has gradually gained some adoption in the Middle East, what barriers still exist to uptake, and can they be overcome?**

We have received good response for our cloud offering and within six months from the launch of our cloud solutions in the region, we have acquired five prominent

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logos in the UAE market. The major barrier for adopting cloud solutions seems to be security. Enterprises are wary of privacy and security of their data, but customers now realise that data is more secure in a certified data centre than residing in their own premise. To address this, we rely on Amazon Web Services (AWS), which is the leading provider of secure, reliable and cost-effective cloud infrastructure globally.

Our focus is on making the ERP user experience a delight and adding features that will make his life easy and simple. We have been building mobility, usability, social, in-memory and context aware



features into our core offering which has been getting a lot of positive feedback from the market.

**Do customers understand the value of cloud, or is it something that needs more market education?**

In the prevailing market conditions, organisations are pretty mature and do understand the need of the hour. Their major focus is to predict IT costs and adapt to business changes rapidly. Cloud model is a perfect fit as it removes CAPEX expenses. We are in a better position to reach out to potential customers as they already are



Ramco has a range of vertically-focused solutions, says Aggarwal.

aware of the cloud benefits and we offer value over and above the same.

### **Are you developing specific cloud solutions for the region?**

We have been selling our on-premise ERP in global markets since many years. After successfully proving the cloud model in our home ground, we have also taken the cloud model globally in 2012.

Our years of presence in the region has helped us understand the needs of the local market and add necessary solutions to address the same. All our products are global in nature and can address requirements, across geographies.

### **Are you developing solutions for specific verticals?**

We have been providing vertical specific solutions, for verticals like Aviation, Manufacturing, Trading, Infrastructure & Logistics, BFSI, Managed Services and Government among others.

### **What are the main considerations a customer needs to take into account before adopting cloud computing?**

Most organisations today face difficulty in retaining business efficiency, employee productivity and growing customer needs. Cloud applications are the solution to all their problems. Since cloud applications are web-architected they facilitate access anywhere, anytime.

Enterprises need to evaluate what exactly in their environment do they want to move to the cloud. We enable online

integration between cloud application and the systems that the principle runs on. Once the customer has decided what they want to move to the cloud, they need to evaluate the appropriate cloud vendors and their capabilities. It is important to do a TCO comparison to determine which cloud model fits your requirements before taking the plunge. ■



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