

Ramco Systems targets niche position in aviation software

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Chennai

RAMCO Systems, a global provider of aviation software on cloud, mobile and tablets, is targeting a leadership position in the segment in the near future. At present, it is among the top three globally and is pushing itself aggressively across regions.

After aviation, the company is focusing on the human resources space and is set to take its new Ramco HCM (human capital management) on cloud to the global market. While the product is currently being tested marketed in India, it is planning a global launch around June this year.

“During the last financial year alone, we successfully closed 10 deals globally in the aviation space and in normal times this would have taken about three

The software and services segment of the aviation industry is valued roughly at around \$1 billion

years. That is the thrust with which we are approaching our aim to achieve leadership position in aviation software,” Virender Aggarwal, CEO, Ramco Systems told *FC* on Monday.

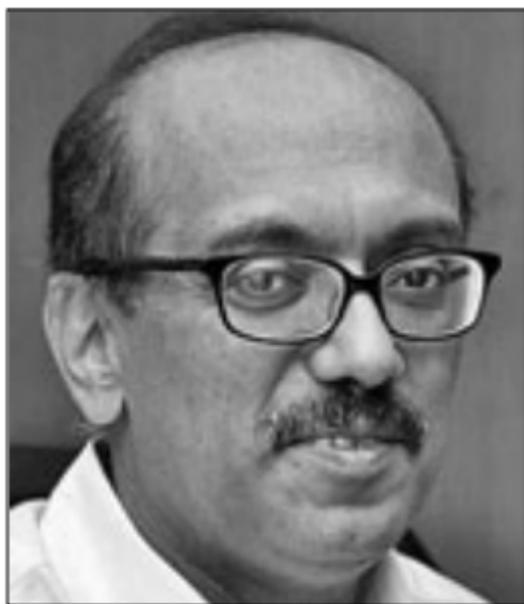
Last year’s deals in the aviation space feature airlines like Emirates, GoAir, Air Tahiti and Carribean Airlines. In the fourth quarter

of last financial year, the company signed up deals with two Thailand based companies –a start-up charter service and another a specialty heli-operator.

“Earlier, our approach was ‘engineering focus’ and now it is ‘product focus’ with special thrust on user interface. There has also been a change in mindset, since we can’t be modest anymore. If we have a unique product, it has to be heard by as many as possible,” Aggarwal said.

According to him, the global aviation industry is estimated at around \$2.4 trillion. Of this, the software and services segment of this industry is valued roughly at around \$1 billion. “Currently, we not even have one per cent market share and want at least five per cent share in the near future,” he pointed out.

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Virender Aggarwal
Chief Executive Officer
Ramco Systems

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