

'With business models changing constantly, IT is the need of the hour'

How would you describe the traction in relation to Ramco OnDemand—analytics and gateway products?

Ramco OnDemand—analytics and gateway products are the 2 new offerings launched under the Ramco OnDemand series. We realized that the organizations had a latent need to use the cloud initially for one or few of the business processes and then graduate to a full-fledged ERP. With organizations using ERP on the cloud for their day-to-day operations, the next step is to leverage the power of the cloud for decision-making. Ramco OnDemand Analytics is a pre-built business performance management software, which is a 'switch on' service offering for ERP on cloud.

We have witnessed a strong traction for both the products and expect a good number of organizations adopting the same based on their requirements. We are working with the leading telecom companies and partners to offer this product to their enterprise customers/prospects and bring them into the cloud.

Are there any future plans in relation to any other offerings in the pipeline?

Since inception, we have had a strong focus on



—Kamesh Ramamoorthy,
chief operating officer, Ramco
Systems

R&D and it has helped us to stay ahead in the technology curve. We have a product roadmap for 5 gateway products to be released this financial year. CRM, our first gateway product, was launched recently. The remaining 4 products, viz distribution management, fixed assets, HR and payroll, and service management system, will be released soon.

What is the potential of IT to change the landscape of the power sector?

IT is already playing a significant role in day-to-day operations of the organizations in the power sector. With business models changing constantly, IT is the need of the hour. Cloud computing will support the critical aspects of business model like carbon market. Analytics

will help crunch enormous amount of data coming through key measurements in real-time and enable intelligent decision-making. Smart grid related IT infrastructure will play a key role in both consumer- and supplier-led business model innovations. Currently, our clients include both private- and state-owned power generation companies in India and abroad. We expect many more to join our bandwagon.

How would you rate the adoption of ERP customers among SME customers?

India's SME market can be aptly labeled as the home to the 2nd largest number of SMEs in the world, contributing 65% to India's GDP when the spending on IT is only 30% of India's total IT spending. Global competition is driving increased IT adoption by SMEs and this provides a huge potential for an increase in IT spend among the SME sector in India. Technology is enabling SMEs scale to a growing customer base by providing them with an infrastructure to support their daily business operations. It has powered the SMEs to be flexible to the changing and highly competitive business environment.

According to Business World SME White Book

2010-2011, SaaS based ERP market in India is valued at about \$7 mn (2.2 % of the overall \$310 mn ERP market in India).

Please highlight the company's future plans for the Indian market.

In India, which is our home market, we have established a strong base as the leader in offering cloud enterprise solutions. India contributes 36% to the global pie. With the world looking at India as a hot market and organizations taking the plunge to stay competitive to grab the huge opportunities, we expect a surge in India's contribution.

Having enjoyed great success for our ERP offerings, our plan is to expand our analytics portfolio. In addition to Ramco OnDemand analytics and gateway products launched recently, we have also launched Ramco's Automated Data Flow (ADF) solution from our banking analytics portfolio. Ramco's ADF solution enables banks automatically comply with RBI guidelines for submission of returns without any manual intervention. We have received a great response for this unique offering from the target community and are poised to tap the huge market demand.

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