

Riding on digital wave



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MD & CEO

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(An NTT DATA Business
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For itelligence India, a part of the global system integration giant NTT Data, the gradual unfolding of the digital era just a few years after it set its operations in India is filled with promises galore. One of the leading global names in SAP software services, the Japanese parental firm of itelligence has a staggering \$20 billion revenue base and the Indian unit has been entrusted with the responsibility of harnessing the emerging business opportunities in India, as the demand for SAP ERP (Enterprise Resource Planning) and the digital eco-system for enterprises are expected to grow at an unprecedented scale. According to Sanjeev Deshpande, MD & CEO of Hyderabad-headquartered itelligence India, the company has made a very confident beginning. "We had started our company in India in 2013. For the first two years, we were totally focussed on global deliveries. Towards the end of 2015, we started serving Indian customers. And, in such a short period, we have made a remarkable penetration, with our domestic business growing exponentially from ₹23 crore in 2016 to an expected ₹150 crore level in the current year," says he.

The base which itelligence India has created during its short journey does not simply comprise domestic operations. It has made subtle moves to reach out to other new promising markets using India as the delivery platform and those markets too have shown positive response. "We are also offering services in Sri Lanka and have formed a subsidiary in Qatar. We have started serving the Middle East market focussing on Qatar, Oman and Kuwait. And like India, we have begun growing big time in these markets as well. Our business in the Middle East grew from \$1 million in 2016 to \$7

million last year and, at the end of the current fiscal, we expect it to touch \$10 million," adds he. In a cumulative sense, the company is expecting to close the year with sales figure of about ₹350 crore, with ₹200 crore contribution from the domestic and the Middle East operations and another ₹150 crore coming from its global deliveries to the US and European markets. "Our domestic business would outgrow the global business delivery," he points out.

itelligence is making a mark on the basis of four distinctive solution offerings which have proved their cutting-edge advantage in the matured markets of the world. These are: SAP Consulting, managed services, LOB cloud offerings and digital solutions. According to Deshpande, on the basis of these offerings, itelligence India has managed to create a sound customers base across some of the most happening sectors. Discreet manufacturing, pharma, life sciences, chemicals, automobiles, professional services, etc, have emerged as our major verticals in the country. Going ahead, the growing e-commerce business is going to be a key focus area for us," he informs. The company is also keen to enhance its business engagement with the public sector enterprises and government departments and on that front it has met with some preliminary success. "The public sector is very diverse. We have been serving government run enterprises in other parts of the globe. We have the ability to bring our global understanding. We have begun making moves in this direction and are receiving good response. Recently, we have sold a large cloud based solution (HANA) to a government company in Rajasthan for \$1.5 million. We want to develop this as major vertical for us in India," he explains further.

itelligence's positioning in the market as formidable SAP Global partner is testified by a series of SAP Pinnacle Awards which it has bagged in the past thanks to its innovation abilities. And its India story too has this dynamic element. Early this year, the company announced the establishment of the 'itelligence Lab for SAP Leonardo' at its facility in Hyderabad. The lab supporting the new digital innovation system from SAP will help create industry-specific end-to-end solutions on a versatile technology platform. "The lab will enable us to offer tremendous advantages to our customers so that they can explore and take full benefit of innovation and digital transformation opportunities provided by SAP Leonardo and SAP Cloud Platform," says Deshpande, while adding that India would eventually emerge as a major R&D hub for the group.

To put its growth in the top gear, the company has taken inorganic route – in 2017, it had acquired vCentric Technologies, a reseller of SAP software and SAP services provider based in Hyderabad. Having shaped a sound operational platform in just five years, the company is now aiming at major growth in its business. "In 2019, we are targeting a sales figure of \$40 million in India region. We are determined to make the most of the digital wave which has just taken off in the country," he underlines. ■

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