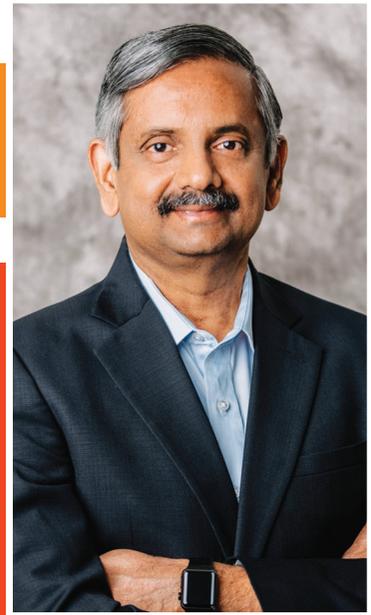


## BAHWAN CYBERTEK AIDING CUSTOMERS IN THEIR DIGITAL JOURNEY

A global technology company which is driving digital transformation through IP products and services, Bahwan CyberTek created multiple products and solutions that deliver value to over 1000 global customers, including Fortune 500 companies. The focus of the company is to create transformational value through innovative, outcome-based business models. Keeping IP at the core, the company has developed powerful and niche IP products that accelerate digital transformation in the areas of Predictive Analytics, Digital Experience and Digital Supply Chain Management for large enterprises across the world. In a chat with VARINDIA, **S. DURGAPRASAD, Co-founder, Director & Group CEO, Bahwan CyberTek** discusses on how the company is enabling its customers in their digital journey, acceleration of digital transformation due to COVID, how the company is addressing the security concerns of work from home etc.



### HOW BAHWAN CYBERTEK IS HELPING COMPANIES TO SAIL THROUGH THEIR DIGITAL JOURNEY?

We empower organizations end-to-end to digitally transform them at multiple levels. Some of the key offerings that support our clients in their digital transformation journey:

**IP accelerators** - Our suite of IP products help companies fast-track their digital transformation plans by solving complex problems of large enterprises with pre-built capabilities and assets. Our continuous investments in our IP portfolio ensure they remain relevant and constantly evolve to meet newer challenges.

**Full suite of digital services** - From consulting to roll-out, we help companies assess needs and chalk out a road map blueprint for their digital transformation journey. We then use our own IPs or build solutions, leveraging technologies such as AI, ML, Big Data and automation, to enable organizations to seamlessly transition into the digital space.

**Data-driven decision intelligence** - We are focused on strengthening our analytics capabilities constantly and have built our major IPs to have deeply embedded capabilities in AI / ML and analytics to provide real-time visibility and critical decision-support systems. With our capabilities to ingest data from a variety of sources, we enable our customers to leverage the power of data to improve operations and stakeholder relationships.

**Customer focus** - Our DNA is 'customer centricity'. We focus on customers' line-of-business, their needs, challenges and leverage the best-of-breed technologies and solutions to address them. We deploy reusable artefacts and solutions to identify areas of

improvement and help business users achieve enhanced adoption of new technologies, thereby, increasing their ROI.

### WHAT KIND OF TRENDS IN TERMS OF TECHNOLOGIES DOES BAHWAN CYBERTEK OBSERVE AMONG ITS CUSTOMERS IN TERMS OF DIGITAL TRANSFORMATION?

There is a rapid rise in demand for integration as it forms the basis for any digital transformation initiative. We have a rich experience in delivering large-scale integration projects, using multiple technologies. This has become very relevant today, and we are currently involved in many conversations with our existing customers and new enterprises that are seeking integration-centric solutions.

Data is the most strategic asset for any organization, and we see a massive interest in tapping into the power of data to gain insights. Many of our customers want to unify all enterprise data and make the most of it to discover patterns in operations, costs and even, employee performance. In the decade ahead, data will be the huge differentiator among companies. Another growing trend is to deliver Platform-as-a-Service and Infrastructure-as-a-Service—we have already made deep inroads into these domains and have built a sound practice in both the areas.

AI-powered predictive analytics is changing the way businesses are run today, across multiple industries. We work closely with banks, renewable energy companies to provide AI-powered solutions to track Non-Performing Assets (NPAs), process efficiencies, generation efficiencies and manage operations & maintenance.

Organizations look to microservices to rapidly create new customer experiences. Deploying microservices to production requires some form of service mesh capabilities to scale—this is a growing trend with many companies. We provide scalable, high-performance microservices frameworks and streaming engines for building data-centric systems that are optimized to run on cloud-native infrastructure.

### HOW COVID HAS ACCELERATED THE DIGITAL TRANSFORMATION OF ORGANIZATIONS?

The pandemic has made the move to digital mandatory—there is no other way about it now.

With remote working becoming the norm, enterprises are investing in technologies that enable their employees to collaborate more virtually. We have created an end-to-end workplace and workforce management solution for post-COVID return to work—dtSmartWorks360. This suite ensures safe distancing, crowd management, contact tracing, access controls, flexi-seating, visitor management and facility maintenance and sanitization. We see a lot of companies budgeting for such solutions on an immediate basis.

Owing to digital infrastructural challenges faced by remote teams, companies are investing in a clear goal to increase service excellence, reduce inefficiencies and streamline processes. In this context, Robotic Process Automation has become a key driver to improve customer service and optimize resources. With the prevailing restrictions on people movement and focus on safety, most of the purchasing

across categories has moved to digital commerce. We are seeing a huge spike in companies wanting to implement digital malls and marketplaces to enable companies of any size to sell their goods online.

### AFTER THE PANDEMIC THE NEW NORMAL OF WORK FROM HOME HAS STARTED AND SECURITY HAS BECOME A MAJOR CONCERN. HOW DOES BAHWAN CYBERTEK ADDRESS THIS CONCERN?

Staying flexible is the only way to thrive in the new normal.

We have invested in Cloud communication tools and virtual platforms to stay connected at all times and to enable efficient remote working and seamless collaboration. Our IT team adopted a full-on cloud approach to fix IT issues and ensure all of us operate and access enterprise data in a safe environment. We have triggered cyber security initiatives to double-shield our environments and customer data.

We adopted a blended office model globally—it has been quite a success and we have remained agile and flexible, while complying with local regulations and security. Remote working has been extremely successful, sustaining and in fact, increasing productivity and managing critical functions of customers with zero downtimes. To maintain and sustain employee interest, engagement and work culture, we rolled out a host of HR and technology initiatives that take care of the mental, physical and emotional well-being of employees and ensure secure technology environments. Learning and cultural programs are also conducted virtually with the same gusto and spirit.