siliconindia

CORPORATE TRAINING STARTUPS

ST▲RT^{UP} CITY

SILICONINDIA.COM

NOVEMBER, 2022

NAGESH, CEO

PEOPLE DECODE

A PIONEERING TEAM OF EXPERTS WHO WORK TOGETHER TO SERVE CLIENTS ON A BROAD RANGE OF ADVISORY SERVICES

₹150

We don't create ads, we create brands

EVERYTHING YOUR COMPANY NEED IS HERE.

BUILD A BRAND WITH US.

iOS   Android   Web   UX / UI   Branding

TALENTED MINDS, WE ARE HIRING!

A Design and Technology consulting company with proven compentency in Branding, Mobile Application and Web Application Development with creative concept development, Film-making, UX/UI designing, Graphics Designing & Web Designing.

TALK TO US FOR CUSTOM QUOTE
+91 70499 03333 | info@corporatemotionpictures.in

CORPORATE
Imagination unlimited.

EDITOR'S NOTE

Streamlining the Corporate Tangle

The corporate houses and new firms are sprouting up like mushrooms as a result of increased globalisation. These businesses engage in a constant race to expand their sources of revenue and profitability. In the end, they strive to 'get the most out' of their workforce, which has forced the workers to choose between their personal and professional lives.

Team building exercises are essential for any firm, large or little, in order to maintain employee motivation and have skilled workers. A business outing helps the coworkers communicate more effectively and function as a cohesive unit.

The 'Corporate Outbound Training' is crucial in encouraging employees to embrace the business culture. The best way to find and develop the educators, facilitators, quick learners, and leaders within your teams is through team trips. Everyone takes pride in developing productive partnerships inside businesses. How can we determine what makes a team strong? A high performing team is a collection of experts who share a common vision, work well together, make the best use of the available resources, and communicate clearly and effectively. The team handles its tasks in a mature manner and with clarity as it grows stronger. Such maturity helps to achieve the goals and, in turn, the organisational vision by reducing the risks connected to the business.

What we really need is a Mr. Fixit for all the wear & tear a corporate workforce develops over the period of tiring workhours. Also, these providers know how to bring the best in you, and the best you.

Do let us know what you think.

Emmanuel Christi Das
Managing Editor
editor@siliconindia.com

CONTRIBUTORS

C O N T E N T S

14 COVER STORY

NAGESH, CEO

PEOPLE DECODE

A PIONEERING TEAM OF EXPERTS WHO WORK TOGETHER TO SERVE CLIENTS ON A BROAD RANGE OF ADVISORY SERVICES

siliconindia
STARTUP CITY 10 BEST
CORPORATE TRAINING
STARTUPS - 2022

PERKS OF WORKING FOR AN INNOVATION DRIVEN ORGANIZATION

By SI Staff

Behind every successful organization, innovation is a key that depends upon adequate communication and a grasp of the different elements of the innovation procedure. Employees are one of the most productive assets for any organization, and having employees with a different set of ideas or approaches to problem-solving will quickly generate an innovative approach. The benefits of working in this type companies include high wages, medical, and many more for employees. Designing an innovative business culture will assure everyone in the business is working towards enhancing business practices, efficiency, and performance. The approach to innovation will be driven by business strategy, capability, market understanding, and commitment to the process. Often, these processes add capacity to business with little or no additional costs.

What Are The Benefits Of Innovation In Organization?

The words Innovation and creativity are used repeatedly. Where both have their meaning, using creativity in business is vital because it fosters unique ideas. This originality is a crucial component of Innovation. For a vision to be innovative, it must also be helpful. Creative ideas don't always lead to innovations because they don't necessarily deliver feasible solutions to problems.

Innovation could be related to a product, service, business model, or novel and valuable strategy. Inventions don't have to be significant technological breakthroughs or new business models; they can be as easy as upgrades to a company's customer service or features added to an existing product. Unanticipated challenges are inevitable in business. Innovation can assist organizations in staying ahead of the curve and growing in their operations.

Everyone in the business wants to recognize the idea that not trying anything new is often the most significant risk. The increased competitiveness offers higher quality products more efficiently and at a lower cost. Creating work practices to encourage employees to work together and openly discuss ways that might enhance the proactive approach to business. Innovation can lift organizations with existing and new offerings along with customers.

How Do Employees Get Benefited Working In Innovation Driven Organizations?

We are in a time of meager unemployment rates and high competition for talent. So, for companies wanting to attract and retain top talent disproportionately, they increasingly have to offer innovative employee benefits. Delivering robust and diverse benefits can set a company apart and make them more attractive to candidates pursuing multiple career prospects. This can cause an employer brand that people aspire to join and where employees want to work in a happy, productive, healthy environment. Successful organizations ahead of their competitors don't just create innovative solutions for their customers; they also focus on innovative employee benefits. Let's look into the perks offered by innovation-driven organizations in recent times.

WFH/ Remote Work

Many remote jobs also come with flexible plans, which indicate that employees can begin and finish their day as they desire, as long as their work is completed and directed to solid results. This control over the work schedule can be priceless when it comes to regard to the needs of personal life. Whether running some chores, dropping kids to school, or following an online fitness

class in the morning, these tasks are easier to balance when working from home.

> ## Delivering robust and diverse benefits can set a company apart and make them more attractive to candidates pursuing multiple career prospects

Flexible Hours

Construction and engineering tasks can be long and intense, so, where relevant, giving staff more flexible hours could lead to less pressure while giving them time to tend to other duties. Numerous organizations even so far as to reduce their standard hours to four days a week.

Health & Wellbeing

The Sponsored gym memberships, yoga, healthy eating, and many can be given to all employees to enhance productivity. Few employees who are not interested in workouts, surfing, or running can have a day for team-building exercise with teams training together and striking key personal or group goals.

Learning & development

Training and developing an employee doesn't simply allow their growth but also makes the company grow. Correspondingly, it lets employees know they are valued in the organization. An organization that encourages employee skills and thinks about growth attracts better talent and sustainability.

Stock Options/Equity

Conceivably, one of the most acceptable ways to amuse employees is to offer a stake in the company, effectively attaching their efforts to its success. While this may have been limited to Partners or senior management groups, it is becoming more common as a long-term retention plan at large employers, such as Apple and Google.

Conclusion

There are many additional benefits, but above are some of the most innovative yet achievable we have come across. Innovation-driven organizations can still be more creative with how they can take care of their employees. These perks or benefits can surprise how much their employees will be willing to give to the company in return. ᴤᴄ

INVESTING IN COMMERCIAL REAL ESTATE: PROS & CONS, TAX IMPLICATIONS EXPLAINED

By Anurag Goel, Director, Goel Ganga Developments

Anurag leads his team as a Director since 2017 and his skills includes Customer Service, Microsoft excel, Microsoft Word, Management, Strategic Planning, Budgets, Power Point, Leadership and many more.

Real estate investment decisions are typically difficult, particularly when deciding between residential and commercial property. It is widely assumed that investing in commercial real estate is only for wealthy individuals and corporations. Although this is sometimes true, it is not always the case, and commercial property, particularly shops and showrooms, can be purchased by salaried individuals.

Because of its consistent returns, higher rental value, and passive income, commercial real estate is an appealing investment class. It has enormous growth potential and a consistent cash flow in the form of rentals. This is why commercial real estate investing is becoming increasingly popular among investors. Let us evaluate the pros and cons of purchasing commercial property.

Pros Of Investing In Commercial Real Estate Properties

1. High Rental Income:

Commercial property has a higher rental yield than residential property, which is advantageous. Commercial properties have an average rental yield of 8-11 percent, whereas residential properties have an average rental yield of 1-2 percent, a four times lower yield. The earning potential for CRE investment varies greatly depending on the area. If the investment is made solely for the purpose of earning potential through rents, commercial property is unquestionably superior.

2. No Furnishing Cost:

One of the most appealing aspects of investing in commercial properties is the property's zero furnishing cost. This is because the furnishing costs are borne by the tenant once the property is rented. As an investor, you can provide your tenant with raw property. This

Anurag Goel, Director

benefit stems from the fact that any company renting the property will be required to adhere to their operational guidelines.

3. Ease In Dealing With Tenants:

Commercial real estate tenants are typically well-established companies. Dealing with corporate tenants is always easy, and there is rarely a need to chase them down for rent. If a reputable bank or corporate tenant occupies one floor or one section of the property, the rental yield for the remainder of the property will rise.

4. Long-Term Commitments:

Commercial properties are typically leased for 10-20 years, with the option of renewal. Furthermore, lease agreements include a provision for yearly rental value appreciation. As a result, the commercial property owner can expect regular and consistent returns.

> **Commercial property has a higher rental yield than residential property, which is advantageous**

Cons Of Investing In Commercial Real Estate

1. High Investment:

In general, commercial properties necessitate a significant investment. In the case of commercial property, a larger sum is involved than in the case of residential property. After considering one's other financial needs and commitments, one must be prepared to invest a large sum. and the minimum investment in commercial real investment is typically out of reach for the average retail investor.

2. Costlier Loans:

Commercial property loans are more expensive than residential property loans, which is a significant disadvantage of commercial property. The interest rate and terms and conditions will also be determined by the type of property, the investor's profile, the location, and the repayment period.

3. Complex Asset Management:

Finding the right tenant for commercial property like a shop or showroom may be slightly difficult than finding a tenant for a residential property. CRE tenants are corporates, not individuals, requiring smooth end-to-end asset management. Retail investors usually lack professional expertise in managing complex commercial assets.

4. Thorough Research Required:

The investor must conduct extensive research into the overall cost of acquiring the property, the taxes involved, the zonal laws and bylaws for renting out, and the rental earning potential of that building or shop. Due diligence and market knowledge are required to find the right property and geographical location. Due to a lack of market knowledge and other resources, an individual investor may find it extremely difficult to invest in commercial properties.

Tax Implications

Commercial property investment through fractional ownership is still in its early stages, so there are no specific regulations for this asset class. According to current income tax regulations, if you do not own the property and sublet it, the income from such subletting of commercial property will be taxed under the heading 'income from other sources'.

If you run a business centre on your property while also providing other services, the income can be treated as business income as long as the different services and renting out the space account for a significant portion of the total. Except in these circumstances, all of the income you get related to the property you own will be taxed under the head explicitly designated for property income, regardless of the name given to the revenue. There are just a few legal deductions that can be made against rental income because the revenue from renting out such property is taxed under the heading 'income from house property'. It is best to avoid listing your actual rental income under 'earnings and gains of business or profession' in order to deduct other costs. ⬛

11 START
NOVEMBER 2022

VC **VIEWPOINT**

COWORKING SECTOR TO EMERGE STRONGER IN 2023

By **Suren Goyal**, Partner, RPS Group

Suren has more than two decades of cross functional experience in Marketing and Business Development including Land purchase, sales, marketing, commercial, Leasing, joint venture/ collaboration, Property finance or Investment, and Asset Management.

Experts would agree that despite not being a new concept, Coworking spaces have started to gain traction in recent years only. However, the last couple of years remained challenging. As with every sector of the economy, the Indian real estate sector also faced headwinds and the Coworking sector was not spared either. Now that the restrictions have eased and the economy is resurgent, the Coworking spaces have started attracting large and small businesses alike. Let us examine why trends indicate a brighter year for the sector.

Rising Demand & Positive Growth

According to the Coworking spaces, Global Market Report by Report linker, the Global Coworking spaces market is expected to grow from $13.61 billion in the year 2021 to $16.17 billion in the year 2022. It is despite the fact that the Omicron has affected the first three

months of the year substantially. The report highlights that the resurgence in the demand is due to the resumption of office activities and gradual adaptations to the new normal.

While the world is treading the path with cautious optimism, companies prefer cheaper Coworking spaces over costly dedicated offices. The same report pegs the global Coworking market growth at $30 billion by the year 2026. In the words of a report by real estate research firm Cushman & Wakefield, the Coworking sector in India expanded its portfolio
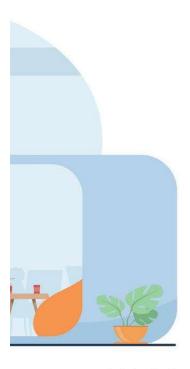
Suren Goyal, Partner

year 2022. If JLL is to be believed, the Co-working sector in India is expected to cross 50 million sq ft by the end of the year 2023.

and a no-strings-attached business approach helps the startups tremendously. It results in huge cost savings and minimizes logistics and capital expenditure hassles.

In addition to being a platform for startups, Coworking spaces are emerging as new centres of networking. Investors, startup founders and established business persons actively consider these hotspots of ideas for brainstorming and it presents a great opportunity for the new bees to network, learn and grow their business.

Moreover, the top metro cities such as Delhi, Bangalore, Hyderabad, Pune and Chennai have

> **"**
>
> ## With dedicated space, state of the art facilities, high-speed internet, conference and meeting rooms, convenient locations, flexible payment plans and no-strings-attached business approach helps the startups tremendously
>
> **"**

aggressively in the late half of the year 2021. To put it in numbers, the year 2021 saw an addition of 21 percent more area, to the tune of 4.91 million sq ft addition to the Coworking sector. This has set the ball rolling and prepared a solid ground for robust growth in the

What are the advantages of Coworking spaces?

While the data suggests that the Coworking industry is being favored over traditional offices, there are certain clear advantages of this segment such as-

While starting up, new businesses are short of funds and they do not have that monetary bandwidth to spend on dedicated offices. In such cases, the Coworking sector is a savior. With dedicated space, state of the art facilities, high-speed internet, conference and meeting rooms, convenient locations, flexible payment plans

started to offer Coworking spaces for every need. Leading brands of the segment have opened their offices in these metro cities. Be it the demand for a single seat or a large business, everyone is getting reasonable options. The growth of Coworking spaces will certainly add to the overall recovery of the Indian real estate sector.

Conclusively, the Coworking sector is an idea whose time has come. Despite short term challenges due to the coronavirus, the Coworking spaces industry is all set for double-digit growth in the year 2023. SC

13 START NOVEMBER 2022

siliconindia
STARTUP**CITY 10 BEST**
CORPORATE TRAINING
STARTUPS - 2022

PEOPLE DECODE

A PIONEERING TEAM OF EXPERTS WHO WORK TOGETHER TO SERVE CLIENTS ON A BROAD RANGE OF ADVISORY SERVICES

By 2028, the worldwide corporate training industry, which was calculated to be worth $345.56 billion in 2021, is anticipated to reach up to $493.32 billion, with a CAGR of 8.90 percent during the forecast period between 2022 - 2028. Corporate training comprises a collection of instruction exercises designed to equip employees with the competencies they need to function more effectively at work. Employee productivity, inspiration, competence, and engagement all increase as a result of corporate training, which ultimately aids businesses in accomplishing their business plans. Virtual training techniques and face-to-face instructional strategies are the two distinct sorts of training methods most commonly employed. Furthermore, prominent competitors, business units, and geographical areas are taken into consideration when analyzing the corporate training industry.

COVER
STORY

" Corporations can solve any existing talent gaps with the aid of People Decode Solutions, which delivers training opportunities for up-skilling and reskilling employees

NAGESH, CEO

Economic growth in India, in contrast to powerful nations like the United States, is currently far smaller, at around one-tenth of its size. Still, somehow, the corporate training industry is disproportionately tiny, accounting for even less than $1 billion in total expenditure and only 1-2 percent of personnel costs. People Decode, founded in 2015, is an exemplary corporate talent acquisition and training institution determined to go above and beyond client recruitment and training goals as the industry's founders in workforce recruiting and training. By using campus employment and lateral recruitment, they leverage the experience in workforce planning and implementation.The firm was established by individuals possessing over 40 years of experience as workforce planning specialists, covering all parts of talent procurement for leadership and executive positions in the domestic and US market for customers worldwide across a range of industries and service areas.

Inception Ideology of the Company

"Ever since the establishment in 2015, we have endeavored to contribute our best to all our stakeholders from a global perspective. I firmly believe that our success and growth are the results of our unimpeachable business values, commitment to our clients, care for our staff, and our proactive management approach to quality and analysis, which forms the foundation of all our business engagements", asserts Nagesh, CEO, People Decode.

People Decode entered the industry with the proposition that would address the constantly shifting nature of the sector and market interactions that call for constant skill enhancement in the technology-driven segment. Additionally, the lack of a top notch level of competition across technologies has an influence on organizations' return on investment and steady growth. Corporate training must be chosen by each organization for the many benefits that it provides promoting organizations' expansion and development, delivering the greatest end-to-end IT learning services

16 START UP
NOVEMBER 2022

through business landscape, and the ability to alter an organization's operations and market efficiency.

Taking matters into their own hands, People Decode developed ironclad modules of personnel training for corporations. Furthermore, the firm also developed a smart system which could effectively find the most suitable individuals for particular jobs. Matching an individuals' skillset and personality with a particular job and organization aids them in creating a list of the most suitable candidates for a particular position.

Services Offered

A range of organizations of all sizes in India, the US, and other nations across the world can benefit from People Decode Solutions' first-rate IT services and experienced staff. "At People Decode, we are obsessed with excellence and caring in all we do. We encourage you to partner with us for all your IT services, learning and development, talent acquisition, IT consulting, and project needs", further states Nagesh. While concentrating in the IT sector and providing a range of service verticals, the firm is shortly launching its services in more verticals.

In order to boost their share in terms of revenue transactions, major players in the international corporate training market have used diversification tactics such as the implementation of innovative training techniques and training courses. Due to various advancements in rich visuals as well as the affordable e-Training components provided by training institutes, there has recently been a noteworthy growth in the adoption of e-Learning services among businesses and academic institutions. The leadership is freed from having to set aside space and attention for these kinds of en-

counters due to such extremely interactive and captivating alternatives. "In a time of drastic change, it is the learners who inherit the future", by Eric Hoffe. This timeless adage holds true for both organizations and employees across the globe. It is going to be the learner's future", further adds Nagesh.

Corporations can solve any existing talent gaps with the aid of People Decode Solutions, which delivers training opportunities for up-skilling and reskilling employees. They want to introduce training with a purpose, wherein learners not only pick up new information but also learn to effectively apply it. The company stands out from the competition through its cutting-edge training methodologies that are based on experiential learning via outbound training, data analytics that involves cognitive and predictive blended learning approaches continuing to support learning, LMS with learner-engaging gamification, expert-led live sessions with 360-degree feedback, and post-training support with lifetime access to the training manuals.

Within its various verticals, People Decode provides On-the-job training, bespoke Team-based training, Ecosystem-based training, Employee skill Enhancing, Business strategy-based training, E-Learning Portal, and Project Based training services. Through these services, the team offers to its clients various perks like Developing skills for real career growth, Learning from Industry experts active in their field, Learning by working on real-world problems, Structured guidance ensuring learning never stops, Capstone project-based approach, Project-based Learning, and Certifications for skills in which the learner has achieved mastery. Furthermore,

the firm offers top-notch staffing solutions to corporations based on their needs. Within this vertical, People Decode provides services in Leadership Hiring (IT and Non-IT), Contract/C2H Hiring, RPO Services, Permanent Hiring, Diversity Hiring, and Non-IT Hiring. These staffing solutions bring with them a range of benefits including Consultations with Staffing experts to improve the Talent Acquisition return on investment, use of advanced technologies for AI-Driven Approach-Predictive based hiring, quick turnaround time, the ability to tap Global Candidate network pools, Upbeat employer branding, finding the Ideal roles and responsibilities mapping, Budget-conscious hiring which organizations often find themselves struggling with, and Cultural fitment mapping.

Future Roadmap

With its creative and technology-driven strategy, People Decode is devoted to becoming a valued provider in training and development as well as recruitment and retention segments of the corporate lifecycle around the world. The firm is on the mission to develop into a highly effective strategic partner that would increase the company's return on investment by matching personnel with the appropriate opportunities and competency-based learning initiatives that enhance organizational performance.The firm is also gearing up to launch several other business sub sectors including an e-learning portal and project consultancy services, in the near future. Their global expansion is currently underway, and in addition to having its headquarters in Bangalore, the firm has also established operations in the US and Asia-Pacific. In the coming years, the firm expects to propel as the leader in the industry. ⬛

17 START
NOVEMBER 2022

FORENSIC INVESTIGATIONS IN A ZERO TRUST ENVIRONMENT: WHAT INDIAN BUSINESSES NEED

By **Harsh Behl**, Director - Product Development, Exterro

Harsh has Hands on experience and extensive knowledge of electronic discovery and Data Analysis and also well acquainted with thorough understanding of Digital Forensic tools for live and non-live analysis of Digital Evidence.

Zero trust is a buzzword that is growing increasingly popular among businesses in India. And rightly owing to the explosion of cyber-attacks in the first half of 2022, India witnessed 6.7 million cyber-attacks. The expanding risk of cyber-attacks led the Ministry of Electronics and Information Technology to issue guidelines regarding the adoption of zero-trust architecture earlier this year. Zero trust architecture has arisen as a response to today's perimeter-less networks. Employees today work from offices, their homes, through mobile devices, and even use Wi-Fi networks at cafes, opening up the threat landscape like never before. Threats to security arise from outside the organization—and within—in the form of social engineering attacks, malware-infected devices and malicious insiders. Securing the perimeter no longer protects an organization from cyber-threats, which is why zero-trust principles are gaining popularity.

In India, a third of the businesses have already implemented zero-trust architecture with many more planning to implement it. The foundational tenet of the Zero Trust Model is that no user, system, network, or service operating outside or within the security perimeter can be trusted. Instead, it relies on verifying anything and everything attempting to establish access.

On the other hand, there is also an increase in the need for forensic investigations as they help companies understand the scope of breaches and its impact on

Harsh Behl,
Director - Product Development

> **"**
> The expanding risk of cyber-attacks led the Ministry of Electronics and Information Technology to issue guidelines regarding the adoption of zero-trust architecture earlier this year. Zero trust architecture has arisen as a response to today's perimeter-less networks **"**

the business. Enterprises and fast growing mid-market companies are conducting more than six internal investigations per month and expect investigatory workloads to increase. But with zero trust architecture, this can be a daunting task.

Identifying the Problem Set

Digital forensic investigators detect and respond to incidents on all devices, and log, analyze, and share learnings from these incidents. For instance, in case of a data breach, a digital forensics team would examine the network and identify signs of malware, unauthorized user accounts, or accounts with unauthorized privileges. These investigators can determine if an attack is still ongoing, and identify whether the damage can be halted. For these teams to perform their tasks effectively, the technology they use must ideally have:

- Admin access across the network
- Deploy agents to remote devices
- Inventory all devices and the ability to respond to incidents on these devices
- Operate across platforms including Mac, Windows and Linux
- Image and collect data forensically across an encrypted connection

19 START&UP
NOVEMBER 2022

- Remediate incidents such as deleting files, closing ports, or potentially deactivating users
- Monitor endpoints to analyze files in use, programs running, and connected services in real time

Granting forensic investigators full admin access to conduct investigations is in direct conflict with the principles of zero trust – where users, devices, and applications access information on a need-to-know basis. Most digital forensic solutions are connected to the internet, which in turn adds to the existing security risks, obliging organizations to provide forensic investigators with multiple devices for different functions. Such solutions would only increase costs exponentially.

Adopting Secure Digital Forensic Tools

Solutions capable of conducting secure forensic investigations can go a long way in strengthening internal investigation functions for Indian businesses. Technology that can be installed on-premise but secured on a server controlled by IT is ideal. Forensic investigators can then carry on investigations in a web browser interface without disrupting the zero-trust architecture.

Besides, other experts involved in an investigation such as HR or financial specialists, will have the capacity to review relevant elements of the case without needing administrative access or a dedicated forensic device. With the right technology, investigating teams can sidestep the extensive software lockdowns required to minimize non-authorized access in zero-trust environments, while maintaining the integrity of security controls.

The rapid adoption of hybrid and work-from-anywhere models calls for technology that is nimble and can remain secure in remote environments. Businesses need portable solutions that use self-contained review platforms with case details outside the perimeter. Portable solutions that can be loaded on a USB, jump drive or to the cloud are ideal. They allow investigators to access the application from its self-contained directory, ensuring that principal investigators are in sync with remote investigations.

With public site server facilities capable of responding to security incidents on all distributed devices, businesses can centralize investigations. Public site servers that reside in a secured environment on the network ensure that investigators can communicate with it anytime they are connected to the internet without the risk of disrupting the zero-trust environment.

Businesses can deploy instructions on the public site server, while remote agents can carry out critical incident logging, analysis, and remediation tasks. These public site servers enable IT to communicate with devices that are not connected to a virtual or an internal network in the event of a breach, ensuring that incident investigation and response is not delayed. IT teams would then be able to perform necessary actions to secure devices, the network, all while abiding by the zero trust mandate.

In an increasingly complex threat landscape, digital forensics technologies that can adhere to zero-trust principles are quickly becoming one of the critical technologies companies need to piece together clues for a comprehensive investigation. With the right solutions, businesses can identify the size and scope of incidents and stem the damage, while also identifying ways to prevent future breaches.

siliconindia
STARTUP CITY 10 BEST
CORPORATE TRAINING
STARTUPS - 2022

The Corporate Training Market in India is expected to grow with a healthy Compound annual growth rate (CAGR) of 16.3 percent in FY'22P and FY'27F. The focus of corporate training would be on to keep the learners engaged by enhancing experiential learning therefore use of technologies like AR/VR, Metaverse and Micro learning concept would be prevalent in future. IT and BFSI are going to be the larger support pillars for the corporate training market. The importance of proper training is increasing day by day as the corporate world is stepping to new horizon's with the help of technology. Today the decisions had to be made within seconds and time values the most in taking appropriate decisions. So the ever changing fast paced corporate world need employees or workers, who are fast thinkers.

There is enormous value in organizing proper training and development sessions for employees. Training allows employees to acquire new skills, sharpen existing ones, perform better, increase productivity and be better leaders. A company is the sum of total of what its employees are able to achieve individually, thus organizations should do everything in their power to ensure that employees perform at their peak.

Training and development helps to iron out the shortcomings of employees, especially young employees. If shortcomings and weaknesses are addressed, it is obvious that an employee's performance improves.

StartupCity in this issue presents a list of '10 Best Corporate Training Startups– 2022' that have leveraged their extensive industry expertise and experience in providing excellent training and services. The following list has been prepared after being closely scrutinized by a distinguished panel of judges including CXOs, analysts and our editorial board. We recognize their valuable contribution to the ever expanding and competitive corporate sector and their ability to sustain themselves and emerge as top contestants through their reliable services.

10 BEST CORPORATE TRAINING STARTUPS– 2022

COMPANY	MANAGEMENT	DESCRIPTION
Cuesys Infotech **Bangalore** cuesysinfotech.com	Hari Krishna Maddineni, Director	A one-stop solution for all corporate training and software development and outsourcing
Eduonix learning Solutions **Navi Mumbai** eduonix.com	Sushant Das, Co-Founder & Director	A premier training and skill development organization started with a vision to bring world class training content, pedagogy and best learning practices to everyone's doorstep
Entrancezone **Gurugram** entrancezone.com	Ujwal Agrawal, Founder	Integrates people and institutional data points with the user-generated preferences to recommend career options for them, based on their interests and abilities
Henry Harvin **Bangalore** henryharvin.com	Kounal Gupta, Founder & CEO	Provides international Standard for learning services for non formal education and training services, certified and audited from UKAF, UK Cert and MSME
Indian Leadership Academy **Bangalore** indianleadershipacademy.com	Salu Joseph Mathew, Mental Health Expert	A professional Training And Coaching company provides customised training solutions to organizations
People Decode **Bangalore** peopledecode.com	Nagesh, CEO	Provides exemplary customer service and competent employees to diverse corporates, of all sizes, in India ,USA & other parts of the globe
Shenomics **Bangalore** shenomics.com	Bhavna Toor, Founder	A mindful leadership platform helping women realize their highest professional aspirations through a philosophy of leadership
Silicofeller Quantum **Delhi** silicofeller.com	Manan Narang, Founder & CEO	Helps companies grow from the quantum ready phase to quantum enabled and finally help them to take the quantum advantage
Skill Prism **Gurgaon** skillprism.org	Pranav Sinha, Founder & CEO	A boutique firm for leadership development that undertakes leadership intervention programs at each leadership level using a wide array of tools including Executive Coaching, Consulting, and Training among others
SKILLSIR **Ahmedabad** skillsir.com	Aaron Mathew Chudukattil, Co-Founder	Offers customised training solutions to corporates and academia and upskilling courses from premier institutes to working professionals and freshers, in online, onsite and hybrid formats

CUESYS INFOTECH: A Leading Solution Provider in the Field Of Knowledge Management

Hari Krishna Maddineni, Director

Employees are the asset of every organization. Thus, it is the responsibility of employers to provide effective training from time to time to deliver better results. Such training help in reducing employee turnover, driving productivity, improving employees' confidence, and motivating them to perform their best. Helping various companies to nurture a culture of continual learning is Cuesys Infotech, a Bangalore-headquartered startup.

Cuesys Infotech is a one-stop solution for all corporate training and software development and outsourcing. The company is a service oriented solutions provider in the field of knowledge management and is committed to delivering high-quality and state-of-the-art solutions in the technology space, serving the needs of the IT industry.

Genesis Story

The company is the result of Hari Krishna Maddineni, Director of Cuesys Infotech, recognizing the scope and responsibility of training and his desire to build a business that works. The entire establishment and its services are designed in a way to gain the trust and respect of their clients and build long-term relationships with them. Along with this, the fact that their services cost less than the other vendors in the market helps the company to stand out from others. All the services are carefully curated and integrate all the elements to guarantee success.

> We want Cuesys Infotech to be a place where ordinary people come together to produce extraordinary results

Under the stewardship of Hari Krishna, what started off as a humble beginning in Bangalore, India gradually matured to become a success and expand to Vijayawada, Hyderabad, Chennai, and then to Austin, Texas. The company has now over 24 employees on payroll and over 1,500 consultants under contract. Founded in November 2019, Cuesys Infotech is Hari Krishna's first entrepreneurial venture. He comes with a solid 16 years of experience in this landscape and has also served the director position for two other companies. Needless to say, his leadership and management skills have helped the company to sail triumphantly through the years without any hiccups.

The company is managed by a group of IT professionals and founded on the principle of technological superiority and effective change management with an objective to make a difference in individuals' careers with their consulting and training methodology. The various services offered are software development consulting, software testing consulting, corporate training, process consulting, staffing solutions, and open-house workshops.

"We want Cuesys Infotech to be a place where ordinary people come together to produce extraordinary results", says Hari Krishna. He also adds how the company is known for their impeccable order and consistency in providing uniform services. Within a span of three years, the company has managed to add many big names to their clientele list. Some of them are EY, Accenture, HP, Siemens (Mumbai), Mphasis (Mangalore), Qualitree (Bangalore and the list goes on.

It is not a secret that the global pandemic triggered a surge in online services accelerating the scope of the digital aspect of businesses. The same goes in the case of Cuesys Infotech too. The company's turnover spiked exponentially after the services were hosted online. This business approach resulted in the company achieving their yearly revenue within a month.

Hari Krishna and his team work toward their mission to become the ultimate go-to consultants for companies on niche technologies. The company intends to bridge the gap for the companies that are struggling to comprehend technologies and are in search of adept assistance in this matter. The qualified team of this firm is in its constant pursuit to serve this purpose and also to advance themselves to a significant level along the way.

INDUSTRY SPEAKS

EMBRACING NEW-AGE TECHNOLOGY IN R&D & INNOVATION

By **Dr. Richard Lobo**, Head- Innovation & CQH, Tata Chemicals

Dr. Richard holds over 20 years of experience running large multi-billion dollar corporations. Previously, he was the corporate (global) Head of Strategy for the company; he was formulating strategies for the company in South-East Asia, Australia, Africa, South America and so on.

The ability to create fire using rock and twigs by early humans and hominidsrevolutionized life and encouraged humans to embark on a continual pursuit of experimentation and discoveries. Between 3000 to 1200 BCE, mathematics, astronomy, medicine evolved, forming the basis for exponential conviction to understand nature, develop and harness technologies for the progress of society. Today, the world is evolving at an extremely rapid pace and innovation increasingly lies at the heart of this change. Increasingly global firms are investing in R&D led innovation, making it the corner stone of their Strategy for long term sustainable growth. India is progressing well on these lines. According to the Economic Survey 2022, India's ranking in the Global Innovation Index climbed 35 notches, from 81st in 2015-16 to 46th in 2021.

Technology as a Driver & Enabler of Innovation

The success of businesses today lies in the differentiation of having a sharp nimbleness of speed to market, bringing together collaboration resources like never and innovating for right outcomes. A relentless focus on Excellence in the Core while seeding Innovation for the future while harnessing the best of science to serve customers and communities will set the excellent apart from the rest. There has been a mindset shift, which makes our future promising. With India's increasing spending power and access to information, technology has provided avenues for businesses to diversify and expand. Given the dynamic environment in which we live today, industries across sectors are catching up with the pace– innovating, and redesigning ideas. The big surge in innovation, powered by emerging technologies, began

years ago, but the recent wave encompasses artificial intelligence (AI), synthetic biology, nanotechnologies, data analytics, machine language and quantum computing, among other advanced technologies.

Science has made it possible for industries to effortlessly embrace these technologies. The rise of

Dr. Richard Lobo,
Head - Innovation & CQH

25 START UP
NOVEMBER 2022

digital technologies and open digital platforms used in material informatics has changed the innovation outlook as a whole. R&D teams have moved beyond the implementation of fragmented standalone systems and are now pursuing cross-functional and cross-value chain integration- using technology to support and connect the entire innovation process. For example- when AI is being used to empower materials innovation, a plethora of advances are being uncovered that include rapid low-cost formulations by evaluating, optimizing, and assimilating ingredient recipes and domain knowledge. India, China, and the US are all strong representations of how embracing technology leads to innovation, which in turn returns in economic growth.

> **The rise of digital technologies and open digital platforms used in material informatics has changed the innovation outlook as a whole**

New Technology for Sustainability

With environment consciousness driving consumers' choices, achieving sustainability through innovation is becoming the future for industries across the globe. The conversations around this are no longer about how to create a sustainable sector but are more about how innovation through R&D, heralded by the sector, can lead the way for a better sustainable world at large. Today, society plays a major role in pushing governments and companies to become more conscious about protecting the environment. Hence, the role of innovation in companies is moving from product innovation to enhancing functionality, customizing products and adapting to new market opportunities catering to the needs of customers.

Embracing the Change

Technology will play a key role in finding long-term sustainable solutions to minimize permanent damage to Mother Earth. R&D and Technology- for a sustainable world, has to be embedded into the social, political and industrial outlook.

For example- in the chemical industry, adopting IIoT, AI and Machine Learning allows manufacturers to harness the potential between the digital and physical worlds making it efficient and sustainable in three major ways:

1. Real time access to health of operations including equipment, emissions, supply chain. It opens a world of rapid action to quickly detect and track quality issues, and monitor the efficiencies and effectiveness from cradle to grave of products/services.
2. Delivers opportunities in developing circular economy models resulting in restorative or regenerative designs to positively impact Sustainability principles and save our planet.
3. Real Time focused solutions: for instance Digital Farming using AII and Crop Monitoring System, can harness the power of Space-borne Remote Sensing & AI tools. Delivering precision farming solutions resulting in targeted use of fertilizers/ crop protection products, optimal use of water, resulting in improved yield and better nutritional content in the crops. The Agri sector is accepting the technology shift and changing the R&D landscape.

All technological and scientific advances must hold promise for first, a significant social, then economic benefits backed by increased efficiency, and enhanced productivity across a host of sectors. This would be the sustainable promise one can offer their plant and future generations. A strategy based around green, sustainable innovation can sharpen a company's DNA, and transform an organization's mind-sets, culture and processes to live excellence as a way of life in all dimensions of innovation. 🆂🅲

26 START UP
NOVEMBER 2022

SILICOFELLER QUANTUM:

Helping Customers Unlock New Opportunities with Innovative Quantum Computing Solutions

**Manan Narang,
Founder & CEO**

Quantum computing is a rapidly-emerging technology that harnesses the laws of quantum mechanics to solve problems too complex for classical computers. When scientists and engineers encounter difficult problems, they turn to supercomputers, and if it gets stumped, that's probably because the big classical machine was asked to solve a problem with a high degree of complexity. Quantum computers can perform multiple operations simultaneously using probabilistic algorithms and are not limited by the speed of light. Classical computers use bits that are either 1 or 0, while quantum computers use qubits that can be both 1 and 0 at the same time. Silicofeller, founded by Manan Narang, is harnessing the exponential power of quantum computers to revolutionize industries and develop and provide innovative quantum computing solutions that enable its customers to unlock new opportunities.

The demand for quantum developers is three times the supply; people who possess these skills are rare, and learning quantum computing will help address this talent shortage, giving them an edge over classical developers. Awareness regarding quantum mechanics is almost negligible in India. Besides the amount of Rs.8000 crores set aside by the government, there is little to no investment in quantum technology; in contrast, the US and China are heavily pushing quantum technology through investments. Silicofeller has taken the lead in training and providing consultancy to corporates in quantum computing. The idea for Silicofeller was conceptualized by Manan while working at Dell, where he set up a quantum community where he discussed and taught quantum computing. Realizing the scope and need for quantum education, he set up the company in 2021. Microsoft's support to startups was a motivating and driving force to continue ahead in the field. "Today, Quantum technology is the most powerful technology that mankind has ever seen before", says Manan Narang, Founder & CEO, Silicofeller.

From Classical to Quantum Computing

Silicofeller provides businesses access to world-leading quantum physicists and engineers who can help them innovate and adopt new technologies. It provides consultancy services to businesses in areas of strategy development, operational support, technology selection, and vendor management. It works with businesses of all sizes, from startups to large enterprises, and helps them overcome the challenges associated with quantum computing. Quantum computing has the potential to provide a competitive edge, but few businesses have the in-house expertise to take advantage of it. Silicofeller's quantum computing corporate training courses are designed to help businesses get up to speed on this cutting-edge technology. The course shall provide the participants with executive education, technical training, and algorithm training while learning Qiskit by IBM, Cirq, and Q#. "By the end of the course, participants will have a good understanding of how quantum computers work and how they can be used to solve complex problems", speaks Manan Narang.

Quantum computing is still in its early stages, but it's only a matter of time before it becomes mainstream. Silicofeller is currently the only startup providing training in quantum computing, where courses in AI and Data Science are found abundantly. Being ahead of the game, Silicofeller will have a significant advantage over its competitors. Headquartered in New Delhi, Silicofeller's team consists of around twenty people working remotely. Its clientele comes from various companies and backgrounds, realising the potential of this groundbreaking technology.

Silicofeller aims to help organizations transition from classical computing to quantum computing and make India a Quantum superpower by 2030. It plans to set up its quantum data centre in the next ten years. It believes that quantum computing will change the world, and its team is proud to be at the forefront of this revolution. SI

SKILL PRISM: Empowering Individuals to Unleash their Full Potential

**Pranav Sinha,
Founder & CEO**

Some people are said to be born with leadership skills. For most others, these skills may not come as naturally. However, they can easily be learned over time with the help of experts. . Specialists that can guide individuals to tap into their inner leader are in demand these days as everyone is looking to upskill himself. Leadership skills and consulting skills are highly desirable, and organizations also actively seek out candidates displaying these traits. While some organizations do conduct seminars and workshops that teach these skills to their employees, the workshops and seminars have a limited impact. These are limited-time workshops that only impart a limited skillset – buzzwords at the most.

To bridge this gap between the need for expert guidance and coaching and the availability of limited resources, Skill Prism was founded in 2021 with the goal of supporting individuals and organizations as they move faster toward success.

A Gamut of Solutions

Developing leaders, providing training, and providing executive coaching are the specialties of Skill Prism. The firm offers leadership intervention strategies at all levels using a variety of techniques, such as executive coaching, consulting, and training. Experienced industry professionals with an average career duration of more than thirty years who are incredibly motivated, knowledgeable, and with vast credent make up the core team behind Skill Prism.

The organization adopts a hands-on approach to provide customized services to clients. "We work together to create a plan that not only inspires you but motivates and equips you to make real changes in your life, work, and relationships. We are here to help you maximize your potential and become who you want to be", says Pranav Sinha, Founder & CEO, Skill Prism. They provide a wide array of services, including technical on-the-job training and consulting in several areas of business, including but not limited to strategy, human capital management, and HR policy.

The complete portfolio of services provided by the firm encompasses Executive Coaching, Leadership and Competency Development, Consulting, Learning and Development, Technical Training, and Technical Consultancy. Every service and policy developed by SkillPrism is based on its core values of Trust, Resilience, Unity, Excellence, and Ethics (TRUEE). These values, combined with the company's vision i.e. "To contribute in accelerating the journey of excellence for organizations and individuals at the global level".

What sets Skill Prism apart from its competition is its incredible team. The organization recruits experienced individuals that know exactly what employers expect. The team is bold and incredibly competent. They experiment and take calculated risks and they understand the expectations of the management. Skill Prism is a pioneer in its sector due to the merging of experience and the current generation in an agile working environment.

Future Roadmap

"Our mission is to prepare organizations and individuals to succeed in an evolving paradigm. Our support will help accelerate the journey towards excellence of organizations and individuals", adds Pranav. In furtherance of this mission, the firm has set a clear future roadmap for itself. As a bootstrapped business, SkillPrism is now making small strides while preparing to take a giant leap within the next two to five years. As markets expand, SkillPrism is working tirelessly to establish relationships with prospective customers and major corporations. In order to initiate research initiatives in all relevant areas, particularly the leadership journey, Skill Prism hopes to serve as a link between academia and industry. Environment, safety, and health are three areas that the firm is contemplating including in its portfolio in the near future, in addition to offering its services abroad. SI

TOP 5 WAYS TO OPTIMISE CLOUD COST FOR GAME WORKLOADS

By Shohel Khatri, CTO & Co-Founder, Flentas Technologies

Vinesh brings 27 years of professional experience of managing business of Pharmaceuticals & Health care service Industry, primarily in IVF (Fertility) space.He heads ART Fertility Clinics, a leading institution of Reproductive Medicine with clinics in Abu Dhabi, Dubai, and Muscat.

As online gaming is one of the highest growing industries during pandemic, many gaming studios have seen unprecedented growth in their users. Higher traffic has resulted in more infra spend for all the gaming studios.

Here are top 5 avenues for gaming studios to cut costs.

Reservation

Reserving cloud resources should probably be the first step towards saving cloud infrastructure costs. We can commit to use certain number of resources for a minimum commitment of 1 year to up to 3 years in return of discounts up to 60-70 percent depending on years of commitment and upfront payment.

Gaming studios having games which have spent at least 3-6 months in production should definitely identify and purchase reserved capacity to make considerable savings.

CDN caching

Caching static media assets like skins, images, banners, audio, video, etc. on a CDN should be another quick win as far as cost savings are concerned. Caching dynamic content like HTTP APIs for less frequently changing content can bring additional benefits. CDNs provide two main benefits:

1. Unburden backend servers from serving static assets and less changing dynamic content thereby decreasing server costs

Shohel Khatri, CTO & Co-Founder

2. Improving latency for end users by delivering content from nearest PoP location based on user location

CDN reservation

Once you have CDN in place, you can avail data transfer reservation on CDN with time based and consumption based (in TeraBytes or PetaBytes) commitments

29 START**UP** NOVEMBER 2022

with discounts up to 40-50 percent of on-demand data transfer charges.

We have seen customers saving thousands of dollars yearly just by reserving the CDN capacity. This can be a quick win since there is zero technical effort to enable reservation on CDN.

Spot Instances

Spot instances bring bigger discounts as compared to reservations but that extra discount comes with a risk factor. The instances launched under spot pricing don't come with any time-guarantees, meaning they can be pulled back from you without any notice based on supply demand of capacity and price fluctuations.

We recommend careful planning and testing before utilising spot instances for your workload, if done correct, this could bring substantial discounts.

Redis caching

After edge caching, this is another layer of caching which we have seen as a very popular choice among Game stu-dios. This sits between the application layer and Database layer to save roundtrips to DB by providing an in-memory cache solution for blazing fast transaction throughput.

Redis cache is commonly used for caching DB queries, Leaderboards, game session data, user data, etc. Offloading all the high throughput workload to Redis saves a lot of compute resources of the Database thereby saving server costs and improving overall performance.

Message Buffer

There are a lot of highly scalable message buffers avail-able, most commonly Apache Kafka, AWS Kinesis, etc. These buffers are can be used to reduce write IO strain on the DB by persisting incoming data into Kafka/Kinesis rather than directly making write queries into the data-base thereby saving DB server costs.

This reduces DB strain especially for massive traffic games where the DAUs are in the range of millions. This approach requires architectural considerations before implementation and we don't recommend it for games with less traffic. ⬛

SKILLSIR:

A Corporate Skilling Partner Offering Customized Training Solutions

Aaron Mathew Chudukattil,
Co-Founder

During the past 2-3 years the pandemic-hit market has suffered an extreme imbalance in the resource allocation sector for corporates. A prevailing assumption of unsettled employment gravely influenced career-making minds where the pandemic-driven economic squeeze was blamed to be the ground cause for infidelity in India's employment market. Industries did tighten their budgets in employment but upon different sentiments.

Aaron Mathew Chudukattil, Co-Founder, SKILLSIR, stated, "Today unemployment is high not because of paucity in employment opportunities but lack of adequate skills or adequately skilled workforce". In order to bridge the skill gap and enhance careers at corporates, SKILLSIR was born. Based on the corporate's talent needs and jobseeker's aptitude, it suggests seamless skilling solutions to mitre the gap.

SKILLSIR is the training and upskilling arm of the TASK group, which caters for the employment market for over 2.5 decades. It branched as a conceptual expedition with the support of Mathew Chudukattil, the MD of the TASK group in 2020 to make space in the exploding skill-tech business. Surprisingly, It took only two years for a young organisation to onboard a plethora of professional skilling programs, implemented with great precision.

Multi-disciplinary Corporate Assistance

Again skill assistance is multidisciplinary. It can be functional, intra-personal or managerial, SKILLSIR caters to all. It offers functional training programmes in disciplines like data science, big data, digital marketing, healthcare management, language labs, advanced management, supply chain management, selling skills and many more. The upskill programs are conducted both online and in hybrid mode. The course contents focus on applications of industrial skills thus making a learner job-ready in that particular skill set. The majority of the upskilling programs are offered in association with premier institutions like IIM Indore, Goa Institute of Management and MICA to name a few.

On the other hand, its behavioural training programmes focus on corporate soft skills like communication, time management, critical and logical thinking, conflict management, stress management, and change management to name a few. Under the mentorship of Aaron Mathew Chudukattil, SKILLSIR offers a special programme on management training specially designed to bridge this gap by providing eight tools that will help young and aspiring managers to transition into managerial roles.

Customizing Corporate Training Solutions

SKILLSIR has specialized custom training programs, offered as per the skill needs of freshers and the ageing workforce. As corporate cultures largely vary at organisations, It offers an end-to-end solution right from re-evaluating work priorities and revisiting the skill assets of each employee and offering what's relevant to the individual's career growth. Aaron Mathew added. "Our expert sourcing is powered by tailor-made training modules, delivered on-site, off-site, or online to enable ready-to-deploy resources for bulk hiring including campus to corporate training programs in academia for freshers".

Throughout the corporate journey till retirement, SKILLSIR acts as a one-stop training solution provider for corporations by offering a wide range of corporate training services. In the next few years, it desires to penetrate the corporate training market more aggressively. It's muscling up its training corporation with interdisciplinary trainers who can cater for its diverse training modules. Additionally, the company anticipates launching a series of courses exclusively designed to deliver for college-educated workers for their job-ready training needs.

INDUSTRY SPEAKS

EMBRACE AI TO BUILD RESILIENT BUSINESSES & A BETTER WORLD

By Gaurav Aggarwal, Vice President - Global Cloud Solutions Strategy & GTM Lead, Avanade

Seattle headquartered Avanade provides digital & cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Armed with over 26 years of experience in the IT services industry, Gaurav is a renowned thought leader and strategist known for innovative and disruptive approach in driving Digital Transformation, developing scalable practices for Cloud, Application Modernization & Outsourcing and Intelligent Experience domains.

How has space for AI evolved over the years? Provide insight into the kind of innovations that the sector has embraced over the years.

By way of myths and stories AI is centuries old. Even our ancient scriptures mention flying machines that worked on human commands. But the concept, as we understand it now, first emerged around the 1940s and 1950s with the machines that can learn and think like humans. The concept gained traction in a big way only at the beginning of 2000s.

Today, there is hardly any aspect of life that has not been touched by AI. We have seen how Uber and Airbnb disrupted the hospitality industry. It has increasingly automated manufacturing. Products like Google Home, Siri, Alexa are being used by a 3-year-old to an 80-year-old. There are cars that don't need humans to drive them. The use of AI in agriculture has helped boost production and provided an answer to the spectra of impending food shortages.

AI came in handy to fight the coronavirus pandemic. Not only is it helping detect cases and trace infected people but has also helped in vaccine development with machine learning algorithms and computational analyses playing a pivotal role in the area.

With the world seeing rapid technological advancements, how has technology assisted in AI?

AI itself is a constellation of technologies from machine learning, cognitive capabilities to natural language processing. AI has garnered focus from tech companies around the world and is considered the next significant technological shift after evolution in mobile and cloud platforms. There are four key catalysts for the current AI revolution:

Gaurav Aggarwal, Vice President

- Advancement in Data and Computing Power (cloud and GPU) that made AI accessible to the masses without enormous upfront investment or being a mega-corporation.
- Proliferation of new tools and frameworks that made exploring and operationalizing production-level AI feasible to the masses.
- Cloud Adoption and investments in AI as a service paradigm: In the past two years, AI as a service has taken AI democratization to the next level by enabling easier prototyping, exploration, and building sophisticated and intelligent use-case specific AI's in the product. There are platforms like Azure AI, AWS AI, Google Cloud AI, IBM Cloud AI that provide AI as a service.

33 START
NOVEMBER 2022

- The democratization of AI knowledge primarily powered by simple-to-use toolset and world-class research contents.

The future is now about Human Augmentation and Composite AI with humans and machines living together to make the life easier, smarter and intelligent.

Impact of Covid-19 on supply chain management and what should companies do to overcome this situation.

The pandemic made us realize, perhaps for the first, just how vulnerable our supply chains are. The impact still hasn't petered out as some companies run the risk of going out of business, especially those running on lean inventories to minimize working capital.

The concentration of suppliers in a single geographic area also made access difficult for those in other areas. Firms need to rethink the supply chain model to ensure a repeat of 2020 doesn't happen.

Much has changed in terms of how businesses operate. There has been rise of remote working, use of software as a service and other cloud-based applications has gone up. Just-in-time manufacturing and lean production strategies in supply chains are being thought through.

Firms can have supply chain risk assessment tools that offer visibility across the chain and alert businesses to slowdowns or interruptions. This insight also can help businesses understand their vulnerabilities so they can introduce redundancies such as suppliers and distributors located in different parts of the world. Companies must diversify the supply chains.

B2B data sharing across the chain can also help reduce risks and attain chain resilience.

What strategy should a company adopt in order to position its growth in India?

Today's enterprises don't need to wait for legacy vendors to get there. Though the pace of innovation in AI is faster than I've ever seen and we're just at the beginning. While AI adoption is increasing, most enterprises struggle to realise the full value of their AI projects and move beyond Proof of Concept to production to harness the business value.

There is no silver bullet here as every enterprise is different.

In India, I would say companies need to re-imagine their business for AI and Human co-existence. I would suggest leaders to leverage AI for high value task and decision-making instead of just workforce reduction as

AI implementation cost and maturity will still take some time and it will never be able to bring in the emotional intelligence that we need in India to be successful.

According to me to scale effectively with AI, enterprises need to develop a clear AI strategy, a well-defined data strategy and data governance because data is the new oil (or currency) for enterprises.

Today, organizations that are able to deploy analytics solution to answers questions on "What Happened" "What's happening" and identify patterns are more successful then organizations without analytics capabilities.

> **Firms can have supply chain risk assessment tools that offer visibility across the chain and alert businesses to slowdowns or interruptions**

Align your AI strategy with business strategy.

I would say adopt an ethical AI framework into business strategy. The three pillars of AI innovation—private sector, public sector and academia—would need to collaboratively create an enabling environment.

On a concluding note, based on your robust industry experience and knowledge, what message do you want to put across to the readers/investors/Builders/ CXO's/ business partners.

The world is fast evolving, with AI leading the change guiding the way we live, the way we buy and the way we think, act and take decisions. Future of AI promises a new era of disruption and productivity that will enhance human ingenuity in the "New Normal" world.

It's time for re-imaging business models, supply chains, customer journey and engagement and to be optimistic about the potential of AI to address key socio-economic causes and be positive that the government and businesses will undertake necessary developments for meaningful and ethical use of AI solutions.

Let's embrace the AI and use to build a resilient businesses and better world.

INDUSTRY SPEAKS

DADDY DOESN'T PAY YOU TO MAKE FRIENDS – CAN YOU BLAME THE FAILURE OF YOUR STARTUP ON THE ECONOMY?

By Gauri Bhatia, Founder, TUS

Gauri is a stalwart corporate leader, with a Bachelor's degree in Economics, worked across a diversified field of the industry such as Sales, marketing, customer care-heck, and others to visualize scale and sustainability, progress, revolutionary ideas, and innovation

Economics is probably one of the most conflicting, and perhaps, unhelpful subjects in the world- I think, the 'but if's are why most of my college friends decided to move out of the industry straight after their Masters. I think, that is also why most of us find it easier to blame this unforeseen force, rather than to just decrypt the flaws in what has been recurring for as long as I can remember. 2022 seems to have brought a shadow of doom upon aspiring entrepreneurs, the lowered valuations and what seems like a global economic whirlwind making the likelihood of a rich portfolio just a distant dream. I don't know whether or not to be gratuitous of the fact that, in the last four years I have had the opportunity to work with investors and mentors alike. And let me tell you- there've extended their due diligence to more than just the predicted ROI. And it has nothing to do with the revenue.

They indulge with Startups because they build forces with people.

Bigger companies transact in numbers- newer companies transact with people.

" Bigger companies transact in numbers- newer companies transact with people "

A startup's USP, the cause of its birth, the essence of its existence is the disruption that it brings with it. Experienced companies, on the other hand, have seen their days of minting patents by the dozen. Now, they simply bring market dominance, brand loyalty, and a ready demand- all of which can be measured in

36 START$_{UP}$ NOVEMBER 2022

numbers.If the golden geese try to crossover to promise a minimum amount of eggs- they will get turned into butter chicken.

Pre-seed, hence, (or the virgin goose), plays on its team, its product, and its power to disrupt, whereas anyone playing for round A and above sells their scale. But we all know that making money takes money- and if you had the money for marketing, you'd have done it already. So how do you go about this?

Pitch for product maturity

An early market penetration plan is key. Take for instance, one of my companies that manufactures healthcare supplements. We proved our profits, quality, and market acceptance by sending out free base ingredients (coffee, ACV, White Tea). This-

- Substantially reduced my marketing cost (because of ready demand) all while making me a considerable spendable profit.
- Created a ready demand for the mature-r, more 'complex' products of my company (an app, a cosmetic, or in my case, menstrual pills).

- This also showed the investor that I know how to sell, and that I'll maybe just sell of the extra stock and at least pay them back- if nothing else.
  What you use to build-a-base- well, I leave that to you.

Twenty years ago, unicorns would aspire to diversify their investor portfolio by making their ultimate goal going public. Now, maybe rightfully so, start-ups drop the idea simply because-

- They don't want to play a game that big.
- They want more control over the people who invest in them.
- Speed of innovation - patenting newer technology, speed-launching products, and holding micro-accountability for the rise and fall in the market trends (try controlling the make-up removal serum market for a day. Yay data!) is 'easier' in private held firms. (Or is it?)

And lo and behold, it comes as no shocker when I tell you this but, if you remove risk from the equation, and create a vanilla company- you're going to get a vanilla valuation. ▣

THE DIGITAL UPHEAVAL & CUSTOMER EXPERIENCE (CX)

By Mohan Krishnaraj, Vice President & Global Head, HARMAN International (A Samsung Company)

Headquartered in Stamford, Connecticut, Harman International designs, engineers and produces connected products for automakers, consumers and enterprises worldwide.

As digital technologies dramatically reshape industry after industry, too many transformation initiatives have launched with great fanfare, only to die unceremonious deaths. With most of the technology trends becoming ubiquitous, neither does it look futuristic nor as fanciful. While good customer experience can trump exotic technology, businesses now have to envision the next revolution and identify benefits they can offer customers beyond just traditional CX.

While success of any Digital Transformation initiative to date has been determined by the commitment to constant reinvention, the competitive playing field will be shaped by the following factors:

Mashing-up Digital & Physical: Phygital Experiences

With technologies changing so rapidly, there is no such thing called sustainable competitive advantage. Businesses must learn to leap continually from one wave of opportunity to the next.

Consumers have changed – they demand personal, seamless, and differentiated experiences. Today, their digital and physical worlds are weaved so tightly together, companies need to think systematically about each piece of the customer experience with a holistic transformation Strategy. It develops innovative components, fuses both their worlds and weaves them into a holistic system that extends competitive advantages and accelerates growth.

Catering to Millennials - the Largest Cohort

In a world ruled by Millennials, from the shift in how they engage with technology to how they buy, true 'unconventionals' in them are at display. Being one of the largest generations in history, they are about to move into prime spending years. With their priorities and expectations starkly different from previous generations, they are poised to remould the economy. Their uniqueness will change the ways companies do business for decades to come - it is crucial that we dissect their behaviour and uncover the truth to design for their world that's filled with varied expectations and delivering on the 'Experience' promise they seek with a whole new outlook.

Prioritizing Journeys over Touch-points

Customer experience which was earlier looked at as a sales funnel has gone through a paradigm shift. Businesses that long emphasized on touch-points are now beginning to realise that the siloed focus misses the most important and bigger picture of end-to-end customer experience. Based on consumer's goals, perceptions, and emotions – identifying opportunities to engage them at any point in their journey is key.
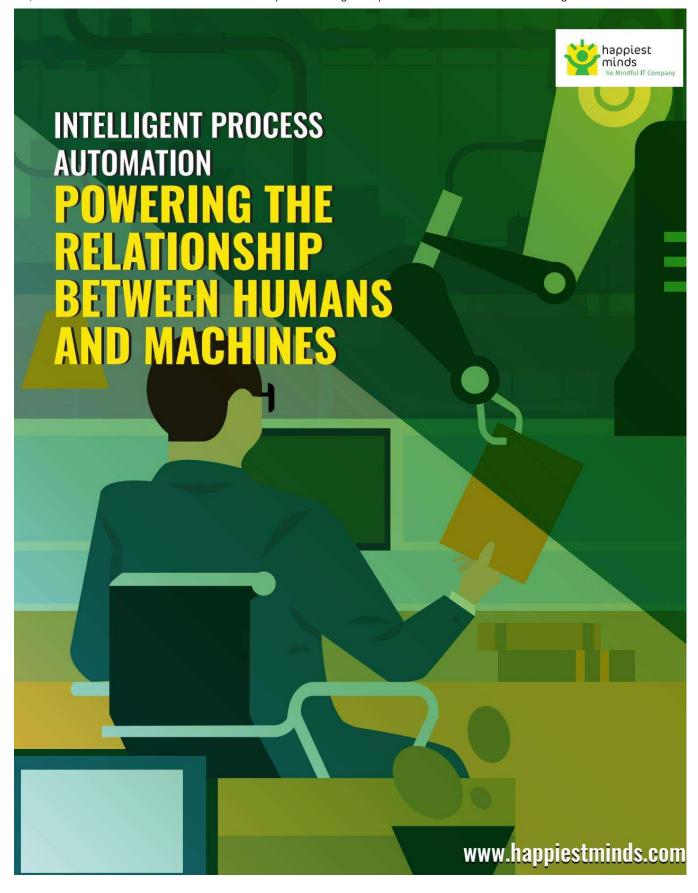
Leveraging Partner Networks

Mindset to deliver stellar experiences need to extend to partnerships. With a strong network of partners, businesses can innovate, expand market reach or accelerate time-to- market by drawing upon each other's expertise. Collaboration and co-creation allow businesses to orient themselves around the customer, and deliver lovable experiences and new value.

Re-imagining Traditional KPIs

Despite evidences showing investments in CX have long- standing impact, teams that spearhead these initiatives are challenged to confine and operate under traditional ROI model. Redefining and re-imagining traditional KPIs to one that's futuristic can leapfrog returns, jump ahead of the competition and take more market share.

While delivering superior experiences in these times of Digital Upheaval can vary in complexity from industry-to-industry and even companies, it can also be hard to attribute and tough to measure, But, with the right focus - it can be done.