

'ICT Can speed-up the business process' Says Jayan Narayanan of CSS Corp

SME WORLD Bureau | Mar 2011

Consequences of globalization have posed many challenges besides the opportunities for the SMEs to look beyond boundaries. Stiff challenges with the multi-nationals, cost-reduction, resource maximization for the better efficiency, quality improvements, etc. are some of the areas where Indian SMEs have initiated efforts for strengthening themselves to survive.

Information and communication technologies (ICT) can be the viable options for the SMEs to acquire a level where not only they can survive and maximize the utilization of their resources but also increase their productivity.

CSS Corp is a global information and communications technology company with an impeccable record for designing, developing, deploying and managing end-to-end IT and network services. Since its humble beginning in Chennai in 1995, CSS Corp has come a long way with headquarters in San Jose, CA, and a global multi-cultural workforce of 5000+ staff.

The company offers many ICT solutions for SMEs in line with their requirements and expertise. From application development, testing and optimization through to enterprise-level cloud enablement and round the clock technical support services, CSS Corp provides a truly impressive range of quality services that focus on delivering strategic value and ROI for its customers.



Jayan Narayanan

CSS Corp's Jayan Narayanan in a brief conversation with SME WORLD highlighted the need of the ICT solutions and CSS offering for SMEs.

How important are the IT and ICT applications in the globally competitive environment?

IT without the communications piece is incomplete. Hence, the IT segment is aiming to develop the ICT segment. Today, businesses (big and small) across the globe are about seamless information exchange. The speed, content and integration are essential for any business to survive. Moreover, commerce is becoming borderless by the day and hence ICT applications catering to all areas of an enterprise are a must, irrespective of the size of the enterprise. The challenge however is to go for the right mix of applications.

How do these applications and solutions add value to SMEs to grow?

One of the key differentiators for SMEs is the use of right set of applications to automate all areas of operations. How well these applications are integrated will hold the key for success. Once, a well strategized IT infrastructure is in place, SMEs can leverage the power of these applications to reduce costs, reduce time to market, improve productivity, expand easily and eventually grow at a faster pace. The effective and seamless integration of these applications holds the key

What is Cloud Computing and how cloud based applications are beneficial for SMEs'?

Cloud is about leveraging applications for business, while not actually owning them and instead opting for "as a service" model. Hence, the cost of infrastructure setup, maintenance, upgrades, enhancements, etc are very low. While large enterprises may have their apprehensions to move to the cloud, SMEs can take the risk of taking the plunge and beat competition. SMEs would benefit the most from Cloud based apps because of the ease of operation and no loss of time, effort and testing, along with the low cost of ownership.

What you need to take care of while adopting such solutions?

Moving to cloud based applications means risk of security breach which in the present world is largely taken care of. Regarding data security on cloud, there are still some myths that need to be busted. It is time to stop questioning and actually deploying the services to know their credibility.

How to choose the right application for your business?

Choosing the right cloud application is a challenge. Since the game is about picking the 'need of the hour' modules, SMEs can go slow to start with and gradually increase the portfolio of applications based on need and comfort. Initially SMEs can opt for a hybrid model (Mix of enterprise apps and cloud based apps) and progress closer to cloud step-by-step.

Source: http://bit.ly/smeworld_csscorp