

"Customers are increasingly expecting technology firms to lower the TCO for technology solutions"

Blue Star Infotech is a global provider of product development services, ERP solutions, travel technology solutions and testing services. Deepak Rao, general manager - projects, and head of product services, explains how innovation in product development services is necessary to help clients bring products to market faster.

L.C. Why is it imperative for technology firms to keep innovating?

DR To be able to effectively compete globally, technology firms have to continuously think of adding value to what they offer their end customers. Moreover, these customers are increasingly expecting technology firms to lower the TCO (Total Cost of Ownership) for technology solutions. Since the expectations are daunting, it is imperative for technology firms to keep innovating and come up with best-in-class solutions incorporating the right technologies and optimum design.

L.C. How have you created an innovation culture in your organisation?

DR Blue Star Infotech Ltd (BSIL) has always been on the cutting edge of

technology, and has been a pioneer in harnessing new technologies. To cite an example: When the world was moving from pagers to mobile phones, BSIL was one of the first few companies to help a Finnish company move from pagers to 2G and to 2.5G, and helped develop quite a few value-added services in mobile applications. The company culture has always been to be an 'Outsourced Product Development Company'. BSIL has created a technology cell, which does R&D for upcoming technologies; and develops tools and frameworks to help organisations crunch time for a product launch.

L.C. Can you name the most significant innovation born out of your company in recent times?

DR BSIL developed a custom-built application for a non-profit organisation within USA to give logistics and relief support during a natural calamity. This application reduced the time required to provide support and relief to the areas hit by earthquakes and tsunamis. The software solution by BSIL has been globally acknowledged by several non-profit organisations, as it enabled them to cut down their response time and the quality of relief support globally. **IT**

As told to:

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