

20 Most Promising Technology Companies 2015

There is a continuous rise in Indian founded tech companies in the U.S. These companies have received accolades for their successful efforts in leveraging new technologies for strengthening the economy. Indian-Americans not only have a major impact on startups, but also on the overall business climate in the U.S. These companies are not only expanding in terms of business, but also collectively generating employment opportunities for people in the country. From providing solutions to consulting, these companies have shown massive investments

in R&D, creating significant buzz in the CIO circles and also moving ahead in the market.

With an aim to be of assistance in locating such companies, siliconindia presents siTech 2015, a list of 20 Most Promising Technology Companies founded by Indians in the U.S, involved in addressing the current enterprises needs and which have the potential to be or are already market leaders. A distinguished panel comprising of expert Indian CEOs of public firms, VCs, CXOs, analysts, and siliconindia editorial board have selected these companies, which we believe will prove to be the best choice specific to your requirements.



Company:

Solutions4Business Inc.

Description:

A leading Management and Technology consulting services provider in North America that recognizes the client's unique needs and focuses on optimizing the operations to build a competitive advantage

Key Person:

Prateek Parakh,
CEO

Website:

www.solutions4business.consulting

Solutions4Business, Inc. Delivering Results with Insights-driven Approach and Collaboration

Technological disruptions in the business arena have driven CIOs to find new methods and tools to leverage and incorporate into their workflow. But, delivering the latest tools in a cost-effective manner and discovering robust strategies is quite challenging for many CIOs. “With our help, our customers understand the rising trends and can implement current technologies into their business ecosystem confidently,” says Prateek Parakh, CEO at Solutions4Business Inc. With the risk of technology solutions becoming obsolete between a few years to a few months, the decision of implementing new solutions is not to be taken lightly. The CIO needs to have a proven foresight, spanning three to five years before making an actionable call on investments. In spite of having this foresight, CIOs find it hard to pick a solution due to the sizable number of innovative solutions flooding the market today. “Solutions4Business guides their client’s business decision making by implementing controls in the solution selection process. The workflow provides alignment with strategic business objective and helps in the management of current assets and resources,” says Parakh

RE:search+ is the firm’s market research report delivery platform. It aims to provide valuable insights through the in-depth analysis and research. Additionally it helps customers to make investment decisions and reconfigure their sales, marketing and supply chain ecosystems, accordingly. “With RE:search+, we equip our consumers with a ‘Go-To-Market-Strategy’, backed by expert research. This unique service offering from Solutions4Business helps customers identify new market opportunities, mitigate and prevent investment risks, reduce product shortages and meet the demands of end

users,” says Parakh.

Datatooth is the firm’s foray into cloud-based excel collaboration platform, adding to the existing suite of capabilities that firm offers to its clients. The feature-rich solution, Datatooth is a modular system for tracking sales opportunities, managing promotions planning and execution process, and project and portfolio management. The offering is equipped with an advanced



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access control and a robust data security layer. Augmented with 24x7 customer support, minimal user resistance as Microsoft Excel is widely popular with business users, the Datatooth platform secures a good ROI for users.

Solutions4Business has a growing presence in digital strategy & transformation practice. It offers services like online presence management, differential experience management and digital marketing solutions to help clients improve their foothold and stay competitive.

Solutions4Business has delivered proven ROI to its customers in the food & beverage industry, CPG, printing, packaging, manufacturing, distribution, logistics, retail, pharma, health care, and hospitality business. By concentrating their focus on these areas, the company is able to deliver solutions that target the unique needs of these sectors. “The clients we interact with already possess a wealth of experience in the field. We aim to add to our clients' knowledge base by optimizing the technology solutions and operating protocols our clients have in place. This is made possible by delivering a fitting array of consulting services in a cost-effective manner,” says Parakh.

For instance, one of the world's largest consumer goods companies approached Solutions4Business as their existing system was not being utilized due to certain complexities of the master data set up. The client also lost a significant amount of forecast because of incorrect mapping and lack of visibility.

Solutions4Business began tackling these challenges by first conducting an in-depth needs analysis. “The success of our project work is tied to a unique scoping exercise which we like to call ‘Know what to deliver’, this approach ensure needs are identified, analyzed, grouped into actionable blocks and owned by both side of isle i.e. consulting and client team,” says Parakh The proprietary 3-phase audit commenced with gathering data, organizing the audit, and defining its deliverables. The second phase focused on SAP master data validation and manufacturing site details of the products their client dealt with and ensuring the underlying master data was aligned with supply chain business strategy. The final stage involved making sure that the above process was sustainable and was accomplished by creating standard

operating procedures and giving extensive training on the above process. “The optimized technology-framework and a streamlined supply-chain are some of the benefits that the company bestowed upon them,” Parakh claims. Upon their solution, the client was able to utilize the systemic recommendation more aptly, clear and direct training for new hires, and proving to the end-users that the system implemented is a huge value-addition to the company. The increase in ROI was seen in the form of an immediate increase in customer service and a reduction in inventory. Forecasts generated are now viewed as accurate and up to date. “Key differentiator for us versus competition is that we are able to help our customers understand and focus on the controlling parameters to ensure technical solutions are delivering as required and adding to the competitive advantage.” says Parakh

Solution4Business's growth strategy is governed by three pillars - effective innovation, superior execution and personnel empowerment. “We know the importance of continuous improvement and competence development,” says Parakh.

The firm has employed subtle innovations that are aimed at streamlining their operating protocols. These initiatives help increase the delivery speed of solutions to customers. “Our goal is to deliver faster and more cost effective solutions to our customers. Branching to different areas to improve the value we provide to customers helps us become faster and more limber” says Parakh.

For the future, Solutions4Business plans to concentrate on medium and large sized clients and guide them in focusing on business needs like IT infrastructures, enterprise resource planning, and product lifecycle management. We will continue innovating and helping our clients leverage and make the most from our consulting services,” concludes Parakh.

Quote: “With our proprietary SAP SCM strategy, we equip our customers with a fine tuned SAP SCM solution that is aligned with the business strategy while ensuring the business users are adequately trained and understand how and when to manually intervene. This unique service offering from Solutions4Business helps mitigate and prevent product shortages and meet the demands of end users. Our customers can expect significantly enhanced ROI from their existing SAP investment.” 

