



Skill Cube launches Cyber Security Academy, Partners with NASSCOM



EXCLUSIVE

“Big Data is going to be the next tipping point...”

By The Red Mark
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Contus, an enterprise Social, Mobile, Analytics, Cloud (SMAC) company, helps its clients become future-ready through use of SMAC technologies.

Started by childhood friends Bala Kandaswamy and Sriram Manoharan, with the vision to become entrepreneurs and a successful one at that. The Red Mark's Karma Negi caught up with Contus' Co-founder and MD, Sriram Manoharan to know more about their plans.

What was the whole idea behind starting Contus?

There was only one driving force behind our choice to become entrepreneurs - liberate ourselves from being tagged as middle-class, thereby putting our potential to the best use. Contus was first launched by my childhood friend Bala Kandaswamy and me. Even during our college days, routine conversations were always about starting out on our own.

After college, we tried our hands at several business ventures, none of which worked until Contus happened. It was Thilagu, our college mate and also our current HR and Admin head who made us seize the opportunity and delve into entrepreneurship. And thus, Contus was born in February 2007.

Since your inception how has the digital transformation changed the demand and consumption pattern of the customers?

When we first launched Contus as a SMAC company, we never expected the digital transformation space to expand at such a pace over the course of time. The whole industry was basically tinkering with websites and web based applications.

In the past few years, the industry has changed a lot. Cloud technology has come into the foray as a standard feature for everything - including mobile web and even IoT. Today, cloud computing is the propulsive force behind the rapid mobile penetration rate. Customers no longer expect cloud storage and functionalities as an extra add-on but as a standard feature.

They want anytime, anywhere access to their data from any device or operating system without compromising on security. Real Time data integration, analytics and customer behaviour through multiple data physical data points have all become norm of the day.

How has this led to the change in your business strategy?

In the initial days, we were working around creating some marvellous web apps until cloud came in and took the IT industry by a storm. We also got adapted to this change. We have changed our product and services strategy completely to meet the needs of a cloud reliant IT ecosystem.

Today, all our products and services function seamlessly using cloud technology. Even our latest products, including Apptaha: the hub for ecommerce extensions, and Contalog: the omni-channel retail business management platform are designed to leverage the benefits of cloud computing to the maximum.

In addition to embracing cloud technology, we are also working on leveraging Big Data analytics in our operations. I believe Big Data is going to be the next tipping point in the IT industry, just like what cloud was few years ago. Understanding customer behaviour through predictive analysis will become a lot easier with Big Data Analytics.

How big is this market?

We estimate that the digital transformation market could become as big as \$50 billion by 2020. In addition to mobile apps and cloud solutions, future-tech like BLE, IoT, Augmented and Virtual Reality will also shape up the digital market space. Contus is already neck-deep in developing some state-of-the-art apps in all of these technologies.

Still a niche space with few players, how does Contus differentiate its products and solutions compared to others?

Contus is exploring with both the major verticals in the IT industry; products and services. There are very few organizations who can juggle between the needs of these two verticals efficiently. Our services help customers leverage the best of digital possibilities: Be it cloud, mobility, analytics or social, we provide the segment-best services.

Additionally our readymade products have a class of their own. They are built on open source programming platforms which make them compatible with any web or mobile solution. They are scalable, secure and render a flawless performance.

Who are your competitors in India?

We consider any company in the digital transformation space to be our competitor. Size, type or extent of operations is not our concern. Any organization in the same realm is our competitor.

Where are you geographically present and any more plans in terms of expansion?

We are headquartered in Chennai where we have a 10,000 sq. ft operational area from where most of the software development and testing operations are carried out. Additionally, we have an office in the USA which is also slated for an immediate facility expansion. Further, we are on the process of opening a new office in Dubai to tap into the growing demands from Middle East countries.

How much of your revenue is contributed by SME and enterprise?

SMEs contribute about 60-70% of our income and the rest is generated from enterprises.

How is the company creating digital experiences for its clients, aided by SMAC?

Contus is delivering tomorrow's technology today. We have already embraced futuristic technologies like Big Data analytics, IoT, BLE, Augmented Reality, etc. with great expertise.

For instance, we created an Augmented Reality app for one of our clients which helped them increase their local customer reach by four times. We are helping our clients become future-ready through use of SMAC technologies.

Going forward what are your plans? What is your revenue expectation from this year?

We are going to follow through our capacity expansion plans full swing. We plan to stretch our employee strength to 350+ to meet the inflated order book. As for revenue expectations we have been consistently growing at 100% YoY growth rate and this would continue. I won't be surprised if this figure touches as high as 120%.

Please name some successful global implementations of solutions created by Contus

Our list of 1,000+ happy clients include global entities like the Bank of Palestine, Dubai Sports Corner, cbazaar, The World Bank, etc. We have worked with several other big names across various industrial verticals.

We recently worked with Mahindra, an admired automobile brand in India. We developed a BLE based mobile application for their SUV cars. The app renders passengers of the vehicle access to controls like interior cooling and infotainment. As for the vehicle owner it delivers real-time critical statistics about the car like tire pressure, fuel levels, trip distance, etc.

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