

# GRAPECITY INC.



## Company Background

GrapeCity Inc. is a software development firm headquartered in Japan. It has more than 25 years of experience in providing software solutions and services to enterprises around the world. The company is also specialised in the following areas

- quality assurance and testing
- component development
- porting and testing services for mobile applications, and technical support.

Some of the solutions offered by the company include Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), LeySer services, automotive solutions and application development such as mobile application development services.

GrapeCity has obtained Microsoft certification and has the experience in working with both Java and Microsoft technologies (including .NET and the Microsoft e-business platform), enabling it to offer both web-based services and client/server-based solutions to its clients. The company is also known for its GrapeCity's Shinkansen process framework for its efficient delivery of software solutions and services.

## GrapeCity Inc. in India

GrapeCity India (GCI) was established in 1996 in India as GrapeCity's research and development centre. India is one of GrapeCity's two major delivery centres, the other being in China. GCI provides consulting, development and

implementation services in different domains such as software components, custom software solutions, CRM, ERP, technical support, and quality assurance. In 2004, GCI opened its new operation centre at Noida, India, with an investment of US\$ 4 million. In 2005, GCI's software Talking Phrasebooks bagged the prestigious US Handango Champion Award for best industry application for pocket PCs.

### GCI's Alliances in India

#### *Business Partnership with Rogue Wave Software*

GCI has a partnership with Rogue Wave Software – a provider of development tools for professional developers – for expanding its range of products.

#### *Distribution Agreement with Intel Corporation*

GCI has a distribution agreement to resell the software development tools of Intel Corporation in India.

#### *Business Partnership with Telelogic*

GCI has a partnership with Telelogic – a global provider of solutions for advanced systems and software development, to sell its range of development tools in India.

## Factors for Success

### Catering to Diverse Sectors

GCI caters to a wide range of industries and has carried out ERP implementation for sectors such as automotive, manufacturing, mining, financial services and logistics, etc. The company also provides a unique blend of onsite and offshore

services to its clients.

### **Client-focussed Approach**

GCI has been able to build better relations with its clients by focussing on the following key principles:

- Thorough understanding of the client's business objectives
- Providing highly personalised services
- Maintaining a strong emphasis on quality
- Adhering to the highest ethical standards

Further the company's zero-defects philosophy has also facilitated it in better serving its clients in India.

### **Wider Competence**

The company has developed competence in diverse areas such as custom application development, software components, technical support and quality assurance, and business solutions. It also has expertise in areas such as customer relationship management, enterprise resource planning, supply chain management, school management and financial accounting.

GrapeCity also forged alliances with some firms, such as Rogue Wave Software, Intel, Microsoft and Telelogic, to enhance its product offerings and client base in India.

### **Future Plans**

GrapeCity has plans to make India its largest development base worldwide. The company also has plans to expand operations in Delhi and Bangalore, establish new offices in Mumbai and Pune, and verticalise its operations into the pharmaceuticals, legal, construction, healthcare, financials and biotech segments. By 2007, it plans to increase the headcount at its Noida centre to 500.