

# JK TECHNOOSOFT LIMITED



## Company Background

JK Technosoft (JKT) is a global software & solutions company operating under the flagship of one of India's largest industrial groups, the JK Organisation, with an annual turnover exceeding US\$ 2.5 billion. JKT offers a wide breadth of services across the entire Information Technology spectrum operating in all major business verticals with focus on healthcare, retail, textile and manufacturing.

Since its inception in 1994, JKT has achieved exceptional growth by nurturing an exclusive client roster spread across Europe, US, Australia and Asia-Pacific. It employs 400 top rung professionals, at its ISO 9001 certified development centers in Noida (Delhi/NCR) and Bangalore, a sales office in Mumbai and 100 per cent subsidiary companies in UK, Ireland and USA.

JKT has been partnering with a wide range of leaders in technology services around the world and maximising the return from software investments for their end customers.

Being associated with Progress Software Corporation, USA for 12 years and currently an independent software vendor, it has achieved unmatched prowess and expertise in progress technology. The company also has alliances with CorVu Plc, UK and Intex GmbH, Germany for business intelligence solutions and solutions in enterprise resource planning segment for the textile industry respectively. It has a partnership with Greycell Solutions, Japan to develop IT

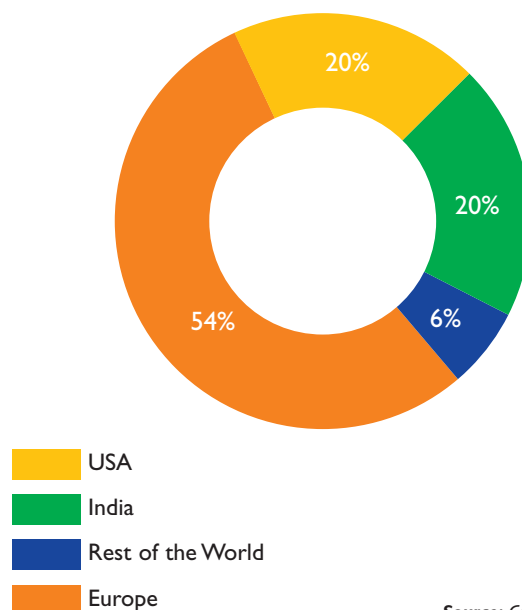
solutions for the financial domain and cater to the East Asian market. It is also associated with Telepartners, Scandinavia to mutually conduct business in the telecom space for the Scandinavian countries, i.e. Norway, Denmark, Sweden and Finland.

JKT generated revenues of EUR 6.88 million in 2005-06, which showed an increase of approximately 100 percent over the previous year. The following chart depicts the geography-wise distribution of the revenues for the company:

## JK Technosoft in the EU

JKT is present in the EU through its subsidiary companies in the UK and Ireland. The company provides a wide-spectrum of IT services to its

JKT Revenue Break-up by Geography: 2005-06



Source: Company website

clients in the EU member countries as a Nearshore facility and as an offshore facility to its US customers through its offices. To further strengthen its hold in the European market, it has entered into a business partnership for targeting the Scandinavian countries. JKT is committed to the EU market and is always ardent to exploit mutually beneficial opportunities in the region.

### **JK Technosoft (UK) Limited**

JK Technosoft (UK) Limited is a fully owned subsidiary of JK Technosoft Limited, India. The subsidiary was formed with the objective of utilising capabilities of both onsite and off-site development model and providing quality service to the clients on a global scale.

The company provides Progress Consulting and Enterprise Solutions services to its clients in the EU. With a rich experience in Progress technology, JKT has fostered an esteemed clientele based primarily in UK. It also offers ERP Consulting, MFG/PRO and SAP services for enterprises in the region across a variety of verticals including healthcare, manufacturing and retail segments.

It also offers application/product management services and independent testing services to its customers supported by offshore development / dedicated test facilities in India. With a comprehensive set of services spread across the entire application life cycle, JKT helps clients optimise business processes and improve business performance.

The company endeavours to augment their portfolio in sectors like retail and telecom in the near future for the EU market. For instance, JKT brings the benefits of specialised services like retail consulting, optical retailing solutions etc. and products in the areas of POS, B2B, BI and Analytics for the retail space. It also offers package

implementation services around SAP Retail and Movex.

### **JK Technosoft in Other EU Countries**

JK Technosoft has recently opened its marketing office in Ireland. The company follows an aggressive marketing strategy for increasing its market share across the EU. JKT leverages its ability to have a global workforce including English-speaking Irish consultants because of their proximity and cultural similarity to the EU. It has its own marketing channel, as well as partnerships with other companies in the EU, to service its clients across various industry segments.

### **Factors for Success**

#### **Strategic Alliances**

JKT has always believed in the philosophy of applying technology creatively through collaborative alliances and partnerships. Growth and value creation have always been outstanding through synergistic endeavours with their Business and Technology Partners. Some of the key advantages gained by the company from such alliances are:

- Gaining higher visibility in the marketplace with customers.
- Creating better, more integrated technology that supports and increases the satisfaction of end-users.
- Compounding growth mutually, by exploring new opportunities in the industry and in new geographies.

These strategic alliances have facilitated the company to gain presence in diverse markets across the globe.

#### **Focus on SMEs Clients**

JKT's business model revolves around focussing equally on SMEs as for large enterprises. The

company undertakes development of solutions and services for clients of small and medium size, which have not implemented IT in their processes. This strategy allows company to scale up operations at faster rate as compared to targeting large enterprises. The company has developed some innovative products for its clients.

## Future Plans

As part of its growth strategy, JKT has a strong focus on the US and EU markets. The company has developed a niche for its solutions in the healthcare and retail industry across the EU. It is expected that in next few years, the company will undertake aggressive marketing activities in the EU anchored by its offices in the region.

The company is planning to increase its focus on innovative solutions and extending its applications for enterprises also, as its demand is increasing in the EU and the USA. It is conducting extensive R&D for developing such frameworks, which could be easily customised and utilised across different industries.

The company has also identified hospital management services and testing services that would act as growth engine in domestic as well as international markets. JKT has plans to develop partnership with firms in the EU region to tap the potential available there in the varied industry segments. Referring to the plans for the EU region, Mr. Rajiv Mittal (VP - Strategy), said, "We plan to burgeon our position further in the EU. With more than half of our revenues coming from the UK, we have set sight on making ourselves stronger in the rest of the EU by carving out a niche in the healthcare space."

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