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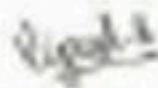
Logimetrix Techsolutions

— *In Annual Roll of Honor* —

As one of the

**“20 Most Promising
SaaS Solution Providers-2017”**

*In commendation for their unbridled strive
towards excellence and Innovation in their respective fields.*



Vignesh Anantharaj
Managing Editor
CIOReview

20 Most Promising SaaS Solutions Providers - 2017

With new technological advancements being made, the tech industry is one of the fastest growing industries and Software as a Service (SaaS) is no exception. The maturity of the different SaaS categories in different industries is not the same and the maturation process is not developing at the same pace everywhere. With many SMB's buying SaaS the focus has shifted from education to trying to keep customers happy. On-going budgetary pressures and long-time frustration around the complexity and escalating costs associated with legacy enterprise systems are the primary drivers prompting companies to consider SaaS cloud computing applications. Despite the growth, vendors encounter challenges like vendor lock-in which is always an issue for considering a software provider, but even more critical when evaluating SaaS offerings.

Today, there are SaaS providers specializing in everything from productivity and project management, to security and application monitoring, network monitoring, customer service, help desk and more. But cloud isn't built for every scenario, hence it is important to consider the pros, cons and risks of utilizing SaaS solutions.

For a successful SaaS achievement, an accurate understanding of fundamentals such as renewal rates, customer payback periods and margin profiles is important. In order to assist enterprises in addressing challenges during deployment and usage of SaaS applications, CIOReview has come up with 20 most promising SaaS solution providers in India. A distinguished panel of CEOs, CIOs, VPs, Analysts and CIOReview editorial board scrutinized various companies before finalizing have the names of "20 Most Promising SaaS Solution Providers".



Company:

Logimetrix
Techsolutions

Key Person:

Shantanu Kumar,
CEO

Description:

A provider of SaaS models for multiple businesses, domains specialising in sales force, work force, agricultural technology, supply chain and inventory.

Website:

logimetrix.co.in

Logimetrix Techsolutions

Transforming businesses through scalable, easily deployable and ready-to-use SaaS based solutions

No two business domains or departments are the same; therefore there is a need to provide with choice and flexibility in addressing an organisation's deployment needs. From engaging customers more effectively with better marketing campaigns to recruiting the right new talent for team, SaaS can help every department become a center of innovation. However, one integrated enterprise solution doesn't necessarily fit all potential customers.

Logimetrix Techsolutions is a product development company which designs, develops and delivers products catering to specific business problems and then generalizes it for a domain. Founded by Indian Institute of Technology (IIT) alumni, it has extensive experience in designing and developing cutting edge custom SaaS solutions. Some of their products include TrakMob (Field force management), iReDi (Cradle to grave product distribution management), TrakFuel (Vehicle management), iManager (Inventory management), CropNet (Agriculturevalue chain management), MonitorM (Milk analyser platform; an IoT application) among others. The products are up and running at different client locations positively affecting their B2B and/or B2C relationships. "The strength of our model lies in building domain specific products. We spend a lot of time understanding a business domain and build solutions which positively impact its ecosystem", expresses Shantanu Kumar, CEO, Logimetrix. Logimetrix's SaaS solutions are scalable and designed to be secure. They are ready-to-use and can be deployed rapidly with minimal impact on IT resources.

The company's offerings include mobility solutions across platforms, technology solutions, bespoke development, data science and consulting. Logimetrix considers customer satisfaction to be their ultimate goal. "We excel in providing services to the client throughout the product development,

deployment, maintenance and re-engineering phases. We pride ourselves in building new relationships and nurturing them over the years and have been successful in maintaining a pretty negligible rate of client migration. The solutions provided by us are delivered with reliability, timeliness, flexibility and low cost. The added layer of data analytics helps us create client specific information metrics on which he can base major business decisions," adds Rahul Rai, co-founder of Logimetrix.

Logimetrix understands the rapidly changing technology environment and is quick in adapting to it. "Currently, we are investing a lot in Internet of Things (IoT) ready applications. Combined with analytics built on data collected through our technology platform, we are sure to create a dent", opines Shantanu, "We have made inroads in agricultural technology space along with supply chain and workforce management through our mobility platform and we are continuously trying to enhance our offerings."

Through their efforts, Logimetrix has been able to garner attention of some of the large industry players who are currently using their enterprise level solutions. The strength of Logimetrix's model lies in building domain specific products. Their portfolio-based approach takes a big-picture view of technology, information architecture, people and services. They collaborate with clients to understand their business, processes and applications. Their services help in reducing costs, improving performance and augmenting top-lines.

Established products need to be upgraded and re-engineered or they become obsolete in the due course of time. Consequently, several business owners aim at migration of their products to a better design and new platform. "UI is one of the most critical areas that we focus on. Intrinsic programming complexities intermixed with simple, intuitive and easy to use design elements is our recipe to success. Adoption of a cloud based solution is highly dependent on how much thought has gone into its design", concludes Shantanu.



Shantanu Kumar,
CEO