DELIVERING DIGITAL TRANSFORMATION
AND END-TO-END INFORMATION TECHNOLOGY SERVICES

Excerpts from Small Enterprise India's Interview withJaimin Shah, MD & CEO, Dev Information Technology Ltd,Ahmedabad. He has been recently appointed as the Chairman of the Domestic Council of NASSCOM, making him the youngest candidate till date to take up highest position of the Domestic Council. His company recently got listed on NSE Emerge platform with IPO subscribed over 74 times.

SE: Give us some detail background information and introduce Dev Information Technology Ltd.

Dev Information Technology Ltd. (DEV IT) is an ISO 9001, ISO 27001 certified and CMMi Level 3 appraised company engaged into Information Technology ("IT") services since 1997. DEV IT is also Microsoft Gold Partner and Adobe Certified partner. DEV IT is headquartered in Ahmedabad city of Gujarat State and has its branch offices in Maharashtra, Rajasthan and Canada. DEV IT's end-to-end IT services model covering Enterprise Applications, IT Infrastructure Management Services, Cloud Computing, Digital marketing as well as Licensing and IT Consulting, makes it an ideal partner for IT services that businesses across the globe seek. Key services include: ERP, CRM, custom development & support; web development along with hosting and digital marketing; IT infra-

structure management including server management, desktop support & helpdesk, IT consulting, software compliance & Microsoft and Adobe licensing. DEV IT's robust infrastructure spreads across four corporate buildings, housing 24×7 Network Operations Centre (NOC) and fully equipped software development center with high performance systems for development, support and testing. With an undeterred vision of being one of the most trusted IT services partner, DEV IT has strong presence in public sector eGovernance projects and well established enterprise level client base across the world.

SE: What was the sole objective of Dev Information Technology while starting this service and where do you find yourself today?

The company forayed into e-governance projects as well as managed services and facility-management services for the government and private sector organizations in 1999. To be at the right place at the right time is the dictum which worked for my company. E-gov started in Gujarat post government of Gujarat announced its IT policy in 1998 and enabled it in 1999, which coincided with our plan of foraying into e-gov. This catapulted us into main league IT player status in Gujarat in the span of five years from our beginning.

At this juncture we were one of the crucial local IT players in Gujarat State. The company's status was further substantiated

by maturing partner relationship with Microsoft (Gold Partner) along with Verisign (Sub-Certifying Authority – Western India), and E-gov solution partnership with Adobe, Symantec, and Oracle. Managed IT services like digital signature technical support and sales, and IT infrastructure support also gained momentum from 2003.

After our successful acquisition of Canada based IT company which helped us broaden our reach to North American marketplace, Dev Information Technology Ltd went ahead with process of merging software development unit of a well-known IT Solution provider company in Overseas Enterprise market at USA & Europe.

This strategic merger helped us broaden our service offering horizontally as well as vertically. It helped us to add additional services brought in by the merger to our offerings. Further it also expanded our technological skills and expertise. Now, we are able to cater to SMAC in enterprise market as well as sustaining IoT R&D Laboratory's/Incubation Centre's software and IT Infra and many more such opportunities being addressed in North America and Europe Market besides eGov projects from India.

Listing on NSE Emerge
As a part of our efforts to ensure organic and inorganic growth of the DEV IT such that it becomes a company to reckon with in the field of Information Technology across India, we have decided to go for IPO by listing ourselves on

the SME Stock Exchange. Recently, Dev Information Technology Ltd (DEV IT) got listed on NSE Emerge platform making it the first ever Gujarat based IT company to be listed on NSE Emerge exchange. The IPO of his company received an overwhelming response from the investors, and before rejections was subscribed **to the extent of 74.35 times** attracting record bids worth Rs. 463 crores against the offer for Rs. 6.25 crore. It was a record breaking highest collection by Gujarat based company. This shows the trust of investors in the vision and potential of his company. The listing of the company on NSE Emerge comes as a momentous step towards DEV IT's challenging but exciting growth journey.

The above all added up to cumulative and value-added growth of our company and made it what it is today.

SE: How would you describe Dev Information Technology's role in today's StartUp Information Technology ecosystem?

While e-commerce influencers still dominate the list of StartUp Information Technology ecosystem, there are promising enterprise software or Software as a Service (SaaS) start-ups that are fast evolving. In recent years, the Indian startup ecosystem has really taken off. The numbers are telling—from 3,100 startups in 2014 to a projection of more than 11,500 by 2020, this is certainly not a passing trend. It's a revolution. And it's going to change the way the markets are working today in India. We are

working very closely with Start-Ups IT companies in mentoring them and funding them as well, thus fostering their growth. We have come forward to support other emerging startups by mentoring them through various channels. We help them with our technology expertise and experience and know-how of the marketplace and customer needs. We are also in constant look out for Merger & Acquisition opportunities for promising and emerging startups. And for this we have already committed to start Startup Incubator in Gujarat.

SE: Do you see a need of more such services in India and what's the future of startup IT companies in present scenario?

DEV IT's service portfolio comprises of end-to-end IT services model covering Enterprise Applications, IT Infrastructure Management Services, Cloud Computing, Digital marketing as well as Licensing and IT Consulting. The need for the above services in Indian marketspace is immense. With the growing cyber-attacks and ransomware attacks, there is an impending need for Cybersecurity services which we cater to under our IT Infrastructure Management Services portfolio helping clients with their security audits and recommendations as well as on-going security management. Also Digital transformation and Cloud computing wave across the globe has resulted into Indian companies embracing the above technology. DEV IT delivers digital transformation and end-to-end information technology services. Right from

advisory to execution backed by expert applications and infrastructure management; DEV IT optimizes IT into a strategic asset.

Future of StartUps in India is very promising. As mentioned above, from 3,100 startups in 2014 to a projection of more than 11,500 by 2020, this is certainly not a passing trend. It's a revolution. With supportive Government policies and tax benefits, it will surely pave a way to their success.

SE: What are some ways you have dealt with challenges sailing through a fiercely competitive global market of IT, and how did you find solutions?

Global market brings its set of challenges to be able to cater to them for their ever evolving technology needs.

Mergers and acquisitions for competing globally. After our successful acquisition of Canada based IT company which helped us broaden our reach to North American marketplace, Dev Information Technology Ltd went ahead with process of merging software development unit of a well-known IT Solution provider company in Overseas Enterprise market at USA & Europe. This strategic merger helped us broaden our service offering horizontally as well as vertically. Further it also expanded our technological skills and expertise. Now, we are able to cater to SMAC in enterprise market as well as sustaining IoT R&D Laboratory's/Incubation Centre's

software and IT Infra and many more such opportunities. The deal enabled DEV IT to acquire clients in USA, Europe and Canada directly and expand software solutions to international marketplace. Thus the deal proved to be a strategic decision for DEV IT to strengthen its vision of expanding footprints globally.

We planned a systematic approach towards **investment in next generation technologies** like IoT, Mixed Reality and Digital Solutions.

We have made **profitable collaborations** with vendors and companies worldwide supplementing and complementing the mutual synergies.Adoption of **digital marketing channels** (social medias, mailers, websites, campaigns, etc.) as a potent marketing tool has been game changer for DEV IT. Researching where our audience's pattern and behavior while using web is fundamental in identifying how to ensure further growth in our business. To cater to project delivery in an efficient way, we have adopted advanced Project tracking and Project Management tools

Also another challenge was to **find and retain the right talent.** To cater to the same, we have formulated in-house finishing school based training center for continual training and development. We have an active HR department for various employee engagement activities and recognizing them for their achievements.

SE: How would you describe

your IT services and its management style?

Our focus has always been into providing end-to-end IT services to our clients where we engage with our clients right from consulting and advisory, helping them with design, development and implementation to on-going management and support. We are more of IT partners to our clients guiding them with the best IT services and solutions along with optimal investments to increase their operational efficiency.

Regarding management style, we work to inspire and motivate teamwork for achieving goals and influence valuable changes. We as board of directors of the company are always open to new ideas coming from team members. We consult with them frequently and encourage and support independent thinking. We believe in establishing an open discussion for decision-making. We recognize the skills of key team members and utilize their strengths to the benefit of the team.

SE: How can your services and other such IT services make a difference in the overall IT system of India?

Rise in employment
IT services and solutions paves a way to provide employment opportunities to the talented workforce of our country.

Next generation technologies
like Mixed reality, IoT, Artificial Intelligence and Machine Learning, Cloud Computing, Business

Intelligence Solutions have helped Indian companies like us to compete with other similar companies across the globe.

Towards a nation's dream of Digital India and Smart City Initiatives
Digital India Initiative and Smart City initiative has enabled cities to use technology & transform urban environments. Cities which are epicenters of technology adoption, will now leverage internet pervasiveness, data analytics, and networked devices to improve it's economic, environmental and social trajectories.

We have more than 2 decades of experience and expertise in development of portals, applications and collaboration platforms and have implemented such projects for our national and international clients in the private as well as e-gov space. Our in-house NOC and multi-technology proficient team working 24x7 is equipped for the same. Further, Smart city initiative provides a foundation for new avenues of information dissemination, engaging citizens, and managing city functions. It has paved way towards opportunities for creation of platforms (web-based and mobile) that enables cities and citizens to interact and collaborate.

SE: What advice would you give to the startup entrepreneurs of India for growing and succeeding in this industry?

1. Collaborate with the partners across the globe to expand to

newer geographies thus growing the footprint and reach of the company

2. Try to come up with innovative idea, rather than copying some other workable products.

3. Always introspect and ask question yourself about your startup idea.

4. Hunt and retain the best talent

5. Invest in newer technologies that will drive the future

6. Keep robust funding opportunities

7. Align yourselves with experienced industry stalwarts

- Mamta Sharma