

# WHO WILL BE THE NEXT-GEN MURTHY?

## Arvind Rao & Mouli Raman | OnMobile

Founded in 2000, in California, but moved to Bangalore two years later

**Business:** Mobile value added services like ringtones, ring back tones, alerts, voice-based searches. More recently, introduced innovative products like Karaophone that allows users to play karaoke with their social networks via mobile or landline phones, and RCS Phonebook, an interactive user address book that synchronizes all contact information, including friends on social networks, into one

central location for easy management and live access. Has onsite presence in 52 countries; has 105 million unique users every month. Rao, 52, who was in the venture capital industry in the US prior to forming OnMobile, says the company's strength has been its risk sharing and joint work with operators to make the products a success, instead of simply licensing its technology. Mouli, 42, who worked for many years in Infosys, says OnMobile frequently receives requests from developed market operators to teach them the things being done in Asia. "They are hit by Google and Apple (app stores), and they believe we can help them counter this." The company is now focused on providing multilingual content.

**Customers:** Most of the Indian telecom operators; Vodafone uses them globally; Telefonica of Spain

**Revenue:** Rs 537 crore in 2010-11; international revenues contribute over 27%. It's not official, but it's possible that OnMobile is today the world's biggest company providing mobile value-added services



## Subash Menon | Subex

Founded in 1992, in Bangalore

**Business:** Products that allow communications service providers to improve their operational efficiency and deliver enhanced service experiences to subscribers. It has solutions for revenue assurance, cost management, fraud management, provisioning automation, data integrity management and more. The company started by providing fraud management solutions and its product Nikira became the No.1 fraud management solution in the world. A series of global acquisitions has enabled Menon, who started the firm with a Rs 20,000 loan from a former employer, to offer a wider portfolio of solutions

**Customers:** 16 of the top 20 wireless operators worldwide and 26 of the world's 50 biggest telecommunications service providers. The company has more than 300 installations across 70 countries. Almost all telecom service providers in India are customers. T-Mobile, Verizon, Telefonica, Comcast, Sprint are among customers in the Americas.

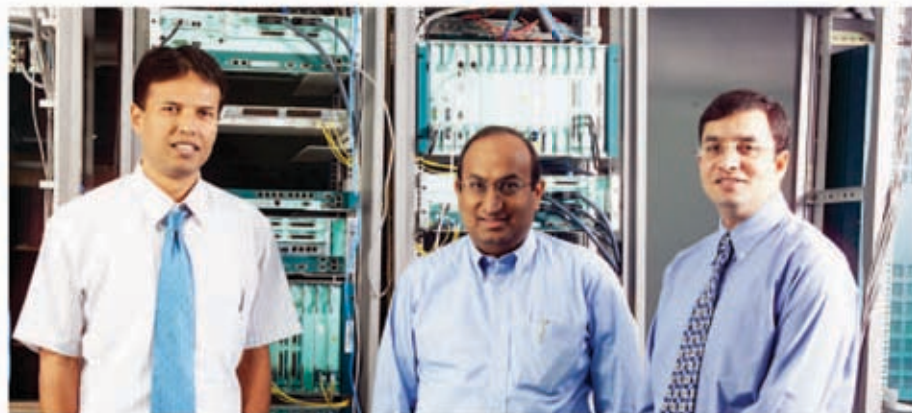
**Revenue:** Rs 492 crore in 2010-11

*Awarded the Global Telecoms Business Innovation Award 2011 along with Swisscom for the industry's first successful Risk Reward Sharing model for Fraud Management.*



## Sanjay Nayak, Arnob Roy, Kumar Sivarajan | Tejas Networks

Founded in 2000, in Bangalore



**Business:** Developing intelligent network technologies, networks that not only transport data between two points, but also do it at the precise speeds that customers require, rerouting traffic when any one lane is choked or disrupted, and clean up disrupted signals. "It's like a bus that behaves according to the nature of its occupants. If it knows that its occupants are students, then it behaves in a particular way, and if it knows they are tourists, it behaves differently," says Nayak.

**Customers:** Tejas solutions are deployed in

all major telecom networks in India. It also sells in 60 countries. South Korea, which has the most advanced wireless broadband network in the world, has its backhaul (intermediate links) running partly on Tejas equipment.

**Revenue:** Over Rs 750 crore

*Tejas was initially funded by Gururaj Despande, and then by Intel Capital, Mayfield Fund, Battery Ventures, Goldman Sachs and Sandstone Capital*

India is a giant in software services, thanks in great degree to the extraordinary vision and work of N R Narayana Murthy, who retired this month from the company he founded, Infosys Technologies. There are sceptics who say that India will never be able to overcome this services mindset and move on to develop creative global products and platforms. We don't share that scepticism. We believe that the success of the software services industry has created talent that now has the desire, confidence and expertise to build global technology products. Thousands of such initiatives are in the works around the country. **Sujit John and Narayanan Krishnaswami** bring to you a sample of these, some that have reached a degree of maturity, others that have seen amazing success in a short period

## Pallav Nadhani | FusionCharts

Founded in 2001, in Kolkata, when Nadhani was 16

**Business:** Charting products. Nadhani had begun by writing a charting component using Macromedia Flash, which enabled animation and interactivity in charts. He also



wrote articles detailing this work for a technology publication that got him \$1,500. "That became the seed capital for my company," he says. His biggest learning has been that customers do not look for features, they look for benefits. The company has been profitable from day 1. Barring some advertising in technology magazines in the US and Europe, marketing has been through free online options and customer recommendations.

**Customers:** 18,000 customers, including Google, Facebook, Microsoft, Intel, IBM

**Revenue:** \$4.5 million in 2010-11

*Winner of the Deloitte Fast 50 India 2009 award and Nasscom's emerging company 2009 award.*

## Saju Pillai & Aaditya Sood | Idea Device

Founded in 2009, in Bangalore

**Business:** Data centre management products. Automates processes in the data centre so that the systems work faster, with fewer faults and greater security. And everything can be viewed and managed from a single window. Competitors include BMC, HP, CA. "But we do it better than them. We have competed against them and we have won every time," says Pillai, 31, who together with Sood, 30, had previously worked in Oracle.

**Customers:** 6 customers, including Astra Zeneca, UK, Endeavour Tech, one of the world's biggest stock exchanges, and one of the world's biggest banks. ISV to RedHat,

VMware, Microsoft

**Revenue:** Pillai declines to talk about it

*Finalist at YourStory.in's TechSpark 2011*

