

NIPPON DATA SYSTEM:

Quenching Clients
Needs through Industry
Specific Solutions

The technological advances have significantly increased the competition of the business world. Companies are using many innovative technologies to transform their businesses to compete global markets. Many companies have responded to these changes by automating their business processes and capturing the industry-related information. Technology has actually forced the businesses to remain flexible, adapting their operations to newer and better technological advances.

In an interview with Insights Success, **Harish Kumar Saraf, CEO & Founder** and **Ashish Kumar Saraf, Director** of **Nippon Data System** have shared some insightful views and highlighted the influences made by their company to be the Innovative Tech company, which sustainably delivering customer delight and well-being for the communities and environment.

1. Kindly brief us about the company. What prompted the founders to start a tech company?

Nippon Data Systems Limited is a provider of IT-enabled business solutions which provide our clients with a competitive business advantage. We partner

Interview with Insights Success

with our customers to deliver business solutions to their satisfaction and help them 'live your enterprise potential™'. We take pride in conducting business with the highest degree of ethics and treat each transaction with fairness and honesty client satisfaction is our only measure of success.

Nippon Data Systems Limited was built on the values to provide a competitive business advantage to the prospective client using cutting edge technology for the solutions we offer. We strive to conduct business with the highest degree of ethics and treat each transaction with fairness and honesty and are among the top 5 preferred solution providers in the markets we operate.

To solve business the problems, by harnessing technology and implementing them for developing and implementing customized and standard it solutions.

2. Brief us about the Founder/CEO of the company and the major contribution of him/her towards the development of the company.

Harish Kumar Saraf, CEO & Founder of Nippon Data Systems, is a B.Tech in computer science and is a gold medal holder for his performance in his academia. He came back to India from US to establish Nippon Data Systems.

Harish believes, *"Struggling through initial period, perseverance, hard work, self-belief and honesty within the team-mates helped them to build the prominent company. Their commitment to the customers is unconditional. They believe that their success is because of their customers."*

Ashish Kumar Saraf, Director of Nippon Data System, has over 20 years of experience in consulting. He has done his MBA in finance and has been a part of leading client's implementation.

Together they envisioned the corporation as a high-tech performer. They have the vision to make Nippon the leading solutions provider. They have implemented an energetic and innovative approach in conducting their business.



Ashish Kumar Saraf
Director

3. Tell us about your passions, aims, and goals. (You can also mention your motivational author, a personality or thing)

Our mission is to use technology and partner with our customers to deliver business solutions to their satisfaction and assist them in realizing their full potential.

Our vision is to provide our clients with competitive business advantage using cutting edge technology for the solutions we offer. We shall strive to conduct business with the highest degree of ethics and treat each transaction with fairness and honesty and be among the top 5 preferred solution providers in the markets we operate.

We also want to create a workplace environment which respects and encourages innovation and helps employees look at Nippon Data Systems as a long-term employer.

4. Please share with us the initial struggle that strengthens the current success of the brand.

Customers in the market are so price conscious that their main focus is pricing without actually understanding the stability of the vendor, the depth of the product, post-



Harish Kumar Saraf
CEO & Founder

Technical professional services - we provide technical and engineering personnel to successful businesses. We have an extensive database of pre-screened candidates and one of the highest retention rates in the industry.

Today's technology is constantly changing, forcing businesses to seek versatile employees with specialized skills, experience, and certifications Nippon Data can fill almost any requirement, including the following areas:

- 1) Engineering
- 2) Research & development
- 3) Design, drafting & cad
- 4) Technicians etc.

Value-added consultation - With considerable experience of delivering services and industry-specific expertise, our value-added consultations help you find the right answer to your business challenge.

End to end customized services

We possess deep-seated capabilities to scale up services in accordance with changing requirements, ensuring the continuity and on-time completion of services.

Business intelligence & analytics - Nippon data specializes in analytics & business intelligence and have been enabling various companies to manage their client's data and leverage the data in making the business decision.

Following are the reasons as to why Nippon is different from the others:

Unique Approaches of the Organization

The unique footsteps of Nippon data are to use technical expertise and partner with their customers to deliver business solutions to their satisfaction and assist them in realizing their full potential. Nippon data shall strive to conduct business with the highest degree of ethics and treat each transaction with fairness and honesty and be among the top five preferred solution providers in the market.

Nippon data also wants to create an amicable working environment which respects and encourages innovation and helps employees look at Nippon data systems as a long-term employer.

Proffering Exclusive Solutions of the Company

Nippon data with the most professional and advanced resources, bring the most satisfactory outcomes for their client's business. They make sure that through their solutions; customers can get one-stop industry solution effortlessly and are capable of tackling it related issues in the best possible manner.

6. What is the USP of your company that renders its difference from its competitors?

Our all newton flagship products such as newton ERP and newton CRM.

7. Please share some success stories, awards, and accolades that the company has received.

Some of our clients

- a) The second largest lighting company in India
- b) One of the largest polyester films manufacturer
- c) One of the largest wood products company
- d) The oldest industrial group of India (textiles)
- e) One of the largest steel plant in east Africa

Some of our awards

- 1) The 10 best enterprise CRM solution provider
- 2) 30 most preferred tech workplaces
- 3) Nippon Data awarded for Asia Pacific's 25 most promising ERP solution providers
- 4) The 10 fastest growing ERP solution provider

8. With the massive advancements in technology, what are the opportunities and challenges evolving with it?

We develop the products which are standard in nature covering all possible business scenarios. The product is demonstrated to prospects and based on their inputs the product is modified. If the input enhances the product we incorporate it is the product else, we custom develop it for that vertical.

Our R&D section transforms the product into the latest technologies which are modular in nature, faster and easy to maintain.

Customers in the market are so price conscious that their main focus is pricing without actually understanding the stability of the vendor, the depth of the product, post-sales support, product roadmap etc. The competition quotes any prices to take the business. This is one of the biggest challenges faced with the company like ours.

9. Advice for the budding entrepreneurs who are trying to embark in the same field.

As a first step, they need to study the market, understand the pain of end and then plan the product which addresses these pain areas in a user-friendly manner. Also, they need to do the segmentation in terms of customers, geographies etc. for a focused approach.


Constant effort to improve efficiency in all aspects of your relationship with customers and employees:

- 1) Honesty, integrity and ethical business conduct
- 2) Trust all (customers, employees, partners)
- 3) Personal ownership of responsibility

10. Brief us about the future of the company or the goal it has set to mark its exceptionality in the future.

Complete 5-year road-map for the growth of the company has been prepared which defines the growth path of increasing revenue by 100% in the next 5 years. The edge with our competition will be in terms of vertical based solution, built-in intelligence, highly secure and user-friendly.

11. How do you handle the low/negative phase of your company and don't give up on the tough situation?

Patience is the key. We strongly believe in our employees and have gained the trust of our business partners. Since we are zero debt company, we are confident that we will survive and keep ourselves afloat when the winds are against us. 

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5. Tell us about the services you provide through your venture.

Newton ERP, this software available in both (On-premise & On-cloud) can manage information management needs of enterprises operating in diverse business segments ranging from a single-location, single-product operations to multi-location, multi-product, multi-factory, and multi-division operations.

Newton CRM, (On-premise & On-cloud) the vision of the solution is to automate all non-financial and financial needs of business which are obstacles to growth and consume extraordinary resources.

Newton SCM is the combination of art and science that goes into improving the way the company finds the raw components it needs to make a product or service and deliver it to customers.