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CXO
Round Table

DIGITAL TRANSFORMATION FOR SMES, THE CXO'S VIEW

- By *the talk* Bureau

Technology helps companies tide over pandemic crisis.



Rajiv Ramanan
Director,
Freshworks



Kathirvel
Head - Sales,
Tata Tele Business Services



Ramshankar
CEO,
Maxbyte Technologies Pvt. Ltd



Ravi Chandran S
Managing Director,
Conway Water Purifier Pvt. Ltd.



Hrishikesh Datar
CEO,
Vakilsearch.com



A.S. Muthu Prasanna
Founder,
Crumbles™

technology also helped us optimize our entire workforce procedures and methodologies,” he said.

The CEO of Vakilsearch.com, **Mr. Hrishikesh Datar**, explained the digital transformation carried out in their client services and other areas. “Our main objective is to protect our team, clients and data. We have a multitude of very sensitive customer data connected to legal, taxation and compliance. Obviously, when people move out of the office and work from home, the risks and challenges are very high. But with distributed computing and cloud computing such challenges are not insurmountable,” he said.

Mr Rajiv Ramanan, Director, Freshworks, said, “We did not transform the tools at all. Our working policies are very flexible favouring the employees. Work from home was a major challenge for us also. We had to set up an IT help desk to support our remote employees to attend to their operational difficulties promptly and effectively.

Chennai, September 17, 2021

The year 2020 was like no other for almost all realms of socio-economic and industrial activities because of the unforeseen onslaught of the Corona virus disease (Covid-19). During the whole of 2020 and

the early months of 2021 the country was under lockdown which crippled all industrial manufacturing and other business activities. The pandemic, however, taught new lessons, opened new operational avenues and created innovative opportunities for all, especially for the digital technology-driven small and medium enterprises (SMEs). Remote working or work from home became a new norm which brought in several new challenges.

The economic and industrial revival from the second half of 2021 was fuelled by technology adoption, now a part and parcel of the new age business, and digitalization. The digital transformation has been the core of the industrial and economic transition to an absolutely new paradigm.

This was testified by the various speakers at the recently held Virtual CXO Roundtable conference on **‘Digital Transformation for SMEs, the CXO'S view’**, organized by Tata Teleservices in association with the knowledge partner, **the talk**. It was an opportunity for the entrepreneurs to share their insightful experience of managing a crisis and transforming it into new opportunities with optimum results.

Mr. Kathirvel Dhandapani, Head Sales, Tata Teleservices, in his opening address explained how the company extensively adopted the new age digital technologies like connectivity, collaboration, Artificial intelligence, IOT and Cyber security solutions in the past few months. Digitalization has increased the opportunity to provide better value for customers at affordable prices. “Adoption of new

Another speaker, **Mr Ramshankar**, CEO, Maxbyte Technologies, highlighted the elaborate transformation mission the company undertook on the digital front and where they are now in digitalisation. He said they defined their strategic goals, identified the gaps, and drew the road map for the digital transformation to support the customers. “We also did some proof of concept by introducing a few collaboration tools, digital business models, along with arranging for the necessary resources like Investments, hiring talents and entering into partnership for a successful digital transformation,” he said.

Mr Ravi Chandran S, Managing Director, Conway Water Purifier, described how digital transformation helped them in their business. “We have increased our digital business, keep updating our websites, focus on search engine optimization and are available on all digital platforms.”

Finally, **Mr Kathirvel Dhandapani**, Head Sales, Tata Teleservices, summarizing the observations made in the conference, said, “I think, the many views and experiences that you have shared on technology adoption, on what has been happening during this pandemic, the way businesses have moved, and on the kind of opportunities available for the businesses have given a lot of useful and pragmatic insights for all the participants.”

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