

MATSYAA INFOTECH

ESTABLISHING TRUST AND MICROSOFT DYNAMICS 365 SOLUTIONS FOR GROWING BUSINESS"

Pulkit Sharma | The CEO Magazine

Enterprise Resource Planning has been in the digital market for the last 60 years and counting. Although the adoption rate is increasing day-by-day, still various organizations are not aware of its importance. The market is moving towards a competitive edge and, so are businesses. Nowadays, ERP is getting into the trend, which results in an increase in productivity and profit for business organizations.

Today, businesses strive in an era where information is generated at warp-speed thus, spurring the need for having a unified business management system for improved enterprise resource planning and customer service. This is why it counts to integrate ERP and CRM and companies like Matsyaa Infotech LLP

is making sure of it. They provide end-to-end business solutions with the help of Microsoft Dynamics 365 Products and solutions. The idea is to emphasize on having a single system for their client business needs. As an organization, they focus on guaranteeing project success, on-time delivery and getting paid for only a job done well.

OVERCOMING CHALLENGES LIKE A LEADER

Change is the only constant in this world. Irrespective of the industry vertical, it's very hard for an organization not to think about upgrading to the latest technologies & trends in the market, organisation constantly looks to automate the existing process and technologies to

enhance the team productivity and increase revenue. Every sector welcomes innovations that bring changes in the ongoing IT trends.

As an Offshore IT Vendor, when they started their go to market strategy, Matsyaa Infotech realized that they have to bring something new to the table rather than following the traditional offshoring approach. Matsyaa Infotech invested their efforts in getting feedback from their existing clients and potential business partners. They received lots of feedback saying lack of trust with Indian IT firms, communication challenges, no quality coding, some of them lost money which they thought would be an investment for them.

They went to the market with the idea of winning back the trust of customers who are 1000s of miles away from them. Matsyaa Infotech came up with a simple outreach strategy, opening up proper communication channels with the client, process automation, and evaluation and getting consistent feedback from the time they establish their connection with the customer. Matsyaa Infotech also has flexible payment options and this is not just a marketing gimmick, they walk the talk.

SUPPORTING CLIENTS IN DIGITAL TRANSFORMATION PROCESS

Despite increasing inclination towards the benefits that Digital Transformation brings in, finding the right approach to embrace Digital Transformation in its true

essence is still a daunting challenge for many industry players. Matsyaa Infotech is ensuring that their experts train the client to lead digitization initiatives. They help in building an overall digitization strategy that aids in the smooth flow of business.

AUTOMATING TEDIOUS TASKS

Matsyaa Infotech ensures using CRM for their day-to-day business activities. Using a cloud-based CRM system is less expensive for growing businesses. Having a single system for sales, marketing and customer service team is a great relief as it makes coordination and communication of the team better internally. Automating CRM enables sales teams to automate prospecting tasks and managing redundant customers that are otherwise time-consuming. These tasks involve day-to-day data entry, contact updates, communication details, calendar management, and lead updates and opportunity.

Beyond automating tedious selling processes and freeing time for the salesperson to focus on more strategic work, CRM Automation also provides features that give sales teams the means to make complex decisions using advanced analytics. It facilitates easy collaboration between sales and marketing, which is a priority for many companies. The future of ERP reflects the future of business. As professionals continue to become more mobile, do business in multiple geographies, and put data at the heart of every decision, they'll expect their ERP solutions to support them. According to Matsyaa Infotech, in the future with the development of AI there will be AI-powered ERP systems, focus on customers will increase and there will be a boost in mobile-based functionality.

SPREADING NAME ACROSS MARKET

When it comes to promoting a

product or service for your business, it can seem like there are endless options. It can be difficult to figure out where to get started and which methods of promotion will give you the best results. Well, Matsyaa Infotech has identified three best ways to spread their name across markets which are mentioned below:

- Engage in a strategic alliance with CRM & ERP service providers all over the world.
- They attend key conferences and events to promote their services and solutions.
- Matsyaa Infotech also does content-based marketing and Digital marketing.

INFUSION OF TECHNOLOGY

Matsyaa Infotech believes that adapting to new technology has accelerated the rate of business operation. Maintaining innovation has always been a challenge. Acquiring and accommodating to new technologies has helped them endure in this competitive market where both big and small players are rising day by day. In order to stay relevant in the market, improvement in the process plays a crucial role and they are continuously investing time and money in training their employees with the latest technology which is helping them in developing much-needed skills and increase productivity.

MOTIVATING CORPORATE CULTURE

They've highly talented, energetic software program developers, architects, and testers, all recruited through a rigorous process. The Values and Mission are transparent and communicated to each of our employees. They focus on work and life balance. Their friendly yet professional atmosphere helps their team to achieve goals. Matsyaa Infotech Professional Development practice helps the employees to

improve their skills.

ROAD MAP TOWARD THE FUTURE GROWTH

Matsyaa Infotech had a very progressive 2019 as they managed to serve clients from different industries like telecommunication, government agencies, small business and start-ups. Their plans are quite interesting as they are going to invest in the latest training resources as they believe having a multi-skilled team would be a great benefit for a growing organization like Matsyaa Infotech.

CORPORATE SOCIAL RESPONSIBILITY

They focus on donating money and volunteering for various events conducted by a non-profit organization for handicap and autistic children. They also contribute to animal welfare by funding injured and needy animals and they make a conscious effort to contribute to the welfare of the society.

ADVICE TO ASPIRANTS

"We are yet to call ourselves a market leader, it is a long way. One advice to aspirants is, to be honest, and have a human approach to the clients," said Suresh Ashok

KEY OFFICIALS

- Suresh Ashok - 15+ year's experience of working globally in the IT/ITES industry, is having worked with Microsoft Partners, SAP, AWS, Sage, and Odoo.
- Praveena - 10+ year's experience in HR & Operation worked on various industries globally.

CLOSING QUOTE

"At Matsyaa we believe only honest and transparent relationships serve. We keep up our commitments and align them to the client's success." quoted Suresh Ashok



SURESH ASHOK
FOUNDER
MATSYAA INFOTECH LLP