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MSMEs in Andheri opting for IT solutions to better manage businesses

Irum Khan, ET Bureau Oct 18, 2012, 06.59PM IST

Tags: The Game | MSME | IT solutions | ICEM Engineering Company | IBM | Enterprise Resource Planning | embrace | customer relationship management | Curiosity | Andheri

All apart, cost is what has an effect on decisions in any market and IT has always been associated with high capital input. Andheri based PMAM IT Services has tried to battle the cost issues through their exciting pricing. Oniel Gracious, head-India operations, PMAM IT Services says, "We understood that cost is a factor restricting small firms taking to IT. We have developed several cloud based platforms like the PMAM CRM, PMAM Smart Select and PMAM HCM where customers can simply login and start using the software free of cost. The revenue comes from advertising on these platforms and also from our other marketing activities." Tejura from Rosoft maintains that once the technology is developed, with time the cost stabilizes. "An ERP software would cost anywhere between Rs 20,000 to Rs 10 crores based on the need of a customer. Any technology is able to give Return on investment (ROI) between 18-24 months."

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FAILED ATTEMPT

IT experts maintain that the company should be able to decide which software to go for before zeroing in on one. Tibrewala from ICEM Engineering Company, for that matter, spent Rs 8 lakh in installing ERP software out of which Rs 4 lakh got wasted due to failure in implementation. To overcome this hurdle companies are providing services ranging from mapping business processes, gap analysis and business process reengineering and business process automation. This coupled with software requirement study (SRS) conveniently defines the accurate scope of deliverables and expectations thereby reducing chances of failure.

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