

"Innovation in India: Avoiding the Low- Margin Trap"



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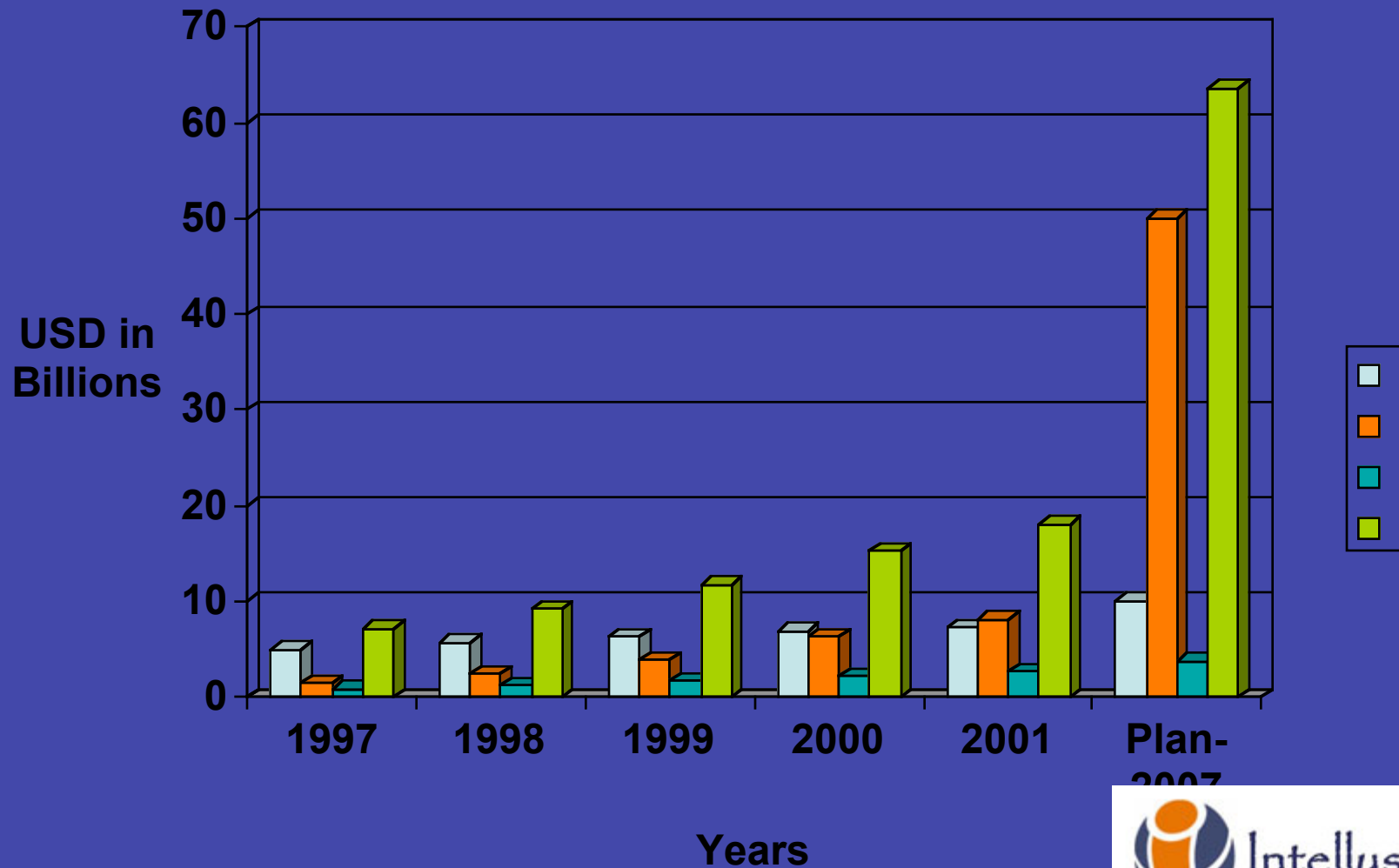
Profile: R.Prakash

- **Mr. R.Prakash, Technical Marketing Director - Intellicsys**
- Pioneer in technology and a savvy serial entrepreneur
- Led previously Tekmobile a Wireless startup (2003-2005)
- Co-Founder / President of WinVision Inc (1994-2003)
- Technical Consulting, Professional Services to Hi-tech companies in the Silicon Valley and Western Indian metro Mumbai & Vadodara
- He worked as Consulting Software Engineer for Tandem & GTE.
- Had two successful ventures in India 1982-86(Mumbai) Microdata Consultants (IT Training) and Intelligent Systems (Software Development).
- He is known for his contribution to academics in Bombay (Mumbai) for various R&D efforts/ curricular revisions in Engineering & AU-KBC Chennai, India.
- Acting as a change agent for, automation in vertical industries in Mumbai
- Mr. Prakash holds B .E.(Electronics & Comm.-1978) MS University, Vadodara and a M.Tech (EE-Communications - 1980) from IIT, Bombay, India



IT Growth in Billions of USD

IT Revenues - India



Intellysys Inc.

- Who we are?
- A tier three Outsourcing/SI/Middleware
- Company with a Federated model – (USA)
Santa Clara, Houston
- (India) Mumbai, Vadodara
- Business Partners with tier two for non-core/geography



Business & Technology Focus

- Business– Mobile LBS Supply-chain Apps
- Onsite USA/Offshore through Mumbai
- Technology- Satellite, Portal / Mobile Dev.
- GPS, GSM/GPRS-SMS, CDMA, RFID,
- Linux/Virtualization platforms
- BREW/J2EE/C/Py/PHP/mysql/ Spatial DB

Imperatives for Innovation

- Traditional Competitive Advantages Fading
 - Cost - wage inflation,
 - Resource availability – Multinational Firms mass hiring in India
 - Rupees Appreciation against major currencies
 - External Competition (China, Brazil, Israel, Philippines, Russia)

Intellysys Differentiates by

Global Network
Delivery Model

Nearshore
Offshore

LBS

R&D

ADM

SME:

BPO

Mobile

Products

Trac*Line

CONSULTING

