

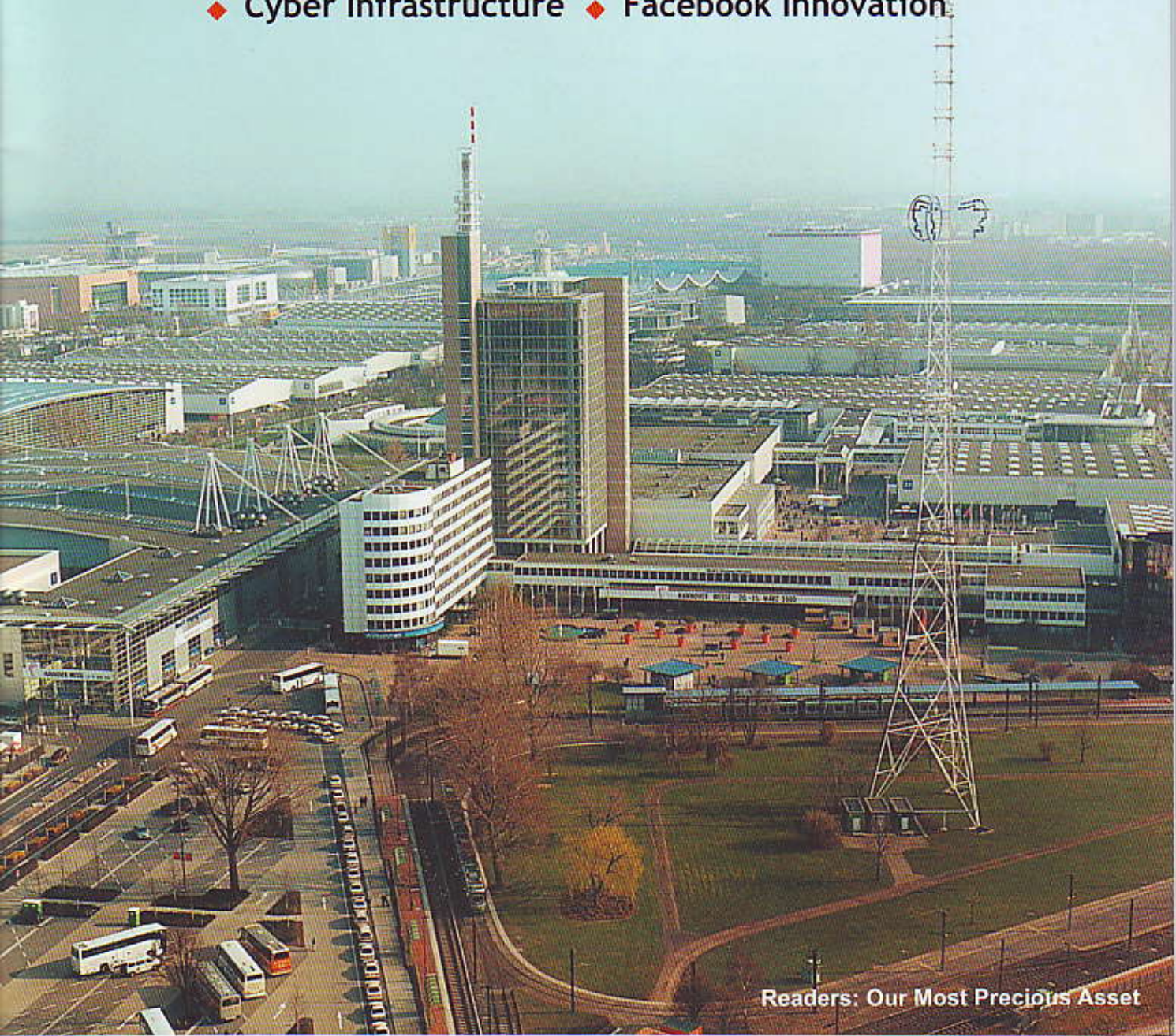
GLOBAL

TECHNOLOGIES

Your Window To The Tech World

CeBIT 2011

- ◆ Indiasoft 2011
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Readers: Our Most Precious Asset

"We are planning to partner with companies offering niche solutions in the area of Green and Sustainability Consulting"

Nextstra, a consulting firm providing next-generation strategic consulting solutions in the area of strategy, operations, technology and enterprise IT solutions is all set to go in a big way this year. Started by two industry experts namely, **Onkar Kendhe and Makrand Dekhane** each having extensive global experience in business and technology functions Nextstra was started just a year back but has already started to taste success. To get an insight into the company's plans we spoke with both the managing partners. **Excerpts**

Your event "Green IT & IT As An Enabler for Sustainable Businesses" was well received. Can you throw some light on that event?

Yes the event was well received by participants from leading IT & non IT organizations. There was a lot of positive response from the participants. Apart from Nextstra partners we also had speakers from prominent IT & Manufacturing organizations. All the participating companies were very keen to understand & adopt green initiatives. We have received some serious inquiries post this event and are about to start consulting work with a large man-



ufacturing company for their green initiative.

Seeing its success, do you plan to organize similar events in the future?

Yes we have received an invite from one of the industry bodies to conduct Green IT seminars across India. Apart from this, we are also planning to organize a large annual event for the SME business owners. The concept is currently being discussed with the local chamber and some of the large organizations. This gives us a chance to interact with the business owners and understand their challenges first hand. At the same time, the business owners get chance to learn about industry trends & best business practices from the industry experts. We are planning to make this an annual event focussing on different industry every year. This year the industry focus could be on auto & auto components.

How did Nextstra Consulting originate?

Growing competition, complexities added due to globalization and convergence of business & technology are putting constant pressure on businesses in garnering optimum market share. In order to maintain competitive edge, what is required is specific

expert knowledge in addressing complex business challenges and stay updated on market trends & behaviour. Therefore, decision makers or business owners have to increasingly depend upon external advice. Nextstra was founded to address this market requirement.

Nextstra was founded by individuals with strong business & technology background bringing in complementary skills. It is a management consulting firm aspiring to be a trusted advisor to the CXO community. The name Nextstra has been derived from Next generation Strategic solutions. Our vision is to build a global community of experts.

Nextstra's core values are best depicted by iEMPOWER, which stands for i - Innovation & Integrity; E - Expertise; M - on-Mark, being committed; P - Passion; O - Outperform; WE - Partnerships, Team work & Collaboration; R - Reliability

How do you differentiate Nextstra from the rest?

One of the things that sets us apart from most other consulting organizations is that our solutions are customized and are not typical out-of-the-box ones, force-fitted to the organization.

Another unique aspect of our solutions is that we not only provide consulting solutions but we also stand by our advice by hand-holding customers through the execution. Having great strategy is not sufficient, proper execution of this strategy is what makes it deliver the intended benefits. This ensures that the customer is not left high & dry to manage the execution on his own.

At Nextstra majority of consultants have a very strong business & technology background that is not very common. All our consultants have an average experience of more than 15 years.

It is our endeavor to build a trusted relationship with our clients and make every engagement a pleasurable experience by focusing on building strong personalized partnerships.

What type of solutions do you offer?

We believe in partnering with our clients offering innovative consulting solutions specific to business needs. The consulting solutions have been designed around the central theme of sustainable growth. The solutions offered are in the area of Strategy Consulting, Operations Consulting, Information Technology and Enterprise IT Solutions. We also provide On-Demand solutions, like CIO-on-Demand & PMO-on-Demand that are aimed at meeting short term needs of customers without having to invest a lot. What we have observed is a lot of organizations struggle to manage programs and therefore end up overshooting the budget.

Nextstra also provides green business solutions, for example Corporate Sustainability & Green IT. This is a very promising area that cuts across all verticals.



Onkar Kendhe

What industry verticals do you cater to?

At Nextstra our current focus is on industry verticals like Auto & Auto Components, Manufacturing (Discrete, Process & Hi-Tech), and Supply Chain & Logistics. We are planning to add a few more verticals in the next couple of quarters.

Who are your major customers in India and abroad?

Some of our key customers in India are large Manufacturing organization, a large Infrastructure Company and an SME Auto Component Manufacturer. One of our overseas clients is a US based mid-sized manufacturing company.

We plan to take Nextstra globally and are contemplating on opening a branch office in the US, in the near future. We see a lot of demand for green business consulting in the US.

Can you highlight some of your major projects?

There is one project where we are consulting on setting up an offshore facility for the US customer. They approached us for consulting them on setting up an office in India but due to their size we have advised them to setup a dedicated center with Indian IT service provider. We are involved in the entire process of identifying the right service provider and oversee smooth transition. Then there is another project where we have done audit for the SAP enterprise implementation that was carried out by one of the top Indian IT service providers.

Soon we are about to begin consulting on Green IT strategy for a large customer and there is another opportunity that is in the pipeline for providing consulting services for Green SEZ certification for a large manufacturing plant.

Cloud Computing is the buzz word. What is Nextstra Consulting's role in this segment?

Moving to Cloud is a strategic decision that can re-shape the businesses. Leading organizations have already started benefiting by moving to cloud, due to lower cost of infrastructure. Apart from this, moving to cloud could also prove to be more environment friendly. We believe that more than the generic clouds that are mushrooming, application specific clouds will prove to be more beneficial for the businesses.

At Nextstra, cloud is an essential part of our Enterprise Architecture consulting capability under the IT consulting umbrella. It is also one of the key solutions adopted while designing greener data centers. In order to deliver strategic benefits to our customers, we consult on designing strategies for cloud migration & adoption.

What about your technology expertise?

As a consulting firm, we have taken a conscious decision of not aligning ourselves to any product or technologies. Our IT consulting capability focuses on providing strategic consulting solutions. As a part of Enterprise IT Solutions we provide consulting on enterprise applications like SAP, Oracle & Microsoft Dynamics.

In order to expand our services in the Sustainability Consult-

ing, we are planning to partner with companies offering niche solutions in the area of Green and Sustainability Consulting.

You have adopted a lot of eco-friendly initiatives. Can you throw some light on them?

We believe in beginning with the individuals, because this brings in the necessary cultural shift in user habits. This not only helps in the long run but can add significantly to the overall green initiatives. Small things like carpooling, laptop energy management & effective use of water have proved to be very effective.

As a company Nextstra has a policy, to procure only EPEAT Certified & Energy Star Rated IT infrastructure. All the printers are having wireless networking capability and we have a strict policy on hard copy print outs.

We also try to achieve a balance between business travel & facilities like video conferencing, keeping our GHG emission footprint under control. Our brochures and visiting cards are printed on re-cycled paper.

What are your marketing strategies?

In this era of faster communications, we try and leverage all platforms, including internet, social media & print. We have not yet decided anything concrete for the mobile media but in future we may get our website designed for iPhones.

We also organize events, webinars & seminars, relevant to the industry and invite industry experts. We also periodically publish articles addressing some of the business challenges and future trends. Our partners are invited to speak at local & national level seminars and have also written for leading national publications.

How important is quality?

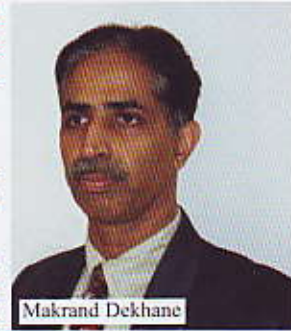
Quality is very important in every aspect of the business. In order to ensure quality, we adhere to measures such as methodical planning, execution monitored and driven by partner & domain experts. One of our core values is 'Outperform', by virtue of which every member of our expert community is encouraged to set new benchmark in excellence.

How do you view the European market?

Having come out of the global economic meltdown, things have started to look better. Globally, discretionary spending on projects that add direct value to business efficiencies, are back. But, Europe is still grappling with multiple challenges and the focus will be more on improving operational efficiencies, execution capabilities (effective project management) and regulatory compliance.

It is predicted that by 2025, there is going to be a major shift in the global economic scenario.

The contribution to global GDP by Asian economies is likely to be far more than the European economies. However, certain sectors (climate change) & countries (Germany, which is the largest consulting market in EU) are likely to provide promising opportunities.



Makrand Dekhane