



ISSN :2347 4726 (online)

ISSN :2347-4076 (print)



# Vichaara

An International Journal of Management

Volume:6

October 2019

Number:1

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For Indian authors:	For foreign authors:
Single author: Rs.1500 Two or more authors: Rs. 1000 per author	Single author: USD 75 Two or more authors: USD 50 per author

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**MRS RACHEL PREMNATH: A NEW GEN WOMEN ENTREPRENEUR**  
*A Success story of Mrs Rachel Premnath, Point Perfect Technology Solutions India (P) Ltd*

**SUCCESS STORY  
AND  
CASE RESEARCH**

Mrs Rachel Premnath is a New Gen entrepreneur who has a firm footing in the IT Industry. As the chief operating officer of Point Perfect Technology Solutions India (P) Ltd, Coimbatore, which was established and nurtured by her along with her husband Mr Premnath in the year 1998. Mrs Rachel and Mr Premnath come from a typical middle class family and their parents were white colour employees. Normally the middle-class gentry are risk-adverse and they prefer secure and stable employment than the entrepreneurship. Graduated from NIIT, Mrs Rachel also had served in the service sector as a trainer in an IT Training Institute for a short period of three years, where she acquired certain skill sets, which she performed roles as quality manager, trainer and client relation executive.

After identifying the core strength in the field of knowledge process and with the passion for along with her husband Mr. Premnath, set her foot firmly in the field of 'Medical Transcription'. As an entrepreneur, she could build a sustained business as well as people asset and infra asset of high quality.

## **THE TRANSFORMATION AND GROWTH**

In a short span of 20 years the company has rapid development with an organic environment through satisfying clients expectations, at the same time the dynamics of growth has been very challenging both in running the business operations and expansion. PPTS India (P) Ltd had commenced with the need to see the healthcare Information Technology Enabled Services (ITES) as the scope to fulfill Medical Transcription and its clients' expectations with Knowledge based research and solutions to meet client expectations from different nations. PPTS India (P) Ltd was the first KPO in the region with 350 employees, handling 5 Lak records relating to Pharmaceutical Industry. It's major domain was in doing related on-line research on the basis of trail results and feedback by users. As technology driven organizations always have to continuously require upgrading and evolving, PPTS India (P) Ltd one such, kept its doors open and welcomes new business opportunities. It entered into IT based projects and services to meet out its clients tech service expectations along with its current ITES knowledge based services.

The next level of business happened by means of natural expansion and the company has organic growth to meet IT sector and further towards E-Commerce business which include SEO (Search Engine Optimization), website development and customized ERP (Enterprise Resource Planning). PPTS India (P) Ltd is positioned as an official Odoo Sliver Partner in USA, France, India and Canada. PPTS is working continuously in strengthening its Odoo capabilities to cater to all enterprise verticals. PPTS successfully completed more than 50 Odoo implementations across the world and more implementations are in the progress with enriched knowledge across all versions of Odoo. PPTS is well equipped to effectively handle existing and new customers. PPTS is one of renowned IT and ITES service provides with the following packages.

### **ODOO**

- ODOO ERP has numerous modules through which customized apps are created as per the need of every business functions in an industry. ODOO provides end-to-end business solution for website building, sales, e-commerce, project management, Manufacturing Management, Employee and Payroll management, Supply chain management.

## **MAGENTO**

- The world's biggest brands love Magento for its flexibility, because today's consumers and their buying patterns are changing by the minute. Only Magento—open source and agile—can help you adapt and thrive.

## **DATA INTEGRATION**

- Data Integration (DI) is the combination of technical and business processes used to combine data from disparate sources into meaningful and valuable information. A complete data integration solution delivers trusted data from a variety of sources.

## **JAVA**

- In order to cover users in different platforms and operating systems Java seems to be the only solution which led developers to depend on this incredible programming language. Ultimately one can develop applications across, desktop as well as mobile devices using java.

## **DATA ANALYTICS**

- Acquiring, storing and processing growing volumes of data; structured investigation to discover insights; advanced analytics & machine learning driven decisions; and an end-to-end pipeline that brings it all together can unlock hidden avenues of incremental revenue, optimized costs, and free cash flows for businesses.

## **MOBILE APPLICATIONS**

- Mobile is becoming the preferred method of discovering, consuming, and sharing information, and only an exceptional user experience will put your business in a position to profit.

PPTS has recently been recognised as one of the top 20 most promising ODOO solution providers in India for 2018 by CIO Review India Team. PPTS is honoured to be amongst the 20 elite companies.

PPTS leadership expertise and transition to make PPTS the leading ODOO implementation, migration and customisation company across the globe. As the result PPTS provides world class ODOO ERP, E-Commerce, Data Analytic, Data Integration, Mobile Apps and Java solutions to it different set of clients from different parts of the world.

PPTS Provides back office for clients which require certain specific skill-sets. The skill-sets of workforce have to be tuned according to the needs of clients. The diverse skill-sets the company equipped with include: Client relation, Social Media, Data and Business Analytics and etc., PPTS provides software solutions to augment all levels of business management from decision making to daily transactions. PPTS is in business from 2001, operates in USA, Canada, Europe, France and in India. It has a customer centric world class development centre with right talent pool.

The success of an entrepreneur has to be evaluated from two angles: first, the entrepreneur as a leader and the traits he/she possesses; second, the business as a system or an entity and its USPs.

As an individual and a business leader, Mrs Rachel possesses certain unique qualities which propel her to a successful women entrepreneur.

As a leader Mrs Rachel has a culture of learning and culture of commitment. She has been making constant improvement in the people and process. The passion for learning is her strength.

Another unique quality she has is the team building ability and understanding of people and bonding and caring she establishes with the team, which makes her a perfect team player. On the other side, she ensures business transformation and attaining high quality results from the team through her apt techno-transformational leadership style.

In brief, Mrs Rachel, as a trainer she has the ability to assess the skill sets of people, their experience and develop a PMS (Performance Management System) that is applicable to everyone in the organisation.

The technical competency she possesses enables her to develop Standard Operating Procedures (SOPs) for each project, Key Responsibility Areas (KRAs) and Key Performance Indicators (KPIs). This ensures efficiency in the performance and accuracy of results.

Secondly the leadership quality of an entrepreneur is reflected in the system and its performance outcomes. The IT industry is highly dynamic and clients' need based. The client needs are constantly changing. There has to be a constant updation and the gap between client-needs and skill set available has to be bridged instantaneously, through regular client feedback system.

The COO should be capable of creating project specific, project management system, which is possible only by a perfect understanding of people and the process involved.

Any business in the dynamic IT sector will be able to sustain only when it is able to gauge the future. PPS is always futuristic and its portfolios are constantly changing according to the changing business scenario. That is how PPTS is no into the Data Analytics.

Being a company in the Knowledge process, developing skills is the work relevant CSR activity of PPTS. The training programmes designed by PPTS for skill development go beyond books and reach out to student community.

### **ESSENTIAL INGREDIENTS OF ENTREPRENEURSHIP**

Mrs Rachel has a few distilled strengths regarding qualities of entrepreneurship, which she has synthesised out of her experience in the IT industry. They are:

1. The Human Resource is the foundation of IT Industry. Knowledge, Skills and Attitude of people decide its destiny. Which selection as well as exit, proper assessment is essential to judge the capability, reliability and deliverability by means of background verification, skill test and exit interviews.
2. One should not compare his/her business with any others' business. Each one is unique. One has to find the core strength. There is no short-cut for growth. One has to grow organically and should not imitate or copy others.
3. Any business has ups and downs; one should be ready to hit the rock bottom. At the same time every time you fall, you have to rise.
4. Especially the IT industry is highly competitive and talent retention is a big problem. Each enterprise should be well grounded on a value system that is conducive for talent retention.

*Source:*

*Interview / Discussions held with Mrs Rachel Premnath on 17 January 2019 at PPTS.*

*www.ppts.com*

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