



Mr. Arun Seth
Chairman
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“Having successfully driven NASSCOM’s BPO Council, I now intend to make NASSCOM the enabler for the Indian software products eco-system, driving a new wave of global Indian product companies. I will continue to push for sustainable development through the NASSCOM Foundation, HelpAge, TERI – to leave something for future generations.”

What contribution do you think you can make to the Executive Council and NASSCOM?

If elected, I intend to continue my single-minded focus to create markets for smaller companies especially product companies and start-ups in the cloud , SaaS and mobility space . For the last 2 years I have been creating, and will continue to create industry connects for product cos and start-ups, to meet CXO's /CMO's/ CIO's of Indian and MNC companies at NASSCOM events like NASSCOM Product Conclave and at curated co events for start-ups . Increasingly, I will also continue to aggressively drive the go-to-market partnerships of small companies with Indian and global system integrators, as well as the Telcos, and mobile phone and set top box manufacturers who are aggressively going for cloud and mobile delivery of services for their customers .

I intend to focus on the convergence of Software and Hardware space like Internet of Things (IoT) as India has a lot of catch up to do in hardware and the new world is where there will be a tight coupling of hardware and software using the power of Data Analytics. This will help small companies especially start-ups get one of the most difficult parts - initial reference customers – that will help them scale rapidly and help them raise more funding and attracting employees – truly a virtuous circle

What according to you ought to be the key agenda of the NASSCOM Executive Council going forward?

We cannot and should not take our eye off the ball for what we do well today – working with competitors to create new markets, enabling good governance policies and pushing the envelope for new opportunities . But our traditional software world is changing from being typically in the back office to becoming front-facing and making our lives richer in everything we touch in real life - Education , Health , transportation , Energy , Retail. Hospitality , Agriculture etc. NASSCOM has to move beyond its traditional boundaries and take bold steps in creating thought leadership in these new areas and creating new markets for our members and for the nation.

Convergence of hardware and Software is the mantra of this new world . Our PM is driving Digital India and Make in India - and NASSCOM needs to play its part in helping deliver this vision by using its members' global capabilities to help deliver this important national objective.

Getting the right talent is the real bottleneck, so NASSCOM must continue its efforts on creating the right skill sets at grass roots level by using technology, like online learning etc. of its members to scale this sector

NASSCOM should be also leading the creation of start-ups and reach the 10k mark in 2 years, from the 3k it is at now. India leads in cloud and mobility and with its emphasis on frugal engineering to promise power conurbation and bandwidth, we can create innovations in each of these fields that will deliver digital services to the last 3 billion on earth, than just for the first 3 Bn. By boldly stepping outside its comfort zone of software NASSCOM needs to take leadership role in creating the right environment for its members to be part of this Indian and global opportunity

What more should NASSCOM do specifically for SMEs within the industry?

NASSCOM has listened to the issues facing SME's and done some good things, like the sector councils and regional councils but it's still not enough. NASSCOM needs to put a large portion of its internal resources, to create the enabling environment for SME's through its programs and engagements with Govt in India at national and state level, and creating the right linkages and platforms to boost SME's . By putting entrepreneurs, angels VC's and most imp end customers and partners together and continuously supporting SME's with strong secretarial support and partnership with its larger SI members - SME's will scale and create value .

Participation in global events and taking delegations to other countries with its SME members will create new opportunities for SME's . To defray the high cost, NASSCOM must seek support of Govt schemes to support the SME sector and be able to channelize these resources for the benefits of SME's

It must continue its pioneering work on advocacy for global standards and provide for training at affordable rates for its SME members as that will not only give confidence to global customers and also enhance the quality of work by SME's.

It must continue its pioneering work of providing lower cost but high quality services like insurance , accounting, legal advise etc. by using the power of its large memberships to negotiate with the best providers and passing the benefits of lower costs to SME's .

Brief Profile

Arun Seth, Chairman & Co-founder Global Groupware Solutions has been mentoring and scaling start-ups in the energy, healthcare, data infrastructure and education.

He was Chairman of BT India and Alcatel for 20+ years and has served on the Executive Committee of NASSCOM for the last 10 years. He was the Founder Chair of the NASSCOM BPO Council. He is very active in the NASSCOM Product Council working to create the eco-system for the flagship NPC events.

He is a charter Member of TiE, IAN and is on the boards of TERI, TERI University, IIM Lucknow, Dominos India, Cadista Pharma, Avendus Capital, Samtel Avionics, Centum Learning and 'Team Indus', India's finalist for Google Lunar X Prize. He is passionate about the social sector, serving on the boards of

NASSCOM Foundation, HelpAge India, Katha. An alumnus of IIT Kanpur and IIM Kolkata, he is very active in their Alumni affairs.

Company Profile

Global Groupware Solutions pioneered SaaS or software-as-a-service in India having launched India's first CRM solution, Smiles™ CRM in 2001 when this new software model was still called the ASP (Application Service Provider) model. This has been followed by the launch of EmployWise™, India's first multi-tenant SaaS application for HR in 2011.

Global Groupware Solutions passionately believes in the power of SaaS to enable millions of small and medium businesses across the world and especially in the emerging economies to unravel automation that has otherwise been restricted only to large enterprises.

It has been a pioneer and thought leader in the Indian software product industry and has actively promoted the growth an IPR led software industry out of the country. It has been an active member of NASSCOM especially the product council and the NRC.