ASIA

INC. 500

TECHNOLOGY
Yesterday, Today and Tomorrow

Application Performance 2.0
Enabling Revenue Growth and Profitability

accelQ

Simple to use
powerful AI driven test automation platform

Digital Innovation in Asia

The Technology's Fantastic Four

FROM THE **EDITOR**

Digital transformation has changed every industry across the globe

One of the largest continents in the world, Asia, remains the fastest growing region in the world standing at the forefront of digital transformation. With the rapidly growing smartphone penetration, an increasingly literate population with 40 percent under 30 years of age, and many technology-oriented organizations looking to gain a foothold in Asia, Asia boasts of some of the fastest growing economies of the world.

Digital transformation has changed every industry across the globe ushering into an era of higher efficiency and productivity in Asian countries and beyond. It has revolutionized the way of serving the customers, improving the competitiveness of the business and further pushing forth its expansion into the global market.

Digital revolution has changed everything including how businesses are perceived and also how businesses are performed. Every day we read and hear of companies moving their business online and embarking on some form of change. Digital products and services across the world are transforming businesses, industries, enriching lives, and propelling progress. The driving force behind this transformation is the usage of new technologies. This digital transformation is particularly pertinent to several regions in Asia becoming a hotbed of innovation for business transformation.

In today's age, digital innovation represents a paradigm shift in the overall process of business, i.e, every aspect of a business from operations to management is aided by technology using digital tools. New emerging technologies like Big Data analytics, Artificial Intelligence, Machine Learning, Blockchain, Internet of Things, Fintech and other

Ngo Hoang Anh
Chief Editor

disruptive technologies have changed the way businesses adapt and change. Big Data analytics has emerged as the game changer for businesses today in decision making, predicting customer preferences and also hiring the right skill sets. Big Data has been revolutionizing businesses by influencing how they deal with their data.

Such is the role of technology that presents an opportunity to inject new dynamism and new growth in the global market and economy. Digital revolution increasingly being acknowledged to providing a significant transformational role in the innovation process has made many businesses get into the race of digital transformation by making them embrace it. Asian markets harbor half of the global population, with most of them highly tech-friendly, provide ample opportunities for businesses to come out on the right side of the disruption.

Asia Inc. 500 brings forth the next edition of its magazine on digital innovation and developments of technology that influences the way businesses are organized very profoundly. This magazine is mainly designed and developed to manifest the breakthrough technologies that spur innovations in the digital landscape.

ASIA INC. 500

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About **ASIA Inc. 500**

Asia Inc. 500, along with its valued partners lays emphasis on exploring and recognizing 5000+ individuals and organizations every year across Asia and helps to reach out to a wide audience, prospective clients & investors.

Our platform is a great source of information and connect in areas of AI, Blockchain and other upcoming technologies and frameworks. At the end of every quarter, we choose and rank the best 500 organizations in various aspects all throughout Asia.

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Inside.

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#1 Infotech

It is not about computing, it is about looking at the data and drawing conclusions about the data by using machine learning. Development of the systems which can think and behave like human beings by reading the data, recognize, interpret and respond accordingly. Some of the key areas of development in this field are - Machine Learning, Artificial Intelligence, Affective Computing, Wearable Computers and Augmented Reality.

Technology Yesterday, Today and Tomorrow

Industrial Revolution, or the Digital Revolution, refers to the advancement of technology

Rajashekar Reddy Asireddy
Startup advisor and investor

MIT Professor Andrew McAfee said once "History teaches us that nothing changes the world like technology - Great Wars and empires, despots and Democrats, the insights of science and the revelations of religion – none of them transformed lives and civilizations as much as few practical inventions."

The First Industrial Revolution took place in the 1800s in Europe and North America. It was a period when mostly agrarian, rural societies became industrial and urban. The Second Industrial Revolution took place between 1870 and 1914, major technological advances during this period included the telephone, light bulb, phonograph, and the internal combustion engine. The Third Industrial Revolution, or the Digital Revolution, refers to the advancement of technology and major advancements include the personal computer, the internet, and information and communications technology.

The first industrial revolution was one of the major steps in human development and life expectancy, and the subsequent ones empowered the corporations, bought efficiency, scalability and doing things right. It started changing social, economic, environments and political systems over the years and it has been improving steadily and some cases rapidly until now. If we look back into the last two hundred years humanity has been in an upward trajectory and broadly speaking improving human flourishing.

We are now entering into Fourth Industrial Revolution and is marked by emerging technology breakthroughs in a number of fields, primarily with the combination of four revolutionary fields in their own right – Infotech, Nanotech, Biotech, and Cognotech. This era will bring the technologies that blur the lines between the physical, digital and biological spheres across all sectors. Its influence on society will be much bigger than the digital revolution because of the explosiveness of its development and the disruptiveness of its technologies. The impact of this will be across socio, economic, industry, government, and individual. Unlike the previous industrial revolution, this is more about adaptability, scalability, and sustainability to empower the people to do the right things.

The fascinating thing about this phase is the crossover between all the four technologies, they complement each other and depends on one another, can leverage developments in one area to another. Next couple of decades will be the story of new machines, very small machines, new algorithms and the algorithms not written by human software engineers, but algorithms written by algorithms, it's also the story of new kind of life, and its story of new kinds of minds, artificial intelligence, and hybrid minds.

The society and humanity can benefit from all the abonly when it is prepared well and ready for it, more importantly, what human values and systems put in place. And also, it will challenge all our old ethical and values framework and causes to rethink the new. If the societies are not prepared well and some sections of society use wrongly then it could lead

#2 Nanotech

It is about the manipulation of matter on an atomic, molecular and supramolecular scale. The field is very broad spread across the surface, organic, bio, semiconductor physics, molecular engineering etc., development of computers that small that fit into bloodstreams and quantum computing. Emerging fields in this area of technology are - Molecular Manufacturing, 3D & 4D Printing, Nanobots & Nanosensors, Next Gen Green Energy and Quantum Computers.

#3 Biotech

It is about reprogramming genetics in our own bodies, modifying DNA, modifying epigenetics, modifying biomes and also create new life. Some of the interesting developments to look for in this field are - Genetic editing, Stem cell therapies, Lab-grown meat, Enhanced Pets and the abolition of aging.
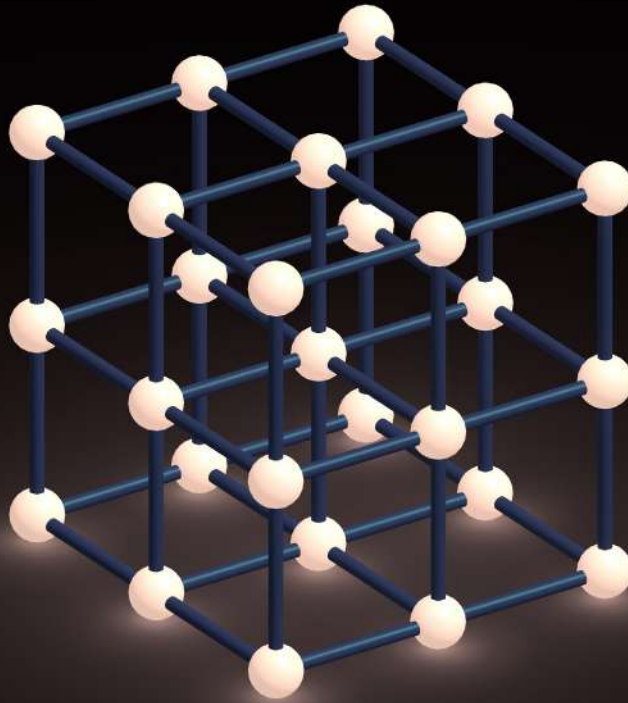
#4 Cognotech

Among all the fields this is the area where scientist and technologists are yet to find more but the study in this field is improving and we are seeing some great results, this is all about understanding the mind, so far we have understanding about what's going on in the mind when meditating, intuitive or when being creative apart from that not a lot. Some of the areas to keep an eye in this field are - Brain-Computer Interfaces, Next-Gen Virtual Reality, Nootropics (smart drugs), Mind suspensions (cryonics) and Consciousness Engineering.

to social collapse and environmental tragedy and humanitarian collapse because these technologies are harder than ever to control.

A good deal of social engineering is required, and the society needs to prepare in all the ways - Finance, Legally, Markets, Education, Regulations, Privacy, Security and Politics. How to distribute financial resources, how do we provide the access to the information, what sort of regulations we put place, depending on the social circumstances which technologies to promote, preparing the necessary infrastructure to take advantage from advancements of technology, what services we put in place, and what legal and security protection we provide.

Education is at the center of all this and the world will be determined depends on how good our education is so it is important how well we prepare the society for this and provide necessary information, not only the education but what skills we build so that people can take advantage of the technological advancements than becoming victim of it.

Critically and important one, what values we bring to this and which values we are going to use to decide which technologies to be promoted, subsidized, what technologies to be legislated for and against. The political systems place a major role in bringing its full advantages and it should be well informed, strategic, organized and timely reactive.

Can you tell me the story of your prior successes, challenges and major responsibilities?

I'm into IT for over fifteen years now and I worked in many different roles, right from a 3rd level support engineer, developer, professional services, R&D to heading a domain with a large team. I started my career with software Development Company then moved to The Corporation, and now managing an IT department. So, I am very familiar with both the sides and how different mindsets are when looking at the things. Led many different programs and projects over the years in my domain from small to very big. I enjoy what I do and my current role is not only about looking after end-to-end, i.e., from design development to service, but also looking at the future medium to long term and put the strategy together. I won a number of awards for personal contribution at different levels and also for the solutions which I put together.

Like any other technology leader who is managing, the challenges are always from two fronts, one is ever demanding business requirements and making

sure the technology the landscape is up to date to serve the business needs in time. The other would be people. I work with some great people and they are always on top of things. I deliver a large number of projects while requirements are constantly changing, above all making sure that the teams are trained and prepared for the new challenges.

What motivates you to get out of bed in the morning?

It might sound philosophical or spiritual, but we are here in this beautiful world and it is all our responsibility to make sure this place is better to live for us and for our future generations. I'm driven by responsibilities and accountability, all it requires for me is to remind myself what my responsibilities are and then just go out there and try my best to fulfill them. Apart from work, I'm involved in some social projects which are committed to helping and supporting the communities on the ground. I am trying to do my part and I enjoy quite a lot working with them. I participated in many charity fundraising events and collected funds for needed charities. I like to be adventurous, so I try to push myself all

the time taking some challenges into hiking, climbing, running and skiing, etc. Climbed Kilimanjaro, Mont Blanc (Couldn't finish it due to weather), Gran Paradiso and also participated few running competitions like 10Ks Half Marathon and Marathon

Can you tell me about a time when you almost gave up, how you felt about that and what you did instead of giving up?

Usually, I don't give up as I am not one as such and I like to see the ends. Over time with the experience, I guess we become more pragmatic and we learn to respond to the situations more wisely.

I would like to share a recent story that happened in one of my projects and it was very dramatic. We were building a solution using cutting edge technologies and were also pushing some boundaries with the help of vendor companies and everyone was on-board. It looked 100% perfect on the paper and when coming to the performance & volume testing, we were not seeing the results as we expected and could achieve only up to 60% and it was

not good enough.

We tried to fix it for a couple of months, our vendors were fully engaged, and they were trying hard with a new patch or a new plan almost daily. It was like a step forward and two backward. Finally, a day has come when I had to go to the steering board and take a final call. This has never happened to me before in all my years wherein I had to pull a solution. It was a very strange feeling and in a way devastating. I still remember the day and it was Friday morning and the meeting was at 9 am, I attended it and said will come back with a new plan in a weeks' time.

That previous night, our vendor had released one last patch and when I got back to the desk my team was like should we try? Without any attention, I said yes and in next one hour everything changed, it worked as expected and we continued with the solution.

Over time, what I learned is not to worry much about the end results, just try your best and don't leave any rock unturned.

What was your breakthrough mo-

ment?

I come from a humble background, so I had to work very hard to establish myself initially. After a couple of years in my career, I moved into professional services and started traveling quite a bit and it was a good learning experience for me. I like traveling and so far visited around 40 countries. I tried to understand different cultures, how they are evolved and the influencing factors. I am still exploring and I'm sure my entire life wouldn't be enough. During the first year of my assignment itself, I got to travel around 4 countries across the continents and that changed a lot of my perspectives.

What do you see as your exit opportunities?

It is quite difficult to say as there is no one rule that fits for all and it is case by case depending on the circumstances. When it comes to the investments and ventures, after my initial study, I will set myself a number and I try to exit there, unless if something drastically changes or will then decide if it is a good opportunity to continue.

What are your biggest challenges today?

When it comes to my investments, I must say my portfolio is all over the place into multiple ventures and different areas so I need to consolidate them. With regards to work, our organization is not yet adopted into the agile and DevOps model and we are actively looking into it. In our recent reorg, I have already made some changes in my team to align for the future. I think it will be a big change in mindset and work culture for teams to adopt but I'm very positive about it.

Looking ahead, what are your goals for in the near future?

I'm already involved with social enterprises & social work but want to spend more time. I want to find and work with startups, technology companies and social enterprises who could bring some real change especially in four areas – Education, Agriculture, Healthcare and Local Governance. Personally, maybe climb a couple of more mountains in the Himalayas and also another marathon, and a triathlon. Tell me something that's true, that almost nobody agrees with you on? It is an interesting question, not sure to be honest. And also, if people spend enough time with you then eventually they will see what you are, right!!

Application
Performance
2.0

Enabling Revenue Growth and Profitability

Shashank Srivastava
Director, Cavisson

The need to stay profitable and to grow revenue has led enterprises to ensure that they stay on top of quality, performance, and availability of their mission-critical systems and applications. Performance is no longer a choice; it directly affects revenue through customer experience and operational efficiencies.

"Performance 2.0 is about enabling performance across people, systems, and processes", says Shashank Srivastava, Head of Global Marketing and Product Management at Cavisson Systems Inc. "Over the years we've innovated with our customers and have seen them demanding more than the conventional performance testing and monitoring that was typically available to them. Being visionaries, the quest was to offer the best possible user experience. And, that's

CAVISSON

" **Performance 2.0 is about enabling performance across people, and processes.**"

been our mission ever since – to offer exceptional user experience", quoted Shashank.

Typically, companies have been doing performance testing, monitoring, and diagnostics of their systems and applications with a minimum of 3 to even 5 or 6 different tools, yet not being able to address certain issues that crop up during production.

The challenges are many. To ensure these tools work in an integrated environment is one but to ensure they are able to share and correlate data across all these tools has always been a major concern. Enterprises end up creating a dashboard of dashboards on top of these tools just to have a consolidated view but are still not able to drill down to the root cause. The result is overlapping features and functionalities yet having a database, network, and application teams clueless about the root cause of the user/customer struggle.

From the very start, Cavisson has been focused on addressing real-world business challenges, and it continues to evolve its products with customer needs. "Over time, we've created an end-to-end, full stack offering in the performance engineering space, which no other company offers today. There are two sets of offerings, one for Testing and the other for Monitoring and Diagnostics," says Anil Kumar, Founder, and CTO of Cavisson Systems.

Cavisson focused its technological advancements and innovations around customer experience, as well as business parameters that directly impact revenue and operating costs. "This immediately resonates with customers. We ensured that quality and performance is in

the DNA of any system or application right from the dev or pre-pod environment," Anil adds.

Using Cavisson's advanced cross-discipline simulation techniques, customers are able to performance test their applications with real production-like scenarios and repeatable results to ensure maximum performance once the application goes live. Cavisson pioneered this concept and named it InternetTrueTM technology. Cavisson also offers a fast, single-click root-cause analysis whenever there's an issue in production. This is achieved by the combination of a proprietary big data engine that captures data from all parts of the enterprise and several high-performance computing algorithms that perform complex computations on the data in real-time. "This is in turn combined with optimized machine learning algorithms for analyzing trends to do anomaly detection. We call this our Key DataTM technology", says Anil.

Cavisson's performance testing suite helps organizations create performance tests that are reflective of real-life situations. It provides a real-life measure of customer experience via highly realistic

simulations of the load model and several significant parameters that impact this experience, including traffic behavior, exact production transactions, network and bandwidth parameters, and user behavioral patterns such as click-aways and reloads when response times are slow. Cavisson is the only solution provider in the world today offering a comprehensive end-to-end monitoring and diagnostics solution ensuring a 360-degree view of the enterprise including but not limited to the client-side / browser, network, applications, systems, databases, and other components, as well as log patterns.

Cavisson built an unparalleled, highly innovative solution currently used by several Fortune 100 customers worldwide. "We believe that our InternetTrueTM and Key DataTM technologies are the future of performance engineering. And, that's the reason why forward-thinking enterprises have chosen Cavisson as their enterprise strategy for performance engineering!", says Anil.

What is it like being the 'Director of Marketing' at Cavisson Systems Inc.?

I joined Cavisson as their first marketing employee. Like any traditional tech-startup, Cavisson was an engineering organization and my charter is to transform it into a marketing and sales driven organization. I have all the luxury to innovate and experiment, except time and hence I have to ask my team to follow a fail-fast approach as we compete and operate in an extremely demanding marketplace.

Tell us about the various products and services offered?

Cavisson products can be categorized into two segments – 1. Performance Testing and 2. Monitoring and diagnostics. Performance testing suite comprises of performance testing and capacity analysis solution along with service virtualization and network virtualization solution. Performance testing solution (NetStorm) is a suite of offering in itself and brings capabilities for load testing, real-device testing, real-browser user testing, along with test suite automation, for the web, mobile as well as desktop or thick client applications. Idea is to enable organizations to reproduce issues early in the application lifecycle that is likely to impact revenue and fix them. On the other side, monitoring and diagnostics suite comprises of customer experience monitoring platform, a comprehensive application performance and network monitoring solution and a powerful log monitoring and analysis solution. Cavisson monitoring and diagnostics solution is extremely unique as it's the only solution currently that offers end-to-end performance monitoring and diagnostics. End-to-end monitoring can be applied to the test environment also.

Backed by 20 years of experience in the field of marketing, tell us about your journey so far?

The journey has been eventful so far. Have worked with startups as well as more than a billion dollar in revenue organizations and hence had a pleasure of working with some of the smartest people in the business. I have been blessed to have the best mentors along the journey as well as great coworkers to make my job at work thoroughly enjoyable. As they say, time flies when you are having fun, and literally never felt it's been more than 2 decades already.

Describe a project you previously worked on which you found the most challenging?

Every assignment was challenging but let me talk about the recent one. Performance domain was new to me and it required deep knowledge, whereas I was coming from a middleware and integration technology background. The need was to hit the ground running and within 3 months into my job I was wearing multiple hats – marketing, product management, and tech pubs. The good thing was that I was working closely with Anil Kumar, the founder, and CTO, as well as Neeraj Jain, VP Engineering, who introduced and provided details of the technology side to get me up to the speed. The challenge was to create a self-sustaining infrastructure and set processes in place along with putting together a team of brilliant minds to drive global marketing, product management, sales and pre-sales functions. Here I am after 3 years managing all of it with help of a stellar 30 people team. Now, the challenge is to take it to next level.

### How is digitalization impacting the marketing domain?

I can only talk about the software and IT industry. Very quickly, it's helped marketers to stay focused, focus on target audience, tighten the messaging, improve ROI in terms of conversions, But, the biggest impact is that it has made competition fair for smaller companies and startups as well. Even the organizations with lesser marketing dollars can have significant visibility and impact provided their vision, strategy and execution are right.

Tell us something about Performance 2.0 and the factors that are currently shaping up enterprise performance engineering landscape?

Performance 2.0 is about the shift in performance engineering landscape. The shift is because of the changing technology dynamics because of the two biggest drivers within the industry: 1. Impact on revenue and profitability, and 2. Competition. Performance 2.0 is driven by these parameters and focuses on performance across all business domains: people, systems, and processes. Performance 2.0 helps organizations to focus on user performance (customer or user experience), systems, network, and application component performance, as well as business performance and allow them to analyze the impact of performance on business.

What do you think it takes to be an effective business leader in the face of this rapidly changing environment?

Have a clear vision. Hire the right people to do the job. Trust your team and empower them with what it takes to make them successful in their jobs and career.
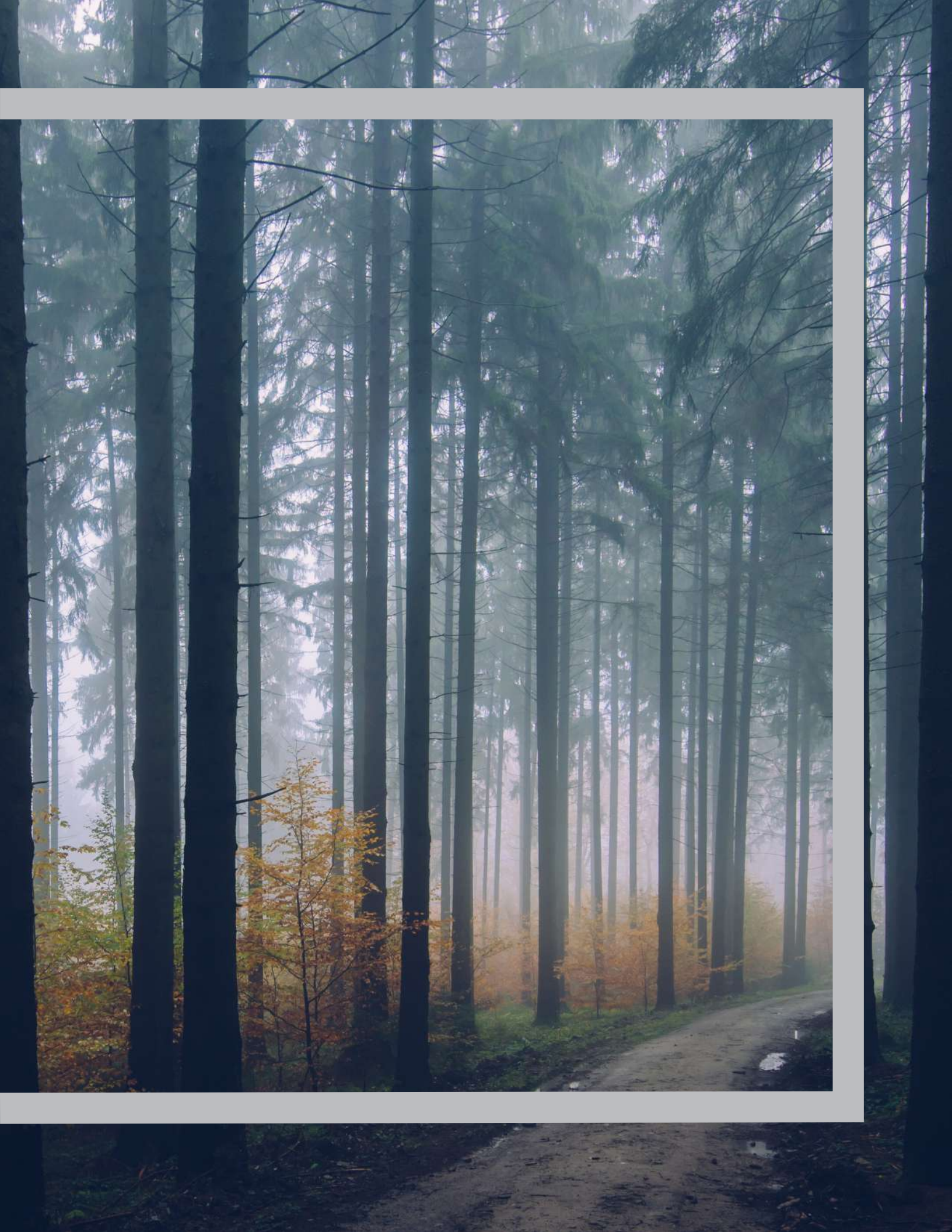
Suresh Katamreddy
Founder & COO at Kastech Software
Solutions Group

Out of all the many technologies like VR, AR, and etc.

Healthcare and Education are the two vital and cornerstone disciplines in today's modern society. Being able to meet the increasing needs of the ultimate consumer, be it a patient or student is challenging. These niche experts all over the globe are investing their time, energy and talent to come up with a solution, which is sophisticated, collaborative, comprehensive, robust and foolproof.

Out of all the many technologies like VR, AR, and etc, now being applied to healthcare delivery and easy learning process of students, Augmented Virtual Reality (AVR) is one of the most exciting. The ability of AVR to

seamlessly blend with the direct sensory experience of the real world with all its power and potential of digital information technology is ground-breaking and thought-provoking at the same time.

The intent of this technology is not only to meet the rising expectation but also to lower the costs that are skyrocketing in the near future.

Let's delve into the benefits of each sector with the integration of AVR - Bugs 3D, Mathalive, AugThat, Aurasma are few of the many education AVR apps that are trending these days.

Augmented Virtual Reality is now transforming the landscape of the Healthcare & Education Industry

> "Many of the start-ups are up on their job to design and develop an AVR app."

The Impact of AVR in the Healthcare Industry

Here are the top three ways that AVR is helping to transform the face of the healthcare industry to meet the rising challenges:

01

Enhanced Access

Meeting the demand of several billion people without a doctor to go around is a challenge for sure. Long queues, availability of the doctor, traveling time of the patient- are few of the notable things in this area. Telemedicine is a boon to rescue us from all these barriers and consult a doctor with ease through the smart devices, over the distance.

Augmented Virtual Reality plays a key role in guaranteeing the quality of such consultations. The **Proximie app** has integrated AVR to carry out the surgical procedure over distance, with a specialist using this app can be guided by his/her colleague in real time. This improves access to surgery without any limitation. The **DocOnline** is one such app, which enables patients to consult the doctors from the comfort of their home.

02

Patient Empowerment

The treatment and medication go completely into vain unless the patient understands his own condition. Empowering patients is one of the laborious tasks that are on the table of every doctor. An intriguing trend in healthcare is the development of applications using AVR, which can empower the patients to proactively take care and assess their health.

The EyeDecide app is one such perfect example, which demonstrates the structure of eyeball with the AVR 3D anatomical visualization tools. This app provides visual simulations of different eye conditions, wherein the users can match the simulation to any distortion they are experiencing in their own vision. The app also showcases the list of ophthalmologists in their area to consult.

03

Robust Diagnosis and Assessments

TAVR is extremely a helpful tool in catering to the needs of the medical professionals and assistants effectively. This technology also helps to identify the disease and the level of infection with the 3D visualizations of internal organs. AccuVein is a tool developed with AVR technology, which helps practitioners to locate the veins for cannulation.

Electronic Medical Records (EMR) directly displayed on the smart device of the doctor, when a patient consults for treatment is the future of AVR in healthcare.

The Impact of AVR in the Education Industry

According to a study, the student engagement ratio in schools, study centers and etc., is dropping year by year. To overcome this, many schools are inculcating AVR into their teaching methodologies instead of the traditional mode of teaching.

Every one of us knows that we remember when we see rather than listening, this is what AVR is all about- the Visual Concept Teaching. Children of this generation get distracted by the smart devices easily in no time. AVR is leveraging this addiction for good and is engaging students.

Top 3 reasons Why AVR Apps Are 'A Must' For the Students of this generation:

01

Seamless Explanation of Complex Concepts

There is no doubt that the students can better understand the concepts when taught in real-time. This also enhances the student engagement ratio and also helps the student to focus well and learn quickly with 3-dimensional model representations, as a picture is worth a thousand words.

02

No Special tools are Required

AVR does not require any expensive hardware like VR. The robust AVR technologies are intended to be available to most of the targeted users with no or limited costs. Today, almost 95% of people own a smartphone, which can be used for constructive learning. Parents & teachers don't have to pay an extra penny for this interactive learning.

03

Accessible and Infinite Learning

The AVR apps help to educate users from anywhere and anytime, replacing the boring and conventional way of classroom teaching. These apps are also universally applicable to any level of education and training, be it the activity-based games for pre-primary or technical courses for professionals. AVR is not limited to just one case.

Both in the healthcare and education sectors, the adoption of technology to pace up with the rising needs is necessary, and AVR is the best and finest way, which is capable of transforming the landscape of these sectors with its vivid, potent, and powerful methodologies and integrations.

Many of the start-ups are up on their job to design and develop an AVR app, which is novel & unique. The World Brush app, GAP's the DressingRoom App, The JigSpace app and etc are few of them.

Kastech, a renowned name in the arena of Augmented Virtual Reality(AVR), VR, and AR is profoundly catering to the needs of HealthCare, Education, Retail & Manufacturing industry, with its innovative and scalable AVR applications, is honored and proud to co-sponsor the World's Largest Technology Summit-World Quality Summit 19'.

Interested in business consultation, project scoping or learning more about Kastech's AVR solutions? Reach us at info@kastechssg.com or +1 (832) 651-4843.

Hi Suresh, we love the idea. Can you tell us how it all started?

Kastech was started in 2008 with the vision of making a mark in the IT industry offering the next generation technologies to our customers to enhance the ease of business and lower TCO with higher ROI. Our vision as an organization is to have a look out for next-gen tech and across geographies which sets an example to all our employees and people associated with Kastech as well. In order to provide a high ROI to our customers, Kastech has built 18 different products of our own.

What services is Kastech offering these days?

The wide variety of services that Kastech offers as of now are:
- ERP implementations (Oracle, PeopleSoft, SAP, Salesforce, Workday)
- Managed Services
- Cloud Hosting
- Mobile Apps/Web Applications
- Augmented and Virtual Reality
- Cyber Security
- DW/BI & Advanced Analytics
- AI, ML & IOT

Tell us about KasTech's main areas of focus?

KASTECH provides value-based information technology services, across Enterprise to Custom Application and

Specialized Services of Testing, Analytics, and CRM. However, the major focus of KasTech is on ERP, Web Applications, Products & Services.

Who do you think are your competitors and how are you better than them?

Our competitors are enterprise IT MNC companies since Kastech offers a wide variety of services and products that the IT MNC companies provide. The advantage with Kastech is our overheads is very minimal and Kastech invests back in building the products and practices. This way we are able to provide the services at very cost-effective prices with a high quality of delivery.

What areas are the ones that are the most problematic in your competitors, the same areas where you want to exceed?

Quality, Commitment and Lower TCO are the areas that are the most problematic in our competitors and

these are the same areas we want to exceed further becoming the #1 in value-based information technology services.

What's next for the company and the product?

According to a study, the student engagement ratio in schools, study centers, etc., is dropping year-by-year. To overcome this, many schools are inculcating AVR into their teaching methodologies instead of the traditional mode of teaching. Every one of us knows that we remember when we see rather than listening, this is what AVR is all about- the Visual Concept Teaching. Children of this generation get distracted by the smart devices easily in no time. AVR is leveraging this addiction for good and is engaging students. We want to revolutionize the Education system using Augmented and Virtual Reality Technologies.

What are your clients saying about you? Are they happy with the service?

They are absolutely happy with our services and we are increasing our footprint at every client that we have been working with. Our clients themselves offer more business to us by referrals as Kastech invests very less in the Sales teams.

If possible, could you share what kind of projects and how your employees will be involved in such projects?

ERP Implementation & Support projects are one example and we believe in giving ownership and responsibility to our employees to be able to run with the projects independently. We have weekly status calls across all the customers we provide services for our employees and have monthly steering committee meetings with our clients to understand the health of our relationships and customer satisfaction.
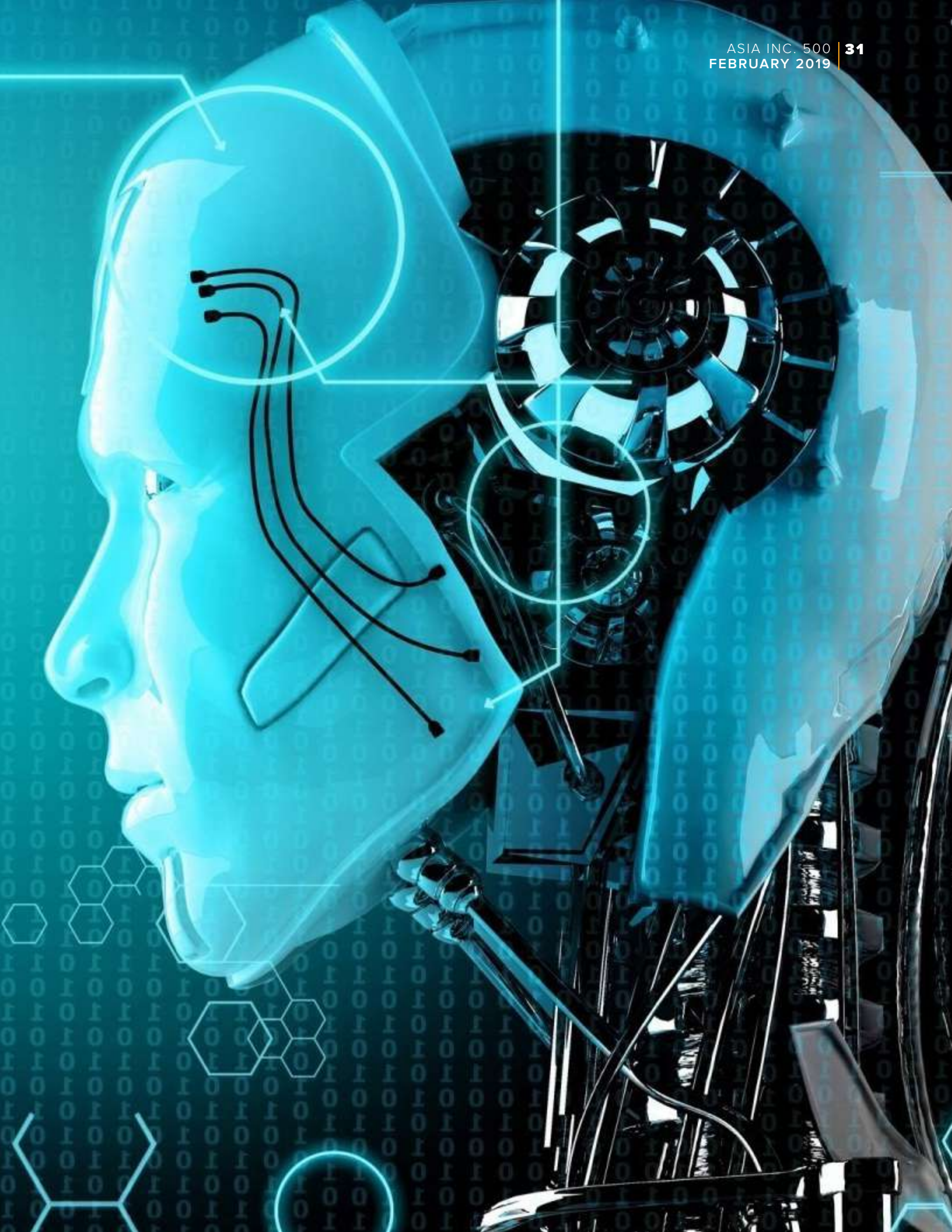
What are your plans for the future?

We want to invest heavily into next-generation technologies to provide cutting edge technologies and services in Health Care, Education, Government, Oil & Gas. We are looking forward to achieving this in the next couple of years to come.

accelQ
Simple to use, powerful AI driven test automation platform

#01 COULD YOU TELL US ABOUT YOUR BACKGROUND? WHAT LED YOU HERE AND THE STORY BEHIND ACCELQ?

I started my career as a software engineer before venturing into the startup world with Gallop Solutions. After the successful acquisition of my venture, I started working with Cigniti Solutions and was responsible for providing technology leadership in strategizing and developing market differentiating IP solutions. On a mission to bring disruptive innovation in the Application Lifecycle Management space, I founded accelQ Inc. to realize my full potential and put to use my learnings and experience while challenging conventional approaches in this space. As the founder and product owner, I now manage the overall product roadmap and strategy at accelQ.

#02 WHERE DID THE IDEA FOR YOUR PLATFORM COME FROM?

My previous venture was in the testing and automation space where we built tools and accelerators in the domain. After multiple consultations with customers over the years, I could clearly notice that test automation was a huge challenge and the incremental innovation brought by the tool vendors was completely off the mark. It needed a fresh perspective from the ground-up, and I strongly believed we can make a difference in this space. accelQ is the realization of a meticulously planned product idea that is rooted in solving real-world challenges in the ALM solution space. My strong belief in customer-focused innovation is the core driving force behind accelQ.

#03 WHAT ARE THE BENEFITS OF USING YOUR PLATFORM?

accelQ provides a natural language interface to test logic development; manual testers can participate in automation function and bring much-needed domain perspective into test automation. There isn't a need to build any framework. You can start developing automation on day 1.

Our AI-based self-healing technology makes the scripts more reliable and reduces maintenance costs significantly. Typically, our customers save over 50% in initial development and 70% in maintenance costs of automation compared to other tools.

**#04 WHAT MAKES ACCELQ STAND OUT FROM OTHER SOFTWARE TESTING TOOLS?**

accelQ is first-in-class in many aspects.

We are a codeless platform, yet with an ability to handle the complexities of the modern technology stack. We enable the entire project team to develop as well as adopt automated testing by making automation completely accessible from a business-centric fashion. We enable true in-sprint automation with intelligent functional virtualization of application-under-test.

We offer end-to-end automation that includes UI, API, back-end, and middleware in one single flow. Knowing that Test management is integral to automation, we provide seamless visibility into the CI cycle with other tools such as Jira, Jenkins, etc.
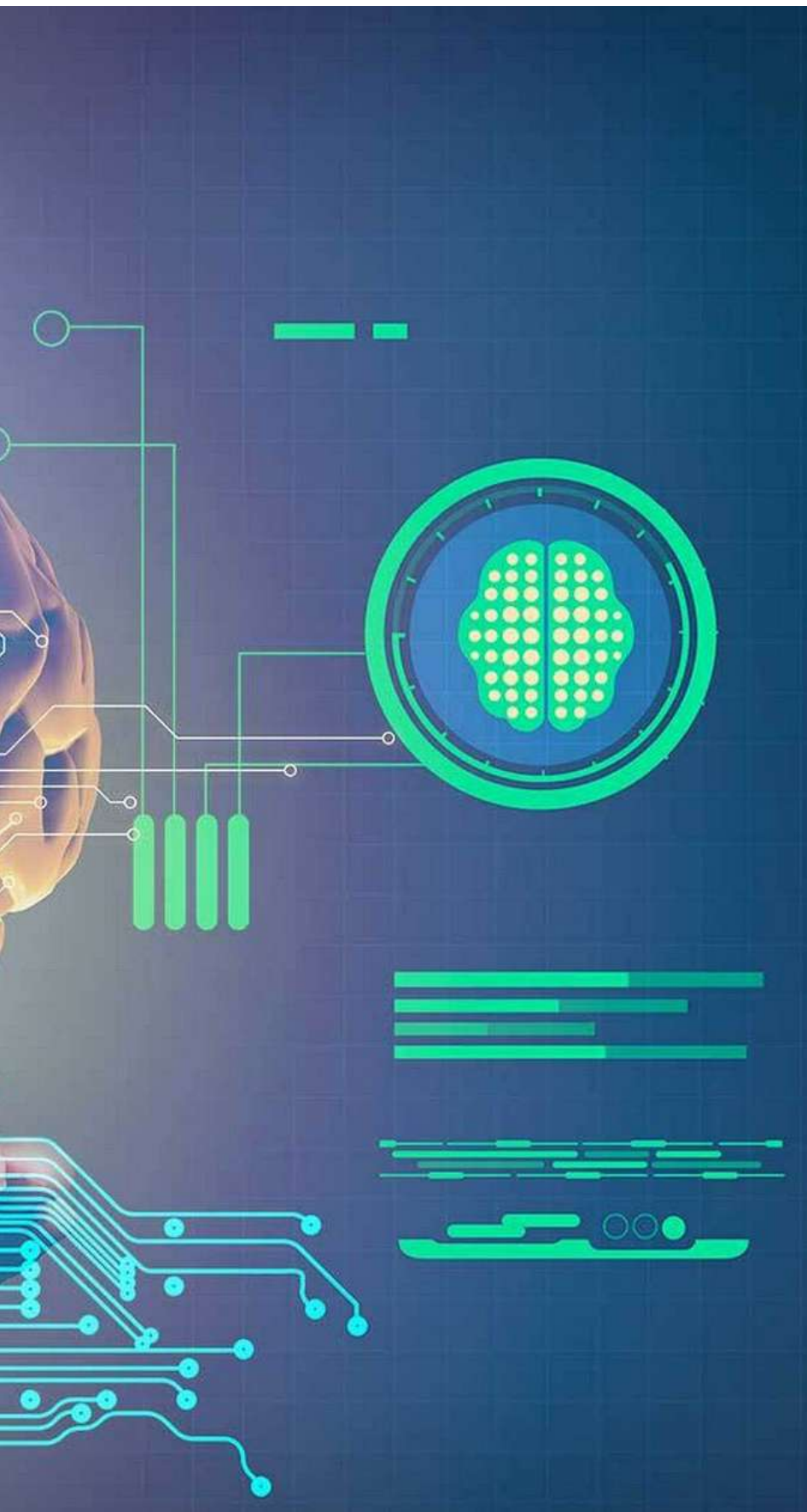
"Great minds discuss ideas, average minds discuss events, small minds discuss people **."**

Christopher Roosevelt
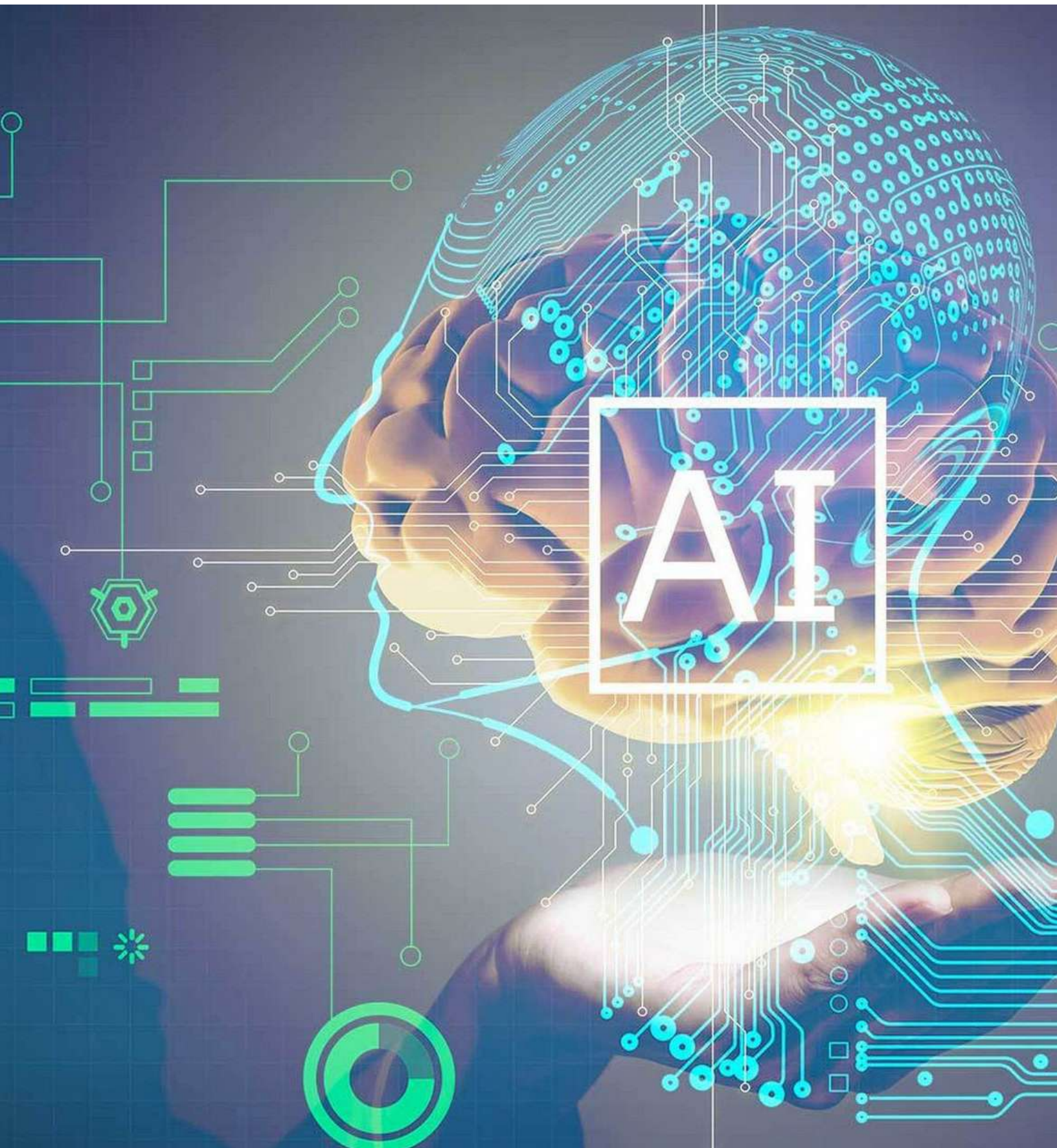
#05 WHO IS YOUR IDEAL CLIENT AND WHY?

Our ideal clients are those who are looking to accelerate their test automation efforts with immediate return on investment. Our clients range from large enterprise customers across industry verticals to small and medium-sized businesses. The key value our customers have realized with our platform is to adopt and quickly scale-up their test automation with a solution that's reliable and which gives a sustainable outcome. And most importantly, with accelQ, they have been able to achieve this without an army of developers, and at a fraction of the cost when compared to selenium-based frameworks or any other commercial tool out there.

#06 WHY IS NOW THE TIME FOR A TECHNOLOGY SOLUTION LIKE ACCELQ?

Continuous delivery is at risk with Quality Assurance still remaining a challenge in the software development cycle. Automation, in general, is a key component in the CI/CD cycle. However, test automation is still a major challenge, due to the technical complexity and constantly changing application functionality. In many organizations, it is still a common occurrence that test automation tends to be brittle and unreliable.

There is a need to:

- Make test automation sustainable, which really means a breakthrough in multiple dimensions
- Remove the silos between manual and automation testing to bring in the required fluency
- Simplify automation where a subject matter expert can participate in this important optimization function in QA

- Enable an SDET (testers with technical skill sets) to easily device methods to break application code, rather than trying to implement frameworks to make an automation tool deliver

#07 WHAT WAS/IS THE HARDEST PROBLEM THAT NEEDED TO BE SOLVED TO GET THIS TECHNOLOGY TO WORK?

Building a simple, natural abstraction to a problem area that is inherently very technical in nature, was indeed challenging. The solution has to be generic enough to fit into any given application environment, and at the same time should maintain the consistency of technical simplicity.
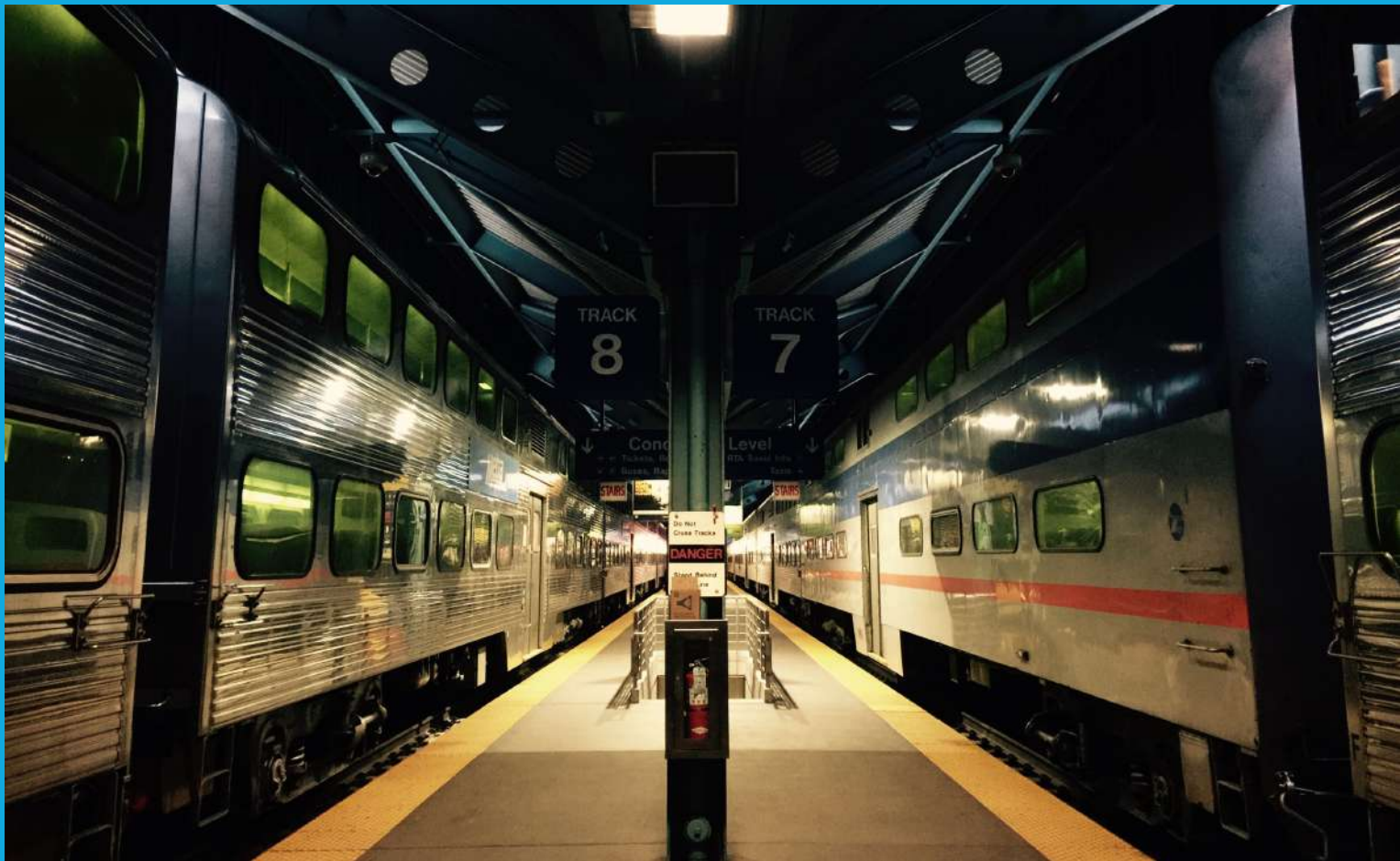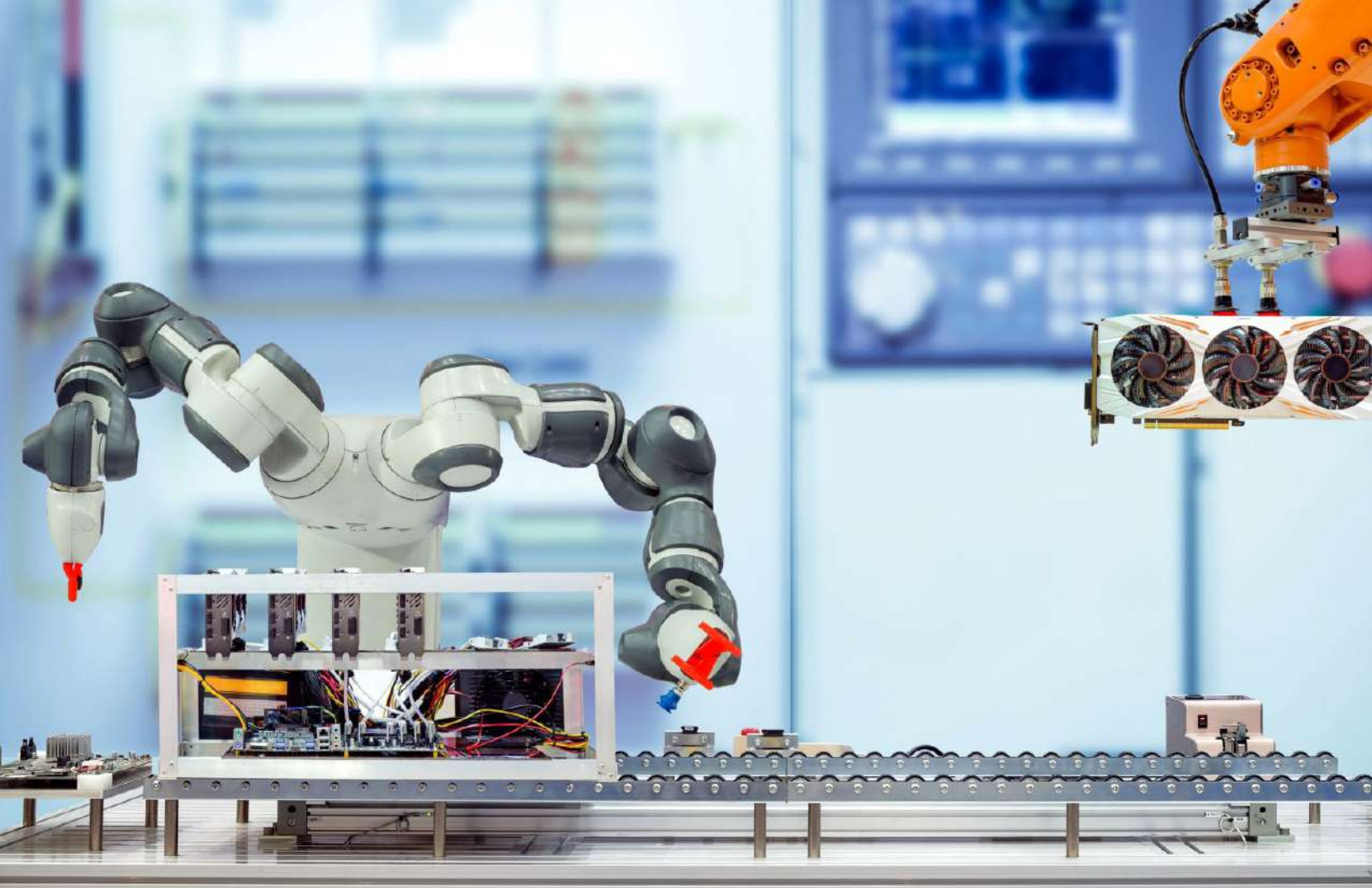
Combined with a thorough understanding of the domain - a clever design, solutioning, UX and application of AI enabled us to make this happen.

#08 WHAT IS THE BIGGEST CHALLENGE YOU'VE FACED IN LAUNCHING YOUR BUSINESS AND HOW DID YOU OVERCOME IT?

Convincing the market that there is significant room for new innovation in a space that is already flooded with so many tools, was not easy. Once the concept turned into a minimum viable solution and gained some mindshare with thought-leaders, it started becoming a reality. And we grew exponentially, adding our name to the list of some of the big-name players in this space.

11. WHAT MOTIVATES YOU?

I see problem-solving, no matter how big or small, with a sense of achievement, every single day. Associating with a team that shares your dream and demonstrates the passion for furthering our mission to simplify test automation and testing, in general, motivates me. And most importantly, a customer base that always keeps you on your toes for the next big thing!

#09 WHAT DO YOU EXPECT FOR ACCELQ IN 2019?

2019 will be yet another year of exponential growth for accelQ, consolidating and building on a solid platform that we created in the last couple of years. We will be bringing a lot more analytics, AI and Machine Learning to help make the platform even more magical. Our customers would benefit from a unified view of quality, eliminating the silos across the testing lifecycle.

#10 WHERE DO YOU SEE ACCELQ IN FIVE YEARS' TIME?

Our endeavor is grand. We want to fundamentally change how test automation is perceived and challenge what was done in the last 2 decades. We want to make testing more predictable, automation more sustainable and test management intelligent and would strive to achieve it. I will be looking forward to a day (not far away) when project teams make accelQ central to their release cycle and decision making. In five years', time, I would like to make accelQ the #1 leading solution in all things testing.

#12 IF YOU HAD ONE PIECE OF ADVICE TO SOMEONE JUST STARTING, WHAT WOULD IT BE?

If you have a good understanding of the problem domain and you have a core belief in your solution, take a stab! Any external advice will only go so far that it will be external in nature. I wouldn't say that you should not seek advice, but weigh-in appropriately, as many times you may not even be able to express your own idea completely. Be a self-critic and don't dodge difficult questions. And as you grow, let your mantra always be - Feel great about where you are, but at the same time be even more anxious about what else needs to be accomplished. Have a pinch of pessimism about the current state and loads of optimism about the future potential. There is always a better way to do and aspire at every single step as if you are doing it for the first time. Clarity develops over time, as long as you are committed to your cause. So, do not wait for everything to be clear before setting out on your path. If you have such a vivid clarity on everything, then you have probably picked the wrong subject! Go on, and the path will be made for you, things DO come together. Hold your ground. Expect challenges and find an opportunity to improve.

Mahendra Alladi, Founder & CEO at accelQ Inc.

THE DEVOPS ADOPTION

Sudheer Gade
QA Head, Dominos

DevOps adoption which started nearly 8 years ago has become quite a widespread movement now. With the speed to the market becoming a deciding factor that accelerates an organization's productivity, it has become more of an approach today for every business to innovate, experiment, address feedback and improve products. It helps to be nimble with market demands and to combat the competitive pressure.

Many organizations of every size are trying to adopt DevOps practices to reduce time to market, deliver better quality software, reduce operational costs and, ultimately, improve productivity and stay competitive.
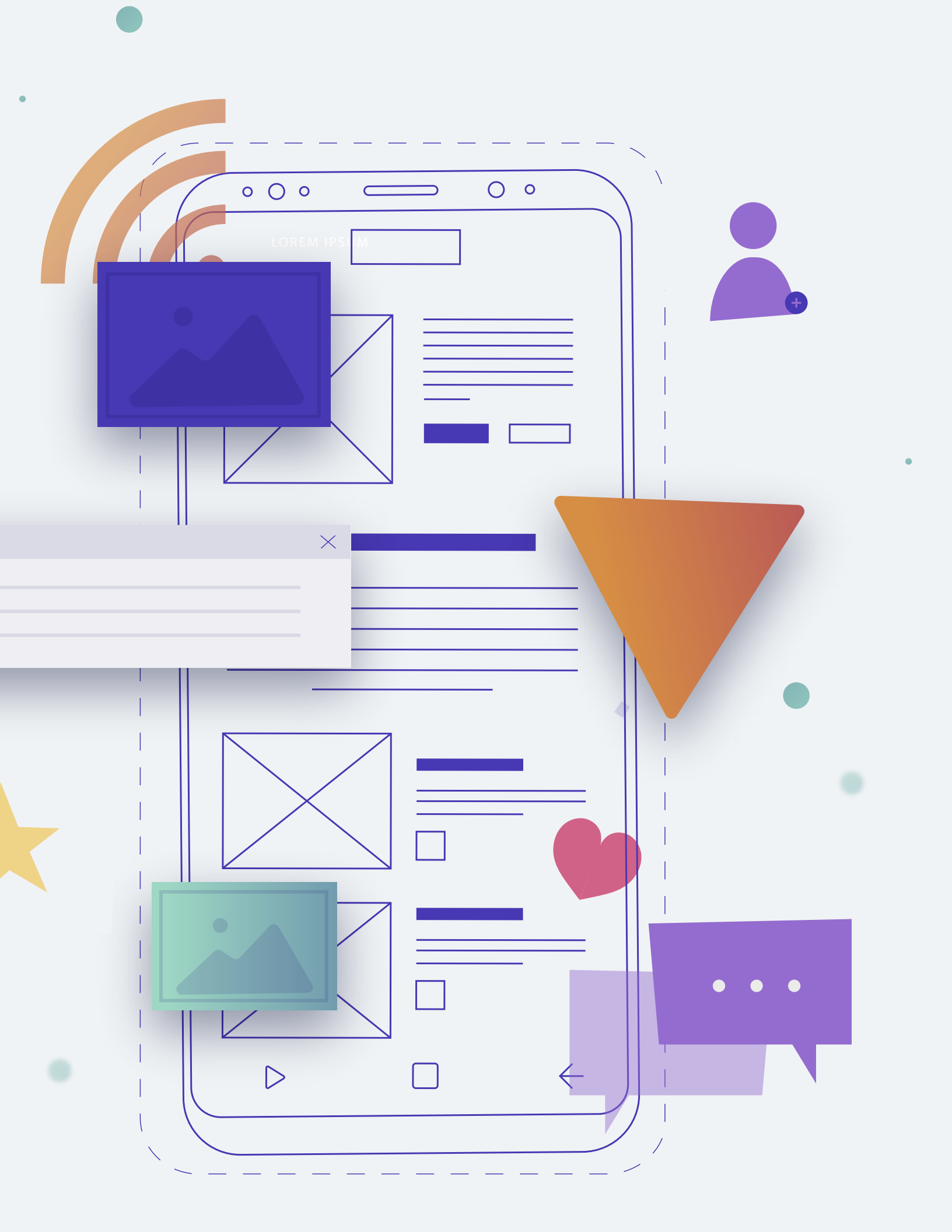
Reduce in Speed to market has encouraged many industry leaders to adopt DevOps within agile. These companies understand that a DevOps transformation is necessary for growth.

Many fledgling startups and full-scale enterprises alike are afraid of transition to DevOps because adopting DevOps can be an arduous task. You need to be successful in things that may look obvious but are difficult to achieve, such as improving team collaboration and automating everything in the software life cycle.

Successfully implementing DevOps practices is not easy and unfortunately, there are no set of guidelines on how to go about adopting DevOps because DevOps is more art than science. However, we can learn from those who have set examples and analyzed what works for the team. In this sense, DevOps is like kaizen -- the Japanese word for "improvement" -- for your organization.

Let's look at how a few industry leaders practice DevOps. The aim is to understand how problems can be solved rather than giving generalized solutions.

How Netflix Balances Freedom and Responsibility

DevOps is a people-first strategy. Netflix allows developers to have freedom with responsibility to deliver fast. Here are a few insights into its culture:

- Remove the bureaucratic machinery and rely on trust.
- The managers are there to outline the business context not micromanage the developers.
- There are no push schedules or windows for developers.
- Developers have the freedom to solve problems in a manner they see best and take full ownership.
- Building an effective team is hard, but it allows the culture to flourish. That is why Netflix tests for the cultural fit before anything.

How Google Cuts Build Time

A high build time affects productivity, and large build size affects deployment. Managers at Google observed that long build time diverted the attention of developers to leisure activities. Due to this fact, developers often lost focus on solving the problems. These are some of the things Google did to ensure fast build times:

- They developed tools that allow developers to see which thread is slowing down the build at any given moment.
- Implement automation that helps developers visualize all the dependencies and what could break.
- Create high-quality reusable libraries.
- Ensured that the code meets a readability standard.
- Use robot code reviews whenever possible.

How Uber Designs For Change In Scale

The higher the growth, the more impact it has on users. Uber uses thousands of microservices and more than 100,000 containers to move people, food, and freight around the world. Here's what their scaling strategy looks like:

- Estimate how long it takes to reach a certain level in product users or usage.

- Say, the estimation is 1 million users by next year. Enable scaling only for the estimated growth for that period.

- Continuously estimate scale required in the future.

- Every developer is clear on what a minimum performance metric has to be.

The Whole Is Greater Than The Sum Of Its Parts

People, tools, and strategy are the tripartite focus of DevOps. People are productive in the right cultural environment, with tools that enable automation for speed and a policy that can pilot their implementations. The synergy between these three elements can help in building a world-class DevOps. However, the success of DevOps depends on how you define it in your organization, for which this article is just an introduction.

Smart Food
- Good for You
- The Planet
- The Farmer

#01 HI JOANNA, COULD YOU TELL US A LITTLE ABOUT YOURSELF, AND YOUR BACKGROUND?

I started my career as an economist in Australia working on modeling and forecasting, which treats people as homogenous, but my interest turned towards addressing the human aspect of economics. After further studies, I moved into market research and later into the non-profit world overseas. In the past 23 years since I left Australia, I worked in the Philippines, Malaysia, Italy, Sri Lanka, and India with non-profit organizations across diverse fields like agriculture, food, and natural resource management. I am currently working as the Director - Strategic Marketing and Communications, with the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), Hyderabad, India.

#02 WHAT LED TO THE INITIATION OF SMART FOOD AND WHY?

The organization I work for now, ICRISAT focuses on the drylands across Asia and Africa. These are some of the harshest areas plagued by extreme water scarcity and degraded soils and are going to be hit the hardest by climate change. They also have the highest poverty and malnutrition rates.

As I started analyzing these challenges and their impacts on hunger and food production, I learned about millets, which I had never heard of or tasted before. Millets are traditional foods of these areas, are super nutritious, survive with minimal water and are often the last crop standing in times of drought. They are recognized as "Climate Smart" crops. They are also prone to very few pests and diseases and are often naturally organic and have a low carbon footprint. But more importantly, they are really tasty and are versatile in that they can be cooked in so many ways – from being a bowl of rice, malt drink, flour and also used in bakery products, soups, salads, desserts etc.

Millets were the staple in many countries, but the green revolution and industrialization of a few crops saw them being relegated to the periphery of food preferences. The replacement foods were typically highly refined and low in nutrition.

The turning point came with the realization that even with so much attention on overcoming malnutrition, new

#03 WHAT IS YOUR VISION FOR THE SMART FOOD INITIATIVE?

I envision Smart Food becoming a part of regular diets and the food system. By building millets and sorghum as a major business and progressing from the Big 3 to create the Big 5 and later the Big 7, we will have a major impact on global issues of nutrition/health, environment, and farmer welfare.

lifestyle diseases, adaptation and mitigation to climate change, and other global issues, there was almost no effort being made to diversify the staples. The staples may typically fill 70% of the plate and are often eaten three times a day. If we aren't focusing on them, nearly 70% of our food system is being ignored and we will not have a major impact.

I asked myself what the biggest hurdle was to diversifying staples. We have what I call the Food System Divide. This is because, for decades, the vast majority of investments have been funneled into just a few crops. This has included government support, private industry investment, R&D, product development and even development aid. The result has been well-developed value chains for the Big 3 – rice, wheat and maize, and poorly developed value chains for other foods like millets. This can encourage farmers to grow crops in the wrong agro-ecologies, putting more stress on the environment and being at higher risk. It has also led to less nutritious diets.

I understood that we can have a long-lasting and major impact on some of the big global issues of nutrition, environment, climate change, and farmer welfare, and do this in unison – if we diversify the staples with Smart Food like millets that fulfill all the criteria of being good for you, the planet and the farmer. This also opens up opportunities for creating new and large businesses.

#04 WITH THE 'EAT HEALTHY AND ORGANIC' TREND THAT'S GOING ON IN THE MARKET AND NEW DIETS COMING INTO THE PICTURE, WHAT IS THE ROLE OF THE SMART FOOD INITIATIVE AND THE MESSAGE THAT IT'S TRYING TO CONVEY?

Smart Food is in sync with the healthy and organic trend and even goes further, as it is a food that is not only good for you, but also for the planet and the farmer.

Smart Food like millets and sorghum also fit into major global health food trends. They are a superfood, are ancient grains, gluten-free, have a low glycaemic index, are high in fiber, have good antioxidants and are good for losing weight too.

Although we work in Asia and Africa, we recognize that incorporating food as a staple requires developing a whole value chain around it and on an industrial scale. As part of this, we need to think globally and popularize Smart Food, starting with millets and sorghum.

#05 WHAT IS THE NEED FOR GREATER DIVERSITY IN OUR DIET AND ON-FARM?

Diversifying our diets is critical for ensuring we receive the range of nutrients required. On-farm diversity is important to balance the use of natural resources, reduce the risk to farmers of disease and pest outbreaks and to be able to cope with natural changes.

#06 HOW ARE WE GOING TO TACKLE CLIMATIC CHANGES THROUGH SMART FOOD?

Smart Food can help with both adaptation and mitigation of climate change. Of course, it still depends on a number of factors, but Smart Food may use fewer fertilizers and pesticides and have a lower carbon footprint. Climate-smart crops that survive extremes of heat and use less water are more adaptable. Large areas of land, especially in the dry zones, are becoming less suitable to wheat and maize. Alternatives like millets and sorghum will be critical solutions in many of these areas.

#08 WHAT ARE THE CHALLENGES SO FAR WITH THIS NEW INITIATIVE?

You may think that behavior change is the biggest challenge when we are talking about people changing their diets. However, the studies we have done in India, Myanmar, Kenya, and Tanzania all show the great potential for consumer acceptance of millets and sorghum if prepared in culturally sensitive ways. Our biggest challenge is getting the funding and partners to do this on the scale. There are good commercial benefits and agri-business and trade opportunities. More pioneers and big players are needed to drive this forward.

#08 WHAT MEASURES ARE BEING TAKEN TO CONVINCE FARMERS TO SWITCH TO THESE SMART CROPS FROM THE REGULAR COMMERCIAL CROPS?

Smart Food has a unique approach. We are starting at the consumer level and are working with the industry as

" **The staples may typically fill 70% of the plate and are often eaten three times a day.**"

Joanna

" The replacement foods were typically highly refined and low in nutrition. "

well. Building consumer awareness and demand is critical; so is working with food processors and the food service industry. Of course, we have to balance this by also working with suppliers. In this balancing act, the key lies in linking farmers into the value chain.

#09 WHAT PIECE OF ADVICE WOULD YOU GIVE THE URBAN BUSINESS OWNERS WHO ARE VENTURING INTO THIS FIELD OF MANUFACTURING MILLET-BASED PRODUCTS?

The Smart Food movement has picked up momentum. Markets are growing in our first focus area of millets and sorghum. They are often hailed as the next quinoa but they have much more potential as they can be a staple. They possess multiple uses, like biofuels, feed/fodder, brewing as well as food, opening up opportunities in all these agri-businesses. Now is the time to press on with all these advantages since there is a good chance as 2023 will be declared as the International Year of Millets. While this has already been approved by the FAO, it goes to the UN Assembly in the middle of this year for final approval. India is leading the charge and many countries are part of the consortium to support this. We need to do what it takes in the next couple of years to set businesses in place to capitalize on the global attention and push that will come to millets as the result of the International Year.

Thank you Joanna, for sharing your story and the Smart Food journey. Good luck with all the upcoming Smart Food initiatives.

Joanna
Kane Potaka, Director - Strategic Marketing and Communications, with the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT)

SHORT KAHANI

READ, WRITE, PUBLISH

SHORT STORIES

Reminiscing childhood memories hold a very special place in our heart. However, to the current generation of children who are growing up differently than we did it is a completely different scenario. Hitting the nostalgia button, it reminds us of our younger days, the time where human interaction, exploring the actual physical world around us consumed a major episode. The Lion and the Mouse, The Goose with Golden Eggs, The Cunning Fox and the Clever Stork, The Hare and the Tortoise, and the list goes on. These are the classic short stories with morals that many of us have heard more than once. Our previous generation (grandparents) had the most adventurous and interesting ways to teach about good morals and right conduct through short stories.

Ever since technology and social media started occupying the majority of our lives, children of the current generation were growing up skipping an essential part of their life, i.e., childhood. After the term "nuclear family" has evolved in this modern day, it caused an, unfortunately, less human interaction. The new generation of children today is opting to
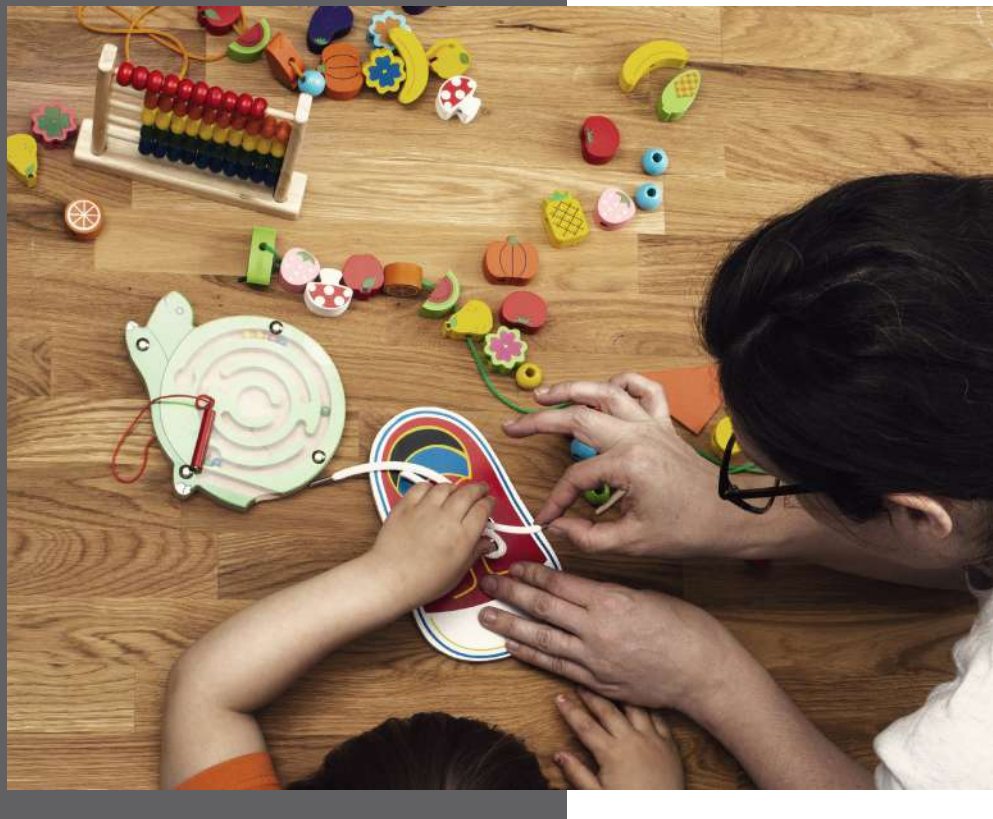
stay indoors than anticipate for after-school playground games in order to catch the latest episode of their favorite cartoons or superheroes. This basic instinct has what prompted a new generation kid to facilitate kids of his age and even younger to be educated with good values, morals that would make them a good fit for society and family.

Thanks to Computer and Internet. Writing, publishing and reading short stories online has now become a favorite pastime to kids that will further build values in them and enhance the reading comprehension skills. This is the story of "Short Kahani" and all these achievements are possible because of technology. Short Kahani us an end-to-end platform that seems to be able to bridge the generation gap. I also had a chance to interview Rohan Bodla, Founder of Short Kahani, to have Rohan share about him and some insight of Short Kahani.

Digital Innovation in Asia

ABOUT

Rohan Bodla

15-year-old and right now is in 11th grade. He's passionate about writing, loves to play Piano and Tennis.

Talk about Short Kahani

ShortKahani.com is a WordPress built website wherein one can read, write and publish short stories. In this so-called super-connected world, there are nuclear families where kids are disconnected from their grandparents. They might visit their grandparents once in a while though, nevertheless, they miss the best part of their childhood: Growing up listening to the stories often told by grandparents. Short Kahani is a platform where you get to read of those classic moral stories and share it with your loved ones.

Tell me about your success

When I first approached a few people to share their short stories with me, I got an overwhelming response. Many liked the idea and they did give a pat on my back. With the inspiration from such elderly people, I started publishing their stories on the website and its presence is now appreciated on several social media platforms, especially Facebook. We have a good number of followers on Facebook who wait in anticipation

THE INTERVIEWEE

for many upcoming short stories. I am happy that ShortKahani.com has reached a wide audience including adults and elderly people in a short period of time.

Is there anything you'd like to convey through this platform?

All I would like to convey the readers apart from encouraging them to write is to make them aware of Emotional Intelligence. Story writing is something that will help the younger generation to know more about themselves. In their future, it teaches them about how to handle the situations, how to interact with people, how to perceive the situation and act accordingly. It generates self-awareness amongst individuals, and I believe this is of prime importance than intelligence.

What prompted you to propel in story writing?

I am currently doing an education program called the International Baccalaureate program that is one of the reasons for my inspiration to start Short Kahani. As a passionate writer, I always wrote stories for the newspaper and chart. It was my mother whose immense support has led me to come up with Short Kahani. She was my best critic who mentored me, edited my writings and helped me dive deep into

my passion. She influenced me to start an online platform where I can publish my own stories.

One piece of advice to someone just starting out

Writing is one of the most important hobbies which can be in society. People can learn from others how to write. If you wish to be a writer, write and once you're finished writing or think that it is perfectly written, then have a friend read it for you. Take the feedback seriously because eventually, it is the reader who should understand your thought process. In any case, he misses to cope up with the plot, your story is a failure.

Is there anything else you'd like to bring up?

I am planning to tie up with corporates. The employees can take a week off and write a story to ease their stress or pressure. Story writing is something common in many of them and writing a story might just be the thing to calm our nerves.

What do you aspire to become?

As a child, I always wanted to become an author. But now I am fascinated by AI and would like to pursue my career in AI. However, I would still continue with writing as my hobby no matter how old I grow up.

THE
TECHNOLOGY'S
FANTASTIC 4
FOUR

Not leaving a stone unturned, the impact has spearheaded in reshaping government, education, healthcare, and commerce.

Artificial Intelligence

One would not be surprised to know that Artificial Intelligence is deployed all around us today. Yes, the AI boom is happening very quickly all around the world and it is accelerating at an unprecedented pace. This is because of the progress it has made in certain fields which have resulted in the adoption of artificially intelligent offerings. AI is now used in hearing aids to filter out ambient noise and navigation apps to guide you through the city traffic. It helps doctors in diagnosing diseases, detecting tumors, recommends treatment plans and interprets electrocardiograms. AI will continue to scale into different verticals from manufacturing to education, and retail to healthcare in the years to come. Previously, what was considered as the next big challenge for AI is now considered a generic software. All hail AI.

"AI is now used in hearing aids to filter out ambient noise and navigation apps to guide you through the city traffic.**"**
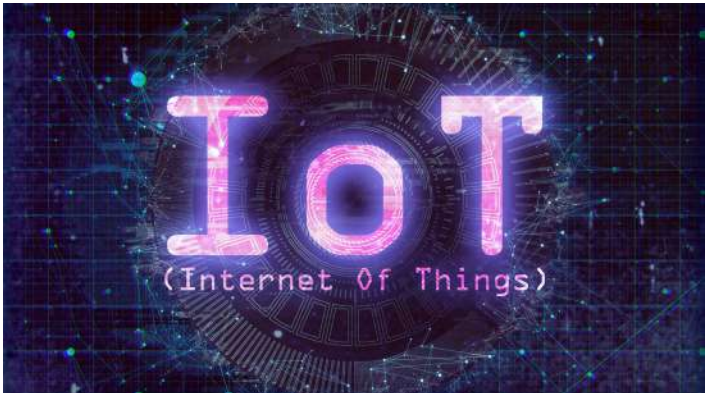
The IoT

The Internet of Things is here to change the world and is no more hype. IoT which has been the best definition of "connected world" of ours, has made it easier to track, analyze and bring out new inventions like never before. The applications of it are almost everywhere starting with a smartwatch that you own to the autonomous car. It may be mentioned that recently, an unmanned Audi A7 drove for more than 550 miles between San Francisco and Las Vegas. The brain for the drive was NVIDIA processors! By 2020, Gartner Research suggests that 20% of the vehicles on our roads would be giving off information to a central database via some kind of wireless connection. Sierra Wireless is already in function for manufacturers like Toyota, Volvo, Tesla, BMW, and Ford.

Blockchain Technology

"An incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value." The blockchain is the current vibe that is accelerating a breakthrough in the applications. With its reliance on public key encryption, blockchain has a much stronger defense mechanism than other approaches. The globe has already witnessed an extensive adoption of the disruptive technology for an uplifting competitive advantage. According to a World Economic Forum Survey conducted two years ago, it was predicted that 10% of global GDP would be stored with blockchain technology by 2027. The blockchain technology, also described as the "internet of value", has caught many by surprise by the ending of 2017 and became the emerging distributed ledger technology. The innovation in the decentralized ecosystem which has the potential to automate not just key processes, but entire industries is not just limited to cryptocurrency.

"The blockchain is the current vibe that is accelerating a breakthrough in the applications.**"**

Big Data

The term "Big Data" is currently the buzzword that has been gaining much hype in recent years. Organizations and brands in almost every industry are using big data to break new ground. Data is the most valued asset today and organizations rely more on the data to keep their business momentum accelerated. Starting with the basic information like the products available in the market, the demand, pricing, success rate, etc., organizations depend majorly on the right data for business decisions. Big data is the backbone of groundbreaking scientific and medical research, bringing the ability to analyze and study at a rate never before available. And it impacts how we live each day.

"Data is the most valued asset today and organizations rely more on the data to keep their business momentum accelerated. **"**

Raghavendra Hunasgi, Global Convener, Asia Inc. 500

ASIA
INC. 500
MAGAZINE LAUNCHES

Asia Inc. 500 has always been at the forefront of recognizing and rewarding individuals and organizations for their valuable contributions made towards the economy and global society at large. Walking an extra-mile, Asia Inc.500 also made its debut in the international publications by launching magazines that spread awareness of the successful startups and entrepreneurs in areas of AI, Blockchain and other upcoming technologies and frameworks.

On a mission to inform, inspire and equip people with a solid understanding of the various fields in the digitally transforming world, the magazine launch was processed. The special editions of the magazine unfold the innovative vision and the broader implications of the new emerging trends like artificial intelligence/machine learning and other modern technologies.

There are many magazine publishers that dabble in this business though, but Asia Inc. 500 with more contemporary editorial-style publication and richer photography dazzles the audiences across Asia. It has been a fabulous year for Asia Inc. 500 in 2018 with back-to-back magazine launches. All the 4 launches to date received a massive response from the global audience becoming an icon in promoting the applications of emerging technologies.

The inaugural session of Asia Inc. 500 first magazine was held during International Blockchain Congress (IBC) in India. Asia Inc. 500 and Nucleus Vision, in collaboration with the governments of Telangana and Goa, and NITI Aayog have launched the first edition of the International Blockchain Congress which was held from August 3-5, 2018. This is India's first ever International Blockchain Congress which is also the world's largest industry-government Blockchain conference that was attended by hundreds of government officials, global Blockchain leaders, innovators, enterprises, and technologists.

The conference was attended by distinguished guests such as Mr. Tim V Draper, Founder of DFJ Ventures, Mr. Amitabh Kant, CEO Niti Aayog, Mr. KT Rama Rao, IT Minister, State of Telangana, Mr. Rohan Khaunte, IT Minister, Goa, Mr. CP Gurnani, CEO Tech Mahindra, Mr. Mohandas Pai, Chairman, Manipal Global Assoc., Mr. Min Kim, CEO of ICON Foundation, Mr. Ian Balina, Global Community Influencer, and many others.

On the first day of the IBC, Asia Inc. 500 unveiled its first ever magazine on Blockchain "INDIA ARRIVES IN BLOCKCHAIN". The special edition of the magazine which unleashes the arrival of Blockchain in India was launched by Sri K T Rama Rao, Hon'ble Minister for IT, Govt. of Telangana. Others who were present during the launch were Jayesh Ranjan, IT Secretary, Govt. of Telangana, Ameya Abhyankar, IT Director, Govt. of Goa, CP Gurnani, CEO, Tech Mahindra, Abhishek Pitti, CEO & Founder, Nucleus. Vision, Katherine Hadda, Consul General, Hyderabad, Rama Iyer, CEO & Founder, ELEVEN01, Sri Rajendra Nimje, Director General, Centre for Good Governance, Raghavendra Hunasgi, Founder – Asia Inc. 500 & Blockchain Nation.

The first event of its kind in the country on the emerging technology, IBC, had witnessed over 3000 participants on a two-day conference in Hyderabad with keynotes, panel discussions, and deep dives across 20 sessions conducted by over 50 speakers. While the first two days of the IBC was organized at HICC in Hyderabad, the third day was hosted in Goa. Many joined to witness the revolution spurred by Asia Inc. 500 in taking the nation a step closer to the Blockchain realm.

Following the huge success of the first edition, the second edition of the magazine was released in September, but this time in Malaysia. Asia Inc. 500 was associated with Global Blockchain Summit 2018, Malaysia, that brought together blockchain gurus, technology players and

"Empowering Global youth through Blockchain Technology was launched during this phenomenal event."

influential audience of government. The second edition of the exclusive magazine "Empowering Global youth through Blockchain Technology" was launched during this phenomenal event.

Continuing the same momentum, the third edition was launched in the month of October during Vizag Fintech Festival 2018 in Vizag, India. The Vizag Fintech Festival 2018 is the largest financial technology festival in India where Asia Inc. 500 has collaborated with the government of Andhra Pradesh to organize the festival. The week-long event which took place from October 22-26, 2018, witnessed the presence of key dignitaries like N. Chandra Babu Naidu, The Hon'ble Chief Minister, Nara Lokesh, The Hon'ble IT Minister, Sri. Ganta Srinivasa Rao, Hon'ble Minister for Education, Sri. JA Chaudhary, IT Advisor to Govt. of AP, Sri. K. Vijayanand, IAS, Principal Secretary ITE&C Dept., and Sri. Anoop Singh, IFS, Special Secretary ITE&C Dept.

Asia Inc. 500 launched the Third and exclusive edition of its magazine - "VIZAG - Asia's own Fintech Valley" at the Vizag Fintech Festival. Sri Nara Lokesh, Hon'ble Minister for IT, Govt. of Andhra Pradesh unveiled the third edition along with Sri J A Chowdary, Special Chief Secretary & IT Advisor to the Government of Andhra Pradesh.

Digital Innovation in Asia

Continuing the trend of success, Asia Inc. 500 unveiled the Special (fourth) Edition in November at the 3rd SME & Entrepreneurship Business Awards 2018, Malaysia. Asia Inc. 500 was conferred with the privilege of an international publication and an exclusive partner of Yayasan Usahawan Malaysia at the event. Hereafter, Asia Inc.500 will be used as a platform to promote the success stories of Malaysian entrepreneurs globally.

With a handful of successful launches so far, Asia Inc. 500 looks forward to launching many special editions. It will also be hosting many such events to harness a proactive interaction between government regulators, industry leaders, and startup innovators.

Digital Innovation in Asia

ASIA INC. 500
PAST EVENTS

Global Entrepreneur Summit (GES)

On its Journey to recognize individuals and organizations, and their contributions to the global economy, Asia Inc. 500 held its first official Road to GES (Global Entrepreneur Summit) Growth Conclave 2017 on November 24, 2017. Held at the tech startup incubator T-Hub on the IIIT-Hyderabad campus, the conference had over 50 women who made it big in their respective fields.

In the first edition of Growth Conclave, ASIA Inc. chose to support Women in Tech in alignment with Global Entrepreneur Summit 2017 who will be future leaders, game-changers, board members, executives and entrepreneurs, sportswomen, and politicians.

The Chief Guest for the conclave was Ms. Katherine B. Hadda, U.S Consul General, and the event witnessed prominent women leaders from various walks across the globe.

The conclave focused on women leaders and entrepreneurship with a theme that talked about rights, responsibilities, and respect that women get and deserve in the industry. The aim of the awards presented at the summit was to support women who will be a changing face of the world.

Pharma Digital Transformation Conclave

Asia Inc. 500, the leading Digital Platform for Thought Leaders in Asia, hosted the first ever Pharma Digital Transformation Conclave on March 8, 2018, at the Park Hyatt Hotel in Hyderabad. The event witnessed the participation of top-notch leaders from the pharma industry across the city of Hyderabad.

The conclave that was co-hosted by Volteo, the recognized leader in ServiceNow sales, and ServiceNow, the world's fastest-growing enterprise cloud software company, had more than 30 C-suite executives participating in the biggest CIO roundtable event.

Asia Inc. 500 honored the top most influential pharma leaders who have embraced technology and made a significant contribution to the pharmaceutical field manifesting in a Pharma Digital Transformation. Out of 104 nominations from 71 brands, the jury has selected top 7 nominations and awarded them.

Asia Inc. 500 & IBC

Asia Inc. 500 and Nucleus Vision, in collaboration with the governments of Telangana and Goa, and NITI Aayog have launched the first edition of the International Blockchain Congress held from August 3-5, 2018. India's first ever International Blockchain Congress which is the world's largest industry-government Blockchain conference was attended by hundreds of government officials, global Blockchain leaders, innovators, enterprises, and technologists.

The first edition of the conference was attended by distinguished guests such as Mr. Tim V Draper, Founder of DFJ Ventures, Mr. Amitabh Kant, CEO Niti Aayog, Mr. KT Rama Rao, IT Minister, State of Telangana, Mr. Rohan Khaunte, IT Minister, Goa, Mr. CP Gurnani, CEO Tech Mahindra, Mr. Mohandas Pai, Chairman, Manipal Global Assoc., Mr. Min Kim, CEO of ICON Foundation, Mr. Ian Balina, Global Community Influencer, and many others.

Asia Inc. 500 also unveiled its first ever magazine on Blockchain "INDIA ARRIVES IN BLOCKCHAIN", a special edition which unleashes the arrival of Blockchain in India. It was launched by Sri K T Rama Rao, Hon'ble Minister for IT, Govt. of Telangana, during IBC. Asia Inc. 500 was also associated with Global Blockchain Summit 2018, Malaysia, that brought together blockchain gurus, technology players and influential audience of government. The second edition of the exclusive magazine "Empowering Global youth through Blockchain Technology" was released during this phenomenal event.

Vizag Fintech Festival 2018

Vizag Fintech Festival 2018 is the largest financial technology festival in India. Asia Inc. 500 has collaborated with the government of Andhra Pradesh to organize the festival. The week-long event which took place from October 22-26, 2018, was inaugurated by the Hon'ble Chief Minister, N. Chandra Babu Naidu and the Hon'ble IT Minister, Nara Lokesh. The event also witnessed the presence of key dignitaries like Sri. Ganta Srinivasa Rao, Hon'ble Minister for Education, Sri. JA Chaudhary, IT Advisor to Govt. of AP, Sri. K. Vijayanand, IAS, Principal Secretary ITE&C Dept., and Sri. Anoop Singh, IFS, Special Secretary ITE&C Dept.

Fintech Valley as a platform, brought pioneers and enablers of innovation to host an exclusive group of leading corporates, startups, academia and regulators from around the globe. The event also had the world's first humanoid citizen robot, Sophia, as the star attraction of the Vizag Fintech Festival where Sophia was engaged in an intriguing interaction with the State IT Minister N Lokesh and other delegates.

ASIA Inc. 500 Upcoming Events

N.O.W SUMMIT - Shaping The Future

As India is witnessing a steady rise in women entrepreneurship and more women pursuing their career towards this direction, Asia Inc. 500 is gearing up to host its 4th event to honor, award, support and connect women thought leaders and industry stalwarts at one place.

About 8% of women in India run their own startups, over 30% have a share in the Senior Management positions in the corporate and only 10% of formal enterprises are being operated by women. It is, therefore, imperative for both the organizations and people to accelerate the need to increase gender diversity in the workplace and society.

N.O.W summit aims at bridging the gap on various aspects hampering the progress of women by bringing together 600+ the most sought-after women leaders, entrepreneurs, mentors, startup investors etc., who support women leadership through interactive keynotes, and panel discussion. This also invokes tremendous learning and valuable insights on what it takes to be leaders of tomorrow, from the ones today.

About ASIA Inc. 500

Asia Inc. 500, along with its valued partners lays emphasis on exploring and recognizing 5000+ individuals and organizations every year across Asia and helps to reach out to a wide audience, prospective clients & investors.

Our platform is a great source of information and connect in areas of AI, Blockchain and other upcoming technologies and frameworks. At the end of every quarter, we choose and rank the best 500 organizations in various aspects all throughout Asia.

ASIA INC. 500

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