

*Invited Talk on*

# **What is commonly not known about SaaS?**

By

**Mr. Venguswamy Ramaswamy**

Head, Global SME Business

Tata Consultancy Services

## **Abstract of the Talk:**

SaaS adoption in the market is promising today. India is not far behind. The usage of SaaS is going beyond traditional business applications. We do see several research reports on the market size of SaaS. We in TCS believe these numbers are not relevant.

The market we know is defined by applications we see in SaaS today. SaaS concepts are evolving, new concepts will create new market places. The size of latent market places would make these projections irrelevant. The present does not tell the future. India has to play the future game. We will discuss on three possible technologies that when join hands with SaaS will create new markets.

Our obsession of what we know stops us from what is possible. We should not let the hitherto success stories dominate our ideas as there are more out there

## **Profile of the Speaker:**

Venguswamy Ramaswamy, or “Swamy” as he is better known, globally heads the TCS Small and Medium Business (SMB). SMB is a strategic business unit of TCS and provides end to end business solutions to SMB segment.

In his previous role, he was the Director of TCS’ Global Consulting Practice (GCP) and was instrumental in the structural formation, development and positioning of TCS’ consulting offerings. Consulting Magazine has named him amongst the top 25 consultants of the year 2007.

During his 15 year tenure at TCS, Swamy has held several strategic positions including managing key customer relationships, building and heading the Process Consulting group, managing the Corporate Resource Management function, leading numerous Centers of Excellence, as well as launching TCS’ first steps in geographies such as Hungary and China.

Swamy is a firm believer in the power of IT to create business value and is known for his interest in Innovation & Quality and expertise in Six Sigma. He is also recognized as a champion of many digitization drives within TCS, including deploying digital platforms for Six Sigma, creativity and talent acquisition.

Swamy is credited with pioneering TCS’ global consulting operating model, thereby helping customers to optimize business processes, ensure faster business results and reduce operational risks. Swamy’s leadership role in developing this model has made a significant contribution in redefining the manner in which business and IT consulting services are delivered in the industry today.

**Date & Time of Talk:** 18<sup>th</sup> Dec 2009 at 11.15 hrs.