

Zinnov Organises Offshoring R&D 2008



At Offshoring R&D 2008, the industry leaders shared insights on some of the challenges of starting and scaling a captive in today's business climate.

Friday, March 14, 2008: Zinnov, a management consultancy firm, recently organised 'Offshoring R&D 2008 - Collaborate, Strategize, Innovate', at the Leela Palace in Bengaluru. During the two-day affair, the top three R&D visionaries -- Dr Bobby Mitra, MD, Texas Instruments India; Sharad Sharma, CEO, Yahoo! India R&D; and Naresh Chand Gupta, sr VP, print and publishing business unit, and MD, Adobe Systems India -- were recognised by Zinnov for their significant contributions to the industry.

The event brought together a vendor-neutral gathering of senior software executives from over 400 captives across the country to identify, explore and address multiple issues, and offer synergistic solutions. The event offered a tripod approach to offshoring scenarios, with three parallel tracks for executive management, HR and top finance executives.

Speaking on the occasion, Pari Natarajan, chief executive officer, Zinnov, said, "R&D offshoring has seen phenomenal growth in the last five years and has played a key part in showcasing India's capability in innovation and high quality of work. However, the changing economic climate, increasing scale of operations and increasing competition in the IT service sector demands new strategies. Zinnov wanted to create a platform to bring the heads of various centres, to jointly discuss the underlying issues and come up with workable short-term and long-term solutions."

"Despite some depressed economic conditions and a marked slowdown in the growth rate of the overall IT industry, we very strongly believe that the long-term potential of the industry is robust. Powerful forces like the market potential for local products, willingness of MNC product companies to invest in India start-ups, high economic growth of the middle class population and risk-taking abilities will surely continue to drive growth in the sector," added Pari Natarajan, chief executive officer, Zinnov.

Adding on further, Shashank Samant, president, Ness North America and head, high tech and software vertical, Ness Technologies, said, "India still has a head start as the leading IT destination in the world, and the continued growth of the product R&D sector is a prominent example of how India is beating the rising bar of value expectations. I applaud Zinnov for creating the platform for critical dialogue on how together, we will continue to strengthen this sector. Product innovation will never go out of style, and the partnerships forming now amongst captive leaders, headquarters organisations and product development providers will lead the way to the next generation of global advantage."

"Over the last few years, India has established itself as a hub for product development, embraced by companies of all sizes. While there are exciting opportunities for growth, there are challenges facing this industry that will compel it to innovate. One key area will be how captives and specialised product engineering firms like Sonata Software combine their strengths to evolve an enduring growth story," shared B. Ramaswamy, president and managing director, Sonata Software Ltd.