Nathan Research

EXPLORING THE WORLD OF ENTERPRISE SOFTWARE ON THE CLOUD

Ram Viswanathan

A good cup of coffee from Starbucks can elevate the whole coffee experience from just a beverage ritual. But, the journey from 'bean to cup' is complicated than what meets the eye. The brand has a well-run supply chain to ensure that a barista pours a good cup of Starbucks coffee, and other products are sourced from superior quality suppliers before delivering them at the outlets. To lure in customers, these cafes offer a slew of options—from easy access to cloud-hosted contextual content, to mobile apps that allow them to order on-the-go and receive notifications on order completion. These technology-aided preferences increase overall efficiency and decrease customer wait-time.

In a technology ecosystem, that is heavily endowed with a number of interesting solutions and models—in the likeliness of Starbucks' mobile apps—that help businesses achieve significant efficiencies, enterprises often run into roadblocks. These obstacles—that arose due to the solutions' operational incompetency—were becoming a noticeable impediment for businesses seeking to adopt them. In an effort to counter this challenge, Ram Viswanathan teamed up a group of like-minded engineers to lay the cornerstone for Nathan Research. "It is not just our vision and ideas, but more importantly our focused execution that has shown enterprises how they can reap practical benefits from our models and solutions," states Ram Viswanathan, President and CEO, Nathan Research.

The company, through extensive experience and elaborate research understands the workflows and technologies in enterprises and creates domain-specific software products. These software applications cater to businesses especially in the retail, supply chain, telecom, and logistics verticals. Nathan Research also is pursuing broadening their foundational thesis to healthcare, and financial services. With the help of the software—all of it on the cloud, businesses are able to drive lead flow, optimize marketing channels, increase conversions, grow sales, fulfill efficiently and make sound decisions. "In several mythologies, Nathan means the creator and our idea was to create something from nothing, we aimed at creating solutions and values from abstract concepts through research," extols Viswanathan.

The firm's solutions are easy to deploy and delivered either on-demand or on the cloud. With a carefully architectected business strategy that revolved around three stages, namely build (the solutions), structure (the processes) and grow (the business), Nathan Research has risen to prominence. Marketing, Sales and Operations managers in leading Fortune 500 companies spread across a wide geographical spectrum including U.S., the Caribbean, the Far East and also India, use the software on a daily basis.

ReMAPping Operations and Analytics for Retail

Retail data paired with analytics can assist retailers in understanding and responding with actionable insights to the disrupted landscape and changing customer expectations. It helps in finding new and faster ways to identify product and channel preferences, engage and serve consumers in an always-on, tech-addicted world. Nathan Research's ReMAP, a web-based portfolio of solutions is a perfect example of a management and analytics platform covering all aspects of operations in a retail service.

The Lead Management System (LMS), from Nathan Research's portfolio is software that can be configured to handle various types of demand signals—from online media to brick and mortar channels. The initial consultation or interaction that takes place over the phone at a call center leads to the next step where an appointment is set for follow-up sales calls. The interaction happens through a scripted workflow in the lead management module. Users can manage digital content to set the right expectations, generate sales leads, and create effective campaigns in the Digital Marketing module. Once the prospect is well understood, the leads are transferred to field

of materials and labor. Different entities in the supply chain– service providers, material vendors and installers have visibility through their own portals. Typical example use cases are home improvement services, telecommunication services, and construction services. In addition, the firm's integrated e-business framework including Product & Catalog Management, Storefront, e-fulfillment has found appeal among several e-tailers. The unique workflows involving processes in a foreign trade zone for importers is handled in the FTZ module.

A built-in analytics platform, AMS helps slice and dice data across demand channels, different supply channels, geographies, different products, as well as track key performance metrics for daily decision-making through operational dashboards. The firm applies data science and deep learning techniques for their analytics offerings, to detect shifting trends in customer segments, lifetime values, and operational issues.

In one instance, Nathan Research worked with a customer to establish a complete workflow from leads to sales to fulfillment using their

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sales as is the practice in several retail service industries. Field sales professionals help the customers in navigating through complex projects or products where they combine and configure multiple items seamlessly and interactively through the Sales Management module (SMS).

Another module, FMS, handles Fulfillment Management to help co-ordinate, and orchestrate the flow

platform. The customer had a complex workflow which was affecting their sales and operations. Nathan Research understood the workflow of the customer and configured a solution using the ReMAP platform, as a result of which the customer was able to address the demand and capacity issues, increase lead flow and conversions, optimize pricing, grow sales by 25 percent, reduce the cycle

time by 10 plus days and increase customer satisfaction by several index points.

Reaching the Destination

"It is an honor to have become friends with and be a trusted advisor to some of my key customers. I strive to understand the goals and objectives that drive them and see how we can contribute to their success," says Viswanathan. Building such trusted relationships with customers, and focused execution are some of the things driving the success of Nathan Research. Viswanathan is also active in the Dallas Entrepreneurial Community, and chairs a young entrepreneur program called TiE Young Entrepreneurs (TYE). It is a program aimed at high school kids, helping them in idea generation, planning, selling, financing and launching ventures, and culminates in a pitch event. "My attempt to give back to society by preparing leaders of tomorrow hopefully. Also keeps me young!" says Viswanathan. The technology evangelist shuttles back and forth between Dallas, Silicon Valley and Chennai, India where he has built and is growing an India operation."My employees are my extended family," says Viswanathan, who carefully handpicked the initial team and still spends a lot of time mentoring and coaching employees and empowers them. Looking ahead, I see us as having a major play as a niche provider of differentiated, leading-edge, enterprise software on the cloud for customers in several industry verticals. Workflow optimization, Omnichannel strategies and Machine Learning are areas we expect to place a heavy emphasis on in the future. We are continuously pushing the edge on the adoption and leverage of technology trends. It is demanding, yet exciting," concludes Viswanathan.

20 Most Promising Technology Companies 2016

There is a continuous rise in Indian founded tech companies in the U.S. These companies have received accolades for their successful efforts in leveraging new technologies for strengthening the economy. Indian-Americans not only have a major impact on startups, but also on the overall business climate in the U.S. These companies are not only expanding in terms of business, but also collectively generating employment opportunities for people in the country. From providing solutions to consulting, these companies have shown massive investments in R&D, creating significant buzz in the CIO circles and also moving ahead in the market. With an aim to be of assistance in locating such companies, siliconindia presents siTech 2015, a list of 20 Most Promising Technology Companies founded by Indians in the U.S, involved in addressing the current enterprises needs and which have the potential to be or are already market leaders. A distinguished panel comprising of expert Indian CEOs of public firms, VCs, CXOs, analysts, and siliconindia editorial board have selected these companies, which we believe will prove to be the best choice specific to your requirements.

Nathan Research Inc

recognized by **siliconindia** Magazine as

siTech20 2016
20 Most Promising Technology Companies

An annual listing of 20 most promising Technology companies founded or managed by Indians in the U.S. that are creating an impact in the market.

Company:
Nathan Research

Key Person:
Ram Viswanathan
President & CEO

Description:
Provides Software as a Service (SaaS) solutions, in planning, execution and analytics to industries such as Consumer Goods, Retail, Telecom, Construction

Website:
nathanresearch.com