

Industry Outlook

THEINDUSTRYOUTLOOK.COM

MAY, 2022



Vasu Babu Vajja,
Managing Director

FORAY SOFT

Align, Accountable, Agile,
Accomplish

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COVER STORY

No business and business activity can stay untouched by the galloping speed of technological advancements. Technical consulting companies are no different. There is huge digitisation happening across the world markets. Online retailing, cloud computing and e-Commerce, digitization, AI, data science, blockchain, augmented reality are all contributing to the speedy growth of the IT industry. Also, customers have started to realise the importance of user experience right from banking, healthcare, pharma, retail, IT, hi-tech and many others without exception. This clearly implies that a lot more innovation and creativity is needed to be added to existing software products, solutions, and applications, thereby calling for the expertise of technology consultants.

Technically skilled and experienced people are the key. Established in 2011, Foray Soft is positioned very strongly in providing technical solutions, project resources and software development expertise. The firm has extensive knowledge and working expertise with fortune 500 companies that enable better client services with implementing latest technologies to arrive at desired output. Foray Soft's focus is always to develop and deploy innovative model to meet the requirements of organization of all sizes. Also, Managers and employees of customers spend most of their time on the day-to-day operations of the business. Their participation in projects where consultants are used is intermittent. This is where Foray Soft takes over with perfection. The firm builds better Internal capabilities and learn from experiences gained from working with consultants.



Vasu Babu Vajja,
Managing Director

Sharing his insights on the necessitated demand for technology consultant, the MD & CEO of Foray Soft, Vasu Babu Vajja explains, “Due to changed delivery models accompanied by aggressive deadlines from end clients to deliver projects in 8-12 weeks, it is expected that technical consultants start from day zero. So, very less room to play here! You need a technical consultant to have the highest levels of technical capabilities, quick learning curve, adaptability, and domain knowledge. Pandemic has accelerated digital transformation and IT companies are now making a bigger push for their digital offerings as technology gets ingrained across sales, customer service and operations. This is leading to the specialized skill sets in 5G adaption, cyber security, online retailing, cloud computing, e-Commerce, Digitization, AI, data science, block chain and augmented reality. Maintaining the TAT (turnaround time) becomes even more important”.

He adds, “The customers are seeking consulting services from specialists, which has gradually thrown the doors open for a large number of consultants to help businesses with expert knowledge and resources. Most customers seek consultants who can align with business objectives, adopt an agile approach to implement them, who can take full accountability for the IT and Operation initiatives, and help them accomplish business goals faster”.

THE 4 A'S OF FORAY

Ability to work under pressure and cope with challenging situations has been one of the strengths of Foray Soft. The firm practices the customer centric approach and understands every customer's needs with flexibility, while adding value to it. Offering highly scalable & operational infra, agility to meet the demands of organizations of all sizes, are also equally focused upon by the Foray Soft team. Align, Agile, Accountable and Accomplish! For any project, Foray Soft follows the law of the land maintaining the integrity, not just for the client, but for itself too.

Particularly, Foray's SAP Service Cloud is a comprehensive customer service solution that supports great Omnichannel customer experiences and contact center efficiency. The SAP services at Foray provide seamless service experiences across different channels, including self-service, increase customer service profitability with intelligent technologies that cut resolution times. These also help agents excel and improve employee satisfaction & performance with user-friendly agent tools and contextual support sales, commerce, and marketing with outstanding customer service.

EACH TO ITS OWN- GRADUAL STEPS TO PERFECTION

Vasu believes the industry is a level playing ground and to expect no or less competition would be inappropriate.

He believes every organization in the consulting business is here to contribute in its own way, which is worth it. Every organization is unique with unique offerings. Vasu goes on to add “I can say we have a different offering here. Excellence, empowerment, and engineering expertise. We apply engineering approach to technical staffing. What that means is most of the folks who are part of the recruitment function have had experience of either product development or project experience involved with the same technology. It is cumbersome and expensive but once we start following a method to use, we're handsome and good”.



FORAY'S JOURNEY OVER THE YEARS

After a short stint at Google, Vasu wanted to come back to India and find a way to generate employment to rural youth. In many ways, he felt Foray Soft could be the best way to do so. Reason being, he could share the technical expertise and groom young and capable people with various skill sets. “For them, it was direction that was missing, and we could give them that”, Vasu adds.

Vasu with a team of professionals from the industry started in 2011. However, while the cumulative revenues of first five years was approximately 40-50 Cr, the next five years are clocked around 1200 Cr. Foray Soft believes

in baby steps to start and accelerate. “We are at a stage where we can only increase the pace now around changed environments with technology aggressive markets. We are looking at 500 Cr revenue company in the next two years. Foray believes in continuous improvements”, says Vasu.

Foray Soft started as a small unit and is now a team 3500 people serving global customers that include fintech companies like VISA, service integrators including TCS, Infosys, TechM, KPMG, ATOS, and chip manufacturing companies like Xilinx and AMD.


Product development is Foray's core strength, but the approach towards its application is what differentiates

Foray from similar other technical staffing companies in the industry. “We always focused on technical excellence even at loss of our margins because we believed in long term sustainable growth”, informs Vasu.

A FUTURE DRIVEN BY FORAY'S DEAR TEAM OF EMPLOYEES

Foray's mission and vision is to work with top 50 clients of the world. This is a roadmap supported by Foray's exceptional team, each with engineering background taking care of a plethora of departments at Foray. Vasu is from BITS, Pilani, Mr. Anjaneylu is from IIT, Kharagpur. Rakesh who leads Foray's Bangalore centre is from an engineering background too. The enterprise head, Suresh

has great insights in core technologies and has worked with companies like Stryker, Xilinx, AMD. Foray further focuses on bringing in diversity in all aspects. To that effect, the entire delivery teams are led by strong and capable women like Kalpana and Suma. Operations, HR and Finance are also run by engineering teams which include Murali, Prasad and Sudhir at helm of affairs.


Every organization is unique with unique offerings. Vasu goes on to add “I can say we have a different offering here. Excellence, empowerment, and engineering expertise. We apply engineering approach to technical staffing



Vasu has a different perspective to success for the future, he says, “I think we should look at different parameters here. I might say, if the happiness index of our employees could reach a rating of eight out of 10, we are pretty good. Of course, there are objective goals, but happiness index of eight is an objective goal too for us”. [In](#)

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*in acknowledgement of its unwavering focus and dedication
to achieve excellence in quality and delivery in this field.*

Sudhakar Singh

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Managing Editor
Industry Outlook