

Idea Farms believes in smart sourcing

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New Delhi-based Idea Farms concept of outsourcing IT services offers an entirely different value proposition. Its CEO and President, Mr Sunil Malhotra, said 'when I decided to set up this IT services company seven years back, I was convinced that there were enough players offering solutions to drive a company's top line and bottom line, but not any focusing on the middle or interdisciplinary path. We chose the smart sourcing route.'

IT smart sourcing, according to Mr Malhotra, is in pro-

viding enhanced business value through disruptive thinking and innovation. 'I believe in provoking the mind,' says this post-graduate in Industrial Design.

Asked what he meant, he said 'people look at technology as a wonder drug. They are keen to know what technology can do for them rather than know how things are done. They say 'technology is an enabler', but use it as an alternative to human beings. We have not been able to shut off the remnants of the Industrial Age,' he added.

So what do you do? "The

language of technology is different from the language of business. At Idea Farms, we partner with our clients, understand their businesses at the core and then bridge the potential gaps between business and technology groups to deliver practical solution."

Mr Malhotra believes in optimising the use of IT in combination with other capabilities to provide businesses a value that goes far beyond mere function and performance.

He said "though organisations are abstract and do not talk to one another, the indi-

viduals in the organisations do. The brink of the knowledge era demands that technology delivers compelling and friendly experiences. We create value concepts based on user expectations, then use technology to actualise them. Our visual design capabilities ensure that users do not have to grapple with technology endlessly."

The company for instance, has developed a work flow application on top of Lotus notes for one of its global clients. 'The tools and processes had to be harmonised and fixed and we did just that,' he said.