

SMEs find their place in the cloud

Companies such as G7CR Technologies are enabling SMEs to adopt cloud infrastructure

The bottom of the pyramid for business-to-business (B2B) companies are the small and medium enterprises (SMEs) and their technology requirements are certainly very different from any large entity. Catering to their needs can be a very tricky challenge as the business volume is certainly high but the value generated in terms of returns could be potentially low.

At the same time, most SMEs realise the importance of technology in the ever growing world of digital but find it challenging to understand the nuances of implementing the latest of these technologies.

G7CR Technologies India, a Bengaluru-based company focused on the markets of healthcare, BPO and cloud has embarked on a new initiative for the SMEs.

It is offering the SMEs an opportunity to migrate to the cloud environment at no upfront cost, with any extra payment based only on the actual usage of the services.

“Lack of financing coupled with fast paced digital disruption are proving to be major constraints for most SMEs today as they try to scale up and become increasingly competent,” said Christopher Richard, MD and chief software architect, G7CR Technologies. “The IT-as-a-Service offering for SMEs would help accelerate their growth while freeing up vital resources such as financing for core business functions,” he added.

According to Richard, a large number of SMEs need to migrate into the cloud environment but find that solutions available in the market are not suited to their requirements. Here, G7CR offers software solutions which are customised even for the smallest of the firms at no cost.

As a part of its business strategy, G7CR is vendor neutral in terms of offering the cloud services, be it Amazon or Microsoft. “Our focus is on building on the infrastructure and not so much on providing platforms as we do not want to be tied up with one vendor,” Richard said.

The public cloud services market in India is projected to grow by 30.4% in 2016 to touch \$1.26 billion, according to Gartner. The highest growth will come from cloud system infrastructure services (infrastructure as a service or IaaS), which is projected to grow 32.5% in 2016, with platform as a service (PaaS) projected to grow 31.7%.

However, G7CR plans to continue to remain focused on the SME segment only. Richard believes that there is a false presumption that SMEs will not be able to pay for the cloud services as it only requires the correct solution at the right pricing. According to him, a transparent model on the operations, especially on the pricing front, with customised solutions will help it get more SMEs on board.

As part of its future plans, G7CR Technologies is looking to expand beyond Bengaluru and foray into Mumbai and Kolkata. This expansion will happen in the next six months. It also has plans to get into the overseas market, especially South East Asia. In another one year, it also plans to set up its own data centres.