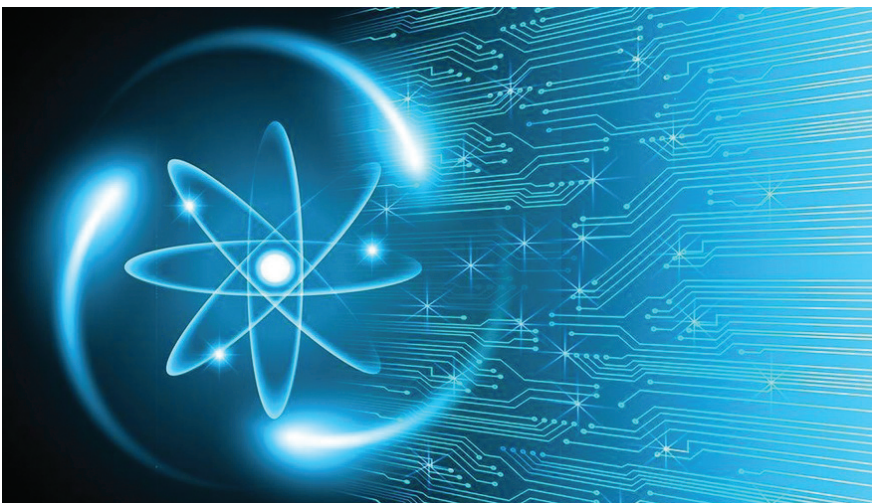


Moving to Platforms of the Future

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VARUN BHUTANI



WALK TO THE NEW

The process of digital transformation is enhancing the manner in which companies and startups perform and work, create products and services and reach out to the customers. In today's fast paced, digitally powered world, keeping up with technology has never been more important. From blockchain, AI, machine learning, automations, layoffs, culture, values, retention, strategy, tactics, especially when it comes to software as a service, digital transformation can illustrate a tremendous upsurge in development.

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Technology for Customer Experience

In today's time, companies are very concerned with providing their customers a positive experience that will attract goodwill towards their brand, create a base of loyal customers and also have an edge over their competitors. Business depends, to a large extent, on keeping the customer happy and satisfied. Technology continues to provide new possibilities for businesses to communicate and engage with their customers.

AI can play an important role in tracing and identifying consumer behaviour, an important feature that can help companies channel marketing strategies and efforts towards the correct avenues. The right blend of technology and human interaction can definitely result in improved customer satisfaction.

FUTURE OF TECH SOLUTIONS

Technology is often considered the nerve centre of growth and has empowered various industries. Technology has evolved at a fast pace over the years, from expensive enterprise software to an easy optimized consumer technology. Indian IT leaders are now experimenting with artificial intelligence, machine learning, robotic

"The rate at which technology is evolving, it is difficult to ascertain trends pertaining to anything specific, especially recruitments and hiring - the trends we observe can go redundant by the time a thought is established. However, within the gamut of technological services, there are a whole lot of jobs gaining popularity. To name a few, RPA (Robotic Process Automation), Machine Learning, IoT (Internet of Things), VR (Virtual Reality) are some areas that are picking up momentum. In the field of design, the power of UI/ UX is recognised to play a crucial role in the success of a brand/ organisation. If the design doesn't resonate with the messaging of a brand, or its core philosophy, people won't be able to connect with it."

-Twinkle Sharma, Senior Visual Designer, Tangish



"Another key trend that is being seen this year is the emergence of women in technology. The IT sector has begun to make some strides forward, and the gender disparity has slowly been correcting itself; with more women beginning to look at IT driven career options."

-Varun Bhutani, MD, Tangish, Trihund Solutions

"Tech is the future and women are indisputably an integral part of it, a diverse work place can offer a huge benefit to companies and co-workers in terms of ideas, talent and knowledge. Recognising this and working to achieve it will help to close the gender gap that still exists not just in India but around the world. It will also help to achieve comparable pay scales for both genders, recognising that women are large contributors to households. We at Tangish have taken some solid steps to help women feel safe and comfortable in the workplace. Some of our efforts include zero tolerance towards harassment of any kind, flexible work timings, Uber/Ola drops for late nights, allowing employees the comfort of working from home if needed. The implementation of POSH Policy is our main focus for women safety. More steps like this are needed, to help cover the gap and achieve true gender equality, but this is especially relevant in the largely male dominated space of the IT sector in India."

-Sonia Singh, Head - Marketing Communications, Tangish

process automation, cloud migrations and more. Technology plays an important role in harnessing the true value of the team, and can be used to develop a unique culture to suit the needs of your organisation.

IT leaders are driving the force with new upgrades and implementations. Technologies like AI, Blockchain and RPA can be the deciding factor in IT fortunes; all these technologies will ride on existing platforms and add another layer of approach to it. Some of the key technology trends are classified as below:

- Artificial Intelligence has been a staple of science fiction for years; and now we seem to be closer than ever to making it a reality. While AI has been in use for a while now, its usage was quite limited. AI is already becoming a key area for driving innovation and is set to become pretty big.
- Robotic Process Automation is based on the idea of software robots or artificial intelligence workers. It involves the computerization of mundane rules-based business processes done manually. Automating tasks like these also allows the user to radically rethink current processes, make changes and allows it to rapidly integrate with current legacy systems, which is a must to make such technology appealing to the customer
- Blockchain is a digital ledger of economic transactions that can be programmed to record not just financial transactions, but virtually everything of value. The opportunities are endless in incorporating blockchain technologies in various HR processes, especially when it comes to recruitment and talent acquisition.
- Education is another key trend in the IT sector. We are seeing the traditional classroom teaching model slowly metamorphosed into the digital education learning platform.

The author is MD, Tangish, Trihund Solutions