SoftPath Technologies - Getting Technology closer to Business

Livonia, Michigan, Nov 27, 2013 - SoftPath Technologies is a Livonia, Michigan based company focused in the area of Business Process Management solutions. The company partners with leading technology vendors like IBM, Microsoft, K2... to help its clients optimize cost, increase revenue, improve customer retention and increase customer satisfaction. Here is a brief discussion with Mr. Faizulla Shaik, VP – R&D of SoftPath Technologies, on BPM as a domain, the company and how it differentiates itself from other solution vendors.

Are BPM solutions more apt for large enterprises? Why would SMBs need BPM?

Even though large enterprises have complex challenges and would require complex solutions, BPM solutions are useful in resolving growth issues irrespective of the size of the company. It is now true that more and more SMBs have sophisticated needs and would well warrant a BPM solution.

Any organization that has experienced growth in business would have realised growth in employees, IT infrastructure, products, services, revenue streams, delivery models...Hence, as the business grows, it is just not sufficient to have highly-skilled manpower or sophisticated tools, but a well defined processes and techniques backed by a technology backbone that connects all disparate IT assets that supports each individual to deliver performance to the fullest extent.

Hence BPM as a discipline uses software and processes to discover, document, automate and continuously improve to further grow the business. This seems true for both, large enterprises and SMBs.

How does SoftPath Technologies help companies meet growth challenges? Is it addressed only through BPM solutions or with other augmented services?

We offer BPM solutions under the larger area of Application Modernization, this not only includes Business Process Management but also Workflow and Case Management, Application Integrations and SOA. We also offer specialized services on Microsoft SharePoint Server.

SoftPath Technologies' Business Process Management solutions is based on understanding customer's business and processes, identifying their strengths and weaknesses, fixing things that are broken and optimizing those that are sluggish. This is achieved with equal focus on People, Process and Technology. We provide tools and technology to control and monitor process operations, automate the workflow, allow integration of various IT systems, enforce business rules and continuously monitor the key performance indicators. We offer expertise in the following BPM toolsets - IBM, Pega, Appian, Oracle, K2, Nintex and AgilePoint.

We augment our BPM practice with the other services like, Application Development and Infrastructure & Production Support.

SoftPath Technologies' SharePoint services is focused on building portals which can act as a single infrastructure for the complete enterprise, empower build-your-own micro sites, build platform for business collaboration and streamline processes to manage content easily and naturally while

keeping an eye on compliance. Some specific SharePoint capabilities we offer include Document collaboration, Solution architecture services, User interface and design customization, Workflow Solutions, Group collaboration and syndication.

SoftPath Technologies is IBM Premier Business Partner and Microsoft Certified Partner. Our partnership with leading technology vendors ensure that our clients derive the benefit of the technological advances that our partners make all the while ensuring decreased cost, time and effort to stay ahead of competition.

Can you briefly talk about implementation methodology that SoftPath Technologies follows? How does it differentiate itself from others?

Let's answer that on two fronts, technical and project management.

On the Technical Front, we understand that most of the BPM projects that we undertake are more of re-engineering in nature than engineering. So, it needs a different discipline in planning and implementation. We understand that we would not have the luxury of redesigning or rewriting a number of software components because of the production limitations and so it matters a lot that our teams thoroughly understand the difference between practical and ideal solutions. Continuity of business is of paramount importance while a new BPM system is being designed for the improved levels of quality in meeting various sustenance and scale-up objectives of the business. It becomes a mandate to train our architects and engineers to wear business hats while doing the best wearing their technical hats.

On the Project Management and Cost Front, most importantly, there are no unique solutions. The methodology to be followed depends on various factors like – clarity of requirements, deadlines set by the business, budget limitations and the availability of the resources (both human and technical). It always helps to define a yardstick for success with SMART objectives. SMART stands for Specific Measurable Attainable Realistic and Time-bound. This also forms clear understanding between business and technical groups. As to the PM practices, there are primarily three practices that we suggest our clients, explaining the pros and cons of each methodology and explaining the scenarios that help us make a right choice - a) Waterfall, fit for small projects with high-level of clarity in the requirements. b) Agile, cost is no bar, end objectives are more or less clear, requirements can be refined as project progresses. Practical when in-house teams implement BPM projects or Implementation vendor has already developed good trust with the client. c) Mix of Waterfall and Agile, this is more common and in the best interests of both the Vendor and the Client. The understanding is that the objectives are clear, but offers required level of flexibility with the requirements and cost. This usually starts with a high-level plan and ballpark estimations and then followed by Iterative Development.

How about some real world examples of how SoftPath Technologies' solutions impacted customer business?

Sure, here are two specific examples, one from the government and another from the finance vertical.

In the first instance, SoftPath Technologies worked with a Federal Agency to automate their Document Management process end-to-end by delivering seamless integration of Workflow and Security policies of the client in a unified SharePoint solution. This solution resulted in accelerated document sharing process through automated infrastructure, replacement of paper-based documents and at the same time maintaining the desired level of information security, easy-to-use IT infrastructure through Intranet Portal and improved executive and employee satisfaction levels.

We also partnered with a US based payment processing company to streamline the merchant boarding process end-to-end, reduce the merchant boarding process time from 2 weeks to 2-3 days and create a built in notification/escalation mechanism in the process. We worked with the client's project team and accelerated Merchant Boarding process through automated infrastructure, increased business resiliency through proactive error handling and notification mechanism and improved customer service levels

So what is SoftPath Technologies' focus, any specific verticals it operates in?

SoftPath Technologies was founded in the year 2006 with a focus to partner with companies to help them manage change that accompanies growth; this change could be with regards to business strategies, markets, products, technologies, people, customers and their expectations. SoftPath Technologies helps these companies design & implement "Business-Driven" IT solutions for ever changing business challenges.

Our clientele includes leading Government agencies, Financial Institutions and Healthcare companies. We are foraying fast into other verticals.

We are headquartered in Michigan, US with offices in Ontario, Canada and London, UK. We have our development centre in Hyderabad, India.

Who are the key people who drive technology initiatives at SoftPath Technologies? What is the experience they bring to the table?

SoftPath Technologies' employees bring varied skills, experience and expertise but with one single and unique "solution-centric" approach to all business interactions. This holistic approach combines both "IT" and "People" centric approaches.

Here is a brief introduction of some key people who drive this approach at SoftPath Technologies.

Jay Gubbala is Chief Solution Architect & Vice President, Service Delivery; he holds the overall responsibility of driving Operational Excellence by providing Technical Leadership to SoftPath Technologies Service Delivery teams. Jay, as he is known to his friends, plays a key role in providing vision and direction to the IT Services group, advising on strategic planning and executing operations of the Program Management & Service Delivery teams in alignment with the business strategies. Jay has extensive experience in executing enterprise-class projects in the area Business Process Management & other Application Modernization tools and technologies. He has experience in planning and executing projects involving Business Driven Architecture and Re-engineering. In a career spanning over sixteen years he has been associated with Goodyear, Genesys Health Systems, U.S Department Of Interior – Bureau of Reclamation, Henry Ford Health Systems, IBM, Michigan State Department of Corrections and American International Group (AIG).

Faizulla Shaik is Vice President, Research & Development; he plays a key role in Defining & Driving overall Strategies of the Company. He is responsible for aligning and coordinating core business functions of Engineering, Sales, Marketing and Recruitment, identifying core responsibilities and creating leadership to drive its execution and to improvise and streamline all internal business processes. Faiz has more than a decade and half years of experience in the IT industry in the areas of Engineering Processes, Software Architecture, Application Migrations & Re-Engineering and Application Integrations.

Sunita Jogi is a Technical Architect, she plays a key role in mentoring the junior engineers and with a strong understanding of SoftPath Technologies' business focus and she also adds to the Engineering Excellence by training the experienced engineers on the advanced technical aspects and the best practices associated with the BPM and SOA verticals. Sunita brings about a decade of IT industry experience and is a seasoned Java/J2EE professional with experience in delivering enterprise class solutions on IBM Lombardi Teamworks, IBM ILog JRules, IBM WebSphere Process Server, Oracle Fusion Middleware and Java Caps.

What is that an employee joining SoftPath Technologies can look for?

We try our best to ensure that our employees get to work on what they would love to work on. We pay attention to matching their assignments, roles and career paths to match their strengths and interests. We inculcate the habits of looking at the things from the eyes of the customers and suggest or implement the practical solutions – be it Business Driven Design or Business Driven Development.

We believe in continuous learning as a Team. Our group learning practices, tagged with "Give and Take" are one of the success factors. We expect every employee coming onboard brings in new set of strengths to the team and at the same time takes in from the strengths and skills that we have developed – be it Technology Expertise, Functional Domain knowledge or Best Practices of Project Management. Our motto is to make sure the team is in pace with the Industry.

On the monetary front, while we expect that everyone adds value to our clients and thus the organization, there is always a need for recognizing and rewarding the better performers and we pay close attention to this.

How should anyone contact SoftPath Technologies for more information about your company?

I request them to write to us at hello@softpathtech.com or visit "Contact Us" page on our website, www.softpathtech.com, to directly reach any of the management team members.

PR Contact
Sudhindra R Subodha
marketing@softpathtech.com