

Optimal Ready to Help Companies Through Globalization Boom

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Dallas-based Optimal Solutions Integration, is ready to help companies through the globalization boom. The technology consulting firm works with organizations to combine onsite expertise with offshore capabilities. CEO Gurvendra Suri talks about outsourcing, complexity, and living by one simple maxim.

How did Optimal Solutions Integration get started?

Optimal was founded in 1995. At that time, investments in large-scale enterprise technology systems were in full swing among companies with expansive global operations. Many of these large projects were fraught with costly mistakes. Deadlines were missed. Costs skyrocketed. There was often a disconnect between expensive software and critical business processes. And seamless integration of multiple systems deployed across a global enterprise was more a pipe dream than a business reality.

We saw companies taking high-risk gambles with these complex technologies, and knew there was a genuine need for consultants with the experience and know-how to

bring these projects to fruition. We put together a team of technologists with a deep understanding of business processes, and in a short period of time, we gained a reputation as a company that mitigated risks, and that made these costly technology investments pay off.

Why do you think there's a need for your services?

I think there will always be a need for the sort of skills and experience we bring to the table. Success in today's global economy hinges on a company's ability to gather real-time intelligence and sustain enterprise-wide visibility. Leveraging technology to accomplish these goals is a foremost imperative, but most companies lack the skills and resources needed to pull it all together. That's where we come in. We're not afraid of complexity. We know the challenges associated with global implementations.

How is the company faring in the current economic climate?

Optimal has sustained significant year-over-year revenue growth since we began in 1995. We've also just recently expanded our offshore facilities in Bangalore, India. We're seeing a spike in the demand for our global offshore outsourcing service, especially among Fortune 1000 companies in the Asia/Pacific and EMEA regions.

What are the largest challenges that you see in providing your service?

Customer skepticism. They've bought all this expensive enterprise technology and wonder where the payoff is. They're not seeing the tangible business benefits and the return on investment they were promised. Understandably, they're a bit overwhelmed by the daunting task of implementing this technology globally, and they're reluctant to increase their spending on technology.

Our biggest challenge is convincing clients that there are real savings to be had, and true, business-meaningful efficiency gains, and that we've got the experience and skills to help them realize both. They've made the massive investments, now it's time to make the incremental ones that generate the huge ROIs.

Do you have anything in the works for the future?

Our plan is to grow the company substantially over the next several years, but we will do this by remaining focused on what has made us successful thus far. Our success can only be measured by the success of our customers. This is a maxim we all live by at Optimal. We also anticipate strong growth in our global offshore outsourcing practice. Again, our proven ability to mitigate risks will be a determining factor in our success.