


india is innovation

Microsoft & Innovative Software Solutions

Microsoft®



The demographics and demands of consumers of software products are drastically changing. And so is the Indian software ecosystem. It reflects a new world where richness of capital, demand, talent and technologies go hand in hand with new ways to map innovativeness, across domains, from business models through processes to break-through products.

Why invest energies in managing these factors, when you can leverage them to advantage? The need of the hour is to strengthen the innovation momentum that's driving this revolution in the Indian IT idea space. And to take IT and its derivatives beyond the digital divide...to direct it to advantage and create new markets and opportunities.

The showcases in these pages stand testimony to a whole genre of creative ideas that have been effectively nurtured to transform into innovative business solutions in the real world.

Today, new ideas and industry-standard technologies continue to emerge in the software industry at an unprecedented rate, bringing exciting opportunities to growing companies and opening doors for the venture investment business. To demonstrate its commitment to helping emerging businesses achieve their highest potential, Microsoft offers a set of outreach programs that provide critical resources - including business facilitation and funding process - to each solutions partner. Growing companies have opportunities to connect with new customers and other channel partners through joint sales and marketing efforts. With access to the full suite of Microsoft platform technologies, companies can extend their competitive advantage in the market place.

Technology for today's customers - Microsoft technology provides emerging businesses with the resources to create powerful, easy to use solutions that address the needs of today's customers. This brochure profiles some of these leading solutions from India that have helped customers improve productivity, reduce costs and occupy a niche in the market place. Together, Microsoft and its partners are taking innovation to the next level.

innovation begins here...

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Cranes Software The Value Multiplier Business Model



Cranes Software is a global scientific and engineering products and solutions provider. Their business strategy is to identify and acquire undervalued technology assets in the scientific software segment. Their 'Acquire-Enhance-Expand' business model is not only unique, but extremely successful.

The undervalued IP assets are continuously enhanced in Cranes' India development center, and marketed through a focused sales network. Localized marketing strategies have been used to effectively reach global markets.

Featured Innovation

Acquisitions included a suite of scientific data visualization software in 2000; award winning statistical software SYSTAT in 2001; the Sigma product line in the data presentation and analysis space in 2004; and NISA in the Computer Aided Engineering space in 2005. Thus, Cranes cost-efficiently created an IP-based portfolio of strong established software brands, with loyal customers aggregating 360,000 worldwide.

After acquiring SYSTAT, Cranes enhanced it and released Version 11 nearly revamping the product in not only its look and feel but also its technical capabilities. This product was well accepted by the user community and critics alike and won international awards and accolades.

Cranes launched SigmaPlot 9 as part of the Sigma product line, with expanded graphing and data analysis capability, in mid-2005. Later, Japanese versions of these products were launched and several other language versions are in the pipeline.

Success Story

Crane has achieved tremendous success with its new business model. The increased incidence of IP-driven business revenues has allowed Cranes to expand revenues from under \$2 million in FY2000 to over \$36 million in FY2005, while operating margins have increased from 27% to 57% within the same timeframe. ROI was at 25% on end of year capital in FY2005. The revenue per employee in FY2005 was an impressive \$100,000 which is up 48.5% over the last two years.

Following the acquisition of IPs, Cranes has rejuvenated several software brands after long periods of neglect. The global community of scientists has historically demonstrated deep brand loyalties and long-term patterns of usage within their frameworks of choice. For instance, despite SYSTAT remaining available only in the outdated FORTRAN environment till a few years ago, the software still had a significant base of active users. Cranes' software portfolio supports global research-based activities, and the regular post-acquisition updates and feature additions are expected to have improved the work environment efficiencies for the user base.

The success of their model depends critically on value addition of research to the suite of scientific software products with each release. The company has now established a culture of scientific research driven business benefits which is now driving the physical infrastructure and ecosystem of the company. Cranes was first to establish a MEMS Lab in the Indian Institute of Science and the first software company to open an innovation center at IISc in the same campus. This demonstrates the commitment of the company to research in innovative technologies.

Blazing the innovation trail

The strengths of Cranes' innovative business model are its ability to identify the right products and resell the enhanced product in various markets. The smartsness of Crane Software's business model lies in interleaving these inherent strengths with the advantages of offshore-based product development.



get innovative!

The Microsoft Emerging Business team works with Venture capitalists and start-up companies worldwide to further innovation and accelerate the building of a strong software ecosystem.

To engage with Microsoft Emerging Business Team in India write to jsvbe@microsoft.com

