

# G K Muralikrishna

## Helios & Matheson Information Technology Limited

**'M'**arathon runners'—is how he defines his team of workers. The goals he has set for himself and the team explain that tag-name.

G K Muralikrishna began his venture with 'the urge to achieve something significant'. He wished to create an enterprise that would make him proud, besides allowing him to enjoy the fruits of its success.

Helios & Matheson Information Technology Limited was started in 1991, to provide consulting and IT services to global clients, to help conceptualise and actualise technology driven business transformation initiatives. It seeks to deliver high quality and cost effective services to clients through mature delivery processes, efficient infrastructure and skilled resources. The company has had a significant role in optimising the performance of several organisations by perfecting its global delivery model.

It seeks to provide superior solutions through extensive knowledge of industries, issues, business processes, collected through systematic and constant research and insights gained through experience. A well developed infrastructural network, which includes development centre campuses in India and a global development centre, and a high speed communication links ensure easy access to clients worldwide and quality delivery on time.

The project management methods which have achieved quality in developing applications, have won accolades from clients across the world, including the global 2000 corporations. The company offers the best of offshore development services, backed by rich industry experience, advanced technology knowledge, cultural compatibility and local consulting presence that maximise business strategy execution.

Over the years, the company has built a strong presence in both America and Europe, besides establishing good client relationships. It has been listed on the NSE, BSE, MSE and the NASDAQ Capital Market, since 1999. It belongs to part of the elite group of BSE-500 index stock, reflecting high standards in corporate governance, and currently employs over 1700 employees.

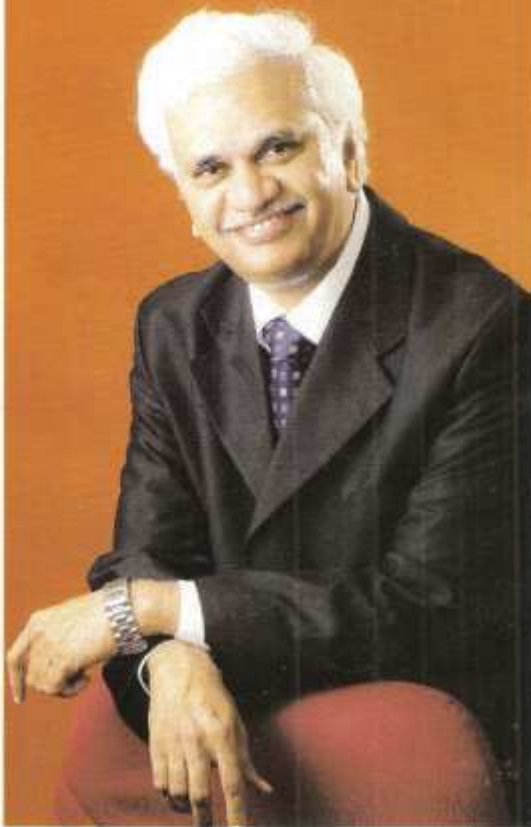
Helios & Matheson has a history of growing through judicious acquisitions. So far five acquisitions have been made—The Laxmi Group, Inc and SystemLogic Solutions Limited were acquired in 2001, besides Jayamaruthi and Maruthi Infotech in 2004. 2006 saw a seamless merger with A Consulting Team Inc, in the US, bringing positive growth to the venture.

Retaining the merger is as important to Muralikrishna as the process of acquisition itself. He believes that he will continue to be successful in multiple acquisitions, 'because of clearly defined and adhered to acquisition objectives and processes. Nevertheless, acquisition integration is and will remain a challenging aspect of any acquisition.' Every new acquisition teaches him new lessons which help him better the next one. At the moment the company has its presence established in the US (New York, New Jersey, Los Angeles and San Francisco), UK, Canada, Singapore and India (Chennai, Bangalore).

The Y2K boom posed a challenge to the venture, when other IT companies capitalised on building client relationship. Muralikrishna lost no time in getting into the acquisition mode, after the boom, building long-lasting client relationships, which saved the company the apprehension of putting employees on the bench.

Understanding the importance of talented human resources, the company has designed practices to

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nurture them, which in turn drives to them achieve excellence in performance. The company boasts of a talented team of skilled personnel with extensive experience in all facets of systems design, development, implementation, training and maintenance.

As a part of its Corporate Social Responsibility (CSR), the company provides assistance to several philanthropic organisations, besides adopting environment-friendly practices. It proactively combines both, ensuring that old computer systems are used to equip computer labs in schools, instead of being disposed. It also initiates the process of augmenting possible Healthcare IT support to deserving NGOs, which is crucial to secure and protect valuable information gained through the process of extensive research studies and surveys. Helios plans to take it up as a CSR initiative, in line with its business and technology competence.

For the future, capitalising on the company's capacity to deliver in the healthcare and technology verticals, and on strong client relationships, Muralikrishna, expects to grow his present client base significantly in the next 2 years. Over the same period, he is looking to increase the business from the top 10 clients four-fold, which would show aggressive growth in revenue. The company plans to expand its strength to 3000 and more by 2009, and expects to achieve this through organic growth and strategic acquisitions.

Muralikrishna identifies goal orientation, hard work and perseverance as important qualities to deliver success in this venture. The marathon runners that they are, the members of his team are poised to achieve new successes.