

# Josh Software: Putting web solutions 'on the rails'

**BY ANAND PARTHASARATHY**

A few years ago, I met Gautam Rege and Sethupathi Asokan for the first time, on the sidelines of the 'Ruby on Rails' conference in Bengaluru. The duo — and the company they had cofounded in 2007 — Josh Software — were the undoubted stars of the event. Why? Because the Pune-based Josh is a global leader in developing web solutions for clients that are rooted on the Open Source programming framework known as Ruby on Rails — or just Rails. Singular focus on this technology has helped Josh roll out solutions that are often faster, more scalable and robust than similar solutions on other platforms.

Many large enterprises from Cisco to IBM to Yahoo to NASA run their systems on a Rails framework. While the adoption in India is slowly picking up, it has the potential to be a game changer for the country, enabling enterprises to gain market leadership through crucial differentiation by way of speed and ability to respond, Rege told me

Both Rege and Asokan have a

background with US-based storage security leader Veritas (now a Symantec company, that retains its own strong presence in Pune) till they decided to start a company with Rails as its USP. Josh Software concentrated on building up core expertise in Rails which increasingly sees clients world-wide referred to this Indian company for supercharging their Web-based tools and customer-facing solutions.

Open Source is their dharma and they are constantly promoting it. The most recent rollout from Josh Software is CodeCuriosity a platform that enables a self-motivated contribution from members of the open source community to track and measure their open source contribution and get rewarded at the same time.

With an aim to gamify the experience, the platform allows users to set their own goals based on their time commitment for contribution and their own individual aspirations. The user is allowed to choose across three goals, namely Hiker, Mountaineer and Rover, in order of difficulty..

Another recent initiative that promises to help Pune's Smart City

quest is called SimplySmart aimed to make simple things smart in a smart city. It started with the innovation of IoT devices related to water and electricity. The company has made these smart water meters and electricity meters and ultimately focuses on providing smart affordable housing to the customers associated with smart cities.

In other ways too, the DNA of the parent company Josh Software, is Pune centered: Many of the team of 40+ engineers were educated here: Co-founder Gautam Rege is a product of Pune Institute of Computer Technology (PICT). Director Sameer Tilak has a Masters degree in Computer Science from Pune University. Team Lead Kiran Chaudhari graduated from Pune University with a Bachelor Degree in Computer Engineering. Senior Software Developer Anuja Ware, holds an M.Tech in Industrial Mathematics and studied at Fergusson College...

At Josh Software, their strong local roots and their belief that programming is an art, helps the company think and innovate locally — but act and deliver globally.

*IndiaTechOnline*



The Josh Software team in their finest Puneri look