

Value Creed

Leaders

Priyankar Datta

Managing Director

With nearly two decades of technology solution development, Priyankar is one of the world's foremost CTRM platform experts. He has build a career developing and implementing CTRM products for leaders in the upstream, downstream, and midstream power and gas market.

Raja Kanthadai

Chief Operating Officer

A CTRM visionary and a seasoned leader in the space, Raja leads Value Creed's exponential growth deriving from our unique Run Smart™ managed service business model. Run Smart™ manages, monitors, and maintains corporations' CTRM platforms worldwide, 24 hours a day, 7 days a week

Nitesh Raj

Managing Director – India

A motivated business leader with more than 13 years of IT consulting and operations management experience. With a deep understanding of business operations and employee engagement, he is an expert at analyzing team dynamics and leveraging resources to achieve businesses' productivity, service, and profit goals.

Mark Hill

Advisor

An expert at uncovering and deriving innovative solutions within the CTRM ecosystem, Mark is responsible for advising Value Creed on strategic market approaches to growth. He develops business relationships and partnerships that can flourish under the Value Creed business model.

Our Values Reflect Our Personality

Smart

Value Creed's Run Smart™ round-the-clock vigilance keeps your CTRM system operating at peak efficiency to achieve meaningful, attainable, measurable goals through analytics and optimization.

Challenging

We constantly test the status quo and our own beliefs to deliver innovative technologies such as business process outsourcing, robotic process automation and DevOps to the CTRM environment.

Expert

Our consultants have amassed expertise not only in data mobilization but also within the oil, gas, utilities, and power marketing sphere. That insight drives aggressive problem solving, and a better way of doing business.

Flexible

We know all clients are not alike. That's why we customize each contract to put the right people and resources to work solving individual challenges. We tailor pricing, service levels, and product components to meet your needs.

Transparent

Our open, collaborative communication extends not only to our clients' IT teams but also to their business and user groups and software vendors so we can establish rapport and proactively keep you in control while we operate behind the scenes.

About:

Origins and History Value Creed was founded with the vision of finding and nurturing talent in the Commodity Trading and Risk Management (CTRM) domain¹. The company started its full-fledged operations in 2017¹. The founders aimed to break stereotypes that limited employees' growth in an organization¹.

Services and Features Value Creed offers a comprehensive suite of CTRM solutions²³. Their services include:

RunSmart Managed Services: This service provides round-the-clock support for CTRM platforms worldwide³.

Expertise on Demand: This service provides on-demand access to CTRM experts³.

Robotic Process Automation: This service automates repetitive tasks to improve efficiency².

Platform Upgrades: This service ensures that the CTRM platform is always up-to-date².

Cloud Services: This service moves complex CTRM solutions to the cloud for greater speed, flexibility, and security³.

Testing: This service ensures that new extensions and modifications work as expected².

Business Process Outsourcing: This service allows companies to outsource certain business processes to reduce costs³.

DevOps: This service improves collaboration between development and operations teams².

DataSmart Data Management: This service ensures that data is accurate, consistent, and easily accessible