

Team 6

Ramco Case Study

By: Lakshay Malhotra, Meng Tong, Rohith CMR





ramco

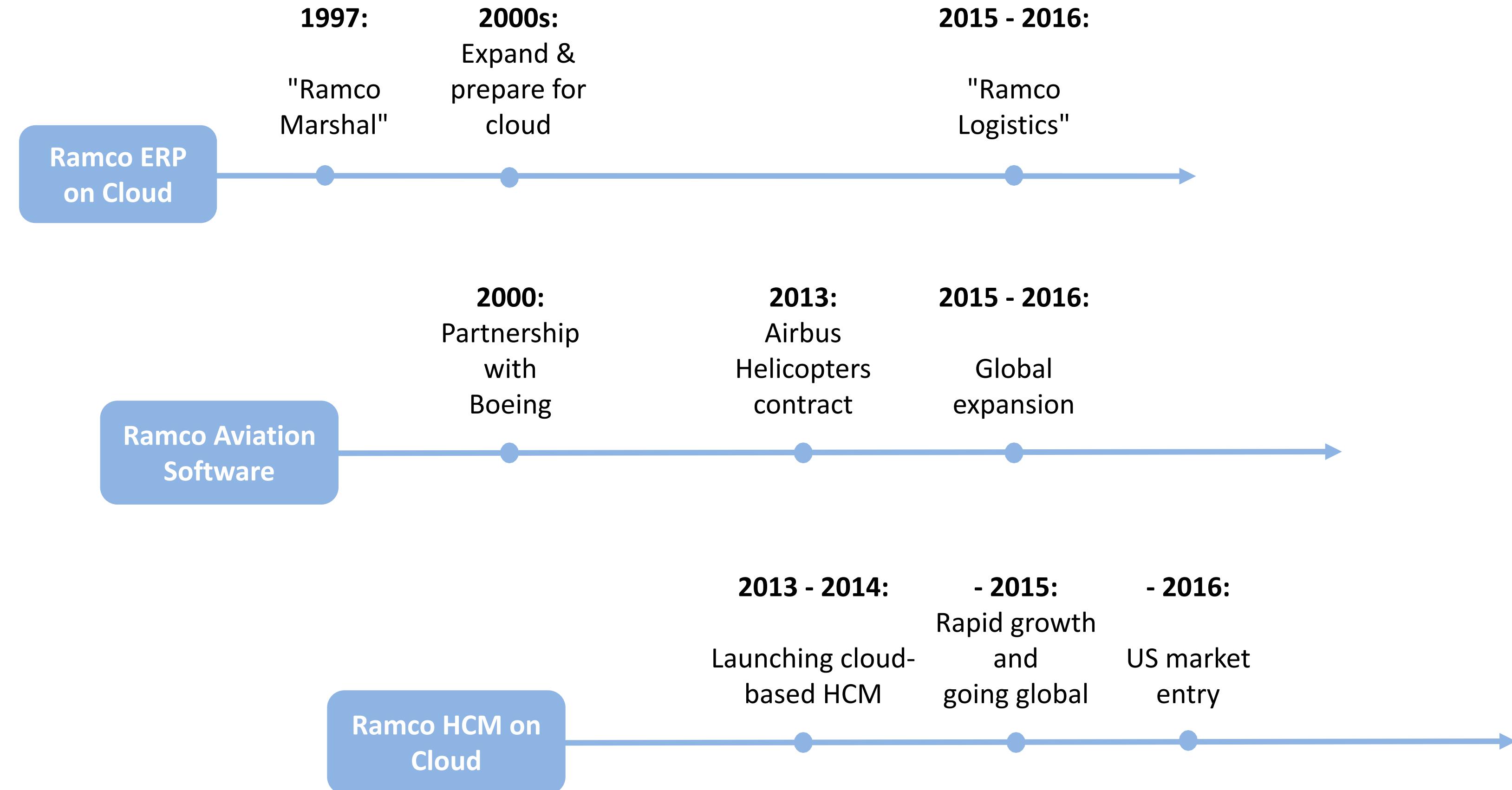
Founded in 1992

CEO (2016): Virender Aggarwal

Three products:

1. Ramco Enterprise resource planning (ERP) system on cloud
2. Ramco Aviation
3. Ramco human capital management (HCM) system on cloud

RAMCO PRODUCT TIMELINE



PRODUCT DEFINITION

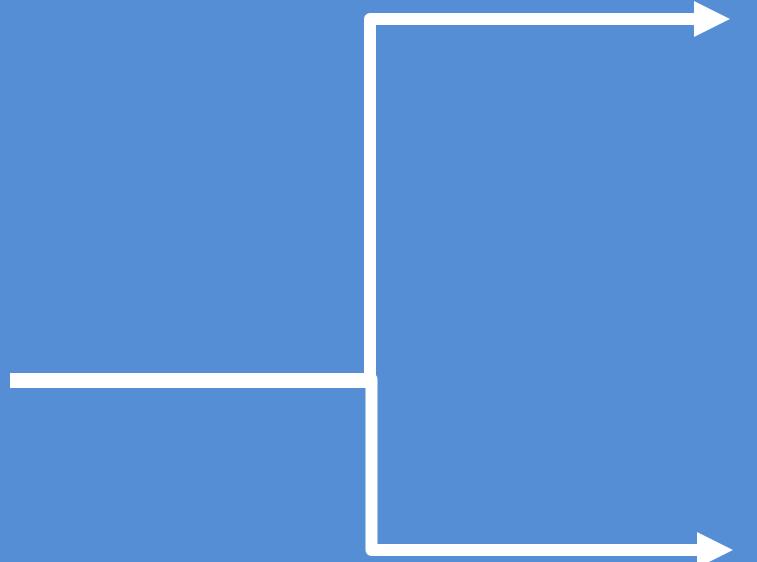
"... standardized offerings and products and made these available off the shelf, with minimal need for customization. Ramco also created structures and processes related to these products for maximum leverage."

PRODUCT PHILOSOPHY

Hub It, Mail It, Thumb It, and Prompt It.

PRODUCT DEVELOPMENT REQUIREMENTS

- Product Development Team
- Horizontals Team
- Market Intelligence Team

- 
1. Product Support Channel
 2. Prospects Channel
 3. Customer Acquisition Channel
 4. Customer Advisory Council

- Business heads
- Presales teams
- Senior professionals from implementation teams
- Product development teams
- Customers

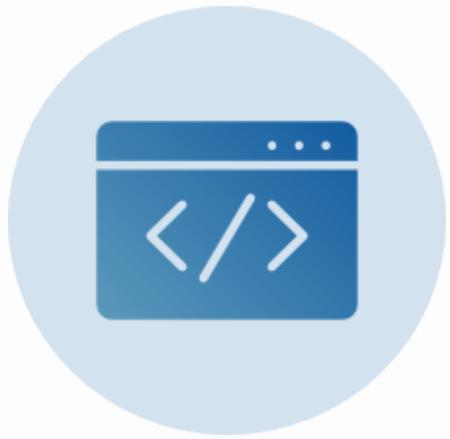
BUSINESS SUCCESS FACTORS

- Differentiation
-> niche market & customer segmentation
(spending over US\$5 million on ERP solutions)

- Quick to responses
challenges -> outpace giants

- Standardized offerings

Analyzing the top Solutions



Focus on SaaS and cloud solutions

- Aligns with the Global IT trends, reaching a wide range of consumers
- Offers reoccurring revenue
- Positions Ramco to adapt to market changes
- *May lead neglect of large clients needing infrastructure*



Cultural transformation programs

- Recognizing and retaining top talent can change the company culture
- Open work spaces, CEO-meets, wellness programs
- *Downside is the cost and resistance from employees.*
- Optional activities create a win-win situation



Mobile-first strategy

- Helps keep pace with global competitors with large pockets and R&D teams
- Meets customer demand for mobile solutions.
- *Requires significant investment*
- *Can risk neglecting code functionalities*

Investing in technology by expanding cloud and SaaS offerings

- **01** Supports long-term adaptability, enables real-time data processing, and aligns with the market trends in enterprise IT.
- **02** Strengthens Product capabilities and helps Ramco remain competitive by increasing client accessibility and flexibility
- **03** Allows Ramco to deliver continuous updates with new features and faster enhancements. This supports the culture of innovation as the updates reflect new trends in the market.
- **04** A SaaS Model provides recurring revenue from subscriptions and lower customer churn. This gives Ramco financial stability in a competitive market

Problems

Ramco faces the stereotype of Indian firms as IT service providers, which may limit its appeal as a leading product company.

Ramco's work culture needs transformation to support rapid, consistent innovation to stay competitive.

Problem 1

Brand value & Market Perception

Problem 2

Innovation & Product Culture

Problem 3

Mobile Strategy Ambiguity



Recommendations

Rebrand as a Global Product Innovator

Highlight Ramco's product capabilities and success stories with global clients to reposition as a "Made in India for the world" product-first innovator.

Plan for AI and focus on Mobile-First Solutions

Invest heavily in AI and commit to a mobile-first strategy, enhancing user experience and functionality.

Strengthen Innovation Culture

Transform the work culture with initiatives that encourage agility, collaboration, and creativity to drive innovation.

Data analytics

Investing in data analytics can be a critical solution for enhancing Ramco's iPO engine's ability to manage real-time disruptions and complex ERP constraints.

Execution Timeline

Short-term (0-12 months)

Launch branding campaign, establish an AI research team, plan and initiate dev on mobile features

Medium-term (1-3 Years)

Start testing AI features in ERP and HCM products, release new mobile features, initiate cultural and incentive programs.

Long-term (3-5 years)

Evaluate impact, refine strategy, and expand into additional markets with improved AI-driven, mobile-optimized solutions.



THANK YOU!

Questions?

