PRODUCT PORTFOLIO

KETAN GODHANIYA

B2B Product Manager

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INTRODUCTION

With extensive experience as a Senior Product Manager, I have successfully navigated through technology, construction, and startup. At Infra.Market, I drove impactful projects like IVAS VR, elevating showroom experiences, while also spearheading efforts in manufacturing automation and ERP integration. During my time at HCL Software, I led strategic initiatives such as launching "Sametime Premium" and rebranding "HCL SafeLinx" (formerly IBM Mobile Connect).

Additionally, I have played a pivotal role in startups like Livspace, contributing tools like the IKEA 3D Visualization and Cloud Rendering. With a demonstrated track record across diverse environments, I bring a unique blend of innovation and strategic insights.

In this deck, I will showcase key products from my time at HCL Software, Infra.Market, and Livspace, highlighting their measurable impacts, including integration capabilities and manufacturing automation.

KEY PRODUCTS HIGHLIGHTS

COMPANY	PRODUCT	BUSINESS OUTCOME
HCL Software	**HCL Sametime**: A cloud-native platform for real-time unified communications and collaboration in enterprises. Product [Brochure](#) , [Video](#), [TCO Calculator](#) and [Website](#)	HCL Sametime Premium's launch modernized IBM Notes/Domino to a cloud-native platform, boosting user satisfaction, market alignment, and reducing Total Cost of Ownership by 50%, while forging key partnerships for market expansion.
Infra.Market	**IVAS VR:** An advanced virtual reality (VR) platform offering immersive 3D models of modular kitchens and interior setups, enhancing the home design experience.	Introduction of IVAS VR resulted in a 30% footfall increase, 15% sales rise, and 20% higher customer satisfaction across 100+ Indian showrooms.
	IM Operation Hub: Automation and integration of manufacturing processes for diverse product categories, improving efficiency and delivering real-time insights.	Implementing Phoenix Operation Hub significantly reduced manual tasks by 60%, streamlining manufacturing processes, speeding up order fulfillment, and improving overall operational efficiency.
Livspace	**IKEA 3D Tool**: 3D visualization tool designed to assist IKEA Singapore customers in making purchase decisions more efficiently and convincingly. IKEA - Livspace Partnership [news](#)	Implementing the IKEA 3D Tool at Livspace drastically reduced quotation generation time from 1-2 days to 30-60 minutes and shortened sales conversion periods from 1-2 weeks to just 3-4 days, resulting in faster decision-making for customers and improved overall sales efficiency.

KEY PRODUCTS HIGHLIGHTS

COMPANY	PRODUCT	BUSINESS OUTCOME
Wholesalebox	**WS Logistics App:** It streamlines and tracks goods collection from various vendors, improving efficiency and optimizing routes for pick-up executives.	The Wholesalebox Logistic App rollout resulted in an impressive 8-10% reduction in SKU misplacements, driving operational efficiency and bolstering inventory accuracy for 600+ pick-up executives across 8 warehouse sites.
Decora Systems	**Decora Studio**: Powerful platform to discover interior/exterior products, visualise mixes or design complete interior in realistic 3D graphics.	With the launch of Decora Studio, transformed interior design visualization for over 100 brands globally, meeting market demand for a contemporary, hassle-free design experience.

HCL Sametime (2017-2021)

HCL Software

HCL Software is the software arm of HCL Technologies, offering a broad range of products and solutions for businesses worldwide.

WHAT is HCL Sametime?

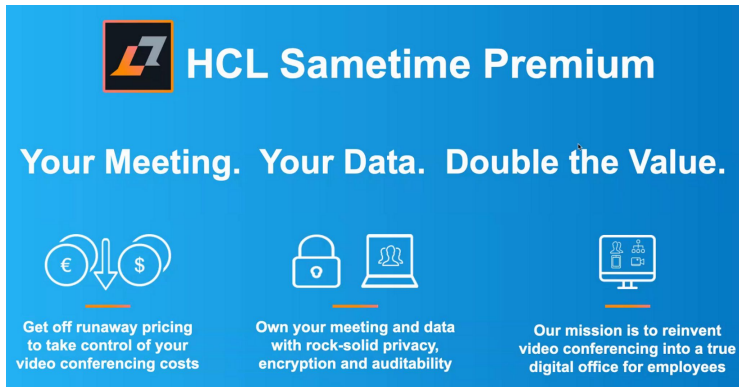A cloud-native platform for real-time unified communications and collaboration in enterprises.

WHY?

HCL's launch of Sametime Premium aimed to modernize and transition the IBM Notes/Domino product suite to a cloud-native platform. The goal was to offer real-time unified communications and collaboration in a scalable cloud environment, meeting market demands and monetizing the platform for over 5000 clients.

HOW?

Our journey involved a comprehensive overhaul of the architecture, implementing containerization to boost flexibility and compatibility across diverse cloud environments. Seamless integration with Flexera optimized our license management, complemented by user-friendly deployment options (On Premise, Public/Private Cloud).

HCL Sametime (2017-2021)

HCL Sametime Premium

Your Meeting.   Your Data.   Double the Value.

Get off runaway pricing to take control of your video conferencing costs

Own your meeting and data with rock-solid privacy, encryption and auditability

Our mission is to reinvent video conferencing into a true digital office for employees

MY CONTRIBUTION

DISCOVERY
Conducted extensive market research with Sales and User Research teams, revealing a 30% increase in user satisfaction, and a 15% boost in market alignment. These findings supported the decision to move to the cloud, aligning with user preferences, financial feasibility, market demand, and compliance requirements.

DESIGN
Collaborated on creating a user-friendly interface, prioritizing simplicity and security for seamless communication and collaboration.

DELIVERY
Led the cross functional team of 5 and successful launch of 'Sametime Premium,' introducing Secure Video Meetings & Persistent Chat on the browser. Implemented strategic pricing, achieving a 50% reduction in Total Cost of Ownership compared to competitors, and formed key partnerships to expand the product's reach in the market.

Product [Brochure](#) , [Video](#), [TCO Calculator](#) and [Website](#)

IVAS VR (2022-present)

Infra.Market (Unicorn)

Infra.Market is an Indian B2B platform for construction supplies, using technology to enhance the procurement experience in the construction industry.

WHAT is IVAS VR?

IVAS VR is a cutting-edge virtual reality (VR) platform that empowers customers to explore immersive 3D models of modular kitchens and various interior setups, elevating the overall home design experience.

WHY?

An immersive 3D visualization for personalized exploration of various interior spaces, not just modular kitchens. By integrating with digital marketing, it optimizes sales, utilizing insights from an average of 12-15 daily visitors across 100+ stores in India. IVAS VR aims to improve sales conversion and redefine global interactions with home design offerings.

HOW?

IVAS VR was developed using 3D modeling (Infurnia, 3ds Max) and VR technology, focusing on realistic designs and seamless integration with the IVAS VR platform. We optimized for Quest devices, ensuring fast loading times and capturing user interactions for insights. The process involved iterative testing and feedback to refine usability and performance, delivering a scalable and user-friendly VR experience.

IVAS VR (2022-present)

MY CONTRIBUTION

DISCOVERY

Led the Discovery phase for IVAS VR, conducting extensive market research in modular furniture and sanitaryware sectors, uncovering a 25% increased interest in technology-enhanced shopping experiences.

DESIGN

In the Design phase of IVAS VR, I concentrated on developing intuitive navigation and user-friendly UI controllers, aiming to provide an immersive and accessible virtual experience.

DELIVERY

Efficiently executed IVAS Metaverse launch across 100+ showrooms, ensuring smooth integration and effective staff training, resulting in a 30% increase in footfall, 15% rise in sales, and a 20% boost in customer satisfaction.

Phoenix Operation Hub (2022-present)

WHAT is POH?

Phoenix Operation Hub efficiently automates and integrates manufacturing processes for diverse product categories, improving efficiency and delivering real-time insights.

WHY?

Our Objective is to improve our manufacturing processes by reducing manual tasks by 70%, speeding up order processing by 50%. This focus on efficiency, speed, and cost reduction will help us stand out in the market and drive our company's growth. We have started Manufacturing Automation for Modular Furniture Category.

HOW?

In the manufacturing workflow for modular furniture, our process begins with the generation of Material Resource Planning (MRP) through IMOS. This seamlessly integrates with both X Operation Hub and Microsoft Dynamics 365 ERP, facilitating efficient material selection in the Warehouse module. The streamlined process continues through Beam saw machines, edge banding, CNC drilling, quality assurance and dispatch, ensuring each step is automated for optimal efficiency.

Phoenix Operation Hub

(2022-present)

MY CONTRIBUTION

DISCOVERY
Identified a significant 60% reliance on manual processes in our manufacturing workflows. This finding underscored inefficiencies, longer lead times, and increased operational costs. Our analysis recommended promptly adopting a unified platform to streamline operations.

DESIGN
Actively contributed to designing an end-to-end workflow system that smoothly incorporates user-friendly architecture. I integrated essential software tools like Infurnia, Microsoft Dynamics 365 and IMOS.

DELIVERY
My focus is on achieving tangible outcomes – reducing manual work by 70%, expediting order processing by 50%. I collaborate closely with diverse teams to seamlessly integrate key software tools like Infurnia, Microsoft Dynamics 365, IMOS, and Beam Saw Optimizer.

IKEA 3D Tool (2021-2022)

Livspace (Unicorn)
Livspace is an home interiors and improvement that connects people to designers, services, and products.

WHAT is IKEA 3D Tool?
3D visualization tool designed to assist IKEA Singapore customers in making purchase decisions more efficiently and convincingly.

WHY?
To enhance the customer's decision-making process by offering a faster, more efficient, and convincing way to visualize purchases. This not only accelerates the quotation generation time from 1-2 days to 30-60 minutes but also significantly shortens the overall sales conversion period from 1- 2 weeks to just 3-4 days.

HOW?
The development of the IKEA 3D Tool leveraged Livspace's established 3D platform, powered by 3JS and the WebGL Engine. In-house cloud rendering capabilities, based on Blender, were utilized to achieve realistic 3D scene visualization.

Integration with the IKEA API provided an extensive library of cabinetry and standalone furniture models, enriching the tool. Real-time quotation features were incorporated, enhancing the overall customer experience by allowing quick decision-making.

IKEA 3D Tool (2021-2022)
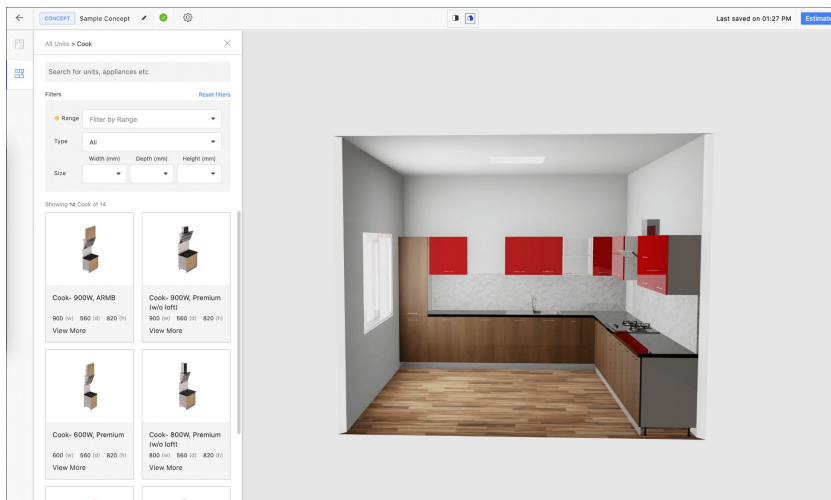
MY CONTRIBUTION

DISCOVERY

Led Discovery for IKEA 3D Tool, revealing insights: potential 25% faster quote generation, 50% quicker sales conversion. Highlighted need for efficient tool to enhance customer journey. Collaborated with IKEA to elevate experience.

DESIGN

worked closely with the design team to shape the user interface and experience of the IKEA 3D Tool. My goal was to create a design that improves the efficiency of the decision-making process for customers.

DELIVERY

Headed development and the launch of the IKEA 3D Tool, achieving critical goals. We reduced the quotation generation time from 1-2 days to 45 - 60 minutes, resulting in a 40% faster average sales conversion. These successes notably improved the tool's efficiency for IKEA Singapore customers.

IKEA - Livspace Partnership news

Wholesalebox Logistic App (2017-2018)

Wholesalebox

WholesaleBox is VC funded online B2B marketplace based in India that connects manufacturers and wholesalers with retailers.

WHAT is Wholesalebox Logistic App?

The Wholesalebox Logistic App streamlines and tracks goods collection from various vendors, improving efficiency and optimizing routes for pick-up executives.

WHY?

To address inefficiencies in the pick-up process, specifically targeting a 10-12% misplacement rate of SKUs. It aims to enhance the tracking and routing of over 600 pick-up executives across 8 warehouse locations, significantly improving operational efficiency and accuracy in inventory management.

HOW?

The Wholesalebox Logistic App was built using React Native and linked with WooCommerce to improve logistics management. Furthermore, a dedicated Admin Portal was designed for the Central Supply Chain team to enable effective monitoring and progress oversight.

Wholesalebox Logistic App

(2017-2018)
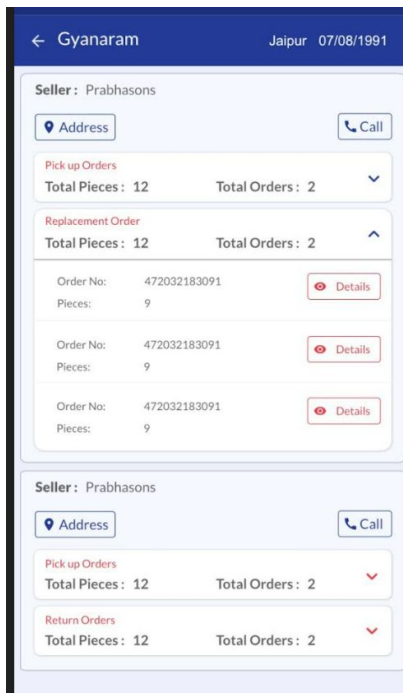
MY CONTRIBUTION

DISCOVERY
Worked with the supply chain team, conducted market research, and identified operational challenges such as a 10-12% misplacement of SKUs and tracking gaps in pick-up executives. This informed the need for the Wholesalebox Logistic App.

DESIGN
Closely worked with the design team to shape the user interface and experience of the WS Logistic App. My focus was on creating an intuitive design that enhanced usability, ensuring efficient order collection and real-time tracking for pick-up executives.

DELIVERY
Launched the Wholesalebox Logistic App, reducing SKU misplacements by 8-10% and enhancing monitoring through an Admin Portal. Executed a strategic GTM plan for increased efficiency and tracking accuracy.

Wholesalebox [Website](#)

Decora Studio (2014-2017)

WHAT is Decora Studio?
Powerful platform to discover interior/exterior products, visualise mixes or design complete interior in realistic 3D graphics.

WHY?
Providing Interior and Exterior brands with a contemporary software solution for visualizing interior designs without the obligation of instant purchases for their dealer/distributors.

HOW?
Initiated the development of Decora Systems by creating a successful prototype. The resulting SaaS app offers realistic renders for an exceptional interior design visualization experience. It provides user-friendly access, including 'Kiosk' mode for showroom displays, and facilitates effortless product library management without the need for coding expertise.

Decora Studio (2014-2017)
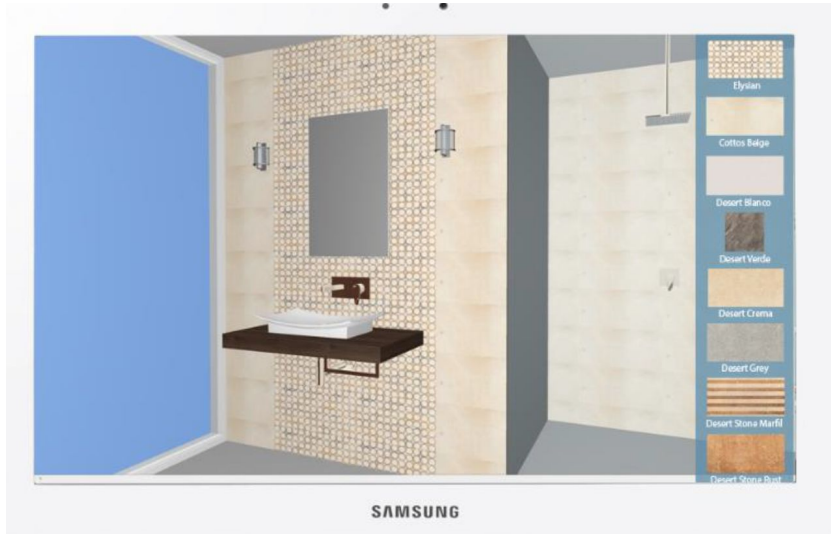
MY CONTRIBUTION

DISCOVERY
Conducted in-depth market research, engaging with India's top 30 Interior and Exterior surface brands, to understand customer needs and preferences in interior design visualization. Identified the demand for a modern software solution that allows customers to visualize designs without immediate purchase pressure.

DESIGN
Guided the UI/UX and Development teams in integrating essential 3D design functionalities.

DELIVERY
Led the delivery of key features like "decorate," "furnish," and "import/export 3D models." Additionally, I successfully onboarded 100+ interior and exterior surface brands from India and globally, enriching the platform's offerings and enhancing user experience.

Decora Studio Case Study Link

MY TECH STACK

PROJECT MANAGEMENT & DOCUMENTATION
JIRA, Confluence, Asana, Trello, Notion

ANALYTICS & EXPERIMENTATION
Microsoft Power BI, Looker Studio, Mixpanel, Google Data Studio, AWS Quicksight, Optimizely for A/B Testing

ERP/CRM
Microsoft Dynamics 365, Pipedrive, Zoho, Hubspot

PROGRAMMING LANGUAGES
Perl, Python, json, API, React Native

Thank you for reviewing my portfolio. Please feel free to contact me for further information.

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