

Mobile Strategies for LOB Operations Optimization



Vishal Misri
CEO

CEOCFO: *Mr. Misri, Posh is a mobile transformation company; would you tell us what you do?*

Mr. Misri: Posh Technologies is a mobile transformation company. Our goal is to enable business and employee productivity. We empower companies to develop a mobile strategy in order to optimize their line of business (LOB) operations and processes through a custom application. With all companies, there are certain horizontal functions such as sales, marketing, finance, IT and operations carried out every day, some at a larger and more complex rate than others. We present a suite of products to companies and show them that by using our products and consulting services, we can mobile enable your LOB operations. Our products: Forms, Catalog and Retail 360 run on tablets so you can access them anywhere and at any time.

CEOCFO: *When is a company likely to turn to you?*

Mr. Misri: A company turns to Posh once the decision-makers ask themselves what is the easiest and most cost-effective way to implement a mobile solution. We believe that many of the applications will eventually be what companies invest in and what employees use daily. When business decision-makers decide to compete with the front of the pack in their respective industry, they will come to us to execute a mobile strategy.

CEOCFO: *How would a company find Posh and how do you reach out?*

Mr. Misri: We work closely with leading technology companies and their channel partners and through them, we engage with customers. Microsoft has been a big partner for us, as we implement many of our solutions on Microsoft devices and in the Windows store. We were recently recognized as the 2013 Worldwide Microsoft Windows 8 App Developer of the Year. As we grow and expand, we are constantly looking for and entering into new partnerships to give both Posh and our partners more visibility in front of customers.

CEOCFO: *When you are working with a company to develop or implement a solution, what might you look at about the company?*

Mr. Misri: Our engagement begins with a strategic process. From our perspective, we look at the objectives and goals of the business along with the challenges they need to overcome. The “aha moment” comes when the customer understands that their goals can be achieved and their challenges can be overcome with a mobile solution.

CEOCFO: *With technology changing so quickly how do you implement solutions that will work today but six months down the line will not be outdated?*

Mr. Misri: Technology solutions are moving to the cloud. Top-level decision makers, like CIOs are open to new technologies that will make their operations more efficient and they are cautiously embarking on this transition. To ensure that our solutions are the best option for our customer we are constantly researching the newest technologies and trends so that our customers can use it for the long-term. Our engagement with Gartner, “the world’s leading information technology research and advisory company,” has been key in our journey. When we develop, we recommend a solution that is on the cloud platform. If a customer does not want a cloud infrastructure then we make sure that we can seamlessly integrate with their on-premise backend infrastructure.

CEOCFO: *Are you surprised that it is a slow process for people to engage in mobile even though it seems that people are doing it?*

Mr. Misri: From the business perspective, the appetite for risk is limited; decision makers want to be thoughtfully adventurous. Businesspersons may be interested, but they are also cautious. I am not surprised in terms of adoption. Change has to happen gradually because we are creatures of habit and are used to working a certain way.

CEOCFO: *How is business?*

Mr. Misri: Business is good and we are growing fast. In 2014, we made the Inc 5000 list of Fastest-Growing Private Companies in the U.S. with 478% growth from 2010 to 2013. We are hiring topnotch talent and we just received funding to expand our business. We are following our business models and striving for new goals. I think in the next couple of years you will see Posh emerging as a major player in the mobility space.

CEOCFO: *How will you use the recent funding?*

Mr. Misri: We are in the process of enhancing our productivity portfolio and will shortly be adding more products to the suite; the Posh Productivity Suite for corporate accounts will target companies with up to fifteen hundred laptops or desktops. We want to be a one-stop shop for any corporation in that particular space. We have a stack of products that we can deploy quickly and at a lower long-term cost to help you transform from the current desktop and laptop environment to the mobile environment in order to gain that competitive edge.

“We have global customers for whom we have implemented LOB solutions across multiple industries. Our competitive edge comes from our vast portfolio of mobility products and solutions that we provided to corporate customers internationally, and we are bringing that expertise to small and medium businesses looking for mobile solutions.” - Vishal Misri

CEOCFO: *Why pay attention to Posh Technologies?*

Mr. Misri: Many companies have a claim to fame, but few companies have actually delivered and implemented LOB mobile solutions across Asia, the Middle East, Israel, Europe and the U.S. We have global customers for whom we have implemented LOB solutions across multiple industries. Our competitive edge comes from our vast portfolio of mobility products and solutions that we provided to corporate customers internationally, and we are bringing that expertise to small and medium businesses looking for mobile solutions. There are very few small and mid-sized companies that we know of in the mobile space who can boast of an international mobility presence. This makes us unique.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



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**For more information visit:
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