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A Full-Service System Integration and IT Professional Services Firm, Kavi Software Offers Highly Specialized Technology Solutions, Retail Verticals, Advanced Software Consulting and Staffing Services for Large and Medium Sized Businesses

Business services
IT consulting

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Jegan Mehalingam
CEO

BIO: Jegan founded KAVI Software in 1999 after garnering more than 20 years of software development and systems integration experience in large corporations, including Tata (in India), HP, Delta Airlines and many Fortune-100 Telecom companies. Over the years, he has provided very successful, targeted and cost-effective IT solutions for clients operating in a number of vertical markets.

Jegan earned a bachelor's degree in Mechanical Engineering at Thiagarajar College of Engineering at Madurai Kamaraj University. He earned a master's degree in Mechanical Engineering at the Indian Institute of Technology in Kanpur.

About Kavi Software
KAVI Software is a full-service System Integration and IT professional Services firm. We offer highly specialized technology solutions for large and medium sized businesses. We offer advanced services in middleware platforms TIBCO, ORACLE (Fusion, TUXEDO) and Open Source technologies. Using powerful, state-of-the art development tools, our technologists will build your system

from the ground up or evolve your exiting IT systems. Learn more about our strategy now.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Mehalingam, what is the concept for Kavi Software? What does the company do?
Mr. Mehalingam: We provide advanced software consulting and staffing services. We specialize in specific technology areas and a few verticals. We specialize. We specialize in large scale systems and transaction in airline and retail verticals.

CEOCFO: Did you choose the verticals? Was that opportunistic or was there a particular design?
Mr. Mehalingam: It started as opportunistic. Those opportunities came to us through prior engagements in those verticals. When they were presented as opportunities, we however, were prepared to take up those opportunities.

CEOCFO: How do you help your customers be more successful? What are some of the concrete ideas that you services can do to make a difference?
Mr. Mehalingam: When the customer is engaging us they are doing so, because they having a specific business problems which they are not able to solve by themselves. It could be a technology problem or it could just be a manpower problem. Nevertheless, when they engaging us to solve a business situation. We try to fully understand it when we start

servicing the client. We also make sure that the business issue has been addressed before we finish our engagement and customer is aware of the improvement.

CEOCFO: How do you break down between the staffing and the consulting? Would you like to see that mix changing?
Mr. Mehalingam: Every consulting engagement has a staffing component to it. For us the consulting is about thirty percent and staffing is seventy percent. Many companies want to change and move more towards consulting. I would not be surprised if we stay at the same model for a long time.

CEOCFO: How do you reach potential customers?
Mr. Mehalingam: Our potential customers came to us asking for ideas to solve their business problems with IT. When they initially came to us it was not even to engage us as business partner, it was just to pick our brains. Then they found that we could add value. Then those became our long term engagements.

CEOCFO: What are some of the issues that many of your customers miss about technology that you are able to point out to them or help them along with?
Mr. Mehalingam: Most of the customers are able to manage the first part of the IT systems development well. The first part involves understanding business problem, identifying an IT solution and doing any customer software development. The second part of their IT systems development involves

deploying it in production and sustaining it in production year over year. Typically, we find that the customers miss few elements in the first part and it causes cost over-runs in the second part and increase the Total Cost of Ownership (TCO) and decreases the ROI. When we are engaged in the full life cycle IT systems development, we are able to point out these things to keep the TCO in control and our customers recognize this.

CEOCFO: What is your geographic reach today?
Mr. Mehalingam: We are located in Atlanta. Most of our customers are based out of Georgia. However, our reach is nationwide. We are able to provide solutions all over the country. To a limited extent, we can serve customers even in India.

CEOCFO: Are there areas of technology that you would like to add to what you offer or that you plan on adding?
Mr. Mehalingam: As new technology evolves in the IT ecosystem we keep adding them to our service offering.

CEOCFO: How do you stay on top of all the new ideas to come out? Every

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> **– Jegan Mehalingam**

day there seems to be something different.
Mr. Mehalingam: We keep up with new ideas via business networking and trade shows.

CEOCFO: Kavi is recognized on the Inc 5000 list, so clearly business is good. How do you continue at the same pace or even greater?
Mr. Mehalingam: We enjoy what we are doing and finding that we are on the Inc 5000 list. We believe that if we continue to add value to our customers and employees, rewards will follow us.

CEOCFO: Why should investors and people in the business community pay attention to Kavi Software?
Mr. Mehalingam: We give very business transaction the same level of attention from beginning to end. The diligence we put into securing the business, we also put in delivering the results. We practice innovation, efficiency and results in our everyday work.