CEOCFO Magazine

Q&A with Puneet Gangal, Founder and CEO of Aciron Consulting, Inc. developing Custom Technology Solutions for Businesses providing Management and Strategy, Business Process Automation, Custom Web Application and Web Portal Development

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Interview conducted by:
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CEOCFO: *Mr. Gangal, what is the idea behind Aciron Consulting?*
Mr. Gangal: The idea is helping clients navigate through the complex web of challenges that they face on a day-to-day basis, as far as running their businesses or growing their businesses, sustaining that growth, or creating a competitive advantage in the marketplace. In short, all of our services at Aciron are geared towards solving unique business problems. Clients will talk to us and tell what their pain points and challenges are. Then we help them solve those challenges.

> **"We do not claim to be the experts in our clients' businesses, but what we do claim is that once we collaborate with our clients, together we can build beautiful, wonderful solutions that will help them today and in the future."- Puneet Gangal**

CEOCFO: *Would you give us a couple of examples of what a company's problem was or what they thought it was, then how you worked with them? What did you develop and what was the end result?*
Mr. Gangal: An example that I can talk about is a law firm. The marketing department at the law firm was looking at how they market their services to their potential clients. They had questions like "How do I know what I have done before? What kind of skills do I have? What kind of talent do I have in my company?" Especially as a large law firm with lawyers spread all over the world, these were difficult questions to answer. This client came to us and talked about this problem and said, "We just do not know what we envision. Right now, we are tracking all of this in an Excel file. We track all our past cases, and we have different Excel files where we have all the people and their skills sets."

Now, we do not claim to be the experts in our clients' businesses because they know their businesses best; however, the value we add is: "Let us understand what your problems are. Let us understand your business, and then let us ask you those questions about how you can solve these problems." Therefore, over the next few months we started to capture some of the things that they do to track cases, categorize them or put them in different buckets, and map them with the talent the firm had. In the end, we gave them recommendations around technology, and in this case the system had to be built, because their requirements were so unique that there was not a product out there that would meet their needs. We defined the requirements for the application, and in the end we had a beautiful product. Now when the client goes to the application, they are able to see all the cases that the firm has represented their clients on, the resources that have

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