

Bengaluru-based start-up backs SMEs, offers free solutions suite

| SUPRIYA KUMARASWAMY

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“The reason why most of the SMEs are reluctant to adopt automation platforms is that they are either very expensive or complicated to deploy,” he added. Having witnessed the need for automation among SMEs in the industry, G7CR launched its Business Enablement and Automation Platform Program (BEAP) for SMEs on Thursday in Bengaluru. “We aim to support entrepreneurs owning SMEs by providing an affordable automation system,” said Christopher.

G7CR has already been helping a dozen of start-ups belonging to different business segments, from healthcare to education to manufacturing. Christopher said that company understands business requirements of an SME and takes nearly 45 days to roll out a completely customized IT as a service (ITaaS) based solution.

The four-month old start-up leverages Microsoft’s Azure cloud platform to facilitate software development, migration, adaption and continuous service. “We charge our customers anywhere between Rs 2k to Rs 5k as cost of hosting per month with a contract of two years to use our hosting services,” he added.

Dr Suraj Baliga, founder of Clinikk Healthcare, backed by G7CR, said, “We have very limited capital to build atech platform. With G7CR’s support, we were able to build our application and deploy it quickly.”

G7CR also plans its own data centre in Hong Kong since bandwidth is very expensive and low quality in India.

However, with start-ups such as G7SR making significant contribution towards empowering SMEs, budding entrepreneurs can hope for a promising future.