



Empowering SMEs through Cloud Computing : **Batoi Systems Private Limited**

“It’s Cloud Computing. You get Apps to run your business on Cloud, and content and service portals to promote your business online.”

For small and midsize business enterprises (SMEs), the benefits of cloud computing are endless as it saves time and money by boosting productivity, collaboration and innovation that facilitates all types of information-sharing. A privately held company, head-quartered in Bhubaneswar, India, Batoi Systems Private Ltd. was founded in the year 2010 and although is a fresher in the Cloud market, has made a considerable mark in the industry with cutting edge solutions and on time delivery of Products and Services.

With Offices located in Bhubaneswar and Delhi, Batoi Systems Private Ltd. an ISO 9001:2008 and ISO/IEC 27001:2005 certified company for quality and Information Security, respectively, offers a secured cloud stack with Studio to create and manage Apps, documents, calendar, tasks, contacts, and an Apps Store to subscribe turnkey Apps for

instant use and a Dashboard with tools to manage files. The company facilitates indexing business and individual listings on a global directory and promotes offerings and brands through press releases and blog networks through the Batoi Information Portals that facilitate information dissemination and business transactions on a global platform.

Making a mark

Taking into consideration, the needs of customers who use Batoi to run their business and to promote their business on Internet, the company has Products that includes a Cloud Platform, Apps and Information Portals and Product Offerings such as Cloud Software Services, and Information Portal Services.

“With Clientele being mainly SMEs, Batoi Systems Private Ltd’s investors are mainly Promoters and since the company’s inception, the other SaaS based players have been

facing strong competition from the new entrant in the market. We at Batoi are committed to provisioning cost-effective IT infrastructure and software application products that enable you to run your business better with more productivity, lower cost, and above all, greater profit. It provides a cloud platform to create your own apps, subscribe to apps, store and manage data and streamline the processes online. Moreover, our Batoi apps can be deployed on the Batoi Cloud or any other third party platform as per the user’s convenience. Enterprise apps like CRM, content management, workflow management are offered as services which can be subscribed by customers as well”, adds the Founder, Mr Rath.

Planning for the days ahead

The innovations of the company are facilitated by a Revenue Model which is based on Subscriptions and in order to keep up with the

times, the company is now targeting to achieve one Thousand Paid subscriptions, in the near future. The provider of fully-managed Services, Interoperable technologies, End-to-end software solutions, Batoi Systems Private Ltd, the new player in the Cloud domain is a sure thing to watch out for in the future.

“As a company, we believe that customer satisfaction is the only reason for our growth in business. Our customers are not just the consumers of our products and services, but are an integral part of our value chain. The Company is managed professionally by people with extensive experience in information technology and business management.”



Ashwini Kumar Rath Founder,
 Director & CEO

**Knowing the Key Executive
 Mr Ashwini Kumar Rath:
 Founder Director & CEO**

An innovator, author, entrepreneur, Mr Rath is a strong believer of knowledge based socio-economic development through the active participation of local populace and has founded Anwesh Foundation, besides being actively involved in IT consulting and software product development. The Founder of Batoi Systems Private Ltd, Mr Rath also serves as CEO,

Director and Sr. consultant at ADII Research & Applications (P) Limited, another company founded by him. His current research interests include cloud computing, Internet of Things, and mathematical sciences and has taken shape in the form of a book entitled ‘Cloud Computing: Facing The Reality’, which provides a concise overview of the of ground realities for adoption of cloud computing along with technologies involved have been presented with anecdotes, historical perspectives, and contemporary research findings and is meant for readers having varying skills in Information Technology.