Telangana Today

CTE keen to increase profitability

By Y V Phani Raj, published in Telangana Today on 28 January 2019

Hyderabad: Hyderabad-headquartered Cambridge Technology Enterprises (CTE), which has focused on changing its revenue mix in the recent past, is now keen on improving its profitability in near future. The company is keen to work with industry leaders and startups across the world in the areas of artificial intelligence (AI) and machine learning (ML).

The company which serves clients globally will continue to target $23 trillion US market, which is growing at 4 per cent. The company will focus on scalability, proprietary intellectual property, and innovative approaches of revenue models.

CTE is an IT services company focused on cloud application development and management, data warehousing, business intelligence and analytics on the Cloud. The company aims to transform companies through AI by offering it as a Service (AIaaS). The company serves over 20 clients across the world.

Talking about technology transformation, Aashish Kalra, chairman, Cambridge Technology Enterprises, told *Telangana Today*, "AI has become the single largest technological revolution. In the years to come, enterprises will scale new heights by exploring untapped data and extract incremental value. Big Data will affect almost all facets of our existence ultimately influencing the way enterprises chase growth, to positive effect. The last generation of trillion dollars was created out of traditional Indian IT technology businesses that were focused on backend and costs. The next trillions of dollars will be created by frontend innovation driven technology companies focused on value. The US is a huge market to tap and we are going to be US-centric."

Kalra believes the convergence of Big Data and Cloud fueled by AI and ML will be the next game changers. CTE has identified major industries where data is critical and transform the usage of data. The company has also focused on working with market leaders and startups that are disrupting industries.

"Over the years, we have concentrated on creating reference clients for each industry that we wanted to serve. We have built a team that has the skill sets to work with clients from across verticals we were targeting. Each industry is different and specific skill sets are important to cater to each industry. Each client works in different technological environment. After that, we chose to generate cash flows. We want to redefine business," he added.

Consolidation

The company, last year, as a part of its consolidation of its operations decided to close down 25 per cent of its operations, which included closing down of Chennai operations completely and brought down Bengaluru operations half the size.

Kalra said, "We expanded Hyderabad, built up Philippines, Atlanta (US) and Kentucky (US). We increased the headcount and increased offices in strategic locations. We have created a 450-member team today. We soon are going to touch 500. We are going to constantly train our resources. CST is planning to generate revenues through Software as a Service (SaaS) model. We want to now focus on profitability. Our company wants to transform the world."

CTE has built systems for Schneider Electric in the energy space. The company also runs 60 virtual trials in life sciences sector every day globally. It also works with several leading players and startups in the security, finance & insurance, housing sectors on the artificial intelligence and machine learning.

Since 2016, Cambridge Innovations (CI) has invested in more than ten innovative companies including Kovid, Enerallies, Authess, Roadzen and Easyknock. The company which has been investing in innovative startups has already exited from two startups. "We support entrepreneurs irrespective of geography. I am optimistic on India in the long-term. We have an indirect investment in India in the form of Anthill Ventures to look at opportunities in the country," Kalra added.

"From the time I took over the leadership of the company three years back, we are the path of consolidation. We have built clientele, know our business, created a team, established offices and bringing profitability up. We have brought profitability up 100 per cent in the last quarter. We have focused on changing our revenue mix. We will start next quarter focusing on growth," he informed.

CTE is one of the few organisations globally with a 100 per cent AWS certified Cloud Operations Center that can provide round the clock management of public, hybrid and private cloud architecture.

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