

Global Groupware Solutions honored with the 2008 IBM Beacon Award for Software as a Service Innovation

“We passionately believe in the power of Software as a Service (SaaS) innovations to help small and medium businesses reap the benefits of software applications that we already provide to large enterprises.” So says Sumeet Kapur, founder and chief executive officer of Global Groupware Solutions Limited, an Advanced IBM Business Partner and independent software vendor headquartered in Gurgaon, a city in the state of Haryana, India.

That passion has paid off for Global Groupware, not only in how it is reflected in the products that it provides for its customers, but now in the Beacon Award that IBM has bestowed upon the company for its Smiles™ ERM solution.

“The IBM Beacon Awards recognize the best solutions and services that Business Partners deliver across our business and around the world,” Ravi Marwaha, general manager, IBM Global Business Partners, said in a news release. “Through their dedication to innovation, business value and customer satisfaction, these Business Partners combine their deep technology and industry expertise with IBM technology to deliver exceptional solutions that solve real business problems.”

For the 2008 awards, winners in 37 categories were selected from more than 725 nominations by leading industry journalists, analysts and IBM executives. A win in any category means that the Business Partner has set a standard for business excellence with its unique and innovative solution.

As the winner of the Software as a Service Innovation award, Global Groupware is acknowledged by IBM as a leader in the



*Global
Groupware
Solutions*

SaaS market and as being recognized by peers for an on demand offering with an innovative pricing model that allows its customers to respond rapidly to changing market conditions.

“Our whole team is thrilled with this award,” said Sumeet. “Most awards are won after business success and are therefore an acknowledgement of a vote the market has already given. In our case, even though we have had some key customer wins, the business is still in the go-to-market stage and therefore a larger market validation lies ahead of us. At this stage, the Beacon Award is a huge boost for the Smiles ERM team and a recognition that we have a winner on our hands.”

Sumeet describes that winner, Smiles ERM, as a human resources information system (HRIS) designed with a refreshing perspective that leverages best practices to help companies nurture relationships

with employees by treating them as individuals and not mere resources that need to be managed.

Built on the SaaS model, Smiles ERM functionality is delivered through a subscription over the Internet. Customers do not take actual ownership of the software, but rather lease a total solution that is delivered remotely. This drastically reduces the up-front costs and the need for customers to support multiple platforms and versions. The solution was developed on and runs with IBM WebSphere® Application Server and DB2® Universal Database® Express Edition.

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The on demand services run on IBM System x™ servers.

Setting up Smiles ERM and going live takes just a day or two as compared to months with conventional HRIS applications. It can be deployed as a fully integrated HR system or customers can choose any of its feature-rich modules to automate their most important HR needs or integrate with their current payroll and HR systems.

“Many of our customers took a risk when they agreed to engage with us without waiting to see who else was doing so,” said Sumeet. “So, our winning the Beacon Award is a vindication of their decision.”

Ashwani Singla, chief executive officer of Genesis Burson-Marsteller, a leading Indian public relations consultancy and very satisfied customer located in New Delhi, says that during the nearly six years it has been working with Global Groupware, the IBM Business Partner has significantly contributed toward helping his company take its business to higher levels of excellence.

“Global Groupware has a very strong grasp of its domain and Smiles ERM reflects that,” Singla said. “Global Groupware and its products automate the very core aspects of our business functioning. Our people are very critical resources and Smiles ERM helps us manage them a lot more easily. We have been able to grow headcount without necessarily growing our HR team largely due to the automation layer this application provides us.”

Sumeet Kapur is as passionate about Global Groupware’s 14-year relationship with IBM as he is about the power of SaaS. “Winning the Beacon Award strongly reinforces our long-standing decision to team with IBM for its enabling technology products,” he said. “IBM really understands what teaming is all about. It provides the best platform, fantastic resources and



support and really helps without competing with its Business Partners.”

As an Advanced IBM Business Partner, a number of benefits and resources are available to Global Groupware to help grow its business. It participates in the IBM Software as a Service community, which provides resources to help Business Partners research, get education, enable and deliver their solutions in a SaaS model. Global Groupware was the first Business Partner in India to be accepted into the Software as a Service specialty, an IBM initiative that opens up additional go-to-market benefits and resources to those who qualify. One of those benefits is the Software as a Service Showcase, an online directory highlighting ISVs that have made a strong commitment both with IBM and with their SaaS solutions. Global Groupware gains added exposure for Smiles ERM with its listing in the showcase.

“With the Beacon Award shining on our product, we are confident that future customers will find it more reassuring to sign up for Smiles ERM and it will give us prestige in the job market for attracting new talent to our development team,” Sumeet said. “We see this also going a long way in the eyes of the investor community who we feel will see this as opening doors to new opportunities.”

For more information

Please contact your IBM sales representative or IBM Business Partner. Or you can visit us at: ibm.com

Read about IBM Software as a Service support and resources at ibm.com/partnerworld/saas

To learn more about Global Groupware Solutions Limited, visit globalgroupware.com

Read about the Smiles ERM solution at smileserm.com



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Somers, NY 10589
U.S.A.

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