

## Providing Information in an Integral Way

# Rolta: Evolving and Expanding

Indian system-integrator Rolta has substantially expanded internationally over the years, and has transformed itself into a global spatial-system integrator, providing information in an integral way. The company has many further plans for Europe and recently announced a partnership with GeoEye.

By Eric van Rees



System integrator Rolta has been active in Europe for more than 10 years and has had success in the Utility, Telecom and Government sector. Initially, Rolta focused on providing large scale engineering/data entry services, but during recent years the company has transformed into a global spatial-system integrator with impressive projects in various regions of the world. In this interview, Ravi Pandey (President Europe at Rolta) and Preetha Pulusani (Rolta's chief strategy officer) discuss this transformation, the expectations of the Rolta management for the coming years, and a recent partnership with GeoEye.

## Transformation

Traditionally, Rolta were providers of software solutions within India, but outside of India they were primarily doing offshore data production services. "But that has become a commodity, where people are basically competing on price" explained Ravi Pandey. He went on to comment on the new path Rolta is treading. "So it was decided that we needed to build more intellectual property and add value to the solutions that we provide globally".

As a result of that, the company undertook several acquisitions, both

system integration companies internationally, and technology companies from US and Canada where the technology was repurposed into higher value added solutions, such as Geospatial Fusion. An example of this is Orion GIS in Canada, whose technology is used to provide higher value-added services and IP for asset management, complaints management, election and financial planning to governments around the world.

"Whereas a lot of the development of the software happens now in India, Rolta provides system integration services around the world, focusing on high-end Oracle services" says Pandey. Today, data services is a small portion of the entire solution that Rolta provides to its customers: 80% is software system integration services and maybe 20% are data services. Pandey: "we not only build a database for our client, but in addition to that we'll understand what their business problem is. We'll connect their assets geospatially and no matter what GIS software they use, pull from whatever data we have. But at the end of the day we are providing for their operational efficiency and assets."

Pandey notes that the combination of strong consulting skills in the US and Canada and bringing down costs by using local workforce,



*Rolta facilities*

enables Rolta to compete on costs: "local companies with very strong consulting skills struggle when it comes to the cost by providing a solution only around high-end consulting. And, if you look at the Indian system integrator which is the next competing force that is just coming in, you see that their entire focus has been to take low-end value-added jobs and trying to do most of it in India to bring down the cost base. Now Rolta has got the best of both, so the blended cost comes down, and the ability to consult for business problems goes up compared to Indian system integrators."

### **Rolta in Europe**

Rolta has lots of plans for their European market, says Pandey. Basically, it comes down to three verticals: utilities, oil/gas, and banking/financial services/insurances. Pandey: "the first thing we chose is utilities, which is water, electricity transmission, distribution and generation, gas distribution and telecom. Here we want to create some specialized Rolta solutions based around Geospatial Fusion and OneView. OneView's focus is on achieving operational intelligence using business intelligence, building on world class BI platforms such as Oracle OBIEE or SAP Business Objects."

The second vertical Rolta will pursue is oil and gas ('the Shells and the BP's'), by means of the Oracle solution set. A few years ago, Rolta acquired a US-based company called TUSC to offer very high-end Oracle consulting services: "we were very clear that we wanted to sell solutions around the Oracle solution set, so right from managed services and the database, to e-business suite, Enterprise Performance Management, Oracle spatial, and business intelligence." The third vertical is banking, financial services and insurances, who are large IT spenders. Pandey explains the roadmap: "we're building enough credibility inside Europe to support our sales ambition, so it's not just sales followed by delivery. With each sales person there is now an industrial vertical expert who can work on

industry-specific solutions and partnerships clear to creating the strategy for solving a business problem."

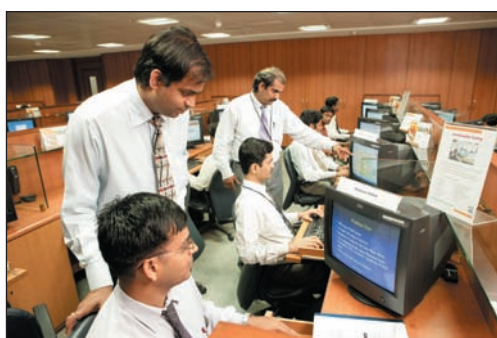
### **GeoEye**

Geospatial is an area which has been a strong and deep foundation for Rolta and one that the company continues to focus on. A recent partnership with GeoEye shows that Rolta sees the high value of imagery for their customers. Preetha Pulusani explains why: "one of the legacies and assets that we have is our domain expertise in geospatial. We just signed a MOU (Memorandum of Understanding) with GeoEye where we are evaluating the use of their content and technology as part of comprehensive solutions that we can deliver to our customers. With our strong data services background, we can leverage that knowledge and resources to create value-added products for our customers from GeoEye's satellite imagery."

With the use of photogrammetry, imaging and other proprietary tools, Rolta can create many such value-added data products, such as 3D city models, digital elevation models, surface models, hydrography, transportation networks and more. "We are looking at offering complete, turnkey solutions for many verticals – where we have customized applications combined with databases so the users are productive on day one. We can thus offer our customers the complete package. We will begin by identifying Rolta solutions that we can deploy in developing and emerging markets, where we see an intense need and demand for such comprehensive solutions."

In addition Rolta is also evaluating various technology integration opportunities between Rolta and GeoEye products that can lead to innovative geospatial solutions for use by its global customers.

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