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Rapidly changing customer needs, competitive pressures and evolving markets are placing increasing pressure on IR to deliver greater flexibility and speed. Rolta will continue to supply high-end IT solutions to the customers in order to address these challenges.

Maintaining the Tradition to Introduce Breakthrough Technologies

Equipped with Mechanical Engineering Degree and an MBA, KK Singh, CMD of Rolta India, quit the steel industry in 1980s to set his foot into the IT industry, which at that time was not really a trend that many dared to follow. Under his aegis Rolta has grown from being a service centric company to IP

centric company that blends its exceptional Intellectual Property Rights (IPRs) with the acquired capabilities through a series of acquisition of technologies world over. Rolta has transformed itself from being a largely comprehensive services player to an integrated solutions provider based on its IPR. Leveraging its own IPR

the company has launched various innovative solutions for its markets.

Singh reminisces that when he decided to foray into this field in the early eighties, IT was confined to offer business services only to various companies which outsourced financial and other operations to the IT companies, which



had started to mushroom in India. From the rate at which number of service providers were increasing in the country, Singh could foresee burgeoning IT sector in the country along with the challenges that Rolta would face in the years to come unless they differentiated

as difficult as to create awareness since concept of application of IT tools was still new to the Indian market," he says. While manufacturing industry was going through the CAD, CAM dilemma, Singh being a true visionary was firming up plans to introduce cutt-

India's power sector will need investments of about USD 600 Billion by 2017 (McKinsey & Co)
USD 26 trillion infrastructure investment will be required to meet global energy demand, which is expected to increase by 40 percent, by 2030(IEA)

themselves them from the rest of the service providers.

The growth of Indian manufacturing industry inspired Singh to introduce computer aided design (CAD) and computer aided manufacturing (CAM) technologies in the country. "Bringing the technology to India at that time was not

ing edge Geographical Information Systems (GIS) in the country.

Albeit the initial hiccups that IT industry had to face in the country, it has shown phenomenal growth in a very short span of time. IT has become the cornerstone of the petrochemical industry and is used right from small players to

large conglomerates. Role of IT has undergone paradigm shift over the years from simple softwares that were used for data processing to advanced softwares right from the design stage to smooth running of plant operations. Singh states, "We enjoy a market share of more than 85 percent in India in Engineering Design and Operations (EDOS) domain for Engineering Design Automation Tools/Solutions. With our unique combination of Engineering and IT expertise, we provide comprehensive solutions to EPCs and plant owners and operators from 'concept to completion' and then for ongoing operations".

The company has introduced breakthrough technologies from time to time in the engineering industry. The latest one is 'Rolta One View' that enables Owner-Operators to view plant operations as a single fully integrated ecosystem and provide high reliability metrics through accurate and timely reporting on more than 1 lakh pieces of equipment and hundreds of equipment and hundreds of operations throughout large plants in the hydrocarbon sector. Industry experts believe that when fully deployed, Rolta One View solution has the potential to save as much as USD 20 million annually for a medium-sized refinery, providing very high returns on their investment. This web-based business intelligence application empowers personnel to make on-time decision at all levels of the organisation. Business can quickly react to the important events, identify the risks early enough and derive the cause and effect relationship to plan for mitigative actions.

Singh had realised the need for the advanced IT application tools

for India's growing economy when he ventured into this field. Conventional power generation and refining capacities are both expected to double in the next decade in India. There have thousands of interrelated real time and operational decisions that needs to be performed consistently and repetitively for 'on-spec' production. Requiring convergence of engineering, equipment, inventory, production, quality and business data in a structured way.

He says reliability is one of the most important yet most variable of the key performance indicators in any plant whether big or small. With the growing pressure on the environment and compliance with regulations like the Kyoto protocol, the need for finding better ways to utilise facilities, managing them optimally, while keeping costs under control, has become even more critical than ever before. Despite the fact that small players are still apprehensive about the costs involved in migrating to advanced platforms, the demand of individual modules has significantly shown a positive trend.

India has emerged as a destination of choice for engineering outsourcing especially for Engineering Procurement and Construction (EPC) companies, and as a consequence, design work for numerous projects across the globe are now being executed in India which has given thrust to advanced IT solutions. Owner-Operators (O/Os) of plants have started to realise the benefits of using modern information technology tools for operations and maintenance of the plants. O/Os are, therefore, seeking services to not only obtain digital models of their plants, but also to have their engineering design



systems integrated with other enterprise-level systems.

The benefits of integrating such enterprise wide systems across disparate databases and heterogeneous platforms are pushing up the demand for a comprehensive and integrated solution to address this need.

Rapidly changing customer needs, competitive pressures and evolving markets are placing increasing pressure on IR to deliver greater flexibility and speed. Leading companies are adopting

of sharing data, especially with the right levels of governance and security. Mountains of data are created with redundant content, creating a huge burden on the enterprise with the excessive risk of having the wrong data, in the wrong place, at the wrong time and potentially available to the wrong people.

Traditional solutions being deployed today are complex to comprehend, they need realms of documentation to explain functionalities and extensive training before engineers can even start using them, thus defeating the very purpose of rapid deployment. Service Oriented Architecture (SOA), agile development, etc. are a few of the methodologies now being adopted. However, most organisations are still grappling with different levels of complexity required to deliver flexibility and speed.

Application integration is the biggest IT challenge, according to a recent survey of IT professionals. Businesses are looking for ways to quickly derive value from existing investments, data sources and information assets without learning new skills. ■

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many different means to deliver these requirements. As companies grow into larger enterprises, they develop more and more applications and technologies that aren't capable