

**BIM**

**BHARATHIDASAN INSTITUTE OF MANAGEMENT**

**Interview with Vanaja Arvind,  
Executive Director,  
Thinksoft Global Services**

*Contributed By*  
**Bharathidasan Institute of Management**

**Interview with Vanaja Arvind,  
Executive Director, Thinksoft Global Services**

***1. Your perception of the status of software testing as an industry?***

Software testing is now perceived as an area which has tremendous growth potential and is considered higher in value chain. Graduating engineers are also looking for potential growth opportunities here . Software test automation is on the rise as we perceive by number of queries that come from clients. This is still a sunrise industry and will mature in the next 5-10 years.

Many segments are coming into existence: eg: testing divisions of biggies, testing shops across the board, Specialized or niche players with a domain expertise and positioning etc.

***2. What are the specific practices that make Thinksoft an industry leader?***

Thinksoft had the vision to perceive the potential and the necessity for software testing much ahead of others and based its business model on that. Thinksoft has stood steadfast in its belief in this area even during worst recession and did not deviate from the niche area it has selected firmly believing in the business model. This enabled Thinksoft to maintain the integrity, strength of its core competence and deliver value to its select clientele.

***3. To what extent does domain focus help a testing company stand out?***

Domain is the foundation on which functional testing can be done. The credibility of testing organization lies in the fact that it can test on behalf of business/operational users. It is impossible for a project manager or test engineer or an business analyst to gain expertise over banking, telecom, health and embedded products to replace the business/operations users in testing the functionality. Hence focusing on a specific domain adds value and confidence to the customers.

***4. What are the domain strengths of Thinksoft?***

BFSI vertical which is 60-65% of the IT services market.

30% of Thinksoft employees come with the domain background in our chosen vertical. We also maintain a panel of consultants who are experts in their chosen area of domain and testing within that domain. Areas include Core Banking, Credit Cards, Securities/Trading etc.

We have expertise in Financial application Products with Global reach/market share.

We have also tied up with domain focus organizations in securities, Insurance, etc to provide domain support in our projects.

Test automation is another domain where we have gained considerable expertise and that is across all business domain verticals.

***5. How do you perceive cost war in the wake of growing competition?***

For our existing customers for whom we have delivered well - we are the preferred testing vendor and we are not affected by other vendors who quote low rates without the quality of our delivery.

But it is a major concern and that coupled with increasing resource costs can reduce margins considerably. To manage the resource costs we have taken the following measures

1. Tie up with institutions like BIM to produce more trained people 2. We are also coming out with certification programs which can help the industry to increase the trained resource pool. We will be launching this by end of the year.

Our Thought leadership position in the industry should to a certain extent support us to gain against competition.