


PureSoftware: Reshaping Businesses and Making them Digitally Progressive

The world is rapidly adopting the Digital-First way of doing business, and India is also on its way to becoming a digitally advanced country, being home to one of the world's largest and fastest-growing bases of digital consumers. Customer Experience (CX) is not an add-on but the key driving force behind a company's digital transformation. Businesses in India and other parts of the world are under pressure to adapt by rapidly transforming their customer engagement. Organizations that focused on CX have stayed resilient and succeeded during the challenging times of the COVID-19 pandemic. "Digital transformation is the force that moves businesses forward today. Clients expect meaningful digital business strategies, solutions and services to transform their businesses, streamline processes, and leverage next-gen technologies to enhance communication and customer experience," says Sameer Jain, Chief Business Officer, PureSoftware.

PureSoftware is a global software products and digital services company driving transformation for the world's top organizations in 35 plus cities across 11 countries. It enables clients to reshape their businesses to meet the demands of the digital age and stay relevant in the new normal dynamics. Being the trusted partner to more than 100 financial institutions and global leaders worldwide, it enables their digital transformation journey to accelerate business outcomes and a differentiated customer experience. The company has already invested ahead of time. It offers industry-specific platforms such as Arttha – Fintech Platform, Arttha5G, and services around Digital Transformation, Hyper-automation, Cloud,

Infrastructure, and Cybersecurity. These are directly aligned to the current and future needs of its clients. "Customers see us as an organization that can combine its experience in building products and digital solutions to deliver next-generation solutions for them," he adds.

PureSoftware's digital transformation services and solutions are centred on five key areas – Customer Experience, Mobility, Data Intelligence, Hyper-Automation, and Cloud & Security. These are delivered through a combination of its powerful Digital Products – Arttha, Arttha5G & NB-IoT and digital services - UI/UX, RPA, IoT, Analytics, Mobility,

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Cloud, and AI/ML solutions. It's flagship product Arttha is one of the fastest-growing Fintech platforms, helping businesses in the Banking, Financial Services and Insurance sector to embrace digital solutions to accelerate social inclusion in financial services. In addition, Arttha's next-gen banking solutions have enabled 100 plus financial institutions worldwide to scale, generate incremental



Sameer Jain,
Chief Business Officer

revenue and provide a delightful digital customer experience. Arttha5G by PureSoftware brings new opportunities to the table for businesses to innovate. This powerful 5G product is more than speed and drives transmission ease by advancing the age of boundless connectivity for companies committed to delivering excellence to customers. With expertise in digital transformation and product engineering, the company brings the right mix of agility and technical maturity to its clients, enabling them to meet the dynamic market needs.

The company invests heavily in R&D and innovation of its existing portfolio, new product development, and training of its workforce to match the evolving digital needs in a global context. It endeavours to up-skill its people relentlessly through an initiative called OWL (Organization Wide Learning) focused on equipping and empowering the organization to remain competitive within its pre-defined areas of competency. "We are now looking at investing in new products for other market segments. In addition, we will continue to focus on acquiring new clients and add value to more and more businesses across industries globally through our digital products and platforms and digital transformation services," he concludes. **CR**