

# PURESOFTWARE POWERING DIGITAL SOLUTIONS OF THE FUTURE

MANISH SHARMA, CEO



**P**ureSoftware is a global software products and digital services company that is driving transformation for the world's top organizations across multiple verticals such as banking and financial services, telecom, healthcare, gaming, and entertainment.

The company works in highly regulated industries that need high-quality outcomes and faster adoption of technology. Their industry-leading platforms Arttha – Fintech, Arttha5G, and services around Digital Transformation, Hyperautomation, Cloud,

Infrastructure, and Cybersecurity are directly aligned to the current and future needs of their clients. “Our products and platforms promote social inclusion in financial services and help power 5G networks and communication devices. We also enable data delivery accuracy and reliability for pharmaceutical development in life sciences,” says Manish Sharma, CEO PureSoftware.

The company has won the award for Best Consulting partner in the ASEAN region from Automation Anywhere

in 2021. It is also a finalist for the Global Fintech Awards at the Singapore Fintech Festival 2021.

## Leading by Domain Knowledge

Their flagship product ‘Arttha’ is one of the fastest-growing financial technology platforms. It helps businesses embrace digital solutions in the area of financial services, mobile banking, agent banking, branchless banking, insurance payments, and payment aggregation. This platform has been adopted by more than 100 banks and financial institutions.

“With a strong focus on innovation, we deliver industry-specific solutions to provide a competitive edge to our customers. We started investing ahead of time in Software products, API/adapters, and frameworks to enable faster time to market for our customers. Back in 2009, we launched Arttha, a unified fintech platform designed to allow banks, fintech, and financial services companies to operate and deliver services on a digital platform while driving financial inclusion in many parts of the world,” he says.

Through Arttha fintech, they have helped many companies deliver contactless financial services, thereby making a strong impact on millions of lives globally during the ongoing pandemic. Today, Arttha can process more than 42,000 financial transactions in less than a minute. It is a preferred platform for organizations operating in banking, fintech, payments, and insurtech.

PureSoftware aims to provide innovative technologies and digital services that help companies in highly regulated domains to innovate and scale faster and reach their full potential thereby improving the quality of life. To achieve this vision, the company is investing in unstructured data, payments, and algorithmic trading solutions, as well as the best talent for deep domain expertise.

The company has created API/ adapters, frameworks, and software products for other verticals as well. PureClinical is a data and analytics framework for Life Sciences companies that helps in accelerating drug/vaccine discovery and development. Arttha5G is helping global leaders establish 5G networks worldwide for a faster communication backbone. PureSoftware works with telecom and semiconductor ODMs and OEMs to accelerate their time to market by co-creating solutions for connectivity and IoT needs. PureAccessible helps in making education and information accessible for differently-abled people in our society.

### Turning Challenges into Opportunities

"We faced zero disruption during COVID-19 since we are a digital company and work from home/ hybrid work model wasn't new for us. The challenges we encountered were in areas like managing work-life balance while working from home as the demand for digital and cloud solutions skyrocketed during the pandemic.

Our effort was to recognize and navigate the psychological challenges that our employees had to deal with during the pandemic. To address these challenges, we conducted employee well-being and wellness programs for the teams spread worldwide," he explains.

The company took a very supportive stance in this challenging time, acknowledging the personal challenges that every employee was going through and stepped-up engagement with employees. The senior management and HR conducted regular one-on-one engagement sessions where possible and ensured that each employee felt a part of the PureSoftware family. PureSoftware also continued with regular annual increments, assisting employees with counselling and motivational sessions. The company took the time in lockdown as an opportunity to revamp and rewire its people policies- they introduced a new COVID life policy covering the entire family of the employees impacted by COVID-19. The company subsidized vaccination for the employees and their families, too.

Manish says, "Since we are involved in new-age tech, hiring the right talent is of paramount importance. The unavailability of talent was yet another challenge. PureSoftware has put an increased emphasis on training, cross-skilling, and upskilling its employees, in addition to significantly ramping up its campus hiring.

Talking about the company's approach and focus on specific industries, Manish adds "Our blue ocean strategy has aided us in developing industry-defining solutions that enable customers to scale faster. At times, this means we have to invest before we start reaping the benefits of those investments. Our RESOLVE to be different and ahead of others has helped us overcome the challenges thrown by the industry."

Today, PureSoftware is the trusted partner of global leaders in multiple verticals such as life sciences, healthcare, banking, financial services, telecom, semiconductor, and casino gaming. Their forward-thinking has allowed them to become a major technology partner for global organizations.



**WITH A STRONG FOCUS ON INNOVATION, WE DELIVER INDUSTRY-SPECIFIC SOLUTIONS TO PROVIDE A COMPETITIVE EDGE TO OUR CUSTOMERS. WE STARTED INVESTING AHEAD OF TIME IN SOFTWARE PRODUCTS, API/ADAPTERS, AND FRAMEWORKS TO ENABLE FASTER TIME TO MARKET FOR OUR CUSTOMERS.**

### Building Holistic Work Culture

The future is uncertain and hence many organizations are looking at the business from a different perspective. Today, new-age businesses are constantly challenged to stay relevant in a dynamic environment of technological advancements, talent wars, and global economic slowdown. They have to reinvent themselves continuously to be able to provide their customers with more insightful analytics, faster prototyping, more agile development processes, and enduring client relationships.

To achieve this, they focus on creating a culture of learning, development, and innovation through well-designed processes and frameworks that help them stay ahead of the curve and deliver value for their customers. Manish is a firm believer in collaborating across all his business units to drive customer-centric transformations that enable them to become a high-performance digital organization.

The company cultivates a healthy and happy workforce as they are critical for the success of the business. They have created opportunities for all their employees to learn and grow through exciting training programs, conferences, and workshops that encourage people to think out-of-the-box and apply their knowledge for creating innovative solutions for customers.

Manish believes in building strong relationships with his employees and creating an environment where they can work with passion, purpose, and inspiration. He drives a collaborative culture where everyone works as one big family empowering them with the right tools to bring out the best in them.

### Future Interventions

PureSoftware is focusing on building a strong

foundation of the company with its employees. They have developed employee focused programs like OWL, MIND, and Decode that help them scale their business into new geographies.

"OWL (Organization Wide Learning) is aimed at building future-ready PureSoftware. In the last Financial Year (FY), we trained 875+ professionals across the organization in skill development, compliance, technical and behavioural training. The program empowers the organization to remain competitive," says Manish.

MIND (Mentorship Individual Development) is a one-to-one mentorship program that helps individuals to grow their careers. MIND fosters a learning environment, boosts employee motivation, improves performance levels for mentees who wish to grow their career.

DECODE is a new paradigm for ideators. The platform enables all individuals at PureSoftware to share their ideas and puts employees at the center of innovation, where they contribute best practices, business solutions, and process improvement ideas that can be nurtured and patented. The best ideas are rewarded every year. This leads to unique solutions and savings for their customers. In addition, the company is also investing in one product in every domain.

Manish Sharma concludes by saying, "Life is about continuous learning and improvement. With the new normal, there are lesser in-person interactions between colleagues. But in-person interactions are imperative for learning technical as well as soft skills and to building stronger teams. Professionals who learn to balance between work from home and in-person interactions will have an edge over others. And those professionals who have the ability to learn, unlearn and relearn will retain that edge!"

### About the CEO

Manish Sharma is the Chief Executive Officer of PureSoftware. He is an accomplished leader in the Information Technology industry with almost three decades of experience across the globe, especially in emerging and frontier markets. He has been the driving force behind the company's digital transformation from an IT services company to a next-generation Products and Platforms leader. Based in Singapore, Manish is also an advisor to multiple technology start-ups. He is passionate about fintech, insurtech, and digital platforms.