



A CEO Who Leads by Example

ANALEC is a financial technology company focused exclusively in the capital markets space, working primarily with broker-dealers, investment banks, and independent research providers. We spoke to Indy Sarker to find out more about the company and discuss winning the Tech CEO of the Year – India award.

ANALEC provides proprietary platforms in the area of investment research and analytics, plus CRM to enable its customer to manage their end-to-end workflows and engage their clients more effectively. This is to be done to try and make customers more compliant, more cost efficient and competitive in the market place, enabling clients to build world class and lasting client relationships. Indy describes the firm's overall mission and how it plans to achieve this mission.

"Here at ANALEC, our mission is to be the global solution provider of choice to our customers in our market segment, delivering cutting edge capability and world-class engagement while winning the total-cost-of-ownership argument at all times. For us to achieve our mission, we continue to innovate and add capability to our product suite, either to deliver enhanced functionality or addressing needs for a broader audience within our customer organizations."

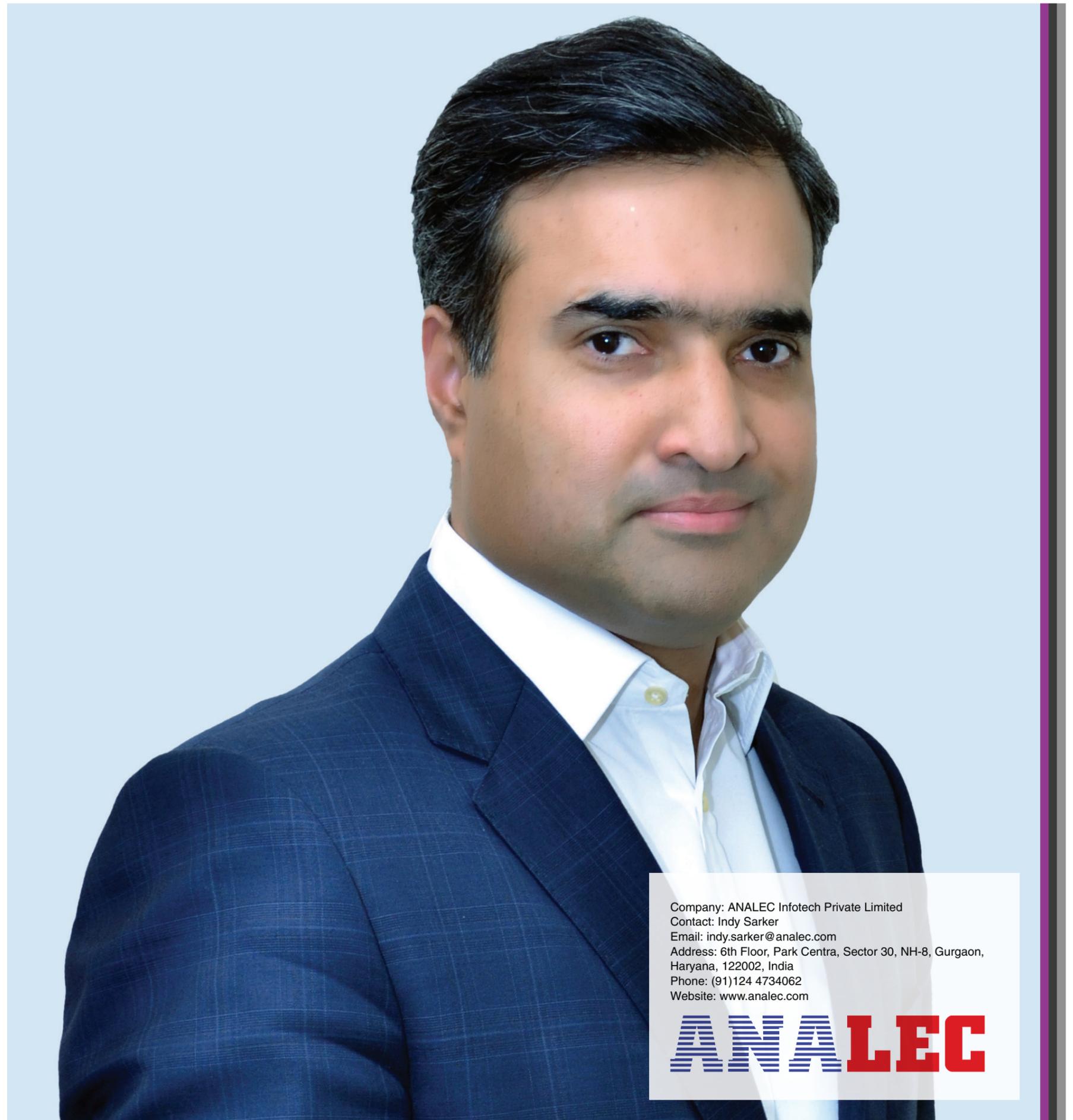
Regarding his own leadership style, Indy outlines how he ensures everyone at ANALEC understands his aims and objectives, and how he abides by them. Giving staff the freedom to explore their creativity and talents is an important aspect of the firm as it produces the best results, with Indy not believing in micro-management, something he alludes to.

"Firstly, I have always believed in keeping it simple and leading by example; while communicating frequently and effectively across the organization. I would characterize my style as hands-on, while at the same time strongly believe in empowering individuals down the line and supporting and nurturing a delegated authority structure. One thing I do not believe in is micro-management, and I have encouraged our HR organization to drive individual performance and engagement on the basis of clearly defined objectives and KRAs at each individual team member level.

"Apart from the above, I do spend a reasonable amount of time with new hires and junior recruits on cultural and mindset aspects, in order to identify and build star performers of the future within the company. Almost 50% of the time I do spend these days are in New York and London at the sharp end of the business, building customer engagements"

When approaching a new project, it is important to have a process in place. Indy informs us of the firm's approach to new ventures and new clients, telling us how the customer is integrated into the project right from the start, with a relationship being built and maintained.

"At the very onset of any new customer engagement process, our teams spend a great deal of time and involvement with a customer to understand their priorities and objectives; while also getting a better handle on the customer's organizational culture in order to excel in that environment. Ours is always a fairly involved engagement across multiple stakeholders at the client organization



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and therefore, it is critical for our success to build a good understanding of our clients at a very early stage of the engagement.”

Indy is humbled by being selected as Tech CEO of the Year – India, however he attributes his award mainly to his staff, before going on to comment why he believes the company is so successful. ANALEC’s ability to stand out amongst its competitors and as the best possible option for clients is something that Indy is keen to talk about.

“It is indeed a huge honor to be recognized in this category, as I am sure there were very many deserving candidates in the reckoning. However, I feel this is really recognition of Team ANALEC rather a particular individual. Delighted and humbled at the same time.

“Our differentiation in the market place is based on two fundamental pillars, namely, (a) our domain knowledge and expertise of the capital markets; and (b) our ability to solve for our customer challenges both tactical and strategic. As a company, our leadership team brings over 100 years of combined capital markets expertise in front-end client servicing roles, as well as technology development and deployment. Our customers value our insights and innovation when it comes to solving for their problems and challenges; and this helps us build long-term enduring customer relationships.



“Additionally, given our depth and breadth of capability embedded in our multiple platforms, we stand out in the market place when our customers seek an integrated offering across their research and client servicing CRM needs; while benefiting from significantly lower total-cost-of-ownership on such technology spends and higher ROI.”

Even though the company has a global reach, there are many benefits to being based in India as Indy explains. There are many technology experts within the country and therefore the ANALEC are able to utilise their expertise in some cases, ensuring it delivers the highest quality product.

“Although we are based in India, our parent company is a Singapore based company. Our organization in terms of our human capital is spread across India, the United States and the UK. While our technology development and primary customer support center is based out of India; our offices in New York and London bring a focus on customer acquisition. Additionally, we also have project management and product specialist capabilities in New York and London.

“India allows us to tap into the intellectual capital resources of technology experts in the country; while ensuring we deliver world class capabilities and service at hard to beat price points.”

The internal culture of ANALEC is extremely important to the continuing success of the company. Indy echoes this sentiment by stating that the right culture is the glue that holds things together over time. Again, Indy is keen to talk about the people at the company being the real differentiator between itself and its competitors.

“Having the right culture is extremely important I believe, especially in order to build enduring company and/or institution. It acts as the glue to hold things together over time. Our organizational culture is massively shaped by our core values around treating our customers as partners; our people as our real differentiator and X-factor; unwavering commitment to Integrity at all levels and at all times; striving for Leadership in all our pursuits; imbining a Global Culture around mindsets that transcends geographic boundaries; and a real Meritocracy that promotes excellence. We believe the coming together of all of the above ensures our customers experience the highest levels of service across our organization.”

With regard to what the future holds for the firm, Indy is clearly looking forward to the next few years. ANALEC will continue to grow and expand across other countries, continue to be innovative and capitalize on any opportunities that may come its way.

“Lastly, we remain very excited about our plans the next 5 years. Geographically we are making a big push to grow our customer base in the United States, UK and Continental Europe, where the structural changes in the capital markets space is opening up real opportunities for us to grow our presence. Additionally, we are also very excited about our product development and innovations plans, which ensure we not only keep ahead of our competition but also grow our proposition in the market place and cater to a wider customer opportunity.”

