

Q&A with Amrinder Arora, CEO of BizMerlin providing a Cloud-based Human Capital Management Solution using the power of AI to enable Organizations to better Acquire, Onboard and Manage Talent



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Interview conducted by:
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CEOCFO: Mr. Arora, what is the concept behind BizMerlin?

Mr. Arora: The concept behind BizMerlin is that a top notch Human Capital Management (HCM) solution, which is a core component of any organization, should be available to any organization, of any size. You commonly hear the phrase, "Our people are our most valuable asset", and similar phrases. In reality, this includes a lot of things. For example, making sure that you can acquire the best people that are a good fit for your organization. Making sure that you can

manage them, you can retain them, you can onboard them so they can provide the most value to you together. Ensuring that you have an HCM system in place that allows you to do all of that - that is the very core concept of BizMerlin.

"With BizMerlin, I have been able to import and onboard my four hundred employees, all my projects from JIRA have been imported here, my sales accounts from Salesforce have already being imported here, it is already connected to QuickBooks and ADP, my job positions are going out to Indeed, what else do I need?"- Amrinder Arora

CEOCFO: What do you understand about getting the results, about really implementing caring about your people that perhaps other Human Capital Management companies do not quite understand?

Mr. Arora: A massive change came about, maybe less than ten years ago, when we started saying that every organization, every company, whether you are in pharmacy, retail or transportation, is an Artificial Intelligence company. Not in terms of a buzzword or a fad, rather it simply represents the idea that every system is now EXPECTED to be SMARTER. This is exactly the core distinction of Human Capital Management system that BizMerlin provides, which many other organizations simply have not yet picked up on. The legacy HCM systems predated this shift, and have almost no AI component to them. You can record a piece of information, and you can get that information out, but there is not real intelligence to it. Now, with the new advent of organizations such as BizMerlin, HCM is powered using AI as is expected from any modern system. That is the key distinguishing factor of BizMerlin.

CEOCFO: Would you give us a couple of examples of where that comes into play on a daily basis for a company?

Mr. Arora: AI becomes much more actionable when it is heavily contextualized to what we do. For example, Amazon was able to sell us many more items because they were able to predict which other items go with the item we just bought.