

Big Data Self-Service Management and Analytics Platform Enhances Insights, Collaboration and Knowledge-Sharing within Healthcare, Financial, Telecommunication and Government Sectors



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“An organization’s analytic initiatives might make a big impact, but too often it is a negative impact. On the other hand, advanced analytics combined with business intelligence, open sources, semantical translation and full contextual awareness will yield remarkable results while saving vs. costing money. That’s what we offer.”
- Poonam Gupta-Krishnan

CEOCFO: *Ms. Gupta-Krishnan, would you tell us the focus today for Iyka Enterprises?*

Ms. Gupta-Krishnan: First of all, Iyka stands for Integrating Your Knowledge Assets. Over the last 16 years we have focused on innovative solutions that clarify technology complexities.

We have developed many data management software tools and solutions in the areas of middleware, BI, data warehousing, soft switches etc. In 2017, we are announcing our Knowledge Integration discoverySystems that grant the ability to extract evidence-based insights, results and value from all information non-invasively and without technical dependencies. These systems are called Iyka dS

CEOCFO: *How do you know when something is getting too complicated? Is it easy for you to recognize given all your experience?*

Ms. Gupta-Krishnan: You know it’s too complicated when IDC and McKinsey research shows that the industry average for data utilization and analytic productivity is less than 1%. The other indicator is that there are no dominate market pairs such as Coke/Pepsi, Nike/Reebok, McDonalds/Burger King, Apple/Microsoft.

Utilizing big data analytics or modern business intelligence is complex, expensive, high risk and unproductive if you don’t integrate your knowledge first. You wouldn’t build a house without drawing blueprints; our systems provide the blueprints.

CEOCFO: *Would you tell us about Iyka dS?*

Ms. Gupta-Krishnan:

Our multi-patented *Knowledge Integration discoverySystems* unifies all information by accurately translating context in real-time to uncover evidence-based insights.

We liberate organizations, and solution and information technology vendors from the continuous data integration and preparation process that everyone assumes is the only way to generate insights. Generating these insights first is exponentially superior in areas such as evaluating, reporting, migrating and analyzing data. More importantly, liberated users are able to retain and repurpose knowledge for a minimum 180% improvement over industry productivity averages.

CEOCFO: *How is that different from what else might be available in the marketplace today?*

Ms. Gupta-Krishnan: We crossed the finish line before the marketplace. We are not a data-driven company. We are a knowledge-driven one. Our focus is helping our clients grow *knowledge* without just growing *data*. With Iyka dS, our

clients get significant knowledge from very little data. Without Lyka dS end users get a lot of data that results in very little knowledge.

CEOCFO: *It almost seems too good to be true. Are people skeptical and how do you get them to understand that you can really do what you say?*

Ms. Gupta-Krishnan: As with most disruptive technologies it does sound too good to be true, but only until users experience it themselves. To draw a parallel, when the iPhone was launched the capabilities were hard to believe—having all of those utilities on one device. But when that technology was put into the hands of users, they could see for themselves that the claims were true. As with the iPhone, users can easily see that the claims we are making about our analytics process and results are true—they witness the enormous value.

CEOCFO: *How are you reaching out and how would companies know to look for lyka? Are most people aware that such a technology exists today?*

Ms. Gupta-Krishnan: There are plenty of companies providing infrastructure and analytic solutions, but there are no comparisons when it comes to the optimization and comprehensiveness of knowledge.

Educating clients on our patented and proprietary disruptive technologies takes a lot of PR and marketing. We are moving out of the shadows; maturing out of beta clients and accumulating proven case studies. We are rolling out our marketing campaign, which includes promoting demos. In addition, we are talking to media outlets like yours in an effort to let organizations know that they have a choice. One of our campaigns for 2017 is *Insights by lyka* which will allow users to fully leverage IoT, big data, social media, analytics, BI, infrastructure, and documentation platforms and solution providers so that they can better serve their customers. No matter what the industry, whether it is banking, healthcare, management consulting, education, manufacturing or public safety the challenges are ubiquitous; plenty of disparate data and not a lot of insight into what data can reveal.

CEOCFO: *What have you learned as companies have been trying lyka dS? What changes have you made?*

Ms. Gupta-Krishnan: What we have learned from clients using lyka dS is that it unleashes an explosion in terms of capability and robustness. The biggest change we made is in the velocity factor; also easier adoption of the systems and scaling of services so we can continue to exceed expectations.

Analytics is at an unprecedented level of priority for organizations, but they are not able to validate, justify or certify their strategy or vision without lyka dS. And until lyka dS it, high level analytics were financially out of reach for smaller companies. An organization's analytic initiatives might make a big impact, but too often it is a negative impact. On the other hand, advanced analytics combined with business intelligence, open sources, semantical translation and full contextual awareness will yield remarkable results while saving vs. costing money. That's what we offer.

CEOCFO: *You personally and lyka have been recognized with many different awards in a variety of areas. What is most meaningful?*

Ms. Gupta-Krishnan: I am a scientist turned entrepreneur, so it gives me immense satisfaction when I am able to understand the actual challenges facing our clients and determine how we can solve them. Once that understanding is in place, then the lyka team picks up the challenge to find the solution. The most important thing for any startup is to understand the actual problem. These awards tell me that we are on the right track. It is gratifying to receive awards and recognition for providing a valuable service to our clients.

CEOCFO: *Put it all together for our readers. Why pay attention to lyka Enterprises today?*

Ms. Gupta-Krishnan: We offer a choice when it comes to getting answers to your most pressing questions. You can continue to grow *data* with the market or leverage your existing investments to grow *knowledge* with lyka.

