

Management and Software Consulting for Oracle BI and EPM

Technology
Oracle BI, EPM and Applications

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Steve Vibhute
CEO

BIO:

Steve is the CEO of Saturn Infotech and is responsible for business development, marketing R&D, strategy and overall growth of company. Steve has over 15 years of experience with Oracle ERP, CRM, BI and EPM solutions. Steve worked with much fortune 500 companies implementing these solutions. Steve has a Master's of Business Administration from U Penn and BS in Mechanical Engineering from College of Engineering, Pune, India.

About Saturn Infotech:

Saturn Infotech is an Oracle Gold Partner who specializes in Oracle Business Intelligence (BI) and Oracle Enterprise Performance Management

solutions. The award-winning staff at Saturn Infotech comes directly from the product engineering departments at Oracle, Siebel, and Hyperion. In addition to consulting services, Saturn Infotech offers training, support, and managed services for Oracle Business Intelligence and EPM.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Vibhute, what is the overall vision and focus of Saturn Infotech?

Mr. Vibhute: We are "Specialized" Oracle Gold Partner Company which means we focus completely on niche consulting services around Oracle products. We help around 75 plus clients to implement solutions around various financial planning, budgeting, consolidations, business intelligence and strategy management. We are management and software consulting firm in Oracle BI and EPM product Suite.

CEOCFO: Why do you focus on Oracle products?

Mr. Vibhute: The secret sauce of our success is we built business around our core skillsets of oracle rather than doing everything under the sun. I personally had worked in Oracle for many years, so when I started the company I wanted to focus on Oracle. Oracle being the largest enterprise software company, we quickly were off the ground.

CEOCFO: Would you tell us about some of the common solutions you work with your clients on and some of the more unusual solutions you are able to provide?

Mr. Vibhute: We are experts around Oracle enterprise performance management, Oracle business intelligence, planning and budgeting processes, strategy management, management reporting, financial reporting, and then financial consolidations processes. These are all the areas we focus on as a company.

CEOCFO: Do you do custom development?

Mr. Vibhute: We definitely do custom development as all the Oracle products we work on are not Plug-and-play and need lot of customizations. It always needs some customization and configuration. We definitely get into a lot of custom development doing all these pieces together.

CEOCFO: Who is your typical customer?

Mr. Vibhute: We focus on the verticals; such as banking, finance, financial services, insurance, oil and gas, manufacturing, high tech manufacturing, pharmaceutical.

CEOCFO: By design or more opportunistic?

Mr. Vibhute: In order to work in these verticals, you need to have a domain background and expertise, so our people have great expertise around these areas.

CEOCFO: What is your geographical reach?

Mr. Vibhute: We are focused on the whole US market. To be specific, we focus on East Coast; mostly from Boston to Florida. We also have some customers in California and Chicago. In addition, we are an international company. We have an office in Dubai, which caters to the Middle East market because the Middle East has a

great deal of potential as a growing economy due to the oil they have. Then we also focus around the Africa region because Africa is also ranking up now based on the kind of natural resources they have. Then we have an office in India. We are into location of Africa, Middle East, India, and US.

CEOCFO: Do you find the international needs similar to the needs in the US, or are some of the areas a little less advanced?

Mr. Vibhute: Being a US based company, we get a very good acceptance from the clients outside of US. This is because clients feel that when any company works in the US market, they really know the best practices, the processes, the knowhow and the expertise. Therefore, we get the red carpet treatment outside of the US. The clients outside of the US are actually ranking up to their latest technology. The user options, the user maturity was not that much, but nowadays you see technology adoption is increasing in these areas. In the US market, the customers are very mature. They know what exactly they are looking for. However, outside of the US market, you need to educate your customer.

CEOCFO: How do you reach potential customers?

Mr. Vibhute: Channel we use is the various Domains and Oracle focused conferences. For example, technology focused conferences such as Oracle Open World, Oracle Application User Group and Oracle Development Tools Group. We exhibit in these conferences as an investment. We also reach out to potential clients to do many free webinars, such as educational webinars or seminars. We write good blogs on our website.

CEOCFO: Certainly at the Oracle conferences there are many other companies in your space. How do you differentiate? What sets Saturn Infotech apart for potential customers?

Mr. Vibhute: Good question here. First is that we are a niche focus company. Oracle has thousands of products, but we do not focus on each product. We focus on a few niche

products, which is like a management consulting plus software consulting. Many of our people have MBA in finance or they are CPAs. Therefore, they not only have the technology background, but they also have functional background, a business background. That sets us apart from the other companies.

CEOCFO: When you're talking with a prospective customer, do they understand the difference easily? Is there an "aha" moment when they get it?

Mr. Vibhute: Absolutely, because as I mentioned the US customers are very mature and educated customers, so they really understand. For example, we go to a specialist, a cardiologist when there is a heart related problem. You do not go to a general physician. The same thing happens here when

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somebody has a particular need around CFO office services. They know who to talk to because they want people who are experts that specialize in these areas. Oracle does a good job in promoting such kind of specialization. If you go to the Oracle website, you can easily see that certain partners are specialized partners. Therefore, some customers are looking for these kinds of services and they know which partners to work with.

CEOCFO: Do you find that many of your customers take advantage of a wide range of your services?

Mr. Vibhute: Definitely, because of our expertise into these areas. It always happens we implement the projects in a shorter period of time going with the companies that do not have a specific skill set or the specific expertise. Therefore, the cycle time of implementation reduces a great deal.

Even the rework reduces a great deal and the success rates of such in other projects are high. Then because our expertise of convincing them on using certain processes, the users also get start using these particular services quickly. Their success rate is very high when they go with the specialized companies like us.

CEOCFO: On your website, in your message, you talk about your unique methodology. Could you tell us a little bit about what that is and how it is different from other companies?

Mr. Vibhute: Our unique selling point is that we are an Oracle partner, an Oracle certified specialized partner where we only focus on Oracle technologies. We do not do work on any other products. In fact, this point in time of the company, we do not work on IBM, we do not work on SAP, and we do not work Microsoft. We are highly focused on Oracle and that sets us apart from many other companies where they do everything. They may work on Oracle or on SAP, or they work on Microsoft. Because of the size of our company, we do not want to be spread too thin. When you are spread too thin, then you cannot really do a good job. For companies like ours to grow, we really need to have a laser-focused approach.

CEOCFO: What is ahead in the next year or so?

Mr. Vibhute: We are creating a good R&D lab in our company where we are focused on engineered systems of Oracle. Oracle has purchased a company Oracle Sun Microsystems. Therefore, Oracle is now going in the market with the strategy of hardware and software engineered together. It means Oracle will have their own hardware and Oracle will have their own software, so it is like "Oracle and Oracle". This particular approach is really getting a buzz in the market. It is really offering a good potential in the market for Oracle products. Therefore, in order to support that particular strategy of Oracle, we are investing into a lab in our office around Engineered System. We are creating a lab in our office in North Wales PA. We will be

setting up a demo, test and R&D lab where customers can visit and look at certain hardware products and software products combined. Hardware, software engineered together approach.

CEOCFO: You have made the Inc. 5000 list, so clearly business is good. How do you continue on same path?

Mr. Vibhute: We really want to remain focused on what we are good at. Therefore, that is our strategy going

forward, which is to hire and invest in to good people. Consulting business is people business. We would like to invest in our people, invest into the best practices, invest into methodologies and again as I mentioned the hardware, software lab we are creating in our office in North Wales, Pennsylvania. That is our growth path next year.

CEOCFO: Would you tell our readers why they should pay attention to Saturn Infotech?

Mr. Vibhute: People should look at our services and the kind of investments we are making in people and processes. Oracle has big install base in the whole region. If Customers are looking for a niche solution around BI and EPM, they can visit our website www.saturninfotech.com, or call us on 267-337-6779 x115..



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