

Decipher Zone - Helping Clients Securely Digitize Their Businesses



Lalit Sharma

CEO

Decipher Zone Technologies

Interview conducted by:

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CEO CFO: *Mr. Sharma, what is Decipher Zone Technologies?*

Mr. Sharma: Decipher Zone is a software development firm with immense knowledge and expertise in the industry with a knack for delivering leading IT solutions. With clientele from around the world ranging from small to large-scale businesses, we are a one-stop solution for every requirement that comes with software development. We work on a contract-to-hire model and provide resources to clients for making their digitized products. Our expert development team with honed skills in a wide range of services can help a business from idea documentation and solution designing to architecting,

developing, quality analysis, and product deployment.

In short, we are a full-stack software development team driven by the zeal to design, develop, deploy, and deliver technical solutions with profound quality and impact for our clients.

CEO CFO: *What types of companies are turning to you, size, industry, location? Who are your customers?*

Mr. Sharma: Our customers are from all over the globe. We deal in the retail market where we provide web, mobile, cross-platform, eCommerce, enterprise relationship platforms (ERP), customer relationship management (CRM), content management systems (CMS), lightweight directory access protocol (LDAP), and on-demand solutions.

We have made customized solutions for industries like cannabis and banking, where we helped our clients build and maintain their ongoing projects as well as developed new ones from the ground up.

On top of that, we have also helped our clients move their entire business on the web so they can effectively reach their target audience worldwide.

That being said, companies that are turning to us can range anywhere from startups to large-scale enterprises, majorly from countries like the USA, Singapore, Germany, the UK, Australia, and many others.

Our client, or as you called "our customers" entails multiple industries such as Healthcare, Banking, Distribution, Finance, Agriculture, Retail, Hospitality, eLearning, Industrial, Data Science, Cannabis, Pharmaceuticals, and much more.

CEO CFO: *How do you work with your clients to understand what they are really looking for and what they really need?*

Mr. Sharma: For a service-based company like Decipher Zone, understanding the needs of clients is extremely important for the project's success. But, there is no one-fit-for-all way to gather clients' requirements. While some of the clients can be expected to be opinionated, certain, and forthcoming, others will leave it up to us. Given that, we can say collecting the clients' requirements needs to be handled delicately.

So, once we start dealing with our clients, it happens that we understand a high level of their requirements with exactly what they need from their statement of work, and clarify uncertainties by asking questions. Once we get that realignment and we get that communication with our clients, we will work on a step-by-step method to show what exactly they want us to deliver. This is where we understand their complete business model and requirements before documenting everything. After completing documentation from our end, we cross-verify with the client and start working on the project after everything has been approved by them.



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After that, we introduce our team of developers that will be working to create that particular model or functionality for our clients. Clients directly get in touch with the core team members who are working along with the project manager. The project manager is the one who ensures that whatever is needed by the client's side is being delivered without compromising the quality. This quality control on everything is managed internally. Besides, we also use agile methodology along with tools to provide our best services and keep in touch with our clients regularly.

"Our attrition rate is less than 5%. People do not leave us, because we are extremely open to our people" Lalit Sharma

CEO CFO: What is the key to keeping on top of new technology? How do you stay ahead of the curve?

Mr. Sharma: Undoubtedly technology is rapidly changing and failing to keep up with these changes can lead to the downfall of one's business. According to me, the best way to keep up with new technologies is to be receptive and adaptive to changes, no matter how uncomfortable they make you feel.

But to do that, I partially rely on sites such as The Verge, TechCrunch, and Gizmodo along with social media platforms to stay in tune with all the trends in the technical world. And the majority of our developers follow the lead while conducting in-depth research on those tools and technologies.

Although we keep on embracing new technologies that are coming into the market, our core focus is on two technologies: Java and React.js. So, whatever comes there new in these two technologies, we embrace that as soon as possible.

Besides, being in the software development industry, we need to work on the latest trends that are on trend in the market, so that we can provide the fastest and smoothest solutions to our customers. To make it happen anyone from

our team with knowledge of a few tech trends organizes training sessions for our team. What we do in these sessions is, try to shift to the latest versions of the tech tools, methodologies, etc. that are used in current web or software applications. This helps our development team at Decipher Zone to keep up with the changes that are happening in their industry. These training sessions are downright constant, where everyone on our team gets to learn.

Put simply, if one of our team members has learned something, we organize sessions for the others to discuss, communicate, and understand these trends that might get implemented in their ongoing projects as well. That is how we keep ourselves updated and moving in the current technology.

CEO CFO: How do you reach out to potential new customers?

Mr. Sharma: Our business and digital marketing team focuses on expanding awareness of the service we provide. They use different strategies and platforms to gain more traction with potential leads on our website to reach out to more customers for our business.



[XORTX Therapeutics](https://www.xortx.com)

To help you understand with ease, let's say, we focus on our marketing for the services we provide. Initially, we effectively market them, and in return, customers reach out to us.

After that, there are certain portals where we take our proposals over different projects and get in connection with the clientele. Apart from these two methods, i.e., marketing and bidding, another essential aspect in bringing more customers is references.

Once we have started working for a customer, we focus on creating long-term relationships with them. And in such cases, we either get requests from these customers for additional features to be added to their projects or get referred by them to their acquaintances for new ones. So far, this is how we are growing our team, along with our customer reach in countries like the UK and the US.

CEO CFO: Decipher Zone was recently named a Top Custom Software Development Service Provider in the US. Would you tell us about that recognition?

Mr. Sharma: Yes, we have earned this recognition by developing and maintaining several projects for our US clients. Although I cannot reveal their name due to our non-disclosure contract, I can tell you that there were some big shots on that list.

In essence, all I can say is, as we kept working on their projects while marketing ourselves with all our hearts, recognition and publicity came along the way from our clientele.

CEO CFO: What have you learned as you work with more and more clients? What might have changed in your approach over time?

Mr. Sharma: There is a complete stick-to-the-point mindset. The major thing that I have learned over this time is that the requirements analysis at the initial stage is very important, from the perspective of development at my end, and the perspective of getting things developed at the client's end. Another thing that I learned with our growing venture, is to always be on the plan that we have moved or that we had proposed.

Apart from the requirement analysis and sticking to the plan proposed, focusing on the term that a team once assigned to a particular project should not get changed is crucial if you want to make the system development life cycle (SDLC) rapid and smooth.

The primary reason behind not changing the team members is that when someone works on a project and invests their time, they get better intel on how to handle the task efficiently. On the other hand, replacing the team with a new one will not only cause a delay in project delivery but can also lead to project failure.

Therefore, an accurate understanding of requirements by an assigned team that works on the plan proposed initially is the key area where a software development firm should focus, and we are focusing on that to always provide a remarkable outcome for our clients.

CEO CFO: *How do you help your clients who have a little trepidation about making a change? Do you find sometimes people may have a fear of change?*

Mr. Sharma: Yes, this happens more often than you would expect, and our clients are no exception.

When we work for a client for a long time and they see a change in technology, market, or process, it hampers the current development process and makes clients afraid about the success of their project. But to overcome this period of little trepidation, we aim to keep our processes open-ended which allows us to make any additional changes and adjustments whenever required. It has proved to make our clients content with our work.

For us, the crucial key factor behind the success of a project is transparent and regular communication with our clients. Hence, our project managers keep in touch with them and inform them about any forthcoming changes or updates. This helps our clients and project managers to see if these changes can create possible challenges in the software application development process. If yes, then we try to implement different methods in the development process to easily overcome them and help our clients to be ahead of the curve.

CEO CFO: *What differentiates Decipher Zone Technologies from the other companies in your space?*

Mr. Sharma: The main thing that differentiates us from the other companies is our people because the IT industry has got a huge attrition rate and everybody knows it. However, at the Decipher Zone, "our attrition rate is less than 5%. People do not leave us, because we are extremely open to our people". We give them all the liberties and the perks that they need.

In addition, we always work in a way that avoids disturbing our clients as well as ensures the safety of the mental health of our development team. Consequently, we keep a good balance with ourselves that helps us to differentiate from other people.

Unlike other IT-service providing companies that are only concerned about the experience of a candidate while hiring, Decipher Zone Technologies focuses on the positive personality traits and behavior of a candidate before selecting them.

While we take hundreds of interviews daily, only 2 or 3 people get selected because we are very specific about the people that we take in, and once we take the person with us, it is approximately permanent. We have been working for about 7 years and we have got people who have been with us for about 6 years. And there is a high chance of them staying in the company while growing themselves personally and professionally for a very long time.

CEO CFO: *What is the takeaway for our readers? What should people remember about Decipher Zone Technologies? Why should people choose Decipher Zone Technologies?*

Mr. Sharma: First, I will thank all the readers who have come this far. When it comes to people remembering our firm, I want people to recall that Decipher Zone Technologies is here to help its clients securely digitize their businesses to boost their growth and customer reach.

Besides, we work in such a manner and mindset that our client's business is our business, and we have to be a part of it that ensures growth. To achieve this goal, we always work on that mentality and that methodology, where we join our hands with our clients, and we never leave them. We are always with them, at every stage, at every moment, and we do not let them suffer at any cost. And that can be a prime reason to choose us for developing your future project.