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Shrinking The Paper Flow: Inforaise Technologies USA has the luxury of choosing clients from an endless number of industries.

The Carmel Valley-based software solutions provider has worked with customers in diverse fields from health care to corporate real estate. Most recently it devoted a year to developing a streamlined workflow process for an insurance-related firm.

Inforaise President Sanjiv Prabhakaran, 47, said he was looking for a way to apply his 20 years of experience in the software industry to a variety of projects when he founded the company in October 2000.

"My primary motivation was to be independent and kind of grow the company in a mold where we could service a lot of different clients," Prabhakaran said. "At the same time I had built a relationship with a team in India. That helped drive the model to service different companies with different needs and focus on different types of applications."

The foreign partnership has led to the formation of a counterpart firm in Hyderabad in South Central India, called Inforaise Technologies India.

The partnership expands the company's work force significantly. With only Prabhakaran and a part-time marketing staff member in the United States, the firm has access to 27 employees in India. The local office conducts technical assessments for clients, and relies on architects and engineers in India to design a strategy.

The additional manpower enabled Inforaise to devote 20 employees to developing software for a midsize corporate real estate firm involved in managing store operations for large clients such as Home Depot and Good Guys electronics. The software tracked maintenance operations and processes at new store outlets.

Inforaise has recently been working on a contract valued at nearly \$60,000 for the San Diego-based DMA Insurance Housing Assistants.

Inforaise recently completed the second phase of converting DMA's manual processes and spreadsheets into a custom workflow process using a database and Web-based application. DMA's local staff and remote sales staff use the streamlined system to help the insurance industry relocate families who have property loss claims due to fire, flood and wind damage.

"They're always looking for enhancements so I'm sure there will be a third phase very soon," said Prabhakaran, who declined to disclose the private company's revenues.

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