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PERSON OF THE WEEK-Nanda Kumar: Making SunTec Global Player in Billing – India Journal

By A.MATTHEWS

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LOS ANGELES, CA – Starting off in 1990 as a two-member team, SunTec has grown to staff more than 400 employees under the leadership of President and CEO Nanda Kumar who conceptualized and developed SunTec's flagship product suite TBMS(Transaction Business Management System) making SunTec a successful transaction-based billing product company. Based out of Trivandrum, India, its US office is in New Jersey.



In an interview with India Journal Nanda Kumar says what has helped is his more than 20 years of experience in management, technology and software engineering. The company is today a global player with offices in the US, UK, Germany, Singapore and Thailand. SunTec opened its US Support Center in March this year.

“The center was set up to strengthen local support in the region in sync with the company's thrust in the US market and is a testimony to SunTec's ever-increasing focus on customer experience. We have strengthened

our focus in the US market in the last couple of years and have made significant progress in the CME(Communications, Media & Entertainment) and BFSI (Banking, Financial Services & Insurance markets. We have already picked up two prominent communications companies, one of which is the largest cable operators in the US. We also have two major US banking clients, one of whom is among the top five in the world,” Nanda Kumar explains.

The new center delivers quality customer support which Nanda Kumar says is extremely important.

“Through our dedicated customer support , we can provide customers with access to SunTec resources and answers to their questions whenever it’s most convenient for them. As a result, our customers can speed problem-resolution and increase overall productivity.”

Why should businesses go in for SunTec’s products?

Focusing on the advantages, Nanda Kumar explains that the TBMS product lines are designed to address the pricing, charging and costing of services based on measuring events.

“We have developed our products with the concept of RBP, which advocates that each customer is unique and deserves to be treated differently. The concept emphasizes empowering customers with the right package comprised of the right product mix, and most importantly, at the right price, thus qualifying a service provider’s existing relationship with its customers and partners. Specifically, it gives any service provider a number of advantages. It reduces customer churn and allows for scalability and flexibility. It is a complete solution available at a low cost and can cover every entity on the transaction value chain.

As a global player, Nanda Kumar sees SunTec strengthening its position as the leader in relationship-based pricing.

“We will continue to be a significant player and focus billing support on new services such as IPTV, VoIP and other content, all of which are changing the landscape of the communication industry. We are also looking at the managed services model, which is becoming quite popular among service providers. These would manage network deployment and necessary back end systems to support quick launch of the new IP services. This trend may become visible while deploying Wimax networks too. Large service providers are now increasingly going for the outsourcing model. Thus we have some interesting engagement models to consider and implement globally.”

The main reason for SunTec’s success as Nanda Kumar sees it is the “speed at which we can complete an implementation, which is significantly higher than the competition. We have had cases where we completed implementation in under

30 days! Above all, I think the reason we succeed is due to our ability to “de-risk” for our clients. That is, the ability to prove the solution will deliver in the client’s environment with its data, before the product is purchased or implemented. This engagement model, which we call ‘Proof of Concept’ (PoC), significantly impacts a client’s comfort level.”

Nanda Kumar who holds an MBA in Finance and a post graduate degree in Physics, says Future plans include further expanding the reach and TBMS product range across the CME BFSI and Utilities industries and focusing on new strategic alliances, such as the recent partnership with Infosys, “Our big aim is to become a billion dollar company within five years and enter segments such as insurance, healthcare, transportation and retail with our transaction pricing and billing solutions,” Nanda Kumar says.