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# SME WORLD

▶ *The Next Level* ▶

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## Extending Technology Arm for SMEs



**MAN WITH A MISSION**

Rohit Aggarwal, *Founder and CEO, Koenig Solutions Ltd.*



## Koenig Solutions Inducing Mini ERP for SMEs

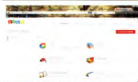
With a humble beginning in a cramped location in Delhi in 1993, Koenig has come along way to become a successful IT training company serving a global clientele. Apart from being a pioneer in Offshore Training, Koenig has the largest number of IT Trainers in the world.

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## Supportive Industrial Policy for MSMEs Need of the Hour : Jaipuria

The government should promote and facilitate MSMEs with help of supportive industrial policy with a tangible provision for some interest subsidy for the existing units also along with tax benefits, advocated Sharad Jaipuria, President, PHD Chamber of Commerce & Industry , a multi-state apex organization acting as a catalyst in 'promotion of industry, trade and entrepreneurship'.

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## Perfect Fit : Finding the Right App

Retirement is not for everyone, realized Peter Bowen soon after quitting the ad-agency he had owned and operated in Toronto. He got bored; and out of that boredom emerged a wish and a will to start a company. Thus, First One On was born in 2010. Here, Bowen and a group of contractors provide a broad range of search and website marketing strategies, and mobile application development.

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## Hosting in India Zoho.in Comes with a Bang

Zoho Corp., the leading IT product company from India, recently announced the launch of Zoho.in, a suite of applications for companies to run their entire business on Zoho. Zoho is offering this package free exclusively for Indian businesses.

Included in the package is an offer for Indian businesses to register a free .in or .co.in domain, a flexible website creation application in Zoho Sites, Email Hosting application in Zoho Mail and Document Management and Office suite apps in Zoho Docs, as well as several mobile applications that accompany these web applications.

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## Destimoney world-class financial services

### Financial Ecosystem Destimoney Laying Strong Foundations for Association with SMEs

Destimoney Advisors, a part of the Destimoney Group of Companies, has presence in various business lines viz. Equity, Commodity, Currency Broking and Wealth Management through Destimoney Securities Pvt Ltd, Loans advisory through Destimoney Advisors and strategic partnership with Punjab National Bank Housing Finance Ltd. Destimoney has been awarded as "Most Promising Brand - Finance, 2014" by World Consulting and Research Organization, which was advised in the process by Ernst and Young (LLP) India. In 2013, it was awarded "Business excellence for financial advisory of year 2013" by Worldwide Achievers (erstwhile Time Research).

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## Koenig Solutions Inducing

# Mini ERP for SMEs

With a humble beginning in a cramped location in Delhi in 1993, Koenig has come along way to become a successful IT training company serving a global clientele. Apart from being a pioneer in Offshore Training, Koenig has the largest number of IT Trainers in the world.



**Rohit Aggarwal,**

*Founder and CEO, Koenig Solutions Ltd.*

With customers across 50 countries across globe, Koenig, is an innovative training organization specializing in providing state-of-the-art technical training on all popular IT certifications. Their customers include many Fortune 500 companies and governments all over the world.

Koenig is an authorized training partner of Microsoft, Cisco, Oracle, VMware, Red Hat, SAP®, Novell, EC Council, Adobe, Apple, Autodesk, SCRUMstudy, Check Point, PRINCE2®, PMI, Salesforce, Zend, EMC, Citrix, Android, Symantec, IIBA, SAS, Linux Professional Institute and CompTIA. Koenig is also authorized testing centre for Prometric, VUE and Novell.

Koenig has a team of 300+ full time corporate trainers and their services include offshore training in India and Dubai, Koenig Live Virtual Classroom, Fly-me-a-trainer.

Interestingly, Koenig is targeting the US training market through its Live Virtual Classroom (LVC) training model, which it claims reduces the cost-to-company for organisations that plan to impart training to their employees. In the overseas market, the firm has also ventured into Africa.

Also, Koenig is aiming to tap the Indian education tourism market through their education tourism business which is set to grow to \$1 billion by 2020.

*Rohit Aggarwal, Founder and CEO, Koenig Solutions Ltd. in a free wheeling chat with SME WORLD answers a few questions.*

**Making its bow about a decade ago, Koenig is a success story today. What it takes to achieve success and more?**

For Koenig it has meant perseverance, being honest to the customers, a constantly growing ambition.

**What helps you in your entrepreneurial journey?**

For me, the guiding principles of my life, enshrined in Koenig Ethos help me every step of the way in the entrepreneurial journey.

**What was the idea when you started Koenig? Do you think the success has been fulfilling and things have taken shape the way you wished?**



The original idea was to stop losing money in business. This truncated many business units but also shed light on a small but profitable business unit – Europeans travelling to India for training and certification. Starting with just one student, we now have hundreds coming every month. However, the original dream was only of ten students per month which has been more than fulfilled.

**Technology is changing everyday – for the better – and new challenges are being thrown to the engineers to put them in action. Do you think practice is in pace with the advancement?**

Technology is evolving faster than people are able to keep pace with it. Lack of technology skills and an increasing problem.

We believe that if somehow this problem can be eradicated, the world's GDP growth can jump by a few %age points.

**Kindly explain the idea behind mini ERP for the SMEs sector.**

For any small sized company which has limited resources and limited finance, mini ERP paves a good path to streamline internal processes in a cost effective manner. It eliminates the cost and at the same time increases the work quality. Thereby cutting down on the need of manpower while involving those who are technically competent. This promotes qualitative development in

the work and also the work process.

The mini ERP solutions are also customized to reduce overheads. Lower maintenance costs, better documentation and automation of company processes allows the SME a fair chance of growth by focusing its key resources on the core area of business expertise.

**SMEs sector in India face lot of challenges and technology**

**upgrade is one. With little financial resources, SMEs lose the race. What is the solution?**

There are many self-learning tools available. They are quite effective, except that participants need a lot of self motivation to make full use of them.

**In what way Koenig is helping the industry keep abreast with the latest technology? Kindly explain MOOC.**

We offer training on the latest technologies and we deliver in customer-friendly formats – classroom training, fly-me-a-trainer, Live Virtual Class, Flip Classroom method.

MOOC is Massive Open Online Courses and are becoming very popular for self learning. They are also creating a funnel of more serious learners.

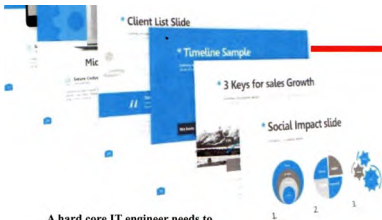
**These days, people do not relate the role of ethos and ethics with business. What drives us to ignore cultural bonding with our business?**

We have seen that ethos and ethics can play an important role in making a business successful. In fact we do not think Koenig would have been even half as successful if we were not ethical. Honest efforts take longer to produce results. This is the primary reason people take short cuts.

**KOENIG**  
LIVE VIRTUAL CLASSROOM

The screenshot shows the Koenig website interface. At the top, there's a navigation bar with links like 'All Courses', 'Course Details', 'Services', 'Register', 'Branches', 'Partners', 'Testimonials', and 'Info'. Below this, a main banner area features a photo of a man and a woman. The text on the banner says: 'Enhance your IT skills with Fastest Growing IT Training Company. Interested in Koenig Courses? Fill out the form below to get details.' There is a registration form with fields for name, email, and phone number, and a 'SUBMIT' button. Below the banner, there are three columns of content: 'Featured Students' with a photo of a group of people, 'Holiday Experience' with a photo of a sailboat, and 'Our Partners' with a photo of two hands shaking.

Koenig is targeting the US training market through its Live Virtual Classroom (LVC) training model, which it claims reduces the cost-to-company for organisations that plan to impart training to their employees. In the overseas market, the firm has also ventured into Africa.



**A hard core IT engineer needs to be a hard core culturist too. This is not taught in our B schools. Why is it so?**

We think it should be taught. In fact, it should be taught in schools when the child's mind is more malleable. Attitude / culture is acquired by the age of 20, but because it is so important for long term holistic success, we think it should be taught in B schools as well.

It is a natural human instinct for wanting to do for the needy sections of the society. This is what made us start investing in education of the underprivileged students in 2007.

**What makes you get going? Spirituality, social concern, honesty, hardwork... ???**

Everything. I think that we can achieve spiritual bliss, social respect and economic wealth if we chose the path of honest hard-work.

**Today, CSR is related to only corporate or big business houses**



**whereas every one of us is duty-bound to do our bit for the society. Your comments.**

Everyone must first take care of their needs before helping others. This is true for businesses also. As soon as they are profitable enough, they should invest in CSR. We invested in CSR when we were quite small. Our experience shows that the investment paid for itself in terms of staff motivation and customer good will (apart from the spiritual bliss and blessing).

**What motivates you to go to the society wanting in many areas?**

It is a natural human instinct for wanting to do for the needy sections of the society. This is what made us start investing in education of the underprivileged students in 2007. We feel very satisfied that we are doing our bit for the society. If we were not, I think we would carry a guilt which would impact our work and results.

**How you envision Koenig to shape up in the next 5 to 10 years?**

We want Koenig to keep growing at 100% YOY. Thankfully we are in a business which has a huge growth potential. Every-time get closer to the horizon, it expands even further away. We think the only true limit to our growth is our own capability. Apart from emerging as the largest IT training company in the world, we also want to make a positive, significant and measurable impact on making the world a better place.

## **Rohit Aggarwal, CEO & Founder, Koenig Solutions Ltd.**

Rohit Aggarwal is overall responsible for developing Koenig into one of the foremost IT training organizations of the world. Rohit is a graduate of Comp Sc. and Engineering from Punjab Engineering College Chandigarh. With a penchant for mathematics and computers, even during graduation, Rohit single-handedly developed a mini-ERP for the SME sector.

Koenig was Rohit's green-field operation started in 1993. Starting with the innovative Offshore Training model (aka Education Tourism) which is now a industry on its own, Rohit Aggarwal is now focusing on riding the new wave of Massive Open Online Courses (MOOC) by using the available Indian IT talent to deliver a Flip Classroom method of learning which is likely to create a another new method of learning just as Offshore Training did a few years ago.

Apart from business, Rohit takes keen interest in philosophy and social upliftment. His pioneering efforts to bring down the drop-out rate in Government schools won Koenig the Microsoft Citizenship Partner of the year for 2009.

Rohit has laid down expectations of exemplary moral conduct from all Koenig employees. These are enshrined and well documented. Rohit writes extensively on philosophy.