axiusSoftware
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ENVISION AN EMPOWERED FUTURE

Kiki Li
Co-Founder

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Co-Founder

With a vision to harness technology to its full potential and address business challenges, Jayanta Nandy and Kiki Li co-founded axiusSoftware. From a humble beginning in 2013 with 3 employees and a small office in Kolkata to 5 offices globally, axiusSoftware as a bootstrap company has undergone substantial growth. It started with Enterprise Web and Mobile Solutions and, over the years, ventured into other emerging technologies as well, working with clients across 15 countries.

A Dream and Market Potential, coupled with 30+ years of combined experience inspired the Co-Founders to take the plunge on this journey of entrepreneurship. Both the Co-Founders come from IT backgrounds. Jayanta was in leadership roles in top IT MNCs as well. Spending a substantial part of their career in the IT industry helped them understand this industry and the potential that exists, especially in the digital space. "Probably, there would not have been any other better alternatives than to start our IT company and embark on our vision," they say.

Plethora of Services

Even with the world embracing digital solutions at a rapid pace, businesses are still grappling with a lack of integrated digital solutions, a lack of automation, and high maintenance costs. Challenges associated with cyber security, a lack of proper IT strategic planning, and a well-laid digital roadmap are also major problems. axiusSoftware helps its clients constructively address their inherent problems with the right consulting and digital solutions.

The services offered by axiusSoftware range from IT consulting and digital transformation to data science and analytics in the areas of enterprise mobile solutions, enterprise web solutions, AR/VR/MR and metaverse, artificial intelligence, IoT services, digital marketing solutions, and enterprise WeChat solutions. While their enterprise WeChat solutions are specific to the Chinese market and for companies willing to establish their digital footprints in China, their digital marketing services cater to both Chinese and global social media marketing. A combination of international background coupled with local market experience in China makes axiusSoftware stand out in the market.

Leveraging their Strengths

With an Engineering and MBA degree, Jayanta comes with 23+ years of IT experience, including 15+ years of extensive experience in China, and has been in Leadership roles in TCS China (Tata Consultancy Services) and Infosys China. He is responsible for building Client Relationships, Partnerships and Alliances, and Business development, along with the company's overall Growth Strategy and policies, with his Co-founder.

With a Digital Marketing holder from Columbia University, USA, and an ex-TCSer (Tata Consultancy Services), Kiki comes with rich experience in Sales and Digital Marketing. She is responsible for managing the overall operations of the company, along with Marketing and Finance aligned with the company's growth vision.

The duo has introduced and has been fostering a culture of empowerment, innovation, and creativity, as well as ensuring that the values of the organization focused on building trust and relationships, customer first, and respect for individuals are percolated across all levels. They further encourage open-mindedness, a sense of diversity, and equality across the organization.

The Initial Struggle

A strong core team lays the foundation of a strong organization. Jayanta and Kiki focused on key departments while setting up the core team. It was important for them to have experienced and trustworthy stalwarts to manage their Sales, Delivery, Operations,

AXIUSSOFTWARE

Driving Growth Through Innovation and Technology

and Finance. As co-founders, it was also their sole responsibility to closely monitor these departments during the initial growth phase of the company.

"We grow when we face challenges. Challenges help us discover. Building trust internally and externally, establishing our creditability, and cultivating our company's brand image were a few of our initial challenges. Along with aligning with our company's values, we also stressed transparent communication both within our organization and with our clients and partners, along with delivering as per our promises," says Jayanta.

They further knew the importance of quality and on-time delivery in order to gain the confidence and trust of their clients and to get repeat business. The core team's dedication to these areas, coupled with its customer-centric approach, helped the company overcome its initial challenges. "However, our emphasis on continuous improvement is key to coping with the ongoing challenges," adds Kiki.

An Eye on Emerging Technology and Trends

The world is going through rapid changes in technological advancements. Over the next few years, digital transformation will continue to reshape our world. Jayanta predicts that there will be game-changing trends in the areas of Generative AI, Metaverse, Cyber resilience, and Sustainable technology. While his team anticipates a rise in Industrial IoT, they also foresee the Extended Reality (XR) market size to reach USD 472.39 billion by 2029, as per an industry report from Mordor Intelligence.

"Being in the technology industry, providing digital services to our clients, we aim to keep our employees updated with the latest technologies by investing in training for our employees. This, however, aligns with the line of digital services that we provide to our clients. To cope with the rapid growth of technologies, we also target building a resilient partners' ecosystem to provide efficient and better results and values to our clients," says Jayanta.

Ascertaining Continuous Growth

Connection. Discussion. Networking. What the Co-founders and the company call internally the "CDN Effect". They believe that this prepares them for

tomorrow. While it is important to be active on social media and be a voracious reader of the latest developments and changes around the world and in the industry, it is equally important to connect with people, participate in discussions at different professional events, and network with people across industries and with the clients and partners. In a competitive market, maintaining the visibility of axiusSoftware is crucial for the Founding Team.

"In this evolving IT industry, we encourage and make it mandatory for our employees to opt for specialization courses and certifications not only for developing their core technical skills but also for improving their soft skills. With a focus on continuous learning and continuous development at axiusSoftware, we invest in training and hands-on projects for our employees to develop their expertise in new technologies, with the objective of nurturing multi-skilled employees. At the same time, we percolate the message of "Unlearn to Learn" in our organization to be on par with the dynamic changes in technologies," explains Kiki.

Proud Moments

Giving back to society with their work or creating a positive impact on society with their activities is what exhilarates the team at axiusSoftware. The company has been serving clients across multiple industries globally, with a focus on education, healthcare, real estate, and e-commerce, and one of the projects that makes it proud is a healthcare project. According to the World Health Organization, it is projected that 2.5 billion+ people worldwide will suffer from hearing loss by 2050, and 1 billion+ young adults worldwide are

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currently at risk of permanent, unavoidable hearing loss. It's important to prioritize good hearing at every age.

axiusSoftware developed an AI- and ML-based mobile application wherein incoming voice calls are analyzed and amplified based on the individual user's hearing sound levels for each ear. The app further included suppression of background noises. The mobile application developed for those with hearing loss issues has been a simple and effective way to improve hearing ability and have clearer conversations during phone calls to find a human connection in a digital world.

Aiming High

Along with concentrating on their 4Ps – Process, Productivity, People, and Profit, axiusSoftware is committed to Growth, Innovation, and Sustainability in the next few years. To envision an Empowered Future, they will continue to invest in emerging areas like AI, IoT, the metaverse, etc., with a focus on client relationships and unblemished delivery.

"With the increasing demand for technological advancements across industries, we aim to scale up

our team size substantially in the coming years, increase our organic talent development, and expect a higher percentage of certified employees," conclude the Co-founders.

Advise for Aspiring Entrepreneurs

"Having a dream to accomplish something big is good; however, one needs to take mindful, measurable, and meaningful steps to achieve that dream. Be flexible with changes in business strategies. Being optimistic, persistent, and resilient is the key to long-term success. And above all, it is important to have that smile and confidence on your face even during the most difficult times."

A Quote to Live By

Though there are quite a few inspirational posts that motivate us, however, this quote from LaoZi always encourages us to take the next step.

"Do the difficult things while they are easy and do the great things while they are small. A journey of a thousand miles must begin with a single step."