



FEATURING SRM TECH

How Mid-Sized Companies in Information Technology Are Transforming

While the pandemic posed a tough time and crippled the growth of many organizations across sectors, it also enabled many mid-sized companies to scale up their approach, rethink business and adopt new methods. SRM Tech is one such organization that leveraged the pandemic situation and devised a solid transformation strategy that today serves as the foundation for a broad range of company-wide investment decisions, resource allocations, and performance expectations.

The SRM Tech's Transformation Journey

SRM Technologies is a Chennai based IT solution provider providing next-generation technology, engineering, consulting and digital transformation services. With over two decades of experience, they empower enterprises to compete in today's digital economy by leveraging the right tools, talent and technology. With delivery hubs in USA and Japan, SRM Technologies has a fascinating transformation journey packed



Preparing for the Post-Pandemic Future - Anand Kashyap, CEO

We had a look at the broader perspective of things over the last two years from an employee standpoint and identified priorities that will propel us towards a successful future. Developing and upskilling talent, having the right leaders in the right place, revamping the organizational culture, improving employee benefits and enhancing the customer experience even during challenging times were all part of the secret sauce that has helped us make a mark for ourselves. With the high demand for talent and new business possibilities in today's global IT landscape, we are confident that our learnings and transformative approach will help seize bigger opportunities, build a resilient, smart workforce and grow.



with enthusiastic leaders in the forefront.

“When the whole world was tackling the pandemic challenges and its impact on business, we wanted to see it as an opportunity to reinvent ourselves as an organization in the areas of people, culture and business transformation. The focus was on achieving employee delight, which automatically translated into customer delight in the markets we operate and serve, setting us on a 2X growth journey.” shares Anand Kashyap, CEO of SRM Technologies. He joined the organization during May, 2020 to drive all the strategic and growth initiatives with a 4E approach: Envision – Enhance – Empower – Enable.

Investments in Hiring & Upskilling

Quickly after the pandemic hit and the organization transitioned into the new normal, the existing setup was reviewed, and significant investments were made in hiring the right talent, upskilling the current workforce and planning for the upcoming market demand. To improve employee morale, reset business priorities, and rebuild the team synergy, the organization hired experts from the industry and promoted capable mid-to-senior level leaders to handle more significant responsibilities and recharge organizational performance. They were also provided with multiple avenues to get trained for their new role, identify next-level leaders and reinvent the go-to-market strategy and customer experience.

Focusing on Employee Welfare

Employee care is gaining importance as today’s workforce seeks job satisfaction, productive environment and a great company culture that values every stakeholder. Building trust and loyalty among employees depends on open communication, promised action, regular feedback mechanisms and genuine interest in their professional growth and well-being.

“Managing our workforce with flexibility, empathy, and compassion was at the forefront of our efforts during the pandemic. Our policies and work culture underwent significant changes to make our employees feel comfortable, secure and cared for”, explains Sharmithra Ramadoss, who leads Talent Management & Employee Engagement at SRM Tech. She also added that the wellness programs conducted, health policies improved, and flexible remote work schedules offered resulted in improved productivity, a stronger sense of belonging and greater employee delight.

Women Showing The Way

SRM Tech launched a woman-centric initiative, “Mahila Marghaha Nayanti” or “Women Show the Way”, during mid-2020 to acknowledge the need for more women to lead from the front in both technology and leadership roles. With flexible

work, beneficial maternity policy, women-exclusive interview walk-ins, and career relaunch programs for women looking to rebuild their professional life after a break and switch domains, the organization’s women’s representation grew to 29% from just 7%. Also, it helped attract and retain more women talent who continuously bring significant ownership, diversity and unique solutions to the table.

To support in the development of existing women workforce, SRM Tech has also launched SWAG (SRM Women Achievers Group) to host global connect programs, training initiatives, guest speaker sessions, knowledge sharing and technology trend-mapping efforts.

Leading with Innovation

SRM Tech has always believed in its people and their expertise; their passion and innovation in technology to achieve business efficiency.

The recent efforts to create a strong culture of innovation helped embrace new ideas from across the organization and deploy them in delivering faster growth for our customers. This practice enabled the employees to take more ownership of their fields, come up with new ways to deliver better outcomes – all with a collaborative, agile mindset. The empowered employees, an enabling culture, supporting structures, processes & technologies and value-driven approach is what makes SRM Tech an ideal employer for technologists who are looking for a transformative, rewarding journey.

Aligning Culture with Strategy

“While re-aligning our purpose, values and organizational culture, we realized the need for better diversity and inclusive practices. We have set things in motion to achieve significant milestones in this space,” mentions Krithika Ramani, who heads Digital & Brand Communications at SRM Tech. The organization has fully embraced ‘remote work’ to attract talent from diverse backgrounds and add great minds to the mix. This much-needed focus on Diversity, Inclusion and Equity not only helps in the progressive growth of the business but also makes it more sustainable and future-ready.

SRM Technologies currently follows a hybrid work model to be more flexible and responsive to the pulse of the workforce. During the pandemic, the organization moved to a new plug-and-play workspace to support employees with a creative and well-designed office that fosters creativity, collaboration, and innovative thinking. And to help employees stay productive even outside of the office, VDI and other critical infrastructure additions were made. The organization not only achieved overall efficiency in delivering value to customers but also helped employees thrive in a positive environment.

