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Informatics (India) Limited Profile

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our home-based workers who would index and upload back to us. We would quality check and upload back to the Reuters server. This was a great learning experience in technology set up and management of large-scale data projects. We developed our home-based workers on this experience. It is a pity that we didn’t build and expand our services division on this strength of early days. Perhaps, we got lost in the glory of the top-line that our distribution business started commanding beginning in early 2000.

ATG: Being based in Bangalore must be both challenging and enabling. There are probably hundreds of Bangalore companies that do information and processing services for the world’s information businesses. What makes Informatics stand out in that crowd? What competencies does Informatics have that the others do not?

NVS: We do stand out in our library-centric business vertical. The reason perhaps is the market perception that we are a technology company in the library space promoted and managed by a librarian. However, we don’t stand out so much in non-library centric business verticals although we have a small business database called IBI (India Business Insight). We got stuck in our library-centric niche market which is a good but too small a market for an information company. This is a lesson which is now driving us to re-define our vision to expand out to a larger space of information market. As you know, Bangalore is popular as the Silicon city of India. Global players keep looking for companies here for high quality software professionals in many industry verticals. We have ready access to such talents here. Within Informatics we have the domain expertise for publishing, librarianship and information management related verticals. As a company guided by librarianship, we have a good understanding of content organization and management, metadata standards, building ontologies, etc. We have a proven track record in product development capabilities with in-house talent in this area.

ATG: Getting back to your own products, many are sold only in India, but a few like J-Gate, an e-journal portal, are now being sold internationally. How has this market expansion affecting Informatics and its operations? What major adjustments has the company had to make to appeal to a global audience?

NVS: J-Gate today is the world’s largest database for journal literature by sheer journal count. We handle 45,000+ online available English language journals. Starting development in 2000, perhaps it was the first e-journal portal initiative in the world on the scale we planned. It is a very successful product in the Indian market. The level of customization we support in J-Gate by tailoring to the needs of individual or group of libraries is a key strength which should have enabled us to make this a great global product. The prime challenge is continued on page 46