2016

Informatics (India) Limited Profile

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

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AFFILIATED COMPANIES: Informatics Publishing Limited (a wholly subsidiary of Informatics (India) Limited)

OFFICERS: Mr. N V Sathyanarayana, Chairman and Managing Director, Informatics India Ltd.; **Mr. Sanjay Grover**, Chief Executive Officer; **Mr. Soma Sundaresh**, Technical Head, Product Development; **Mr. Parbodh Kalsotra**, National Sales Manager; **Mr. Jagannath, M.**, Senior Manager, Content Development & Publishing; **Ms. Jyothi, S.**, Product Manager, J-Gate & IBI; **Mr. S Sathyaprakash**, General Manager, Operations; and **Mr. Devendra Thakur**, Head of Finance & Administration.

KEY PRODUCTS & SERVICES:

Content Products

> J-Gate – World's largest bibliographic database and e-journal access gateway for journal literature – *www.jgateplus.com*

> India Business Insight (IBI) – Summarised news and views on Indian business and Industry from leading news papers and magazine – *www.indiabusinessinsight.com*

> i-Scholar – Full text aggregation of Indian Scholarly journals – *www.i-scholar.in*

> Journal Publishing – As Co-Publishers.

Technology Products

> Fedgate – Federated search system.

> Koha – An open source ILS serviced on SaaS model.

> EZproxy – Remote Access product from OCLC.

Services

> Content Management and Editorial Services – To publishing and information industry.

> Distribution Services – To global STM publishers.

NUMBER OF EMPLOYEES: 140+

TOTAL NUMBER OF JOURNALS CURRENTLY PUBLISHED: 17 (9 Subscription Journals; 8 Open Access Journals).

HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM: Informatics was promoted in 1980 with a vision to be a pioneer and a leader in the business of e-information in India, with scholarly content as primary focus and higher education and research as its primary customer base. The company started with a range of library-centric services, which included information search and delivery support, journal subscriptions, library consultancy, etc. The company introduced online database searching for international databases in 1984 and CD-ROM databases in 1988 in the Indian market. It started developing and publishing databases on CD-ROM for local market during mid-90s and shifted its focus back to online beginning 2000. The company launched its first online database of global content (J-Gate) in 2001 with the technology developed and managed internally for searching and hosting.

In the following years, the company focused significantly on e-content marketing and distribution. The company reached annual sales of U.S. $25 million in 2012. Beginning 2012, the company had to consciously withdraw from the e-content distribution business due to changes in the tax-laws in India on the import of online database products which made the business unviable from both commercial and regulatory compliances angles. Since then the company re-defined its e-content distribution strategy by developing its own content aggregation platform (i-Scholar) and publishing platform for e-journals. In the recent years the company is also focusing on e-journal publishing as co-publishers of a few leading Indian publishers, both through subscription and Open Access model. The company hopes to extend this model for joint publishing initiative with global publishers.

The company has developed internal technology infrastructure and team strength to develop and distribute e-products and solutions for global information market place.

Informatics is a Content + Technology Company in e-content space. 🐾