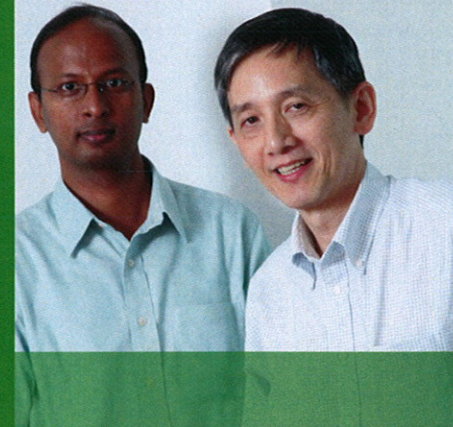


Reaching new markets, developing more human capital

iqDynamics taps into more markets while saving on IT costs with the Azure platform



LIM SAY PING, DIRECTOR
MAHENDRA KUMAR BODDULURI, DIRECTOR

Human capital: the most valuable resource

A business is only as good as its human capital—this principle has driven iqDynamics since it began in 1994. The company provides enterprise-class applications to small-to-medium businesses that develop employee talent and optimize their human resources. Currently, iqDynamics offers solutions for human resource management, talent and learning management; as well as collaborative applications that enhance productivity and decision making.

Developing human capital in the cloud

In February 2011, iqDynamics clinched the second prize in the Microsoft Code to Cloud contest. Organized by Microsoft Singapore, the contest recognizes today's most innovative applications that leverage the Azure platform. The winning entry is HRiQ, iqDynamics's web-based human capital management solution. The application allows companies to automate their human resource management, such as leave records, payrolls, benefits and expense claims, attendance and timesheet management. The result is better efficiency and reduced costs in managing their human capital. HRiQ also helps to attract, measure, and develop employees' talent to align with business strategy.

"HRiQ was singled out for its ease-of-portability and quick deployment for customers. It was one of the first solutions that is readily available on Azure and primed for commercial use," said Lim Say Ping, Director of iqDynamics. Today, HRiQ serves customers from many industries – including shipping, construction, manufacturing, financial services, education, entertainment and hospitality.

Faster and broader market reach

HRiQ's achievements were possible because of Azure. "Azure gave us the robust and scalable platform package we needed

to reach new markets. It helped us bring HRiQ to an expanding customer base from a wider range of industries," said Mahendra Kumar Bodduluri, Director of Software & Services of iqDynamics.

With HRiQ now in the cloud, iqDynamics can roll out the application much faster. "All customers need to do is to place their order, download and start using HRiQ immediately. In this manner, we eliminate physical administration and other deployment issues that could slow down the entire process," said Mr Lim.

Credibility and security

"Using Azure also enhanced the security and integrity of our customer's data," Mahendra said. Designed with security in mind, the Azure platform verifies the identities of users requesting access to HRiQ, preventing unauthorized intrusions. "With Azure, we are able to assure our customers that their confidential information is in the care of a leader of the IT industry," Mr Lim said.

Saving up for the future

iqDynamics also enjoys more cost savings with the Azure platform. "Thanks to Azure, we could saved up to about SGD \$50,000. This amount could have been spent on hardware investments and maintenance issues to offer HRiQ as SaaS on private cloud. Instead, we can channel it to focus on furthering our future plans," said Mr Lim.

iqDynamics plans to roll out more applications onto the Azure platform. "We are planning to move more applications in the cloud – starting with StudentLink, our solution to assist front and back office tasks for educational institutions," said Mahendra.