

Case Sheet For Seranova

Year: 2000

The Challenge

There were multiple challenges that we needed to address with a large scale campaign that would run across the country. Summarized as below.

1. The first thing was that the internet was new and there was talk of all this “eCommerce Revolution”.
2. We needed to position Seranova as a company in this space which by then was undefined or unknown territory to many people.
3. There were large consulting companies like Mckinsey, Delloite, Anderson (now Accenture) etc who were talking and producing papers on this new marketspace.
4. The challenge was also to get professionals interested in this company from an “employment” perspective as well as clients interested from a “business” perspective.

The Solution

1. After a series of discussions and brainstorming we came to the conclusion that as it is a new space there is no point in talking about how good we were in the IT space and what our strengths were etc.
2. We also wanted to delineate the new company from Intelligroup which was by then a well known company of which Seranova was an offshoot. This was a conscious decision and there were people within Intelligroup's senior management who thought that we would be missing out on the “heritage” factor. But most of them agreed that the “heritage of old IT” in the new space of e Commerce may anyway not be very relevant or useful.
3. We decided that as the space was new. . .
 - i. There were no benchmarks to measure by.
 - ii. There were no leaders.
 - iii. Hence we should occupy the space and communicate ourselves as the leaders in the space.
4. The key here was to develop a campaign that showed confidence and communicated that we understand the new space and we can handhold clients into this new world of eCommerce.
5. The campaign was a big success and ran for a period of three months in national newspapers, magazines etc. It won awards and helped Seranova position itself as a leader in that space.

Re Evolve



Step 1: Begin with de-constructing your existing successful business model.

Step 2: Get down to the very fundamentals of your business.

Step 3: Re start from where you began (but stick to the basics).

Step 4: Start working again. Step up in the virtual world.

Step 5: Move forward.

At Seranova we speak out of experience. We have gathered it from world class Fortune 500 organizations like J Com, ANZ, Audi, Bell, Nesscape, EMI Music, HP, Novell, liquidprice.com, Subaru, Toyota and Volkswagen to name a few. We have always set global-scale standards and helped companies develop their internet solutions from concept to execution in time-periods that otherwise is considered impossible. This is what makes the people working at Seranova proud. There are challenges every minute of the day. The competition is with the best in the world. And so are the benefits. Overall the working environment can be summed up as exciting. To interact with us and share our excitement, mail to careers@seranova.com.

To know more about our eBusiness understanding and experience, visit www.seranova.com. You'll find our approach there.

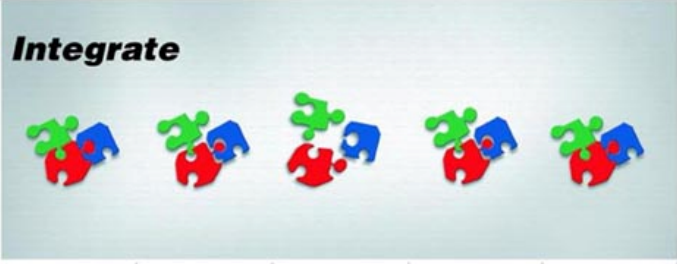
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Re Integrate



Step 1: Give a close look to your existing business model.

Step 2: Dismantle it effectively, part by part.

Step 3: Study each component independently. Validate their role and identify key e-business requirements.

Step 4: Reconstruct a new e-business model.

Step 5: Get ready to work!

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Re Time



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