



## 'We will appoint 25-30 partners'

—Ramesh Chandra,  
MD, Ranal Group

**What is CAMELEAN and how is it relevant to India?**

CAMELEAN is a complete program/project management suite that guides organizations through the entire project management lifecycle. CAMELEAN stands for Computer Aided Management, e-Internet based and collaborative, and LEAN—for a lean office environment. Some of its key features include portfolio management, deliverables management, timesheet management, resource management, and reports and analysis. It is an enterprise class role-based program management solution that helps organizations to collaborate and communicate across projects, time zones and geographies—with the ability to monitor from a single point, thus enabling businesses to make informed decisions. The product is of special relevance at a time when India is poised to become the offshoring destination of choice. Though Indian companies are good at executing projects, they still lack in project management skills and we hope that this suite will fill that gap.

**How unique is CAMELEAN as compared to its competitors?**

CAMELEAN, with its rich product project lifecycle features, real-time communication and collaboration, eliminates project delays and improves issue resolution for faster project turnaround. The suite also helps organizations save time and money through better optimization of their resources and in taking speedy decisions thus ensuring best practices in organizations. Some of the key benefits include 40% improvement in resource planning, 35% reduction in administrative costs and 25% reduction in data collection activities.

**What is the go-to-market strategy and who is your target audience?**

The first priority at Ranal is to ensure that an excellent reseller network is put into place to address the Indian market so that we can cater to our customers in real time. In 2007, we will be targeting the Indian market and we are also in talks with China and other Far East companies. Though we have a strong channel network with 12 partners now, we will be appointing 25 to 30 partners across the country. Ranal will be investing close to \$1.5 mn in training the partners, and the sales arm—Ranal Software Technologies, will be involved in it. CAMELEAN will be made available in various international languages to ensure product accessibility and acceptability among the global audiences. Another aspect is that we are planning to take CAMELEAN to the mobile platform. CAMELEAN solution can fit into any scale of business ranging from small projects to large-scale project management operations applications.

—R Jai Krishna

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