

Friday, August 03, 2007:

## **Gradatim Commences Business Operations**



**Gartner predicts that BPO will slowly give way to BPU (Business Process Utility).**

Gradatim IT Ventures, a Business Process Utility (BPU) services segment firm providing services in the areas of microfinance, micro-insurance, electronic litigation support and insurance closed book utilities, has started its business operations. The company has their corporate office in Bengaluru and BPU operations based out of Chennai. Gradatim also provides ESP (external service provider) services. Gradatim is currently running several pilot projects with several banks and financial institutions in India and abroad.

"Gradatim's mission is to simplify business operations through an innovative combination of technology and services. We deliver knowledge-driven services offering comprehensive understanding of methodologies and competencies for specific business processes," said C.V Prakash, chief executive officer and primary founder, Gradatim IT Ventures.

Business Process Utilities offer standardised and technology-enabled process outsourcing services. Also, Gartner predicts that BPO will slowly give way to BPU.

"As a niche industry player, we require both domain and strategic tie-ups for our model to be successful. To this end, we have closed strategic relationships across the globe to complement each of our verticals," said Bala Subramaniam, director, sales and marketing, Gradatim IT Ventures.