

## Gradatim's BPU Services to provide Microfinance and Micro-insurance Support

*To offer single window solutions to multiple clients having common services within an industry vertical*

Gradatim IT Ventures, a first mover in the emerging Business Process Utility (BPU) services segment, has announced commencement of its business operations in India. The company has bagged several pilot projects from some leading banks and financial institutions in India and abroad to offer custom made solutions in the Microfinance, Micro-insurance, Electronic Litigation Support and Insurance Closed Book Utility segments.

'Our mission is to simplify our client's business operations through an innovative combination of technology and services, thereby reducing turnaround time and improving the overall business process. We deliver single window-knowledge driven services, offering comprehensive understanding of methodologies and competencies for specific business processes within this core sector' says C V Prakash who spearheads Gradatim IT Ventures as its CEO and primary founder. 'Our knowledge pool is extensively trained in critical skills by a team of hand picked experts with real time experience in relevant industry verticals. In keeping with our belief, 'Think Global, Act Local', our philosophy has been growth through global strategic partnerships' he adds.

Industry analysts such as Gartner predict that BPO will slowly give way to the BPU. Says C V Prakash, 'As the BPO market continues to move toward mass customization, business processes will increasingly be accessed as utilities, offering common services to multiple clients, making way for the BPU.'

'BPUs offer standardized and typically technology enabled process outsourcing services, having a single strategic goal to leverage economies of scale. Effective deployment of technology drives down unit costs by aggregating common transactions across many companies in the same industry' Prakash explains. Gradatim's corporate office is based in [Bangalore](#) and its BPU unit located in Chennai.

'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. Our sales strategy is a clear combination of organic growth and key global partnerships.' says Bala Subramanian, Director - Sales and Marketing, Gradatim IT Ventures.

BPUs are gaining popularity because of repeatable and scalable delivery models that lead to predictable outcomes and significant cost benefits for the outsourcing organizations.

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