

## INTERVIEW: SUBBA RAO VARIGONDA, Managing Director, IPP Technologies Pty Ltd

Advertorial



# 'We expect to double revenue in 3 years'

IPP Technologies Pty Ltd is an Australian Software development and consultancy company with core competence in Information Technology Solutions and Services. Founded in March 1993, with its registered offices in Sydney, Australia. IPP's mission is to provide cutting edge IT solutions and services to its clients in the Australian and global IT sphere. In an interaction, Subba Rao Varigonda, managing director, IPP Technologies Pty Ltd shares his thoughts and vision for the company.

### Can you briefly throw some light on the history of IPP Technologies?

IPP was founded in 1993 as a consultancy organization. The next seven years saw extensive work being carried out in the Unisys customer base. We soon moved into the commercial location and made rapid progress as a result of Year 2000 - bug fixing euphoria that engulfed the world at the time.

Over the years IPP has grown in strength and has formed alliances and partnerships with global majors. With operations in New South Wales, ACT, Queensland, Victoria and Western Australia already in place, IPP have now expanded its operations into the Philippines, India, Singapore, the Middle East and the USA.

### Can you talk about some of the major milestones that your company has achieved?

In January 1993, the year the company was established, we bagged the first major order from Mitsubishi Australia. Within three years we were selected to the ITS (Information Technology Services) Panels of NSW

Government, IBM and other corporate ITS panels. In 1997 we planned to diversify our operations and established the SSR Holdings Pty Ltd. Again in 1998 IPP was selected to the ITS Panels for the Federal and Queensland Governments.

In 2001 we signed a major contract worth A\$4 million with a major Government department and outsourced this work to a large Indian software company. In 2002 we entered into SW product distribution arrangements with Microedge Inc, USA to sell and support their products in Australia and in 2004 bought Li-fababout Pty Ltd, a professional services company. The IPP Global Technologies in India was established in 2006 and in 2007 a BPO / Call Centre (IPP Technologies Inc, Philippines Office) was set up. In 2008 we established office in Singapore and Bahrain.

### IPP Technologies has many group companies, can you name them and the niche areas of these companies?

The IPP Group companies consist of:

**IPP Technologies Pty Ltd Australia** - It provides application, development and maintenance services and also product distribution and support to clients across Australia and New Zealand. This company also controls the operations of its units in other countries.

**SSR Holdings Pty Ltd Sydney Australia**—It concentrates mainly on IT contracting / professional services line of business in Australia.

**Lifeabout Pty Ltd**—The company was bought in 2004 with the aim of enhancing IPP's Government business but has now been

merged into IPP Technologies.

**IPP Technologies**— With a seating capacity of 250, this unit provides BPO / Call Centre services to customers in Australia, the UK and the United States of America.

**IPP Global Technologies Pvt Ltd Hyderabad, India**—This company provides offshore software support services to the IPP group companies in Australia and the Middle East region.

**IPP Technologies W.L.L Kingdom of Bahrain**—provides software - custom built and product based support services to clients in the GCC market place - Bahrain, Qatar, the UAE and the Saudi Arabia.

### IPP Technologies has partnered with a few fortune 500 companies? Your take on the learning from such experience?

Yes, we have partnered with a number of Fortune 500 companies and during the years have learned quite a lot from these companies. With a strong client focus, it is important that IPP addresses the client requirements with the state of the art technology. Secondly, we believe that the solutions that the Fortune 500 companies bring to the marketplace are proven solutions and therefore the risk we as well as our clients take is reduced substantially.

### You are a successful first generation Indian entrepreneur in Australia? Briefly share with us your experience in Australia?

I have had a wonderful experience in Australia. Over the years I have learned that

hard work always pays.

Also, we should never feel "inferior" to anyone. Today India is on the world map due to its superior technology and this should give Indians a feeling that they are 'Number One' in the world. It is important to follow the rules and regulations of Australia and to understand the culture and working environment of the country. But at the same time we should not forget about our roots.

Australia is a country of "FAIR-GO" and gives a wonderful opportunity to everyone. Therefore, I believe there is a piece of cake for everyone. Patience pays in the long run.

As an entrepreneur, on professional front, our experience shows that we need to have:

#### Strong customer focus;

Long term partnerships with clients. There is no scope for "fly by night" players in this market place; Technology alliances with leading global IT companies and solution providers; and A tangible value proposition against business and technical drivers.

### What message would you like to give to the Indian community which is planning to live and work in Australia?

This is a country of great opportunities; if you stay focused on your goals I am sure you will achieve them. Do not follow shortcuts—follow the established norms and results will automatically come. Stay customer-focused as they are the main reason for our existence and growth. Believe in yourself, uphold high values and have a strong commitment to work.

### What is IPP's vision for the future?

IPP expects to consolidate the operations across the countries where it is operating now and double the revenue in the next three years. For this we are looking for organizations that may fund our growth. We have to consolidate and sustain the rapid growth we experienced over the past four years.

We are aiming to grow the company at 25% CAGR and the annuity revenue to from A\$7.5 million to A\$15 million over the next three years. Further, we are also maintaining a strong focus on the mid-market prospect base.

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**A UWA degree helps you achieve whatever the Test**

Simon Katich  
UWA graduate and Australian Test Cricketer

Simon Katich is one of the nation's most gifted and accomplished Test cricketers, having amassed over 4,000 runs at an average of more than 45. As well as knowing the importance of natural talent, he has always recognised the value of having a world-class formal qualification behind him.

"I chose to go to UWA because it had the reputation of being the most prestigious university in the State. My commerce degree didn't get me into the Australian cricket team but it certainly has helped me throughout my professional career."

Simon's degree provides him with the skills needed to develop a career alongside the business of performing at cricket's elite level.

To find out more about the world-class university which enables you to excel in all aspects of your life, visit [www.uwa.edu.au](http://www.uwa.edu.au)



## UNIVERSITY OF WESTERN AUSTRALIA

# A reputation for excellence

The university aims for excellence in teaching, learning and research

**THE** University of Western Australia (UWA) is one of Australia's leading universities and has an international reputation for excellence in teaching, learning and research. A dynamic and progressive university, UWA is a member of the prestigious Group of Eight partnership of leading Australian universities and offers a diverse range of courses.

UWA is Western Australia's first university, established in 1911, with more than 22,000 students currently enrolled across nine faculties— Architecture, Landscape and Visual Arts; Arts, Humanities and Social Sciences; Business; Education; Engineering, Computing and Mathematics; Life and Physical Sciences; Law; Medicine, Dentistry and Health Sciences; and Natural and Agricultural Sciences—and the School of Indigenous Studies.

With an international reputation for excellence and enterprise, UWA's strong research culture sees it attract high levels of competitive research funding and outstanding staff. High quality teaching and research ensure

UWA attracts high-calibre undergraduate and postgraduate students from around the nation and overseas.

In the most extensive curriculum reform in its history, UWA is implementing an innovative new course structure which will provide students with a cutting edge, world-class education. In line with leading international universities and commencing in 2012, the new model caters both for students who know exactly what they want to study and those who are not as certain and wish to explore their options before deciding on their ultimate study pathway. All fields of study previously offered will continue to be available within the new courses, in addition to a number of exciting new majors.

UWA has established several research collaborations and Memoranda of Understanding (MOUs) with various universities, institutes and research centres in India. The current research partners for UWA in India include: the Indian Institute of Technology—(IIT) Delhi, IIT Madras, IIT Kharagpur, PEC University of Techno-



PAUL BUIST, REGIONAL MANAGER  
THE UNIVERSITY OF WESTERN AUSTRALIA

nology, Kerala Agriculture University (KAU), Indian Council of Agricultural Research, Anna University, University of Mumbai, Rashtriya Vidyalyaya College of Engineering, Bangalore; Punjab University, Osmania University; Ansal Institute of Technology and MVSREngineering College.

In order to attract the best students from India, UWA has established 50 'UWA Indian Scholarships' to enable Indian postgraduate students to undertake a Higher Degree by Research (HDR) at the university. UWA is a university of choice in India, especially in the areas of Science, Engineering, Agriculture and Business due to its very generous scholarship program, quality of research supervisors and state of the art research facilities.

World-class is our minimum standard and we strive to achieve international excellence in all we do. Our longer-term aim is to be counted among the top 50 universities in the world by 2050, continuing to play a vital role in scholarship and discovery of global significance.

