

# Global Corporation



One of the most significant changes in recent years has been the expansion of market opportunities for corporations. As businesses expand, going global is not an option but an imperative. Being a global player with a global vision is not just about worldwide reach. It is about conducting business in a manner that meets the most stringent international benchmarks, creating innovative technology products and services that meet global standards, and having a team of people that possesses the vision to deliver on cross-border strategies.



## Board of Directors

Dr. Rudra Pratap	-	Chairman
Mr. Asif Khader	-	Co-founder & Managing Director
Mr. Mukkaram Jan	-	Co-founder & Director
Mr. Mueed Khader	-	Director
Mr. Richard Gall	-	Director
Mr. Ronald Brown	-	Director
Mr. Ajay Singh	-	Director
Mr. Mirza Yawar Baig	-	Director
Dr. Manju Bansal	-	Director
Dr. Peter Ryser	-	Director

## Company Secretary

Mr. B. Parasuram

## Bankers

**The Jammu & Kashmir Bank Ltd.**  
Infantry Road Branch, Bangalore.

## Auditors

**S. Janardhan & Associates**  
Chartered Accountants  
Apt. Nos. 104 & 203, Embassy Centre No. 11,  
Crescent Road, Bangalore - 560 001.

## Registered Office

**Cranes Software International Ltd.**  
Shankar Narayana Building, Block I,  
4th Floor, #25, M.G. Road, Bangalore - 560 001.

## Registrars

**Alpha Systems Pvt. Ltd.**  
#39, Ramana Residency,  
4th Cross, Sampige Road,  
Malleswaram, Bangalore - 560 003.

## Web Site

[www.cranessoftware.com](http://www.cranessoftware.com)  
[www.systat.com](http://www.systat.com)

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(All references in this report to Cranes Software International Limited prior to 2001 - 2002 refers to the erstwhile  
Cranes Software International Limited before amalgamation.)

# Vision That Spans The World



Very early in its corporate life, Cranes Software's management team had the vision to take the business global. Even during the first decade of operations, when Cranes Software's revenues were completely out of the domestic market, the thinking was clearly global. The objective was to create an internationally respected transnational enterprise with strong relationships with the community of scientists and engineers. As the Company moves towards this objective, it continues to evolve its vision of creating a 'Global Corporation'.



Driven by multiple ideologies, cultures & political systems, the global market seems to be more fragmented than ever and the definition of the 'Global Corporation' has evolved with the market over the years. The Cranes Software management has recognized that a Global Corporation needs to go beyond a large scale of operations, a wide regional presence and a multi-cultural workforce. It has identified some key enablers, the adoption of which is expected to facilitate the successful realization of its global vision.

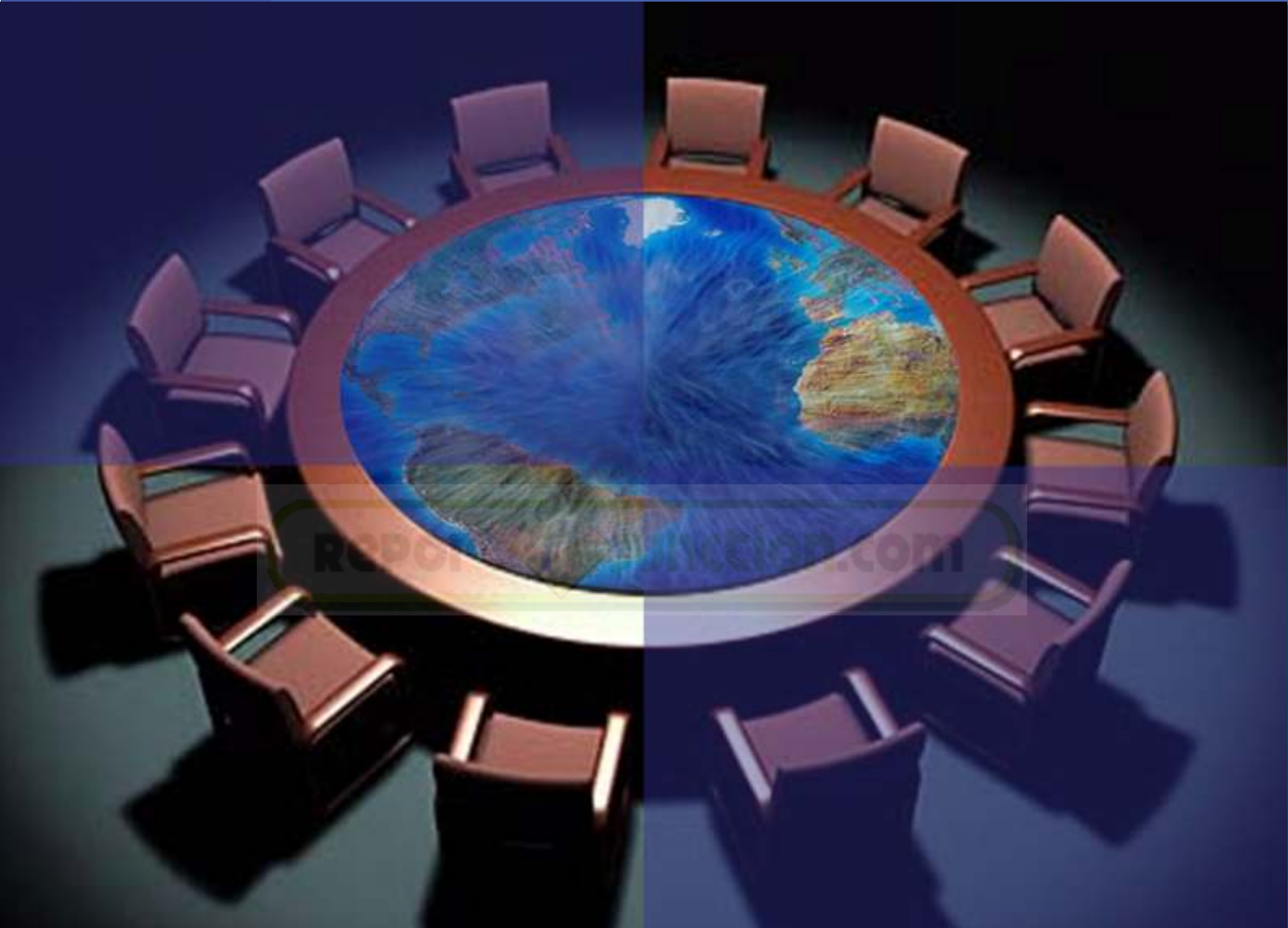
The first one is the adoption of a system-oriented approach across the Company's operations. Beyond a certain scale, all corporate functions need to imbibe and operate within frameworks, which must be integrated into the Company's core business strategy and practice. Towards this end, Cranes Software has significantly enhanced its systems and processes over the last few years, positioning itself for the next level of growth.

Secondly, Cranes Software recognizes that it is important to adapt global strategic business initiatives in the context of the prevalent local business environment. The positive outlook resulting from emerging global opportunities needs to be balanced against the disruption in the ability to conduct business in accustomed channels locally. Cranes Software's global operations, while working within its business framework, have a strong local feel in each geography. The Company's international business has been built around its expanding software portfolio, which has the distinct advantage of having been well-established in key markets many years prior to its acquisition by Cranes Software. With each of these acquisitions, Cranes Software added to its 'Globally Local' knowledge base.

Also important in the quest to achieve long term global sustainability is the creation of an all pervasive brand that cuts across dispersed markets and geographic divides. India has been looked upon as a provider of scalable but commoditized 'cost plus' services in the IT space with limited success in brand building. Cranes Software stands out in this regard. It has employed its unique 'Acquire, Enhance and Market' strategy to optimize value from under-utilized and undervalued software assets, thereby achieving business and revenue expansion in technical software products, a brand sensitive market.

And possibly the most important constituent of the global ambition of any business is the ability to constantly think global. In this regard, Cranes Software is fortunate to have Board of Directors and its key management team with substantial, multi-dimensional global business knowledge and experience. This group of very talented individuals has come together to create a strategic think tank that has set Cranes Software strongly towards its quest for global greatness.

# Spearheading A Global Enterprise



Cranes Software's Board of Directors, an eminent body of professionals, has made a significant contribution to the Company's evolution into a world-class organization. Its collective experience in such diverse areas as technology innovation, governance policy, general management, consulting and business leadership provides strategic direction to Cranes Software's business and has enabled the formulation of a sustainable growth opportunity.

Cranes Software's innovative, technology-oriented initiatives have attracted several acclaimed technology experts and experienced business professionals. The Company's talented executive management team is focused on the creation of ideas and turning them into commercially attractive initiatives. Cranes Software is currently focused on expanding its leadership resources to create a strong core team that would enable rapid progress to the next level of growth opportunity.

## Board Of Directors



**Dr. RUDRA PRATAP**  
Chairman



**ASIF KHADER**  
Co-founder &  
Managing Director



**MUKKARAM JAN**  
Co-founder & Director



**MUEED KHADER**  
Director



**RICHARD GALL**  
Director



**RONALD BROWN**  
Director



**AJAY SINGH**  
Director



**Dr. PETER RYSER**  
Director



**MIRZA YAWAR BAIG**  
Director



**Dr. MANJU BANSAL**  
Director

**Dr. Rudra Pratap**, an acknowledged expert in the mechanical engineering domain, is an Associate Professor at the Indian Institute of Science, Bangalore. He heads Cranes Software's MEMS research initiative and also plays the role of Chief Scientific Advisor.

**Asif Khader**, Cranes Software's Managing Director since inception, has recently assumed the additional responsibility of Vice-Chairman. Asif has led the Company's metamorphosis from a marketing-led organization to a global technical software company. He has been instrumental in creating and enhancing Cranes Software's successful relationships with leading global organizations as well as its focus on investing in future technologies.

**Mukkaram Jan** co-founded the Company with Asif Khader and contributed substantially during the initial growth phase of the organization. Mukkaram continues to play the role of an advisor in his capacity as a member on Cranes Software's Board.

**Mueed Khader** is an intrinsic part of Cranes Software's executive management team. He plays the role of Chief Operations Officer and contributes to the strategic decision-making process.

**Richard Gall** has several decades of experience at such leading technology-centric companies as Texas Instruments, Raytheon and Parametric Technology, and has brought with him some deep global corporate relationships.

**Ronald Brown** is the original author of TableCurve 2D, TableCurve 3D, PeakFit and AutoSignal, leading data visualization software products that now form part of Cranes Software's portfolio. Ron remains closely associated with Cranes Software and plays the role of Chief Software Architect.

**Ajay Singh**, through his successful career in public administration, has been associated with several key government agencies. He was previously an Advisor to the Minister of Communications and Information Technology and part of the earlier Government's IT policy think tank.

**Dr. Peter Ryser** is a Professor of Microtechnology at the Swiss Federal Institute of Technology in Lausanne. He has over three decades of research and teaching experience across corporate and academic institutions. He was previously a Director at Siemens Building Technologies where he was responsible for product innovation and patents for the entire Siemens Group for a period of five years.

**Mirza Yawar Baig** has extensive experience in organizational development and corporate training. He is associated with several training institutions, including those run by GE, Oracle and other corporations in the U.S.

**Dr. Manju Bansal**, is a Director at the Institute of Bio-informatics and Applied Biotechnology, Bangalore, and a Professor in Molecular Biophysics at the Indian Institute of Science, Bangalore. She has provided deep insight into the Life Sciences, Bio-informatics and Applied Biotechnology markets which is critical to Cranes Software's proprietary software products.

## Management Team



**Dr. RUDRA PRATAP**  
Chairman

**ASIF KHADER**  
Co-founder &  
Managing Director

**MUEED KHADER**  
Director

**RICHARD GALL**  
Director

**RONALD BROWN**  
Director

**H. SHANKAR**  
Exec. VP &  
Chief Financial Officer

**MANOJ KARIAPPA**  
Chief eMarketing Officer

**JUDE COELHO**  
Executive Vice President -  
HR

**ASHOK SHARMA**  
Chief Technology  
Officer

**RAJIV MENON**  
Sr. Vice President -  
Development

**Dr. T. KRISHNAN**  
Chief Statistical Architect

**Dr. RAMDASS KESHAVAMURTHY**  
Vice President - Development

**Dr. RICHARD MITCHELL**  
Sr. Scientist

**JOHN NORBY**  
Director - R&D

**SYED AARIF HASHMI**  
Sr. Vice President - Europe

**PRADEEP KUMAR**  
Sr. Vice President - India

**SATYA MANDAL**  
Sr. Vice President & Head - CES

**TANVEER AHMED KHADER**  
Vice President - USA

**ASHFAQ IBRAHIM**  
Vice President -  
Cranes Varsity

**CLIFFORD SNELL**  
Associate Vice President -  
Asia Pacific



# Global Reach



## Direct Offices

India • United States • U.K • Germany • U.A.E • Singapore

## Distributors

Portugal • Finland • Greece • Italy • Turkey • Poland • Romania • Russia  
South Africa Hungary Ukraine Spain Norway Denmark Sweden Switzerland  
• Australia New Zealand Hong Kong Japan Korea Taiwan Malaysia China  
Philippines Israel

Cranes Software's operations has created substantial global reach, spanning an extensive physical sales and distribution infrastructure on the one hand, and strong international relationships in key technology segments on the other. The Company has delivered on distinct, market-driven strategies in each region of its operation. It has also scanned the global marketplace and leveraged its domain capabilities to identify and acquire undervalued IP assets with significant growth potential.

Cranes Software is present in the software tools and utilities segment, where the size of global participants is comparatively small and the market extremely competitive. Technology-focused communities are highly discerning. Users not only demand high levels of excellence, but also reward providers who meet their standards with unwavering loyalty. The user's requirement matrix is extensive, from generic computational tools for mathematical modeling to niche analysis tools focused on specific domains and verticals. To address such an audience, sales and marketing initiatives need to be backed by domain expertise and by deep relationships with a dispersed global user base.

All of Cranes Software's initiatives are fully customer-focused, drawing upon its deep understanding of market dynamics and customers' needs. The Company's approach towards enhancing the visibility of its globally recognized software brands has led to rapid expansion of its sales and marketing resources. The Company has a network of six direct overseas offices in the U.S., U.K., Germany, Singapore, India and U.A.E. apart from 35 distributors that take its proprietary software products to 27 countries globally. In India, its software portfolio is available at all the major business, research and educational centers through a network of six offices and 18 distributors.

Cranes Software has adopted a unique, market-driven approach in each region covered by its global sales infrastructure. For instance, in the U.S., Cranes Software sells directly through its office located at Richmond, California which is backed by 10 re-sellers covering many of the important centers of demand for technical software. Conventional selling methods are further supplemented by web-based sales at [www.systat.com](http://www.systat.com). Worldwide users can obtain product information and download limited-period trial versions, while those in the U.S. and Canada can even purchase online.

The European market is covered through two offices in London and Dusseldorf (Germany). In Europe, Cranes Software has targeted R&D-focused institutions in the corporate and academic sectors. The pharmaceutical industry that invests significantly in new drug development is a key focus, as are related sectors such as health sciences, medical sciences and environmental sciences. In the academic sector, purchase/ rate contracts have been established with the coordinating bodies in several countries. For instance in the U.K., Eduserv Chest acts as a focal point for the supply of software, data, information, training materials and other IT-related products to more than 900 educational institutions and other affiliated bodies. Cranes Software has a special offer agreement with this body for its software products. Similar arrangements have also been structured in France, Germany and the Netherlands, covering thousands of affiliated institutions.



**TANVEER AHMED**  
Vice President - USA



Cranes Software has a range of leading technical software products in its portfolio, most with a long and distinguished history during which they have been marketed aggressively to scientists and engineers in the U.S. About 43 percent of the global proprietary product users are based in the U.S. However, many of these users have been operating on dated versions for several years. Now, with an extensive range of scientific and engineering software in its portfolio, Cranes Software has aggressive plans for ongoing new version development. Plans include migration of software from legacy versions and modularization that allows the software to be marketed to specific industry verticals. During FY 2005, Cranes Software launched SYSTAT 11, SigmaPlot 9 and SigmaStat 3.1, and the pipeline going forward remains robust.

To support its regional objectives, Cranes Software has established a 100% subsidiary Systat Software, Inc. which expanded its sales and marketing presence in the U.S. region. The team operating from the Company's office in Richmond has been expanded from six to 25 within the past year. With this expansion comes more extensive direct coverage of the region, improvements in client fulfillment processes and CRM systems, and offshore development support to local consulting relationships. The direct sales team is supported by a U.S. reseller network.

Cranes Software's products already reach a vast number of researchers, scientists and engineers in the U.S., traditionally the hotbed of technology-led activities. The existing customer list includes several Fortune 1000 companies, leading government and research agencies and academic institutions, relationships with many of whom extend over a few decades. The key task now is to leverage these relationships by addressing clients through an expanding software portfolio and value-added solutions capability.