

Bengaluru startup G7CR releases free ITaaS solutions for SME automation

BENGALURU: A fairly young Bengaluru-located startup company, G7CR Technologies has launched its Business Enablement & Automation Program (BEAP) for SMEs — considered to be the world's first free suite of custom solutions for SME automation. "The ITaaS based solution is aimed at enabling SMEs turn digital disruption into competitive advantage by offering business process automation in an innovative business model giving them the experience of customized as well as standardized low-cost end to end managed solutions scalable to their growing business needs," explained Christopher Richard, MD & Chief Software Architect at G7CR Technologies.

BEAP is a SaaS-based solution offering for the SMEs and is available on a pay-per-click basis, at Microsoft cloud actual rates, with no solution development, maintenance or support cost. It enables small businesses to adopt Cloud-based IT capabilities and optimize their overall IT and infrastructure cost while focusing on profitability and core business growth. Leveraging Microsoft's Azure cloud platform, G7CR would provide software development, migration, adaption, implementation and 24X7 support for SMEs at no cost, while the client would pay only on the cost per click basis for cloud usage, at actuals. BEAP provides an ideal way for an SME to obtain a custom developed business automation application or existing standard solution depending on their specific needs from G7CR at affordable price points.

Richard further explained that with capital investment on non-core functions such as IT, being eliminated completely, automation will enable SMEs shift focus more on their core business functions while becoming more productive and competitive. Richard says that G7CR provides solutions across industries as well as the entire stack of industry-agnostic horizontal services to meet the needs of SMEs.

"G7CR's delivery excellence coupled with innovative and scalable solutions for IT led innovation is working as the backbone for SMEs such as Clinikk Healthcare with its mission of providing accessible, affordable and high quality supervised care as the healthcare buddy for physicians and patients alike," said Dr Suraj Baliga, Founder, Clinikk Healthcare.

"Lack of financing coupled with fast paced digital disruption are proving to be major constraints for most SME's today as they try to scale up and become increasingly competent," said Richard. "The IT-as-a-Service offering for SMEs would help accelerate their growth while freeing up vital resources such as financing for core business functions," he added.