

Ranal's Camelean simplifies processes

TIMES NEWS NETWORK

Bangalore: Consider the chaos involved in film-making. Dates of actors, shots, sets, locations, logistics and a dozen other factors need to come together to make that one perfect shot. The film industry has something called a 'call sheet' to manage this complexity. And it involves a lot of manual processes.

All of that could now become significantly simpler, thanks to a new software called Camelean, a programme management software that enables efficient planning and execution of ideas. Any change in the schedule would be informed to every individual in real time. One can even get a confirmation from the individuals concerned in real-time.

The software, developed by the \$30-million Ranal Group, has just been launched in India, after winning some major clients worldwide. And its utility goes far beyond film-making.

The requirement could vary from setting up a BPO within months to manufacturing a prototype of a car within a set time-frame. It could even be used to reduce the number of processes involved in executing projects in IT companies.

Ranal plans to focus the marketing of its product on data intensive sectors like the engineering and manu-

facturing industries.

"The software provides this one framework to communicate and collaborate across your enterprise programmes. The system can make changes in real-time and can also get the consent of all the stakeholders in

MAKING LIFE EASY



- The programme management software enables efficient planning and execution of ideas.
- The system can make changes in real-time and can also get the consent of all the stakeholders in real time.
- Camelean promises a reduction in resource cost by 15%, as also a 25% reduction in average turnaround time.

real time," said Rakesh Mahajan, CEO of Ranal Inc.

Camelean has successfully signed up clients like GM, Toyota, Renault, Chrysler, Gulf Aerostream, Airbus (pilot project) and IBM. Camelean promises a reduction in resource cost by 15%, as also a 25% reduction in average turnaround time.

Mahajan is confident that its programme management business will touch Rs 100 crore in India within the next three years. Worldwide, he feels that it could yield revenues of upto Rs 450 crore in the same time.