



## Sierra Atlantic – In the Top 25 Great Places to Work



Sierra Atlantic lists as a Great Place to Work (GTPW) in the Great Places to Work Study conducted by the Grow Talent group (Business World 23rd April 2007 issue); more flexible and faster avenues of growth being the determining factor for our listing within the top 25.

### The Top 25

Rank 2006	Rank 2005	Company	HQ India	On List*	Ownership	Year founded ^	Company Churn (%)
1	5	RMSI	Noida	2	Owned by Risk Management Solutions (RMS)	1992	12.75
2	16	Classic Stripes	Mumbai	3	Privately held company	1987	12
3	N.R.	Google India	n.a.	1	Wholly owned subsidiary	2004	Not shared
4	1	Federal Express	Mumbai	4	Wholly owned subsidiary	1997	19
5	6	Marriott International	n.a.	2	Managing company: Marriott India	1999	32.25
6	9	MindTree Consulting	Bangalore	3	Publicly held company	1999	12**
7	3	NTPC	New Delhi	3	Government of India (89.5 per cent)	1975	0.5
8	N.R.	SAP Labs India	Bangalore	1	Wholly owned subsidiary	1998	9.6
9	20	American Express India	New Delhi	2	Wholly owned subsidiary	2002	Not shared
10	N.R.	Freescale Semiconductors India	Noida	1	Wholly owned subsidiary	2004	11
11	N.R.	Johnson & Johnson Medical India	Mumbai	2	Wholly owned subsidiary	1957	14
12	24	Ajuba Solutions India	Chennai	2	Privately held company	2000	25
13	N.R.	Scope International	Chennai	1	Wholly owned subsidiary of Standard Chartered, UK	2000	23-25
14	18	Intel Technologies India	Bangalore	2	Wholly owned subsidiary	1999	16
15	3	Godrej Consumer Products	Mumbai	4	Publicly held company	2001	13.5
16	8	Sasken Communication Technologies	Bangalore	3	Publicly held company	1989	19.14***
17	N.R.	Tavant Technologies India	Bangalore	1	Privately held company	2000	Not shared
18	18	Birla Sun Life Insurance Company	Mumbai	3	Owned By Aditya Birla Group, it is a JV with Sun Life Financial, Canada	2001	34
19	N.R.	Agilent Technologies	Gurgaon	1	Wholly owned subsidiary of ATI Inc.	1999	15
20	7	Computer Sciences Corporation	Noida	3	Wholly owned subsidiary	1996	15-20
21	N.R.	Qualcomm India	n.a.	1	Wholly owned subsidiary	1996	13.8
22		Sierra Atlantic Software Services	Hyderabad	1	Wholly owned subsidiary	1993	17
23	21	Infosys Technologies	Bangalore	4	Publicly held company	1981	13.5#
24	15	Adobe Systems India	Noida	2	Wholly owned subsidiary	1997	4-8
25	N.R.	Gap International Sourcing (India)	New Delhi	1	Privately held company	2005	21.6

N.R.: Not ranked; n.a.: Not applicable; \*Number of times appeared on the GPTW list so far since 2003; ^Year founded in India for MNCs; \*\*As of March 2006; \*\*\*April-Dec 2006; #For the last quarter Data source (other than ranks): Companies

<http://www.businessworld.in/content/view/1393/1450/>

## NEW ENTRANTS Small, But Sure

Its size means it's less hierarchical, more flexible and faster avenues for growth.

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It's like the first day at school for your child. Only, your child is a grown-up and it's her first day in a new company. The company, Sierra Atlantic Software Services, sends invites to parents of new employees for 'Orientation Day'. What's the deal? "In our society, parents are a big influence on decision making. We think it is good for them to know the kind of organisation their children work for," says Sarath Sura, managing director of the Hyderabad-

based enterprise IT applications developer.

This insight came from campus recruitments, where parents would stay with their children right till results were announced. "Besides, parents can sometimes ask why their child is not joining a bigger ITeS company. This way they go back with some reassurance," says Sarath.

So, what is in store for recruits? For one, it's a growing company that offers a flexible platform. It allows employees who have been working in one discipline to move to another one. That gives them a shot at all-round growth. And this doesn't just mean moving someone from one software platform to another. It also means jumping functions. For example, Uday Chander, who is currently director (people function) was previously in the sales and delivery functions.

Sierra also gives its employees a fair degree of empowerment. It is able to achieve this by assigning a value — gross profit margin or GPM — to its key projects. The basket of parameters for calculating GPM of a project includes, for example, the rate it charges the customer. Another parameter is resources, which include the level and competency of engineers on the project, and the milestones the project needs to achieve. As long as the project's designated score stays within the GPM, there is no interference.

While comparisons with bigger players in its sector are natural, Sarath believes this very factor helps Sierra. Given its middling employee strength, about 1,000, it can afford to be less hierarchical, more flexible and it can provide faster avenues for growth. Sure, it cuts both ways. But for now, Sierra's story is moving in the right direction.

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