

THE TECHNOLOGY HEADLINES

THETECHNOLOGYHEADLINES.COM



MAY - 2019
Vol 4 Issue-11

IN MODERN BANKING
KNOWLEDGE
IS POWER

Sandeep Goyal
Co-Founder

Molly Chakraborty
Co-Founder

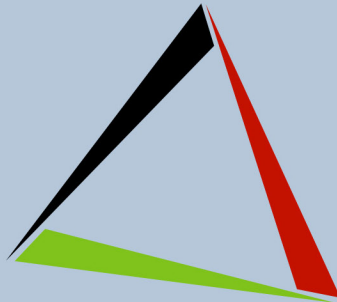
Amit Sharma
Co-Founder

AI IN
WEBRTC

A KEY STEP IN
YOUR
DIGITAL
TRANSFORMATION
JOURNEY

TRINAMIX

MEET THE FUTURE OF SUPPLY CHAIN SOLUTIONS



Trinamix

Sandeep Goyal

Molly Chakraborty

Amit Sharma





Trinamix

TRINAMIX

MEET THE FUTURE OF SUPPLY CHAIN SOLUTIONS



When an organization fosters creativity, thrives for excellence and sets very high standards of success criteria the results are consistent and phenomenal. In today's world nimbleness and innovation are key for any organization to nurture rapid growth. Trinamix was founded in the roots of creativity, customer focus and a penchant for solving complex problems. Over the last ten years the founders have harnessed these core values and inculcated a culture of empowerment and motivation among its managers and employees with a vision to shape the market. This has allowed Trinamix to redefine the industry about how organizations use Oracle products for their business process transformation. This is exemplified by their creative use of solutions such as Oracle demand planning technology for a social media giant, and creation of an ERP agnostic re-usable platform for Oracle Planning Cloud solutions.

The Journey

Trinamix was founded ten years ago by Molly Chakraborty, Amit Sharma and Sandeep Goyal. With Ms. Chakraborty's background in Oracle product development and with Mr. Sharma and Mr. Goyal's experience in consulting; they created harmony in the best of both worlds. They joined hands with a vision to shape and redefine the way industries use Oracle solutions for their business process transformation. Since then, Trinamix has been associated with the aura of industry experts specifically in High Technology, Retail, CPG and Industrial Manufacturing. The growth of Trinamix has been astounding from a startup to a global organization with offices spread to outside U.S to Japan, Australia and Canada. With its global presence, Trinamix provides services on round the clock manner with a combination of onsite and offshore model, a very popular concept with its wide customer base. Over the years, many talented consultants have honed their skills via the centers of excellence in Pune and Hyderabad in India. The company acquired more than 250 customers and became a market leader in the supply chain space.

However, as one thinks, the journey was not all plain sailing for Trinamix. The company faced its fair share of challenges to become what it is today. "Oracle cloud came with strong potential but also with the challenges at the same time," tells Amit Sharma, Co-Founder, Trinamix. But Trinamix was not disappointed with it. By being strategic in its approach, the company focused on a host of factors that helped them address these challenges. It included investing in co-development of the Oracle product, focusing on strategic accounts and on-boarding several early adopter customers, In short, making key strategic decisions in a changing market contributed to its success.

In 2017 Trinamix appeared in Gartner survey and was recognized as an industry leading Supply Chain Planning System Integrator. As of May 29, 2018, one of Trinamix customers mentioned in the Gartner Peer Insights review of Oracle: "Oracle and our partner Trinamix have done great work to map the tool to our desired business process and enable much more information to be leveraged in our decision-making processes"

The Culture

In order to sustain rapid growth, an organization needs to recognize the core of its DNA. "Trinamix allows and encourages creativity among its employees. It nurtures a culture of belongingness, empowerment and innovation without fear," states Molly Chakraborty, Founder and Managing Partner, Trinamix. The three tenets of the organization's core values are: excellence, innovation and collaboration. And the company achieves these by running several programs. It ensures excellence in delivery through a program followed across the organization managed by Global Single Delivery team. This group was formed to bring efficiency and effectiveness in the service to customers by process standardization, knowledge sharing, solution reviews

and reusing components.

The company's culture also deserves recognition for playing a vital part in its success. By providing an environment for learning new skills, Trinamix enables its employees to spend time in training, go for professional certification and allow switching roles and responsibilities within the organization. In addition, the company nurtures an environment of free-thinking, collaboration, and exchanging ideas among peers, which are not commonly found.

This approach has helped Trinamix in creating unique possibilities in problem-solving and has helped in gaining customer confidence and loyalty. Trinamix boasts that 70% of its customers have engaged them for repeat initiatives. This speaks highly of the quality of delivery as well as the value generated consistently for its customers.

Providing Industry-Specific PaaS solutions

Through a combination of Creativity, collaboration and strategic thinking Trinamix has pursued various initiatives to build industry specific solutions on PaaS that complement Oracle's own offerings. Through close relationship with Oracle community, and partnering with key players in the industry Trinamix has built a complete end-to-end PaaS based solution called Fabconnect that integrates MES of Fab with Oracle SCM cloud for the semi-conductor industry. Other solutions include collaborative planning and forecasting replenishment and trade promotion for the retail industry. Alongside these solutions, the company has also pioneered solutions for Hybrid cloud approach. "This has aided in extending the reach of Oracle ERP cloud to non-Oracle customers like SAP, JDE, Great Plains and other enterprise solutions, thereby bringing a competitive edge to Oracle products", shares Sandeep Goyal, Managing Partner, Trinamix.

Towards a Better Future

By attracting new customers and retaining old customers, the company is witnessing a steady and quick growth. However, in the process, they have not compromised the values on which the company was founded, and the founders are happy about it. The company has already started to invest in the new technologies such as IOT, Blockchain. and AI. In this space it has not only partnered with specific technology experts but also is implementing an I4.0 lab in its office for show casing the solution to customers. When asked about the future Molly Chakraborty says, "The inception of the cloud market has heralded a new dawn and has a huge future potential. Trinamix believes that with a strong culture of innovation, excellence and customer focus, it will continue to grow in the market now and tomorrow."



“

By providing an environment for learning new skills, Trinamix enables its employees to spend time in training, go for professional certification and allow switching roles and responsibilities within the organization