

# 10 MOST-ADMIRED COMPANIES

In another industry first, Digital Studio India presents 10 companies that set the benchmarks for gaining respect from their clients, employees, and stakeholders in 2016

**T**he most admired companies globally build their brands by consistently outperforming the competition and building a reputation for reliability, with years of excellent service coupled with industry-leading products. These organisations are often led by CEOs and senior management teams that take a hands-on approach to create a strong corporate culture wherein employees can thrive. It is, therefore, not a surprise that these companies have happy employees, which contribute to a dynamic work culture, and customers who are willing to pay a premium for their products and services. We take a closer look at the technologies, management approach, and the people that drive 10 of the most admired companies, in no particular order, in the broadcasting and production space in India. We undertook these attributes to arrive at the list:

## INNOVATION

The ability to innovate quickly—whether it

is technology, business practices, client engagement or internal policies—and establish market trends can help a company transform into a market leader. The innovative quality of products, services and processes is at the top of the priorities for leaders in the industry. Efficient after-sales service, too, is equally important owing to the technical nature of the offerings. Meeting perfection and topping quality benchmarks is, therefore, critical for companies included on this list.

## LEADERSHIP

The strategies adopted by the management define the roadmap for the company and also its position in the market. Decisions that they take can either put the organisation on the path of runaway success or on the fast track to bleak financial performance.

## MANPOWER MANAGEMENT

An organisation's ability to attract and retain the best talent in the industry not only helps control costs and develop

technology faster but is also reflects its competitive but friendly work environment.

## FISCAL STRENGTH

This is one of the strongest benchmarks to judge a company's value to its various stakeholders—owners, employees, and clients. Also, channel partners are more amenable working with companies that have a consistent financial track record knowing that these brands can better invest in marketing activities, brand positioning, post-sales support, and customer/channel engagement programmes.

## CHANNEL NETWORK

For any company, the channel partners are critical as they position the products and services in the market, educate customers about the latest innovations, and build brand awareness. So, we rate the company on the efforts it has taken to go the extra mile to help channel partners and initiate channel-friendly policies to gain better traction in India.

## LIST OF COMPANIES

- ★ **BLACKMAGIC DESIGN ASIA**
- ★ **CANON INDIA**
- ★ **GRASS VALLEY**
- ★ **IMAGINE COMMUNICATIONS**
- ★ **LAWO**
- ★ **PRIME FOCUS TECHNOLOGIES**
- ★ **SNELL ADVANCED MEDIA (SAM)**
- ★ **THINKLOGICAL**
- ★ **TSL PRODUCTS**
- ★ **VIZRT**



# CLEAR THINKING

With significant spends on R&D activities, Prime Focus Technologies has stayed on course to help media companies virtualise their content supply chain from end-to-end

**P** rime Focus Technologies (PFT) had a busy 2016. The company brought on board Raghunath Mohanrao as COO, who set up the Client Solutions team and ensured seamless functional integration of teams spread across the globe. It also continued to augment the collaboration tools for its WorldSourcing model, supported by a Global Digital Pipeline. Clients could, therefore, virtualise processes and manage the content business in a cost-effective manner.

PFT is also making investments to gain expertise and develop offerings in Interoperable Master Format (IMF), High Dynamic Range (HDR) video, 4K resolution, and compliance services.

## MANPOWER MANAGEMENT

In 2016, PFT's manpower strength was around 2,400. During the year, close to 500 people were recruited across various departments; and the company's attrition rate was 17.5%.

PFT also has an in-house learning and development (L&D team) team that conducts training sessions to enhance employees' skill sets. Furthermore, it partners with training outfits to conduct workshops that help its personnel hone their performance. To maintain employee morale, its 'Rewards & Recognition' programme recognises and awards talent, innovation, and leadership capabilities. The talent pool is a mix of alumni from institutes such as the Indian Institute of Technology (Mumbai) and Jamia Millia Islamia.



▲ Ramki Sankaranarayanan, founder and CEO, Prime Focus Technologies.

## INNOVATION

In 2016, PFT spent around USD 6 million on R&D activities. It has a team of more than 220 software engineers that works towards improving the relevance and quality of its offerings. The company has a Digital Media Operations Center of Excellence as well with over 20 people working on packaging and delivering content across multiple formats and devices to destinations such as IPTV and digital platforms. The company also expanded its Brand Service offerings, which contributed USD 1 million to revenue, with the objective of helping brands transform into digital content destinations. In 2016, the company unveiled industry-first upgrades to

every module of its flagship product, CLEAR Media ERP Suite.

## LEADERSHIP INITIATIVES

The appointment of Mohanrao as COO came as a boon to the company. The Client Solutions team was set up by him to work closely with the sales team to address customers' challenges and unlock growth. In order to improve CSAT (customer satisfaction) scores, he strengthened the capabilities of the client-facing Program Management team. Mohanrao ensured seamless functional integration of teams located in different corners of the globe. He was also instrumental in redesigning numerous processes followed by the Product Engineering team that helped achieve faster time-to-market.

## FISCAL STRENGTH

Revenue for the year ended March 31, 2016, was USD 44.24 million as against USD 33.65 million in the year before. As compared with 2015, growth in PAT was 21.54% in 2016. Last year, PFT secured the first round of funding from PE fund Ambit Pragma. PFT will use the funds for intensifying development efforts for SaaS products and increasing market share in North America and EMEA.

## CHANNEL NETWORK

PFT has 15 global channel partners, including global value chain partners such as Deltatre, independent service providers like LaserNet, and cloud partners like Amazon Web Services. In India, the company operates on a standalone basis. 