



2020 - A ProductDossier Retrospective

Shock • **Resilience** • **Hope**



Sandeep Kumar

A CEO Retrospective

The past is like using your rear-view mirror in the car. It is good to glance back and see how far you have come but if you stare too long, you will miss what is right in front of you!

2020 has been one heck of a year. A lot has been written about it and lot more will be written.

Here is what 2020 meant for us at ProductDossier.

Shock.
Resilience.
Hope.

Circa March 2020. We were no different from the rest of the world. We could not believe what was unravelling in front of us. We knew that it was not the time to get into analysis-paralysis. We transitioned from 'shock' to becoming 'resilient' by ensuring it would be business as usual for our most important stakeholders – customers and employees! We demonstrated 'agility in action' – equipping our teams with infrastructure to seamlessly work from home and ensure business continuity for our customers and their stakeholders. We look forward with eyes of 'hope' for the world to return to 'normal.'

Internal heroes
enabling our
external heroes.

The true character of an organization emanates during a crisis. It was an extraordinary feeling to see our employees stepping-up to the situation irrespective of their roles. It was fulfilling to see the camaraderie when they supported one another. Their laser-sharp focus was to ensure our customers and their stakeholders experienced the same professional support that ProductDossier is reputed for. As the head of the organization, there can be no moment prouder than watching all the employees perform in unison akin to a world-class orchestra – during moments of crisis! I feel humbled.

Transformation in the project management world

1. The project economy is going full throttle. A McKinsey research highlights Governments across the globe have allocated \$10 trillion in reconstruction funds just in the first two months of the Covid-19 pandemic, which is three times more than the response to the 2008–09 financial crisis. Now that we are close to a vaccine, the focus shifts to a different set of programs and projects. The implications are: (a) Millions of projects and (b) Need for best-in-class project management software solutions

2. The age of digital transformation. It is no longer a choice for organizations to go digital – it is a matter of survival. As we work with clients world-wide, we see business leaders adopting fit-to-purpose approaches to manage their digital journeys. The implications are: (a) Business leaders and project professionals must adapt different ‘ways of working’ – attuned to the digital realities and (b) Project management software must be built on the foundation of digitization and must be ‘quickly configurable’ based on industry, organization, and project needs.

3. The rise of the machines! The advancements in Artificial Intelligence cannot be just wished away. Smart adoption is the key. The implications are: (a) Business leaders and project professionals must skill-up and (b) Project management software vendors must incorporate AI and ensure a smooth adoption

The action at ProductDossier

New Customers



Quality Kiosk is a technology company that is focused on software testing.



Hical Technologies is a System Integrator and supplier of electromagnetics and electromechanical components to aerospace and military organizations.



Dabur is a leading FMCG company.

New TouchBase Implementations (and Scope)



Digitization & Automation: Enquiry to
Order to Production



Digitization & Automation: Idea to Launch
for New Product Development



Digitization & Automation of Dossier Mgt.
(API and Formulations), and NPD



Digitization and Automation of Enquiry to
Order to Cash

Transforming TouchBase

Core Modules

1. Opportunity Management
2. Resource Management
3. New Product Development
4. Project Management
5. Project Financials
6. Document Management
7. Project Procurement
8. Quality Management
9. Timesheet & Leave Mgt.
10. Integrations
11. Collaboration
12. Asset Management

Technology updates for
enhanced security.

JDK 11

Tomcat 9.0

125+ Small to Big Functional Enhancements to:

1. Proposal Management
2. Print Capabilities
3. Salesforce Integration
4. Document Digitization
5. WBS Enhancements
6. New Grid Control
7. Resource Work Transfer
8. My Work Personalization
9. Enhanced Analytics
10. Resource Workload View
11. Project Financials
12. Procurement Functionalities
13. TCS (Tax Collected at Source)
14. Mobile Access
15. Dossier Management
16. Revenue Forecast User Interface

Stepping into 2021

2020 would go down in history as a rare spectacle. We witnessed how nations, businesses, and institutions came forward to support citizens and employees. The spirit, the empathy, and the grit were in abundance, making us resilient and hopeful of the future. My heart goes out to those who experienced misery during this pandemic.

We continue to be excited about the digital opportunity, which would accelerate further. Our teams are ever-focused to deliver solutions and enable customers to achieve their goals - in a post-pandemic world.

As an organization, we do not just deliver technology solutions but build a digital culture that allows customers to create sustainable value. My sincere thanks to our team, our customers, and our partners for their continued collaboration.

I wish everyone a happier and safer year ahead.