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Company of the Month

Vishal Chhawchharia, CEO, Hidden Brains

Entrepreneur of the Month

Greg Pierson, CEO & Co-Founder, iovation

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CR Tech20 2013
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Simon Arkell, CEO

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Hidden Brains: Reinforcing the Perspective of Quality in IT

By Vignesh Anantharaj

Vishal Chhawchharia, CEO

Indian vendors are creating ripples in the outsourced IT space, especially in mobility as large foreign software organizations face stiff challenges in the form of local companies stealing the thunder of listed outsourcing organizations. The tug of war for mobile app development alone is predicted to be worth $100billion. A fact that is in part due to eighty percent of mobile usage originating via native apps as opposed to mobile websites. However, most of the companies who require mobile app deployment today, although well versed in fabricating applications and using the latest web technologies to improve methodologies, still struggle to understand how mobile technology can promote their businesses drastically. Vishal Chhawchharia, CEO of Hidden Brains understood the importance of the link between mobility and business acumen and founded Hidden Brains in 2003 to steer a host of enterprises towards their true potential in IT. Hidden Brains was founded by Vishal to build applications as revenue generation tools, rather than just another application suite. Hidden Brains, is today a veteran provider of offshore software, web & mobile application development and continues to lead a host of enterprises towards their true potential in the web and mobility space.

Since the beginning of the Smartphone boom, IT departments and enterprises have struggled to make peace with the devices' application management, security and software deployment. Hidden Brains strategically realizes three types of requirements from companies. "An application can be used to support customers, as an application that supports a bigger application to increase mobility of their business or simply as a revenue generation tool," says Vishal. Established to address the needs of the enterprise in web application development, the company has slowly transformed itself into an expert in mobile application development. Today Hidden Brains have served clients in over 93 countries worldwide in its journey spanning a whole decade especially for the

internet of things, enterprise solutions, mobile application solutions and mobile gaming. "By this we get more time to understand technologies and its solutions to serve our customers better with new innovative alternatives ideas for their business betterment," adds Vishal.

Understanding Technology before its Arrival in the Market

Apart from apprehending customer needs and a proven track record, what sets the software development company apart from its competitors is that Hidden Brains gets into the new technological advancements way before it is available for the end consumer. Having worked with close to 1780 customers worldwide directly or with associated partners who vary from small to large enterprises, companies such as CISCO, VISA, Amazon, Mall4Africa swear by the services offered by Hidden Brains. The company sustains clients in a wide portfolio and has currently ventured into the oil industry, a niche market. A testimony of the prowess of Hidden Brains was when the company enabled access to online payment for a e-commerce portal called MallforAfrica(MFA). Leveraging past experiences in the field, MFA was able to tie up with Sky Bank and VISA Card to solve the client's pain point of a single convergence for all the financial obligations, enabled wholly by the expertise of Hidden Brains.

The requirement of an NDA (Non Disclosure Agreement) with the client ensures a confidential developmental environment within each project. "This includes discussion discloses - the amount of data needed to be collected, which individual will be authorized to access information, and the possible risks involved," says Vishal. To keep accountable to the growing global clientele, the organization has shifted its cynosure onto an all-round quality project management to serve customers in the best possible manner, a strategy that is unique to Hidden Brains.

A culture Built Around Customer Satisfaction

The unique strategies have helped the company to compete with the big wigs in its domain, a fact that the team has taken in their stride. Above competing, Hidden Brains has bagged many awards against established listed firms in the Industry. The company was conferred with the World Quality Commitment (WQC) 2010), International star award at Paris, France, during the 24th Annual World Quality Commitment convention. Adding another laurel to their list of accomplishments, the organization was conferred with the Aegis Graham Bell Award 2012, in New Delhi for its SmartNet concept. Another accomplishment being winning the Best Mobile Development Company in Gujarat by Gujarat Electronics and Software Industries Association (GESIA) in 2013.

The awards closet can be attributed to Vishal understanding that, apart from great expertise in technology, personal and professional qualities also play a big role in client satisfaction and retention. This culture of thought, along with mapping the right technological solutions for different customer's business cases are the practices that allows Hidden Brains to maintain a happy circle of both

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employees and clients alike. Over the last three years, the company has worked towards being more than just an offshore partner. Many changes in organization processes and recruiting talents from pan India have capacitated Vishal and his team to deliver high quality solutions within strict deadlines. Overall, a very transparent system to solve practical business needs gives Hidden Brains the edge over competitors.

The future looks bright for Hidden Brains as it looks to tap into new niche markets, continuing to target expanding the technological approach aimed towards better quality, the company are focused to gain stronger footholds in automation, control and building development platforms for technology service companies. With its strong leadership and a culture built around the "customer centric outlook," the company is set to make huge strides in the market with regards to Industrial reputation among different geographies and profitability. CR