

S3 Edge



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NOT MANY one-year-old start-ups would have such an eventful story to share. For Hyderabad-based S3 Edge, results have been beyond expectations. Started by a team of youngsters, the company's vision is to create a benchmark in the RFID space with its innovative approach of providing solutions for business needs. The founders of the company were part of the Microsoft BizTalk RFID team and have deep expertise in the RFID technology. The company has customers in India, Singapore, US, and Europe. S3 Edge's aim is to be a leader in enterprise-ready RFID solutions.

"We realized it was right time to deliver real-time RFID solutions for increasing business needs. So far, RFID had been used only for supply chain applications. But in the last couple of years, the industry has changed and enterprises are looking at new applications of RFID," said Ram Venkatesh, Founder & CEO, S3 Edge.

The company bagged its first deal on the very first day of its inception, and in the next six months the company grabbed ten important deals. Venkatesh says the company's success partially lies in its strategy to associate with customers who are early adopters of RFID. "Another important factor is our decision to tie up with the right technology partners. We have partnered with some of the leading names in the RFID industry, namely Mumbai-based EssenRFID, Microsoft, Motorola, Impinj, Intermec, etc," says Venkatesh.

Some of these partners are S3 Edge's customers as well.

S3 Edge provides solutions for work-in-process visibility for complex manufacturing operations, operation-

▶ SNAPSHOT

S3 Edge Inc

Founded: 2007

Headquarters: Hyderabad

Branch Offices: Los Angeles and Portland, USA

Employees: 12

Key people in the organization: Mark Anastas, President; Ram Venkatesh, Founder & CEO; Anush Kumar, CTO; Abhishek Agarwal, Founder & COO; Ravi Vankamamidi, Founder & Chief Solutions Officer

Principals: EssenRFID, Microsoft, Motorola, Impinj, Intermec, Kenetics, Omron

Customers: RiteCare Pharmacy, GKB HiTech Carl Zeiss Vision, Impinj, Motorola, Omron, MojiX

Target industries: Manufacturing, Warehousing, Logistics, etc

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al visibility, high-value asset tracking, and product recall. The company has increased focus on development of its RFID solutions and has full-fledged development team and customization team in place. In the coming days, S3 Edge will focus more on delivering scalable business solutions.

The biggest challenge ahead, Venkatesh says, would be to convince customers. "Customers are expecting to see RoI in 6-9 months. They also expect us to complete the implementation within a short period." Venkatesh, however, sees fresh opportunities pouring in for logistics and security applications. A confident S3 Edge is now aiming at tripling its revenue in the next one year.

— By Radhika Nallayam

Ram Venkatesh, Founder & CEO, S3 Edge, is confident of tripling the revenue in the next one year