

Prakya



The annual listing of 10 companies that are at the forefront of providing Collaboration solutions and transforming businesses



Raghu Konka
Founder
CEO

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Congratulations Team Prakya!

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The Key to Bring Organizational Collaboration

To quote Steve Jobs, “In business, great things are never achieved by one person. They are done by a team of people.” Although many companies understand this secret to success, it is often found lacking in practice. Many businesses understand the significance of nurturing cross-functional collaboration to harness growth yet miserably fail when it comes to implementing them across the enterprise.

A great number of companies fail to get their teams to see where they are headed by not paying attention to what their information needs are. This blindsides the team and enterprises bring in more people to create this much needed visibility. There is no denying that businesses will thrive and come out on top with streamlined processes, platforms, and teams. For this reason, apart from adding a set of collaboration tools, building the systemic capability to show the right information to the right set of people at the right time, is key to success.

Enter Prakya, a Unified Agile Team Collaboration Platform. The platform brings 360-degree visibility to agile teams to collaborate and manage their projects from inception to completion. Prakya enables seamless collaboration between teams by bringing them together on a single platform. In this interview with CIO Applications Magazine, leaders of Prakya, Raghu Konka, Founder & CEO, and Sunil Kumar P V, Co-Founder and VP of engineering, shed light on how their platform enhances collaboration at the workplace. Konka has extensive experience and hands-on engineering expertise in enterprise collaboration, execution, strategy, architecture, design, and development. Kumar is an accomplished software professional with over 15 years of experience holding numerous technical and management positions.

Could you share with us a brief overview of Prakya?

Prakya is a Unified Agile Team Collaboration Platform designed to drive growth and visibility in organizations. Our agile work management platform helps organizations right from defining their strategy to managing the execution all the way through.

In Sanskrit, Prakya means visibility,

and our vision is to make agile teams productive by providing them visibility into the entire organization. Since its inception, Prakya has focused on providing agile teams the opportunity to discover and experience team collaboration. Unlike many popular solutions, Prakya is neither a to-do list nor a highly evolved spreadsheet that acts as a task tracker. Our solution hits the mark when it comes to agile work management solutions.

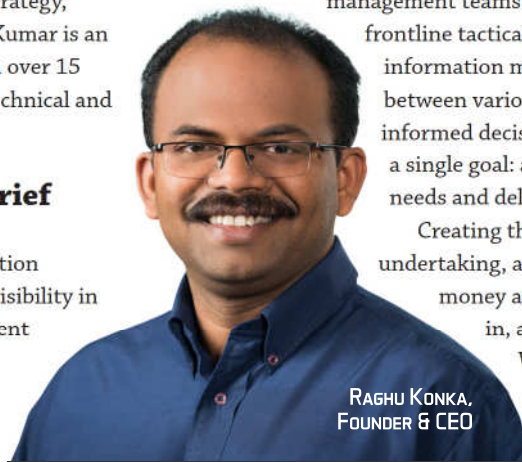
In your interactions with CIOs of leading companies, what sense do you get of the challenges they face now in the collaboration space, and how is Prakya effectively addressing these issues?

No matter what business one runs, one must align the business with the norm of the day. In this regard, enterprises must focus more on improving organizational efficiency by digitally transforming the company to stay ahead of the new Industrial 4.0 era. With the unprecedented macro environment and increasing need to work remotely, keeping their entire organization aligned and working toward a common goal and strategy is critical to staying competitive. It becomes crucial to mind map the existing business and take great strides to transform their business digitally.

For many organizations, catering to the data needs of various personas that are part of the work or project structure is an uphill task. Although different teams work on the same business line and the product portfolio, the data needs of management teams are way different from the needs of frontline tactical execution teams. For that reason, information must flow in real-time seamlessly between various teams to enable them to make informed decisions. All these efforts aim to achieve a single goal: align the organization with customers' needs and deliver value to them.

Creating this end-to-end visibility is a huge undertaking, and this costs organizations significant money and time. This is when Prakya steps in, and we take this burden off the CIO.

With Prakya, cross-functional teams of all sizes come together to get their work done. The platform provides the necessary tools, does the heavy



RAGHU KONKA,
FOUNDER & CEO

lifting, and aids the teams with various elements of project management, including defining strategy, planning, execution, delivering solutions, measuring the progress, and enable the team to inspect, retrospect, and adapt.

Could you share some of the benefits your clients receive after they collaborate with you?

Prakya believes that when teams come together to develop a solution, they should just focus on delivering value to their customers. Teams should not be burdened with frequent and up to date status reports that are needed to create visibility to their hierarchical chain. In fact, such tasks should be completed automatically by the work management platform. As teams are busy with their assigned work, making them do extra work about work to create visibility will be highly unproductive.

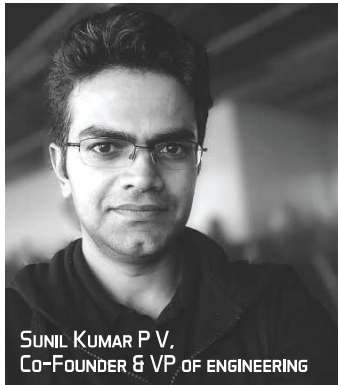
Work management is not just adding a bunch of tasks and moving them across the Kanban lanes. On the contrary, work management tools should be efficient enough to understand the team's dynamics and the complexity of the work. Moreover, it should manage the interdependencies, provide predictive analytics and business intelligence in real-time, and proactively nudge the teams with the right information at the right time. Prakya's platform is designed keeping these guiding principles that foster success. We provide all the necessary tools for a team to get the work done efficiently.

Could you share a customer success story to highlight how you overcome the hurdles and attain desired outcomes with your innovative solution?

We recently onboarded a healthcare company that was on its way to transforming its business because of the pandemic. We digitally mind-mapped their existing manual processes and boarded their team onto the Prakya platform. Within days their entire team started using our built-in work management and collaboration tools such as video conferencing, messenger, document management, and calendar management. As these tools were integrated into the platform and contextually aware of each other, the team was able to perform well. With end-to-end visibility created by the platform, their team could focus on their assigned tasks and ultimately serve their customers better.

What are the strategies employed by Prakya to stay ahead of the market, and what, according to you, are the distinct features of Prakya that give it a competitive edge?

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We bring the entire team to an interactive and contextually aware business context diagram, and we drive their work forward. As our platform provides the necessary tools to get the work done under one roof, teams can enhance their productivity. Teams do not require to switch between multiple tools, which is a huge distraction to their work. A study shows that when a team member is distracted or interrupted because of a context switching, they lose about 25 minutes of their valuable time. While teams use multiple tools, the data they create is siloed. For that reason, team members fail to find a single source of truth.

Our biggest differentiator is the Prakya TeamSense, which is the heart of the platform. TeamSense is the operating system for Teams. It is an AI and ML engine that understands team dynamics and interdependencies. TeamSense coordinates all the activities, provides contextual recommendations, performs predictive analysis, and makes intelligent decisions.

As the platform is vertically integrated with all the necessary functionalities for work management, Prakya can provide the best experience to our users. This also gives us a competitive edge to innovate faster in the new normal when teams collaborate in a remote and hybrid work environment.

What does the future hold for Prakya?

With the advent of Workplace 2.0 transformation, hybrid work environments will be the new norm. In this regard, organizations should focus on building an efficient digital workplace to stay afloat and succeed in the days to come. We help companies bring their teams under one umbrella and improve business agility. We are on a mission to help companies stop micromanaging their employees and teams to be self-organized.

We would like to leave your readers with one last thought: It is essential to ensure that the entire team is looking at the same information, even though the information is wrong. **CA**