

People Power

Chennai-based Adrenalin eSystems is betting on its positioning as a pure-play HR solution provider



What is not measured, cannot be improved”—this old management adage still holds true for any successful enterprise. Human resource is an asset that needs to be effectively managed and measured for optimal performance. Today, companies of varying sizes vie for a top place in ‘best employers’ and ‘great places to work for’ surveys. A top place in such surveys means a lot to the company, its employees, and its stature in the industry. But, it is not easy to be a best employer for it involves a comprehensive management vision, complemented by HR policies that meshes an organization’s goals with its employees’ aspirations. Putting in place a mutually beneficial HR policy is the key.

IT takes complexities out of HR and allows pro-active management of human resources. However, automation must not bring in a mechanical element, rather the solution should also factor aspects like empathy, which is critical to good HR.

In the formative years of computing, where IT is mainly used for core functions, the HR teams has remained reclusive in adopting new technologies, more so due to the absence of specific technologies. But, when enterprise-wide solutions like ERPs proliferated in the early 1990s, it set the stage for Human Capital Management (HCM) solutions to evolve. In the last few

years, the outsourcing boom and the emergence of new industries have put an enormous stress on managing HR. Are the HR systems coping with this change? The answer is most likely—it depends. According to a Forrester Research, the HCM apps are evolving rapidly from mere transactional systems like payroll, and benefits management into more strategic talent management suites. Forrester also says that recognition of the need to align business and individual performance goals, along with better tools to accomplish this, is the key driver for HCM deployments in many companies.

Pure-Play Players

Given the interest and the need for a core HCM solution, every IT company is vying to providing solutions on this space. But looking beyond HR services, there are only a few products companies besides the biggies like SAPs and Oracles of this world. One such company that is aggressively targeting the HCM space is Chennai-based Adrenalin eSystems, a Polaris company. Adrenalin is Web-based human capital management software that automates business to employee processes and is designed to boost pro-

ductivity. Is Adrenalin any different from other HR suites? It is, says Balaji Ganesh, the company’s CEO. “Ours is a human capital alignment software and is generations ahead of other HR suites which at its best address the hygiene requirements of HR professionals. Adrenalin looks at human capital as the most important resource in an organization and helps business leaders align human capital to the organization’s goals which is one of the biggest challenges for any CEO.”

If we stack Adrenalin with ERP solutions which provides HR suite as part of the ERP, the key differentiator according to company sources is Adrenalin’s pure-play approach to HR. For instance, in an ERP solution, HR is another module of a bigger solution and is incidental, and hence, it may not address the unique requirements of the company’s HR goals.

Adrenalin, as a solution, is aimed at bringing high degree of simplicity to the user and at the same time bringing greater efficiency by automating the range of HR processes. Adrenalin is indeed a very successful product initiative in India. It has so far garnered 264 customers across verticals and is trying to replicate the same level of the success in the Middle East and other markets in the Apac region.



“Unlike ERP HR modules, our solution is workflow-driven and not database oriented”

—Balaji Ganesh, CEO, Adrenalin eSystems

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