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Adrenalin to enter Dubai, S'pore market

TIMES NEWS NETWORK

Chennai: Adrenalin e-Systems, a Polaris Software Group company which specialises in HR software product, is now targetting entry into Singapore and Dubai.

According to Vaishakh Kelkar, president of Adrenalin, the company has made significant inroads into the Indian market with the product. "In 2006-07 we added 65 customers, while this year we will add 150. Already as of January we have added 120 customers. It is but natural for us to expand the geography as well, which is why we are planning an entry in Dubai and Singapore," he said.

The Dubai centre would cater to the needs of Middle East while the Singapore unit will take care of Far East. "We have already started to receive enquiries from these markets. We are in an exciting phase," Kelkar said.

The product, according to him, is a completely scaleable one. "We have customers who have a workforce of 100 to 18,000. This just shows how scaleable our product is and interestingly a lot of insurance companies are buying our product. Once the Dubai and Singapore entry is successful, we will move to North America," he added.

Commenting on the product, he said that his cost would be a tenth of what an ERP - HR module would cost. "Most importantly, we need only one month for installation while ERP could take anything between eight to nine months," he said.

Adrenalin started selling products from 2003-04 and in the last two years, it has entered, what he calls, "a ramp up customer mode". The company offers the entire suite of HR products, available as a fully web-based software over internet or the intranet within the office.