

ascend

Taking your airline to new heights

Focus
on India

Seeking Gold

India's booming economy benefits
airlines around the world

page 20

INSIDE

40

India's government revamps
airport infrastructure

42

IndiGo to begin service
as India's newest start up

46

India's flag carriers adjust to
relaxed government regulations



OPENING THE *door*

By seeing the potential of the India market, Perot Systems helped launch an economic surge that is benefiting the country's airlines.



Highly decorated executives from Perot Systems Corp. held a press conference in Chennai, India, in March — from left: Anuroop Singh, director; Peter Altabef, president and chief executive officer; Padma Ravichander, managing director of technology services; Ross Perot, Jr., chairman; and Anurag Jain, vice president of business process solutions.

Last December, Perot Systems Corp. announced the launch of information technology infrastructure operations from its Noida and Bangalore, India, facilities. The Plano, Texas-based company also dedicated a new office tower at its Noida campus, continuing the steady expansion of its India footprint and employee base.

As one of the first large international companies to see the business potential in India, Perot Systems helped pave the way for other multinationals to expand their presence in the country. Now, the growth of these countries in India is helping fuel an expanding economy, which, in turn, is contributing to a growth in air transportation. The presence of these companies also increases travel demand, as executives fly from corporate headquarters around the world to visit facilities and operations within India.

Perot Systems is a global provider of technology-based business solutions in targeted industries including healthcare, government and commercial markets. The company's India-based team — which also includes business process operations in Chennai — is expected to grow to around 6,000 associates by the end of the year. That would make the Perot Systems staff in India total one-third of the company's staff worldwide.

"This is a significant accomplishment for Perot Systems because we now are 'three deep' in both India and the United States — with applications, infrastructure and BPO capabilities in two world staging locations," said Padma Ravichander, managing director of the company's global applications solutions division and senior executive for Perot Systems in India and Asia/Pacific, during a press conference for the Noida office tower dedication.

When Perot Systems began a joint venture with India firm HCL Technologies in 1996, few technology services firms had tapped into the area. Morton Meyerson, the company's chief executive officer at the time, foresaw the advantages of India's growing number of engineering graduates.


"He saw that information technology was globalizing quickly, and we needed to find

the best talent in the world," said the current chief executive officer, Ross Perot Jr., in an interview with *The Dallas Morning News*.

The move into India was once seen as a pioneering and risky move. But by the time Perot Systems announced that it would buy HCL's interest in the company for US\$105 million in 2003, the move made sense. In the seven years leading up to the purchase, customers were pressuring computer services firms such as IBM, which once enjoyed huge profit margins to handle technology operations for corporate clients, to do more work for less. They demanded the firms outsource work to India or other low-wage countries such as the Philippines and Russia. That kind of demand forced computer services firms to start operations in India and other low-wage countries just to stay competitive.

In March 2005, Perot Systems further underscored the importance of India and the Asia/Pacific region to its long-term growth strategy at a meeting of its board of directors in Bangalore. The meeting was historic, as it was the first board meeting of a major U.S. multinational IT corporation in India. In bringing the board to India to review its corporate strategy, Perot Systems signaled its commitment to seizing the global opportunities in the technology services industry.

During the March meeting, Perot Jr. commented on the company's emergent business opportunities for India, "The board of directors of Perot Systems is here as a result of the hard work that has gone into building a strong global business. The company has achieved a lot in a relatively short time frame, but in many ways we are only just beginning to reach our potential, given the opportunities before us and the strength of our capabilities — especially in India."

Perot systems President and CEO Peter Altabef said, "Perot Systems' India operations are a cornerstone of our emerging global delivery model of integrated IT, BPO and consulting solutions. It is important for the board to meet here as we work to provide more solutions for our customers, opportunity for our employees and value for our shareowners." 

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