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An organization inclined towards offering innovative solutions to various large & small retailers, shopping malls, warehouses, and other domain partners.  
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COVER STORY

# IDEAS 4 TRANSFORMATION

Simplifying businesses with smart technologies





he year 2020 was a roller coaster ride for businesses in almost all verticals. The lockdown caused due to

the unseen enemy created stumbling blocks in the growth paths, especially in the retail sector as everyone was locked in their homes. As the unlock process started, these businesses in the retail landscape opened again and began their battle for survival.

This story is about one such leader, entrepreneur, and his company that not only proved mettle in the technology industry but also inspired many budding entrepreneurs, to not hesitate, not to sit back relaxed, and take their leap towards transforming the business verticals with innovation and vision.

Various large & small retailers, shopping malls, warehouses are now at the cusp of the techno revolution. The *New Normals* are impelling these businesses to revamp their processes to survive in the market and be relevant to the race.

***Transformation always needs a vision and an inspired implementer.***

And so, an industry-leading, prominent firm, **ideas 4 Transformation (i4T)** rose as a savior, helping businesses to transmogrify their processes, boost up productivity, be New Normal ready and add push to their growth graph with cutting edge technological solutions.

Incepted in 2016, ideas 4 Transformation is an eminent firm that offers cutting-edge and best-in-class technology-led business consulting services that include smart retail solutions & shopping mall management, track & trace, mobility solutions, and IT management services.

i4T is the brainchild of **Mr. Rajesh Saboo (Founder & CEO)**, an ace and eminent leader instrumental in the growth of every organization (Future Group, Raymond Limited, Ashok PIRAMAL Group, Aditya Birla Group & Wadia Group) with which he has associated. A technocrat with 33+ years of industry exposure in IT, retail, manufacturing, supply chain, logistics, and business services, Rajesh has instilled all his prowess in i4T. Under his aegis, i4T has secured a clutch in the industry as one of the reliable firms that operate as a highly professional partner for retail consultancy.

*We at The Enterprise World, feel the delight to feature **ideas 4 Transformation** as a cover story in our special issue, **The Most Admired Companies of the Year 2021.***

Every successful company has its ups and downs, and the road for i4T was also one with its fair share of hurdles and achievements, but one thing that remained consistent was their unwavering spirit and their aim to provide the best to their clients. Like every business, they also faced challenges in attracting good talent, once attracted they could retain them and offer good services. Another important challenge they tackled well with is to maintain the cash flow and growth plan aligned, this continued

to be an issue for the company during this pandemic times as well.

i4T truly dominates the industry with its position as a leader in the techno-led business consulting space. Their sole aim is to provide products and services that are unique, differentiated, and standing up to their legacy in the technology domain by offering new-age techno-powered AI-based solutions.

i4T offers solutions, products, and services for capturing, analyzing, and transforming business needs by using technology innovations and analytics models. Their offerings are ingenious and highly adaptable at the same time, and they have made it possible with their relevant partner eco-system.

The key esteemed partners of i4T are FootfallCam, MagicMirror, Chainway, Airsec, and HP to name a few. I4T developed Software products & Mobile Application have a unique offering for problem Solving and business expectation at CXO level. Leveraging the partnership & their Retail understanding i4T offers top-class business solutions for large & small retailers, shopping malls, warehouses, and much more.

The driving force of perfection takes the company forward. i4T's action plans executed with a team of expertise transmogrifies the businesses of their clients and make them future-ready. i4T's team of experts has the expertise in offering sustainable retail solutions, while at the same time maintaining a balance between quality and cost-effectiveness. Well-versed in everything right from retail to QSR operations, this ace team at i4T has



### Vision

To be the Trusted Partner in helping businesses achieve accelerated outcomes by automation, simplification and embedding transformation in their culture.



### Mission

To provide an array of solution for Capturing, Tracking, Analysing & to partner in the Transformation journey of customers



### Objective

To deliver world class 'Services' and 'Solution' for Customers PAN INDIA



### Differentiators

Technology Know how  
Relevant partner eco-system  
Simple & speed  
Flexible Engagement model  
Domain Specialists  
Impeccable business value to Customers



delivered various qualitative projects in the last four years. The workforce is further backed by a leadership team of experienced professionals with strong domain knowledge, who come from customer-facing organizations and believe in the core proposition of customer delight. Rajesh strongly believes ‘Supporting & maintaining same SLA for QSR in Malls, High Streets & Highways far away from Cities give them unique advantage and cutting edge to offer IT managed services to any form of Retailers any part of geography’.

***i4T’s offerings are ingenious and highly adaptable at the same time, and they made this possible with their relevant partner eco-system & Team that understands Retail World. Wait for RETAIL EXPRESS which will re-define Store Support.***

**i4T’s Offerings**

i4T’s unique and innovative solutions were not only technologically and cognitively ahead but to this date are far more advanced and sophisticated than any other company in the space. They have established themselves as a one-stop solution for all problems and services related to retail, mall and warehouse management solutions. Their solutions are user-friendly, easily accessible, providing their clients with a sense of familiarity and confidence, working for their growth and development, and instilling loyalty and faith in i4T.

***i4T’s differentiated plethora of services and products includes:***

- Smart Retail & Shopping Mall Solutions
- POS Systems & Self Ordering Kiosk
- Magic Mirror: Key Connector to All Services
- Mall Operations Management with ADSR

plan for the coming future is to focus on the following key aspects, one is consolidating our Services portfolio and the other is increasing location presence”.

- Integrated Footfall Management Solutions
- AI Video Analytics using CCTV
- BI & B2B Mobile Applications
- Digital: Omni Channel Solutions for QSR & Cloud Kitchen
- Trace & Track: Fixed Asset & Inventory Audit Software, Infrastructure & Services (RFID & Mobility)
- Integrated Managed IT Services, Infrastructure for Retail Stores
- Solutions, Products & Services for Capturing, Analyzing and Transforming business needs by using technology innovations and analytics model.

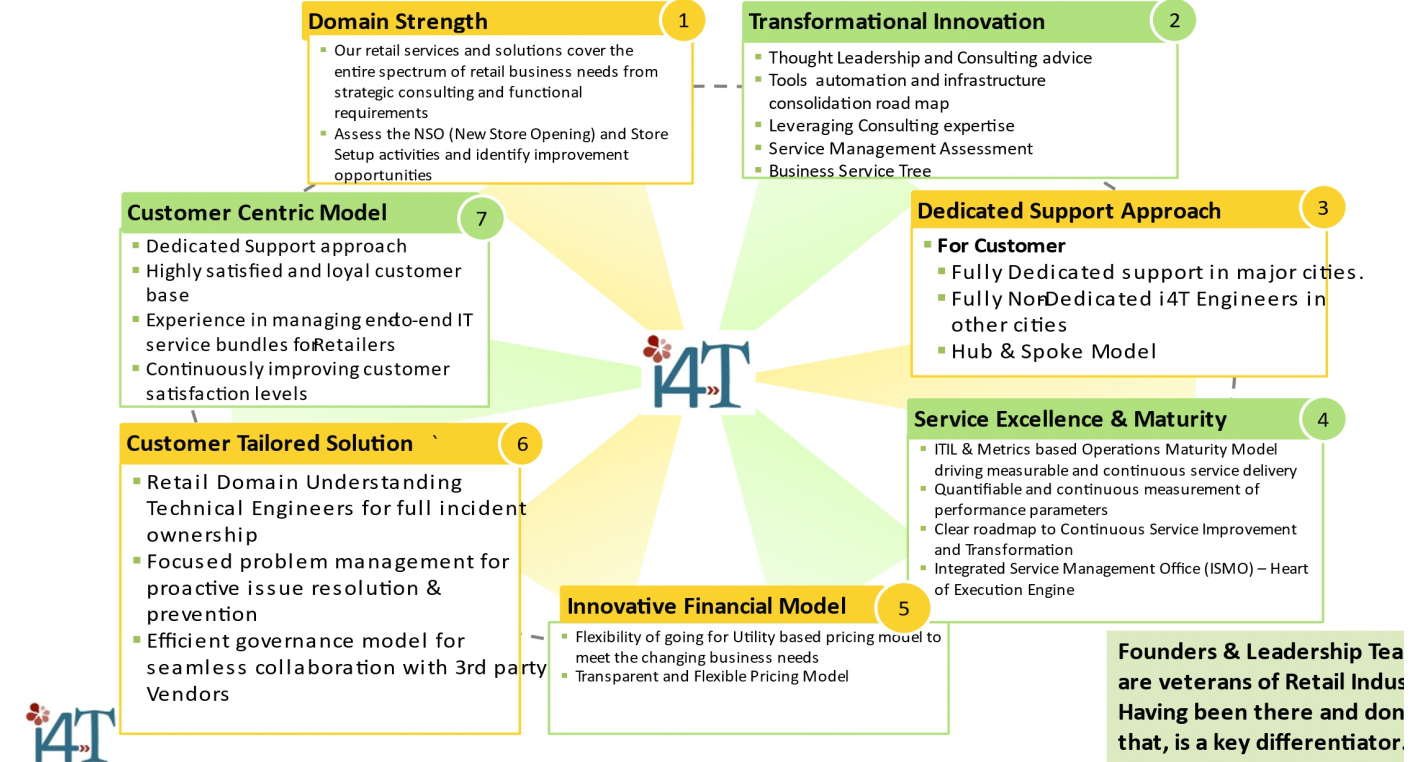
**I-Four Transformation Pvt Ltd (i4T) taking a step ahead with**

Today, as new technology is rising with every new dawn, businesses need to adopt advanced and modern technologies to accelerate their business processes. If a business still relies on traditional practices, it might be holding its growth back.

Keeping this in mind, i4T continues to innovate and upgrade their solution offerings, that can cater to every need of every business in all verticals. Under the 360-degrees visionary leadership of Mr. Rajesh Saboo, i4T is taking a step ahead in the market with:

- ◆ Consolidating the Solutions and Services
- ◆ Focus on Customer-Driven Solutions
- ◆ Focus on Value-added Services
- ◆ Re-design People Structure to Matrix Organization
- ◆ Increase City Presence: Own &

**i4T Differentiators**



<b>Reliable Partner</b>	<ul style="list-style-type: none"> <li>• Credentials in nurturing long term relationships with retailers</li> <li>• Executive commitment assuring response to client needs</li> </ul>
<b>Cultural Fit</b>	<ul style="list-style-type: none"> <li>• Driven by Passion, Integrity &amp; Innovation</li> <li>• Hi Touch customer centric approach – a relationship driven culture</li> <li>• Fast growing, agile, aspiration to achieve leading market position in a short period</li> <li>• Ability to work together as one team and communicate effectively</li> </ul>
<b>Domain Strengths</b>	<ul style="list-style-type: none"> <li>• Retail specific competencies to build business aligned solutions</li> <li>• Domain Integrated full service delivery model</li> <li>• Consulting led execution to focus on client’s business model</li> </ul>
<b>Robust Solutions</b>	<ul style="list-style-type: none"> <li>• Risk free knowledge transition with focus on continuous service improvements</li> <li>• Solution built in considering operational flexibility</li> <li>• Integrated Service Management Office (ISMO) for unified service support</li> <li>• Service transformation through ITIL framework - efficiency, effectiveness &amp; innovation</li> </ul>
<b>Value Adds</b>	<ul style="list-style-type: none"> <li>• Transformation led solution – Continuous investments through consulting hours in Technology &amp; Domain areas</li> <li>• KPI Metrics and dashboard for better governance and transparency</li> <li>• Peak season readiness and minimize service disruptions.</li> </ul>
<b>Flexibility</b>	<ul style="list-style-type: none"> <li>• Utility based ( per device/instance ) pricing model for the additional scope elements</li> <li>• Willingness to work on business models yielding mutual benefits</li> </ul>



- Aligned
- ◆ Partner with Engineering & Management Institutes for inducting Fresh Talent
- ◆ Customer base consolidation and penetrate more Services
- ◆ Partner Ecosystem Consolidation
- ◆ Onboarding Mentors & Consultants

- ◆ Re-Organization for Growth
- ◆ PMO driven New Services
- ◆ People 1st Approach
- ◆ Focus on Make / Assemble in India

**i4T's Latest addition to the solutions: AI-based Video Analytics Solution**

Key Features:

- Real-Time Occupancy
- Demographics – Gender, Age, Mood
- Product Engagement Analysis
- Empty Shelf Tracking
- Car Counting

## i4T's Story in Numbers

Vision 2025						Key Focus Area
Sln.	Particulars	Oct.18	2020	2021	2025	
		Start	Previous	Current	Projected	
1	<b>Customer Related</b>					<b>Customer Related</b>
a	Customers	8	10	18	50	Customer Consolidation
b	Average Services & Solutions	2	3	20	25	New Age Service Portfolio Increase
c	Customer Brands	18	22	21	101	Customer with Multiple Brands
d	Business Verticals	5	5	6	11	Business Vertical Expansion
2	<b>Partner Related</b>					<b>Partner Related</b>
	<b>Technology Partners</b>					
a	Thru Indian Partners	10	10	10	10	Consolidation with Global Partners
b	Direct Global & OEM	1	4	10	15	Strong Working Relation with OEM

Vision 2025						Key Focus Area
Sln.	Particulars	Oct.18	2020	2021	2025	
		Start	Previous	Current	Projected	
3	<b>Solutions &amp; Services</b>					<b>Solutions &amp; Services</b>
	<b>Solutions &amp; Products</b>					
a	Software Solutions	2	4	11	11	People Counting & AI
b	Partner	9	9	5	10	EAS Portfolio
c	Infrastructure Products	10	12	20	30	Mobility, Digital
d	i4T White Labelling	0	0	2	8	SLA Based & On Call Support
e	Services Portfolio		2	3	11	Track & Trace
						Innovation & Transforamtional
4	<b>Human Resources</b>					<b>Human Resources</b>
a	Corporate	7	11	6	25	Business Development
b	Field	26	50	75	300	Technical & Soft Skilled
c	City Presence	8	18	25	101	PMO
d	Aligned Engineers			45	201	Multi Tasking
e	Offices	1	2	1	5	Soft Skills at Engineers

### Anchor of I-Four Transformation (i4T)– Mr. Rajesh Saboo

i4T's status and respect in the market and the technology-led business consulting services space is exceptional with their plethora of innovative and custom-made services, which not only speak highly of their handpicked team of industry experts and masterminds but also their able, efficient, ace, and unmatched leader, Mr. Rajesh Saboo (Founder & CEO). Mr. Rajesh Saboo, an industry veteran, had been influencing Business Transformation, Innovative Technology Solutions adoption & Change Management agent in leading corporate houses like Future Group, Raymond Limited, Ashok PIRAMAL Group, Aditya Birla Group & Wadia Group. He has an enriching 33+ years of overall experience out of which 30 years of Industry exposure in Information Technology, Retail, Manufacturing, Supply Chain, Logistics, and Business Services & almost 4 years as a successful Entrepreneur.

Group working as Sr. Vice President - IT Services, responsible for the Technology & Communication needs of the entire group for Retail & Supply Chain. He was also part of the Leadership team of Strategic Way Forward vision in Raymond Limited and Future Group vision 2021.

Mr. Rajesh has won many industry awards and accolades for Transformation initiatives leading to Business transformation, cost optimization, business operation effectiveness, and technology innovation from the independent house like IDG, IDC & CORE. Mr. Rajesh Saboo is a firm believer in Simplicity & Speed in all spheres of life and is an eternal optimist.

**Rajesh Saboo**  
Founder & CEO



Currently, he is the Founder of ideas 4 Transformation company since 2016, it has its presence in 25 cities with a 75-member team. i4T steadily has built a happy customer base of Burger King, Future Group (Big Bazaar, Central), Metro Brands (Metro, Mochi, Crocs), Vishal Mega Mart, Devyani International Limited (Pizza Hut, KFC, Costa Coffee & Vaango), Burman Hospitality Pvt. Ltd (Taco Bell), Sapphire Foods (Pizza Hut, KFC), Mall of Travancore, Asian Paints, etc.

Before starting i4T, Mr. Rajesh was part of the Senior Management Team of Future





Good Better Best,  
never give  
it a rest until  
your Good is  
Better and  
Better is Best.  
Have Patience  
and tomorrow  
will be better.



**‘The People First’ Culture at i4T**

The work environment is one of the vital factors that businesses’ productivity depends on. In the era of digitization, being updated with the latest technologies can help businesses to lead. i4T is a whole big family of passionate people striving for the same purpose, ‘The Transformation’. i4T arranges different training for the team to learn, grow and achieve. Offering proper rewards and recognitions, the company ensures that its people get full credit for their smart work and get motivated to innovate more. i4T cares for its people a lot. The company provides medical claims to employees and their immediate family members.

People at i4T just love cakes! So they celebrate the birthdays of everyone and create beautiful memories. At i4T, they celebrate diversity, every festival at i4T is celebrated in a way that the moment makes a bond stronger in between i4T’s family members! 🍰



**Ms. Nikita Deshmukh**  
1st Team Member



**Mr. MVS Murthy**  
Seasoned HR & Technology Leader



**Mr. Subhash Maheshwari**  
Successful Entrepreneur



**Mr. Pravin Shukla**  
Veteran Technology Leader



**Mr. Kiran Komatla**  
Young & Dynamic CIO

**FRIENDS, GUIDES &  
WELL WISHERS**



**Mr. Tushar Gurg**  
Veteran Sr. Leader in Commercial & SCM

