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## Ideas 4 Transformation

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*Through this Award, we acknowledge and applaud the company's myriad solutions, and their ingenuity to leverage the best practices in presenting unique methodologies to address complex business demands.*

  
 Emmanuel Christi Das  
 Managing Editor

## Ideas 4 Transformation: Offering Technological Assistance to Retailers & QSR Sectors across India

Technology is the daily companion in our lives today associated with households and implemented in different sectors like a warehouse, retail, e-commerce, and many more. The hi-tech infrastructures available in the stores today are reliant on proper modeling and Ideas 4 Transformation is one such company that performs as a technology partner for varied domains like shopping malls, retail stores, QSR, warehouses, smart buildings, etc. Established in 2016, the company owns expertise that can reach out to clientele across India by now and it is managing more than 2500 sites across the nation. "We ensure that our combinations of services result in cutting-edge solutions contributing towards meeting all business needs and creating sustainable growth," says Rajesh Saboo, the Founder and CEO.

Ideas 4 Transformation Store Support services include Consulting, Technical Service Desk, Remote Support Services, Stores Infrastructure & Application Support, New Stores IT Deployment, and Roll Out. The company offers an array of solutions for Capturing, Analyzing, Tracking, and partnering in the transformation journey of its customers. Being an impeccable business that values its customers, the company remains unique for its technical know-how, relevant partner, eco-system, speed, simplicity, flexible engagement model, and domain specialist. "We add values to our customers' business through transformation-led solutions and continuous investments by consulting with them for hours about technology and the domain. We also boost our engagement and governance with the online metrics and dashboard for better governance and transparency," Rajesh explains. Ideas 4 Transformation offers robust solutions through risk-free knowledge transition and focusing on continuous service improvements, through ITIL tools, technology, and processes. Service transformation is done through the ITIL framework including effectiveness, efficiency, virtualization, and innovation.

The expansion is key for existing customers and intent to spread to the chain of business across tier two and three cities for better shopping customer's reach, i4T contributing at technology front and providing the technical assistance to various businesses for seamless expansion. Considering the current market situation and business dynamics NSO (new store operations) vertical become essential for business expansion. The lifecycle of NSO has broad landscapes



Rajesh Saboo,  
 Founder & CEO

which include governance, reporting, monitoring, and RISK assessment. The previous calendar year was very good for existing customers and i4T contributed to around 100+ new stores which are decent numbers considering the pandemic and downfall in the market due to the raise of COVID.

Establishing an offshore Service Desk is another wonderful innovation for small businesses, entire backend support of L1 & L2 level could be delivered. This module of remote service desk shall enable a wide range of applications, networks, windows, and monitoring delivery. We are expecting a tremendous response from other business and their association considering the economical pricing models.

With its Integrated Service Management Office (ISMO) the company offers unified service support. Working as an umbrella, Ideas 4 Transformation offers store solutions where all technical issues are addressed and solved. It also offers a variety of services to Customers like Burger King, Taco Bell, KFC, Piza Hut, Shoppers Stop, Metro Brands, Barbeque Nations, Aditya Birla Retail, Sapphire Foods, Devyani International, etc. Rajesh also mentioned that the company at present is working with 150+ members in 40 cities and aims to have members touching 50 cities by march 2022. "We are offering our IT Services in Metros & Tier1 & Tier 2 cities primarily and wish to reach 1100 cities with 1100 employees on board in the coming years. We also want to have our training programs started with our retail learning and development center very soon," concludes Rajesh. 