

Getting innovative for a 'secure' future

Govind Rammurthy, Managing Director and CEO of MicroWorld Software Services tells Sudipta Dev about the single stroke of idea that changed his fortune and opened up a whole world of possibilities for his company

SUCCESS is sweeter when it comes after its own share of setbacks and Govind Rammurthy can very well vouch for that. The 29-year-old Managing Director and Chief Executive Officer of MicroWorld Software Services has seen both in full measures ever since he started business six years ago with a capital of only Rs 75,000. Today the content security and communication software company is making an international tie-up every week on an aver-

age and is looking towards a Rs 15 crore turnover this year or even more — the result of a breakthrough which it received less than a year ago.

"It was one stroke of idea that

product, which all customers in the world had been looking. It was a huge hit and since then it was full steam ahead with no stops," says he, adding that the best advantage in dealing with

Govind Rammurthy: Managing Director & CEO, MicroWorld Software Services Pvt Ltd

changed our fortune. We have never looked back since the time MailScan for MDaemon was launched internationally on March 31, 2000. It is a

clients abroad is this that they do not make their judgement on the basis of the size of a company but on the quality of the product.

called Ramplifier which was a memory doubling package and very innovative. It was however released at a very bad time, for at that time memory prices crashed as people went in for hardware memory."

A man who does not believe in mourning over failed efforts, Rammurthy then formed an association with a Finnish company Data Fellows (of F-Prot and F-Secure anti-virus software fame), and became their sole marketing and technical partner for their complete range of products in the SAARC region. The company also concentrated on marketing Data Fellows products and Red Armour till 1998, apart from providing emailing solutions to corporates called Omnigate from ADVOX of Sweden. "Then we started reinventing ourselves and began focussing on software development again," adds Rammurthy. The efforts led to a windfall called MailScan for MDaemon. Following this the eScan range of products was launched.

At a time when the worldwide need for content-security software has been estimated to exceed \$4 billion, MicroWorld's breakthrough has opened up a whole world of opportunities before them. "All this was completely unexpected. We started getting enquiries from international software companies to build software products for them. Unfortunately we did not have a common technology to build

MailScan brand for almost 25 products. It would have taken three months to develop each and we did not have the time. In fact no international player had that technology. However, in the month of October we got another major breakthrough and developed MicroWorld WinSock Layer (MWL)," says Rammurthy, remembering to point out that this revolutionary technology is a tool by which the company can build many products and earn millions. A patent has been filed for MWL.

The company dissociated itself from Data Fellows and entered into tie-ups with Deerfield Inc (for POP3 servers), Paul Smith Computer Services (for VPOP3), and is negotiating the same with Pegasus (for Eudora), America Online (for Netscape) and Gordano (NTMail). Recently a joint venture has been setup with a Malaysian company and similar ventures have been planned in Germany, France and Spain.

Headquartered in Mumbai, MicroWorld has offices in Hyderabad, Bangalore and New Delhi apart from hub offices US and UK. "Our effort is now concentrated on consolidating our products and technology. Even if our staff works for 18 hours a day it is too short a time," says the man who himself works on an average for more than 16 hours every day. Setting himself a target to create something "that can change the world", Rammurthy believes that the achievements so far are just the stepping stones and he has no time to rest for the next 15 years. ■



Govind Rammurthy

Rammurthy acknowledges that what makes him feel humbler is the fact that success has come after a chequered survival. Following his Engineering in Computer Science from Mumbai's prestigious VJTI, he worked with TELCO for almost three years.

MicroWorld was set up by him in the fog end of 1994 with an investment of Rs 75,000. He was looking after programming and had a few friends to help with marketing and administration. The first product was launched in 1995—an anti-virus package called Red Armour. It proved to be quite successful and yielded a revenue of Rs 25 lakh the very first year. "We were also providing consultancy services. The next year we brought out a software