

THE COGENT TIMES

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COGENT
PRESS CLUB

Communication is the platform on which best businesses are run. An efficient channel of communication ensures a healthy information flow. "The Cogent Times" is our channel.

Gaiety, Gala and Glorification

INSIDE THIS ISSUE

CAPITALIZING ON THE GATHERING STORM

As the economic woes continue to pound the market, how prepared are our customers?

Continued on Page 2

COGENT DAY'09

Cogent Day'09 was a resounding success. A short film, a skit, awards ceremony, CCC wall and many more.

Continued on Page 3

LEADERSHIP NOTES

Notes from Srimi's Desk.

Continued on Page 4

SPOTLIGHT

Who is under the spotlight now?

Continued on Page 5

MONTHLY DIARY

Achievements, Announcements and Key Events.

Continued on Page 6

VIEWS MATTER

Vish Ganti interviews a successful Industry Professional in this new column.

Continued on Page 7



Sudhakar Kondapalli, Cogent Day'09



Our Philosophy -
Customer First!



Capitalizing on the gathering storm

A gathering storm is often perilous. At least, it warrants us to take shelter, if not anything more drastic. The economic climate that is currently prevailing is all but conducive for an easy ride. But it is also easy for small companies like Cogent IBS to take shelter.

WHY TRY?

Many companies are not in that bad a shape as the economic indicators would point, based on either the rate at which unemployment is increasing or the rate at which the national debt is increasing. What does it mean? It means that many companies are just not wanting to touch their reserve. In other words, they are on a spending freeze mode.

Cogent IBS's growth so far has been very organic. We have not taken any aggressive steps, risking the long term interests of the company, to achieve something quick in the short term. Our vision is clear and has not altered even in this bad weather. Our directives are in order - even in this murky weather. Our goals have refined, but not changed - in spite of the thunderous market place.

In this time of gathering storm, when many of our current clients and potential future clients are wondering how to take shelter, I am of the strong belief that we have to use our best judgement and strategize on how to educate them. The reason is simple. Companies who are on holding pattern because they just want to be safe, need to be educated why this is the best time to reevaluate their business processes and understand how they can improve their

resilience to weather any future storms of this nature.

HOW DO WE DO IT?

Start by engaging in a dialogue with your current clients or any potential clients. Understand if they are in the shelter already or if they are just thinking about it. Understand what kind of business challenges they are having. If needed, involve the leadership team to commence a more meaningful and strategic discussion. If you are able to engage them in a discussion, try educating them the importance of Business Process Evaluation and Management. Let them be aware that if they don't evaluate their processes, they may not be ready for the worst. Make them understand that this is the best time to do it because of the market.

OUR VALUE

At the end of the day, when this gathering storm passes by and when the dust settles down, we want our customers to appreciate the value we have added to their business by making them more prepared. Only businesses that are proactive now, will be able to look back and appreciate that. The rest will be left behind in the storm. We have every reason to be responsible consultants and to capitalize on this gathering storm.



Ganpy

“When this gathering storm passes by and when the dust settles down, we want our customers to appreciate the value we have added to their business, by making them more prepared.”

-Ganpy

Cogent Day'09

GAIETY, GALA AND GLORIFICATION

The unrelenting “blitzkrieg” waged by the snow demons of Michigan skies may have had their share of success on this one cold Saturday, but the equally unrelenting and regaling spirit that the same Michigan skies had to face as their enemies on the very same evening were that of Cogenters’. The rest as they will say will become history as far as how our diaries will mark January 17, 2009 goes.

GLORIFICATION

In yet another attempt to prove to ourselves and to the outside world that we are indeed one of the best consulting firms out there, the evening had the right dosage of glorification sprinkled in its menu. Why shouldn't it? After all, Cogent Day'09 was all about celebrating the spirit that weaves all of us, Cogenters together to embolden us to be the “Golden Consultants”. Golden Consulting was in fact the glorifying theme of the night.

If 2008 witnessed Cogent IBS weathering the bad economic storm, then the evening had all the more reasons to resonate that glory throughout. “Today & Tomorrow” was the topic of a corporate presentation, which Ganpy, Vish and Srinu used to underline the humble achievements of 2008 and to underscore the ambitious plans for 2009. To feel proud was the most natural emotion of the evening

for all Cogenters who were present. To top it all, we also glorified the accomplishments of a few of our special associates, who continued to excel in their respective fields in 2008.

GALA

A short movie is a rather unusual kick-off tool for an event of this nature but it worked.

“IT Slickers - The Legend of Golden Consultants” was the title of the movie (<http://www.cogentibs.com/blog>) and it had a subtle story line that effectively conveyed the message of golden consulting through a funny plot involving some western cowboys.

It indeed set the tone for the gala to follow at every stage of the agenda set for the evening. Cogent Creativity Club (CCC) had taken the opportunity to invoke the sleeping creative talent and had considerably succeeded in bringing out all forms of creative work, ranging from rudimentary ideas to revolutionary ones. The CCC wall had exhibits of our own employees.

A guest speech and an informal dialogue on SAP being recession resistant added more variety. A skit enacted by some of us, cleverly used elements of a consulting daily life to induce some elements of a Cogent daily life in all the viewers' minds, thus

providing a clear foil that brought more shine to reflect upon the white gold, that covered the ground that night.

GAIETY

A celebratory evening becomes incomplete without good food. Our hosts at Marriott took extreme care of us by providing us the choicest meal one could ask for. The open bar kept the delirious bodies stable, while the rest had enough options, to gather the required stability in other forms. The photo booth was a necessity because it provided the much needed cover for extracting portraits of both the fidgety and feel-good guests, who arrived in their red carpet attire for the event.

When the clock struck 9 and the last of the awards was distributed, the stage area was cleared in a Detroit minute, while our in-house DJ started setting up his kit up for an hour long groovy rhythm. Except the DJ himself, everyone else had a go at what we can euphemistically refer to as ‘Dance’. Some let loose and some really let loose. Those who took the extra step, literally on the dance floor, made sure there was some sweat breaking out of their bodies although the mercury scale had dipped to Zero degrees outside.

The gaieties of Cogent Day'09 will stay long in our memories.



Srimi

Leadership Notes

FROM SRINI'S DESK

'The empires of the future are empires of the mind'

-Winston Churchill

A great empire you wish to see can just start with a single thought and perseverance alone may play the most important role leading the way, than anything else that we may think otherwise of. If we won more gloriously, it may also mean we could have failed miserably in the past. The distance between success and failure is just the perseverance put forward. The evidence for the next great thing you want to see is found in your actions and you are serving as the proof to the reality being built. It is not the external world, but we need to be convinced about ourselves as to what can be achieved. This agreement however small, would do the wonders for us. Cogent Day'09 etched another historical memory for all of our proud associates. The spirits of our associates have won over the inclement weather we experienced on 17th Jan 2009. Apart from the corporate facts, the evening was a thorough entertainer. Creativity was the chief guest and it was amazing to see the innovative side of our associates where the imagination took steep turns. Whether it is 'Golden consultants', an all Cogent made motion picture or Flight 2855, a skit exploring the in house talent made it a special evening. Cheers to Ganpy and Ron for all the hard work unseen! Cogent thanks all the guests again for making it to the event. I feel positive that emotions

precede constructive actions and the event succeeded in tapping the same.

Cogent has kicked off an Onshore/Offshore hybrid project last month in SAP Financials led by Geetha Balakrishnan. We also have embarked upon an SAP HR ECM implementation project this month led by Ganpy. We presented ourselves before another client from Dallas, TX this month and have started working on an SAP CRM proposal. The sales team is also occupied working on an SAP AMS proposal for another client. It definitely sounds like a boost for the spirits in the otherwise slow economy.

Cogent welcomes *Gagan Mohar* who is part of the sales team now, geared up in high spirits to give her best. If you are a beginner in Sales, count the days you give your very best because you do the same, when you are highly successful too. I personally feel that a theme of war is necessary in sales. I want to reproduce what I personally told myself when there was a disappointment:

'I do not know when I will win or whether I will win. I do not know the size of enemy or the extent of my strengths either. When did I give my best last to know what I am capable of today? I may have lagged today but I know the war is long and Tomorrow is mine!' Don't you agree that it is our spirits that see the possibilities and turn them into realities?

Sincerely Yours,
Srimi Thonta

I may have lagged today, but I know the war is long and Tomorrow is mine!

Spotlight

This feature aims to bring one Cogent Associate into spotlight in each issue.

In this issue, the spotlight is on Jagan Dodda, a Senior SAP Logistics/APO Consultant.

Full Name:

Jagannadha Prasad Dodda

Known as:

Jagan, Prasad or JP

Family:

Wife: Kalyana Sundari

Son: Neeraj (8)

Daughter: Kaushiki (3)

City of Residence:

Memphis, TN

Native Town:

Mylavaram, AP, India

Hobbies:

Tennis, Volleyball, Cricket, Black Jack, Telugu Movies and Novels.

The most interesting fact about you:

Served as the Vice President (VP) of TAM (Telugu Association of Memphis). Introduced the now famous South Indian restaurant “Mayuri” in Memphis. Actively volunteer for many events at the Hindu Temple in Memphis.

The most adventurous thing you have ever done:

Driving to Little Rock, AR (Dec’97) on a ‘black ice day’ to catch a flight. My car circled 360 deg. twice before stopping straight, thus missing a truck, which passed by a minute later. It was sort of a rebirth for me.

Favorite Vacation spot:

“Mera Bharat Mahan” - Always enjoy going back home & spending time with family and friends.

Favorite movies:

Bommarillu, Happy Days, AMAV, Aanaluguru, etc.

Favorite Food:

Rice and Dal curry, Avakai pickle and ghee..ummm!

A Consultant’s life in 3 sentences:

1) Direction and Focus towards Deliverables 2) Specialized and Analytical skills to take challenges 3) Experience and Knowledge gained from previous assignments.

If not this, what would you be doing:

Entrepreneur with a lot of business “IDeAs”.



Jagan Dodda



Monthly Diary

A quick recap of the past month (Jan'09) and announcements & key events for the upcoming month (Feb'09).

ACHIEVEMENTS

Under the able leadership of Geetha Balakrishnan, Cogent IBS continues to make good progress in the SAP FICO project at Amcor, Michigan. This is an AMS project which involves our developers working from India.

Cogent IBS has kick started a new SAP HR ECM project at DSI, NJ. This project is an ECM enhancement project and will involve making some critical functionality changes to the existing ECM system.

Our support work at Kohler, WI has been recognized well and as they are wrapping up their year end work, we feel good about having provided some crucial guidance to the HR/Payroll team.

We are actively pursuing an AMS opportunity for a large client, in partnership with another large SAP consulting firm. This opportunity will give us the necessary exposure to our AMS & Offshore delivery center capabilities.

Cogent IBS has also started to establish relationship with another manufacturing company in Texas. The details of this will come out soon, but a team of 3 recently were in Dallas to meet with a few executive members of that company.

Cogent Day'09 was a resounding success. All pictures are available in our blog and you can also watch the movie that was premiered on Cogent Day.

ANNOUNCEMENTS

Batter for Chatter (B4C) will continue to be held twice a month, in February as well. This is an informal dialogue

program and we encourage all associates to join this call, as we hope this will help de-stress. B4C sessions will be held on Feb 06, 2009 and Feb 20, 2009.

There will be a conference call on "SAP Certification" on Feb 27, 2009. The purpose of this call is to educate all associates about the basics of the Certification program that SAP has and how Cogent can support you to become a certified SAP professional.

Gagan Mohar is a new addition to our Sales team. She works from Cleveland and comes with a very solid HR & Recruiting background. The sales and recruiting team members are very happy to have her and her experience.

There will be a conference call in March to discuss our ASUG membership and how we can leverage that, not only to share knowledge and learn, but also to ensure that we are able to meet potential customers who are looking for help or have some pain areas that need to be addressed.

Please check your mail for W2s. HR has mailed out all W2s and if you have any questions in this regard, you can get in touch with HR through hr@kogentibs.com.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28



Views Matter

Vish: What has been the most important inspiration to you till date at work?

Anoop: After I moved out of India, I traveled to several countries and saw several successful Indians, who have earned respect in various parts of the world. These NRIs have slowly become the key to India's economic positioning in the world. It's an important inspiration I got from the outside world.

Vish: Would you suggest our readers to take Inspiration from that?

Anoop: Yes - Just imagine if we were treated just as the other immigrant categories (skilled labors). We would have been offered jobs at Walmarts and McDonald's in spite of our education. It is all about acceptance and getting that chance. Chance is not always destiny.

Vish: Is the success of an Organization solely dependent upon the management's disposition and capability or does the employee contribution matter?

Anoop: Management can only give opportunity, resources and the climate to perform. It is just like taking the horse to the water. The employee has to fight and get his/her share of water & food. One needs to be innovative to be super successive amidst the competition.

Vish: How do you rate customer satisfaction in terms of organization's priorities among its Top 5 initiatives?

Anoop: I believe customer satisfaction is always to the extent what one buys and gets. The human element can add extra value or even reduce it.



Anoop Kapoor is a successful Professional, with over 25 years of experience. He has experience in IT, M&A, Cross border Funding and now represents a multinational Software company.

Vish: Do smaller organizations get a chance to benefit from customer satisfaction, considering that the end users at the client site receiving the services of the smaller companies are much junior in the client hierarchy?

Anoop: Yes, of course – The biggest asset for a small organization is word-of-mouth reference. The liquid flow of a positive reference is slow but sure. 5-10 years down the line you may find that manager in an important decision making spot.

Vish: Can customer satisfaction be achieved; by the employees alone or does the management need to get involved in a 100% consulting (services) firm?

Anoop: A consultant is the front face of the organization and especially in the services/ consulting business. He or she will prove/deliver 90% of customer satisfaction.

Vish: How important is employee participation in non-job related programs in any organization? Do these programs help team building?

Anoop: People Processes and Teamwork have built greater organizations than People Processes and Technology. It's simple - A team is always a multiplier; $9 \times 9 = 81$ whereas $9 + 9 = 18$.

Think deeply and one will realize the power of Teamwork.

“Though knowledge is a force stronger than gravity – Teamwork is the tool to harness the strength of knowledge in our daily lives at home and business”



Auto Show, Detroit

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