



# SUGUNA GNANA

PIONEERING PATHS IN TECH  
AND LEADERSHIP

Anjali Sharma | The CEO Magazine

In the 21st century, women have transcended traditional roles, transitioning from homemakers to entrepreneurs, bringing about a rapid transformation in their societal roles. Today, women are not only adept at managing households but also excelling as business leaders, steering companies towards success. A shining example of such ambition is Suguna Gnana, the CEO of Best of Breed Software Solutions India Private Limited (BBSSL).

## BBSSL: PIONEERING EXCELLENCE IN TECH SOLUTIONS

Founded by Late. Mr. Gnanasekaran in 2003 and currently run by the visionary Suguna Gnana, BBSSL is not just a company; it's a celebration of women's prowess in the tech realm, dedicated to fostering enduring client relationships through innovative, high-quality, and cost-effective solutions. At the heart of BBSSL's mission is their commitment to creating cutting-edge, top-notch services and solutions for clients, aligning with a balanced outlook on innovation and development.

In the realm of IT services, BBSSL shines as a beacon, particularly in the BFSI sector. Their strategic partnerships with leading system integrators such as Infosys, Wipro, DXC, IBM, KPMG, and PWC underscore their prominence. As an approved and preferred partner of Infosys Finacle, BBSSL provides implementation, support, and associated services, catering to clients utilising Finacle Core and digital banking systems.

With a diverse operational model encompassing end-to-end turnkey projects and staff augmentation on a time and material basis, BBSSL has cultivated a client base of 60, making it the go-to destination for individuals seeking quality services. Their partners and customers include Infosys, Edgeverve, HP, DXC, IBM, Wipro,

PWC, Deloitte, and KPMG. BBSSL's banking partners range from ICICI Bank to global institutions such as Deutsche Bank and Credit Suisse Bank. BBSSL's footprint extends across continents, with offices in India, Singapore, Bangladesh, and the USA. Boasting over 20 years of experience, they have become a trusted partner to banking and financial customers worldwide, guiding them through IT transformation with best-of-breed solutions and processes.

With core values centred on delivering "Better," "Faster," and "Economically Viable" solutions, BBSSL stands as one of the fastest-growing Software Product and IT/ITES Services companies in India. Their expertise spans large-scale product implementations, custom solution development, application management, support services, testing and validation, and comprehensive training services.



**SUGUNA  
GNANA**  
CEO - BEST OF BREED  
SOFTWARE SOLUTIONS  
INDIA PVT. LTD. (BBSSL)

At the core of BBSSL's digital initiatives are commitments to Digital Security and cybersecurity, Artificial Intelligence (AI), Cloud Services, Robotic Process Automation (RPA), Blockchain, and Digital Transaction Platforms. Empowered by a robust team of 400+ employees and over 100 consultants, BBSSL remains dedicated to delivering unparalleled levels of performance and customer delight, including the essence of innovation, flexibility, and scalability.

### SUGUNA GNANA: A BEACON OF LEADERSHIP AT BBSSL

The luminary at the helm of BBSSL, Suguna Gnana, embarked on her remarkable journey in service to the nation through the esteemed Indian Army. Her initial steps included pursuing a nursing course in a government school, a journey that ultimately raised her to the prestigious rank of Major in the Indian Army. This formidable woman, alongside her beloved partner Mr. Gnanasekar S, ventured into entrepreneurship. Despite the heart-wrenching loss of her husband two years ago, Suguna emerged stronger. Witnessing the livelihoods of hundreds relying on their company, she rebounded as a resilient leader, turning adversity into strength.

As a retired commissioned officer with 22 years of service in the Indian Army and over 4 years in various facets of industry, including Human Resource Development, Finance, and Administration, Suguna's journey embodies a fusion of military discipline and entrepreneurial spirit. Armed with an MBA in HR and an alumni of IIM Bangalore, she became a pivotal force when the company, initially led by her husband, extended its reach to uplift the underprivileged and develop rural employment.

Her values, rooted in dedication, self-discipline, operational efficiency, and whole-hearted commitment, shine through in every aspect of BBSSL's work. Emphasising customer focus and empathy, these values underscore the empathy and love Suguna holds for her employees and customers, making BBSSL the go-to destination for clients and individuals alike.

Inspired by women trailblazers like Mrs. Sudha Murthy, chairperson of the Infosys Foundation, as well as Mrs. Kiran Mazumdar of Biocon and Ms. Indra Nooyi of PepsiCo, Suguna Gnana stands as a beacon of leadership and empowerment. In her journey, she not only reflects resilience but also a commitment to fostering a women-centric ethos, creating an inspiring narrative for aspiring women leaders.

### TRANSFORMING INDUSTRIES WITH INNOVATIVE SOLUTIONS

In the realm of fierce competition, differentiating oneself requires offering unique products and services that cater to customer needs. Embracing this philosophy, Suguna Gnana's company, BBSSL, specialises in the Banking, Finance, and insurance Sector (BFSI), showcasing expertise in various domains.

Their strengths lie in managing large-scale product implementations, developing customised solutions, providing application management and support services, conducting testing and validation, and offering functional and technical training services. Over two decades, they have spearheaded transformative initiatives, including Finacle Core banking implementations, large-scale database mergers, legacy to Finacle transformations, version upgrades, and extensive customisation projects.

In the digital landscape, their initiatives span Digital Security and Cyber Security, Artificial Intelligence (AI) consulting, Cloud Services, Robotic Process Automation (RPA), Blockchain, and Digital Transaction Platforms. Furthermore, they offer

homegrown products like Data Archival solutions, Audit Management, Document Management systems, ERP for small enterprises, Fixed asset management, and Cash management solutions.

Addressing a key industry challenge, BBSSL focuses on enhancing the skill sets of its workforce. Through tailored training programs for graduates, freshers, and experienced professionals, they bridge the gap in domain knowledge, product expertise, technology, and soft skills. This commitment to continuous upskilling ensures they deliver techno-functional expertise aligned with current industry demands. Suguna Gnana's success as an entrepreneur is attributed to meticulous planning, flawless execution, and unwavering commitment to customer satisfaction, setting her organisation apart in a competitive landscape.

### CONQUERING CHALLENGES: SUGUNA GNANA'S JOURNEY TO VISIONARY LEADERSHIP

Success is often defined by the ability to conquer challenges, and Suguna Gnana's journey is no exception. Facing and triumphing over her fair share of obstacles, she has emerged as a visionary leader.

With a focus on rural development, their mission revolves around creating a skilled workforce by providing training and employment opportunities for young graduates and rural engineering professionals. Communication skill development posed a significant challenge, but through continuous training under expert guidance, every employee at BBSSL became deployable, contributing to the company's reputation for quality and timely delivery in the Finacle ecosystem.

BBSSL's employees, equipped with top-notch skills, have become sought-after in the industry, with some

former employees now holding key strategic positions in various fintech and banking institutions. These alumni serve as proud brand ambassadors for BBSSL. Adopting a nimble approach in delivery and team management, BBSSL implemented a rightSourcing model to provide cost-effective solutions to customers. By multi-skilling their workforce, they ensured effective utilisation of resources, deploying the right people for each task. During the challenges posed by Covid, their successful work-from-home/offshore model further instilled confidence in their offshore delivery capabilities, showcasing their adaptability and resilience.

*TODAY, WE ARE DOING REMOTE DELIVERIES AND SUPPORT TO SOME OF OUR STRATEGIC CUSTOMERS GLOBALLY. OUR FOCUS ON GLOBAL DELIVERY HAS HELPED US IMPROVE OUR MARGINS AND SUSTAIN THROUGH VARIOUS ECONOMIC FLUCTUATIONS OVER THE YEARS", SAYS SUGUNA GNANA.*

### FLYING COLOURS: SUCCESS SO FAR

Someone rightly said that the success of a company hinges on its customers, employee work environment, and the quality of services offered. Embracing this wisdom, Suguna Gnana ensures that her company's products and services meet the highest standards and cater to customer needs. BBSSL is dedicated to delivering Best in Class solutions to the Best of Breed customers, guided by the principles of innovation, flexibility, and scalability. Over the past two decades, BBSSL's growth story is a testament to its success, expanding from 5 employees in the first year to a current workforce of 500, and from 1 branch office to 4 offices globally. Remarkably, their first employee still remains with them, and 90% of their senior workforce has stood the test of time, boasting one of the lowest attrition rates in the industry. The absence of a sales team speaks volumes about their business, driven primarily by repeat customers and referrals.

Their numerous accolades, including delivery excellence awards, best company of the year awards, and SAAS partner of the year awards from esteemed organisations like Infosys, affirm that they are on the right track. BBSSL's pioneering efforts in delivery excellence, setting records for fastest implementations and achieving milestones like the first SAAS implementation for their product partners, underline their commitment to excellence.

*"Our key success story is defined through our rural empowerment and rural skill development program, where we provide job opportunities to hundreds of rural engineers and graduates and make them employable", says Suguna Gnana.*

### BBSSL'S DYNAMIC EVOLUTION IN THE DIGITAL AGE

In response to the ever-changing landscape, BBSSL adjusts its business strategies to sync with emerging trends. In the Digital era, they facilitate clients' transition to modern online and mobile banking platforms, ensuring a competitive edge.

In response to market dynamics, BBSSL collaborates on Robotic Process Automation, AI, and Machine Learning, offering automated processes and personalised solutions. Using API integrations, they create seamless connections between banking customers, fintech entities, and third-party services.

Emphasising Personalisation and Data Analytics, BBSSL enables clients to gain insights from customer data, fostering the creation of personalised products and services. They stay relevant through ongoing training programs, engaging closely with clients to understand evolving business dynamics and offering solutions that leverage the latest technological trends. BBSSL's shift towards the changing Digital landscape involves upskilling internally, partnering with Fintech companies, and venturing into Cloud Technologies, Cybersecurity, AI, ML, and Blockchain for cutting-edge solutions.

### ROAD AHEAD

The future of the company envisions making a positive impact on numerous fronts—customers, employees, partners, and stakeholders as possible. This includes a commitment to creating more jobs, empowering rural communities, pursuing an IPO listing for BBSSL, and extending its global footprint with branch offices in major cities worldwide. The overall goal is to generate wealth and distribute it among employees and stakeholders while fostering lasting relationships with satisfied clients and partners, encouraging repeat business.

### A PEARL OF WISDOM

Advising aspiring women entrepreneurs, Suguna Gnana shares, *"It is possible" should be your motto in life. Always have a positive outlook in life. Positive thinking, dedication and smart work will take you places."*

She adds, *"Being a woman entrepreneur, we have a warm welcome from everyone around, be it an employee or customer or our government, which is encouraging more and more women to become entrepreneurs. Historically, women have always played a key role in Society, even today, we do so, in managing families; be it the role of a Mother, Wife, Daughter or sister. Today's women must rise up, become bold, take risks and become successful to be proud of themselves, to serve their family, society and thereby the nation."* ■