

BITSIAN START-UPS: Telesto Infotech

Three BITSians from the 2000 batch set out to make it big in the Enterprise software world with *Telesto Infotech*

Telesto Infotech (<http://www.telesto.co.in>), headquartered in Chennai is an information technology startup founded by BITSian entrepreneurs, Raghavendra Prabhu, Saravana Raj and Najeed Ahmed Khan, from the 2000 batch. The company focuses on information management, extraction and retrieval, a critical need in this age of information explosion. The emphasis today is to provide a ready platform to extract, share and disseminate such information at the click of a button. This would in turn help increase organizational productivity by:

- Minimizing time spent searching
- Avoiding the cost of reworking existing information
- Drastically reducing opportunity costs

Telesto's core product is a highly flexible and customizable search solution that can be instantly deployed to interoperate with existing business processes and as a result provide seamless integration.

The company also specializes in providing high end search solutions which can meet the specific requirements of a corporate entity. This will address the unique needs of a customer and provide an

effective search and information retrieval tool which will address its security concerns and database integration needs. The company also plans to rapidly possess support for a cross-platform compatible metadata standard. This would enable taxonomy/*folksonomy* features based on metadata extraction and classification, which will weed out manual document categorization.

IDC (<http://www.idc.com>) estimates the market for UDM to be close to \$5.4 billion and growing at 30 percent, whereas Ovum (<http://www.ovum.com>) estimates an \$8.8 billion market growing at 33 percent. Another interesting statistic from IDC is that the top five hundred companies spend a whopping \$31 billion to search unstructured information. This, coupled with the ever-growing base of digital documents (unstructured or otherwise) and governmental laws requiring the persistence of business documents, makes the software search market a pretty sizable one with emphasis on data security and accuracy of results.

Within just five months of its inception, Telesto has performed extremely well and has come out with a product which flaunts user friendly features and state of the art technology comparable to the leading market players. This trial

version of the product is available for a Download from the company website (www.telesto.co.in).

The administration can be contacted at contact@telesto.co.in for all business purposes.

ABOUT THE ENTREPRENEURS

Raghavendra Prabhu is the CEO of Telesto Infotech. Prabhu holds a BE (Hons) EEE from BITS. Known to take calculated risks and spot opportunities of immense value, he has a whole bag of ideas to implement and execute.

Saravana Raj holds a dual degree (MSc Biological Sciences and BE Hons Mechanical Engineering) from BITS. The experience gained at the Centre for Software Development at BITS has honed his technical skills making him the technical beacon of the company.

Najeed Ahmed Khan: Najeed also holds a BE(Hons) EEE. With a profound interest in entrepreneurship, prior to Telesto, he had started up a venture along with his batch mates for developing software solutions for online educational testing.

