

Matryzel
Consulting CEO
Bobby Varanasi.



Boutique advisory firm

Outsourcing magazine catches up with Bobby Varanasi – founder and CEO of Matryzel Consulting

Matryzel is an independent strategic advisory and sourcing management firm. It specialises in providing advice to corporations and governments by leveraging technology and knowledge. This includes management of multiple complex partner relationships focused on the topline, while assisting with actual implementation of suitable business models, policies – enabling structures and market development approaches that help transform strategic benefits.

Q: Why did you choose to pursue this line of business?

A: Well, I have been an advisor to corporations for a number of years now across multiple geographies and I found that in South East Asia, there are no firms focusing on assisting corporations find their niches. For

too long has this region seemingly been ignored? Interestingly, I found that the smaller size of the industry and players within may have been the factors contributing to this lack of attention.

However, today, it is not about size. Rather it is about specialisation, competencies and domain-orientation, which I found to be in abundance here, hence my decision to start the firm in Malaysia. We do have offices in the US and India. In the US, our focus is purely on mid-market sector buyers, while our India office focuses on practice development and government advisory services.

Q: What are the key reasons of customers employing Matryzel's services?

A: Today's fast-paced and ever-changing business environments call for increased dexterity, flexibility and ability to drive change. Gone are the days when change was considered to be an internal corporate initiative, undertaken in a discrete manner with very short-term local goals. Today, change occurs suddenly, and unexpectedly. Not only does it restrict predictability, but it also takes on a nonlinear shape, thereby turning long-standing business beliefs and "it was always done this way" approaches on their heads.

A consistent focus and an exponential ability to "learn" and "unlearn" is what drives success criteria in the current era of globalisation. This is where we come in – provide the direction to Boards in their bid to create value-oriented organisations from a perspective of a globalised world, and also put our "skin-in-the-game" so as to ensure success with our recommendations.

Q: What do you see as key trends shaping the global services industry, and how does your firm contribute to it?

A: Amongst a variety of trends, we are seeing some pivotal shifts in the direction itself the industry is taking. Principal among these shifts is the search for capabilities that can supplement business growth while constantly supporting innovation within. Today we note such exponential shifts are supported only through inorganic and collaborative partnerships where location agnosti-



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cism is inherently built-in. This is where Matryzel comes in, through bringing in information and knowledge about identifying and creating sustainable partnerships. Key drivers today are with cross-border mergers and acquisitions where we provide advice on both the sell and the buy side.

Q: In the context of Malaysia, what do you see as key trends and how well are we prepared to contribute to this high-growth industry?

A: Malaysia is quite similar to a variety of emerging destinations vying for the global pie. However, a key differentiator that makes Malaysia attractive is the availability of a very conducive business environment. Beyond this there isn't, unfortunately, much clarity on industry size, capabilities etc that could supplement the needs of global customers scouting for service providers. I do see the marketplace locally has been trending toward vertical competencies (like supply chain services, infrastructure management services, engineering and financial services).

These competencies need to be enhanced so as to make them globally comparable, then marketed and positioned appropriately to translate into significant revenues. From a perspective of preparedness, Malaysia is well prepared and I

think a significant leap is what is lacking in order to ensure the country has "top-of-mind recall" amongst customers. This can be done through the industry engaging with advisors, analysts and a variety of independent organisations. In this context, I must state that these initiatives are indeed being pursued aggressively by Outsourcing Malaysia (OM) while being actively supported by MDeC (Malaysia's Multimedia Development Corporation).

Q: You have a few roles in the industry and are seen as a thought leader. Would you like to comment upon these roles and how they benefit Malaysia?

Well, I am on the Executive Committee of OM which is an industry consortium working actively towards promoting and positioning the country worldwide. This role requires me to lead marketing & branding initiatives for the nation both locally and overseas in key buyer markets. I work closely with industry leaders in ensuring that Malaysia is well represented and positioned for highest visibility through a variety of initiatives.

In addition, I also am the chairman for IAOP's Malaysia Chapter. For the uninitiated, IAOP is the International Association of Outsourcing Professionals headquartered in New York and boasting a membership of over 40,000 individuals and corporations worldwide. Through IAOP's chapter network and our initiatives, we are reaching out to this large

Turn to page 36

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