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For immediate release

STRONG GROWTH FOR GISLEN SOFTWARE DESPITE ECONOMIC SLOWDOWN!

Gislen Software, located in MEPZ in Chennai is one of the oldest Indo - Swedish IT, celebrates its 15th anniversary in September 2009.

Mikael Gislén, a Swedish IT entrepreneur came to India at the end of 1993 and started Gislen Software. From a career in Sweden where he asked his partners to buy out his share of their Swedish business, he raised enough money to establish a company in India. "My wife and I had decided to settle in Asia after having taken a long trip in 1992. We settled on India largely because of the English and the ease of working with people here."

Most of the Gislen Software's customers are from Sweden and Norway, and in 2007 the company opened a fully owned subsidiary in Sweden.

Strong growth

While the company grew quickly in the 90's, its fortunes were badly affected when the IT bubble burst in 2000. From 2004 however, there has been consistent growth, and during the current accounting year Gislen Software is experiencing a renaissance of sorts. While the software industry as a whole has slowed, Gislen Software has been winning new projects and is expecting 30% revenue growth this year.

Focus on communication and requirements

"We discovered early on that Swedish customers did not just want lower prices. Their primary goal was to find an Indian partner who understood them", says Mikael. Over the last couple of years, he has been researching the cultural differences between India and Sweden in order to find ways of meeting the challenges.

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The company has three focus areas

Gislen Software operates in three main ways, depending on the nature of the project and customer's needs: Teams, where a group of employees are permanently assigned to one customer; Projects, where Gislen Software takes full responsibility from the collection of requirements, to design, development, testing, installation and training; and finally, Gislen Software offers high-end accounting services to customers in Norway and the UK.

The distribution of projects is unique, since many companies of its size do not have the capability to do complex consulting work. A senior team has extensive training in collecting requirements, while all employees get training in understanding the Swedish cultural and industrial environment.

Swedish Management Style

Being Swedish, has sometimes been a challenge for Mikael. "I have made a lot of mistakes over the years, and my team have had to put up with my inability to understand how to do things the Indian way", says Mikael. Since we focus mainly on the Scandinavian market and these customers prefer a very low power distance (less hierarchical), independent and proactive people who are good at avoiding bureaucracy are needed. This can sometimes result in conflict. Mikael has always maintained a very flat management structure. He refuses to be called Sir, for example, and expects employees to be critical and question things. Over the years employees have become accustomed to the Swedish way of working, which is greatly appreciated by Swedish customers.

Other growth strategies

Gislen Software is currently discussing collaboration in two joint ventures; one in India to sell a Swedish Software product, and another selling an Internet Service in Europe. Apart from organic growth the company intends to use its resources for selling products and services in partnership with others, while continuing to build the core of the company in Chennai.

In addition to 15 years of successful business, the company has also helped to build a school for 160 underprivileged children near Red Hills, Chennai.

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If you would like more information on this topic, or you would like schedule an interview with Mikael Gislén, please call 98415 91223 or email mikael@gislen.com.

The anniversary is formerly celebrated on 17/9/2009, 7pm at Beverly Hotel, Chennai