

Batoi Systems: Combining Big data Expertise and the promise of the cloud!

By Vignesh. A

Big Data, which was much talked about a couple of years back, has become a reality for organizations today. What we all thought was reserved for the elite enterprises, has now become a common phenomenon for SMEs'. The availability of big data and accessing these universally have their influences on analytics, the faculty of developing optimal recommendations based on insights into data. But what if the advantages of analytics could be combined with the flexibility of the cloud?

Combining the best of Big Data and the cloud is Bhubaneswar headquartered Batoi Systems Pvt. Ltd. Led by Founder and CEO, Ashwini Rath, the organization has been certified with ISO 9001:2008 for quality and ISO 27001 for information security. "BATOI.COM is always on SSL with the highest level of authentication, and is hosted on a redundant infrastructure spread across different locations world-wide." Says Rath on the effectiveness of the company's big data solutions.

Having started operations in 2011, Ashwini realized that the actual productivity of most organizations is linked to the optimal management of operational processes, customer relationship management and knowledge management. Many enterprises find this effort heavy on the resources and a costly maneuver for small and mid-sized companies. The applications from Batoi, hence have been built to help organizations to optimize and improve productivity and get competitive

intelligence to performance in the scenes of tough competition in the respective industry.

Batoi takes special care in the sense that the systems and support processes are certified to the international standard for information security, ISO 27001. By employing strong encryption mechanisms for data storage and ensuring all user data are transacted over SSL, Batoi sets its products a few notches above its competitors. Apart from the access control across all applications adhering to RBAC (Role-Based Access Control) scheme, the company monitors usage of applications at all levels with detailed audit log with information of IP, browser-types, time of access, user details and granular functions. "We evolve our security strategy continually as we encounter new threats and threat perception." Points out Ashwini.

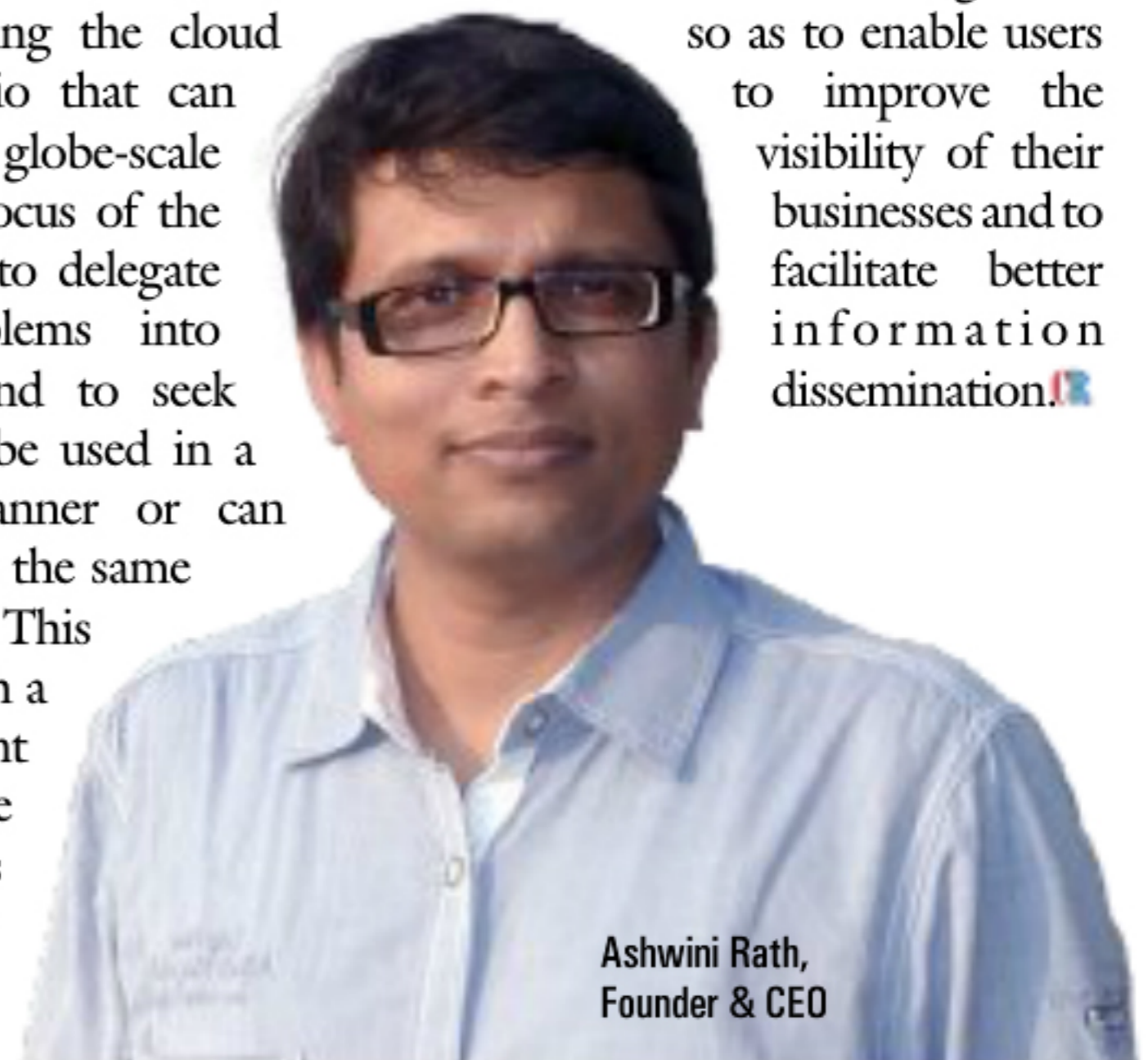
The company has invested heavily in terms of man hours and costs in creating the cloud platform and studio that can build and manage globe-scale apps. The simple focus of the platform has been to delegate the real-life problems into generic patterns and to seek solutions that can be used in a straightforward manner or can be customized with the same broad framework. This approach along with a strong commitment to open source initiatives ensures better solutions in the most cost-effective manner.

Moving forward, Ashwini plans to leverage Batoi's scalable architecture in all products and open source model that today acts as the differentiator in its services along with the proactive support services that adds along to their standing.

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In the near future, the company plans to release an improved version of the cloud studio backed up by a set of business apps.

Ashwini hopes to envisage creating several public portals on batoi.com catering various aspects of business management so as to enable users to improve the visibility of their businesses and to facilitate better information dissemination.



Ashwini Rath,
 Founder & CEO