

# CARISMA SOLUTIONS

## CHARISMA FOR FINANCING INDUSTRY

Do what you do best and outsource the rest.

Carisma Solutions Pvt. Ltd. is a leading knowledge processing company with having specialization in finance and accounting. It is a leader in this field and is well established business in Australia and now extending to New Zealand and the rest of the world. The company focusses on enabling success of its clients the financial advisory and accounting firms each day.

Outsourcing is a well-established industry in the business field. Business is simply uncertain, and to manage that, the authorities must handle every aspect to the best of their ability. It is almost impossible for the business to take care of every branch of the operations.

*Starting from scratch Mr. Jonah Stephen, The CEO, has mentioned that he got the privilege of working closely with and enabling Microsoft Global System Integrators, Independent Solutions Vendors and Developers to be successful as the Director of Developer and Platform Group of Microsoft. He had established Microsoft Innovation Centers and Center of Excellence for Microsoft SQL Server in the year 1997 and Data warehousing in the year 1999 and many others.*



**Jonah Stephen**  
CEO

“That was one of the important things I used to build.” He adds in the conversation. According to him, the secret of robust and growing businesses is being committed to the profession and the individual more than the industry. By learning from such organizations, Mr. Stephen got an idea to develop a business to support and enable accountants and accounting firms in building a long-term business for themselves.

### CULTURAL STRENGTH OF THE COMPANY

The culture of the company plays a vital role in the productivity of the employees. Mr. Stephen believes that it will continue to evolve because of the changes in the workplace, the environment, and the market. “Everything changes, but the values of the company must prevail,” he further adds. The internal environment of the company has become increasingly diverse, inclusive, international, and multi-cultural. And it’s because of the way it is growing and embracing people from all parts of India. “The culture of the company is the strength of the company,” he adds. The company promotes a very holistic work culture where people are always focused on their goals and accountable for their responsibilities to the clients and to their colleagues. This inspires an easy and transparent communication culture for the employees to make them successful.

### SLAYING WITH SPECIALIZATION: SUPPORT TO LEAD

In this era of cutthroat competition, it is a complex task for businesses to stand against their competitors. Carisma Solutions is not just coping with this problem but thriving as well. Essentially it has three differentiating factors as a business. As mentioned previously, it works with only accounting and financial advisory firms that make it a super-specialist in the particular industry. Specialized companies carry a list of developed capabilities that differentiate them from competitors. Secondly, they have an extended team model that works intending to achieve integrated efficiency in the business. The company not only supports the clients in the operations but also leads them to manage change, grow the business and build strong relationships. Another reason for the tremendous growth of the company is its Centre of Excellence. The company focuses on delivering current and innovative software services to its clients. The USP of the company is essentially its specialization in the field and having a 360-degree service model.

### FACING THE FEAR

“COVID 19 is a threat and an opportunity,” opines Mr Stephen. When every single business in the market was taking a step back because of the pandemic situation across the globe, Carisma solutions decided to stand still and fight with the whole situation. During the Pandemic, the company tried its best to ensure the success of its clients. The company adapted the concept of fighting with challenges in its everyday business, which is one of the reasons for it getting extreme success and growth opportunities in the market. The company focused on having a productive team for which it has been recruiting new talents even in the lockdown period. It has maintained a strong communication chain among employees to stay connected and increase their efficiency.

### ENSURING THE ENHANCEMENT

The company has ensured to have access to a wide range of areas to promote its services. Primarily the company has focused on the concept of client mining. Client mining is the process of analyzing the needs and wants of the clients with

a deep study and research and then providing them most suitable solution for the same. The second thing which the company has taken care of is anticipating the government regulations and addressing the same for its clients proactively.

### TIME DRIVEN R&D

“We do not do core research and development,” says Mr. Stephen. The business of the company is essentially time-driven. We are more into application of ideas and innovation to solve imminent and impending problems for our clients. Dealing with a particular type of business requires knowledge and detailed information regarding that business. It depends on the business type of the client. The company has an opportunity to dive into the ocean of research and development, but it is one of their plans for the future.

### MANAGING UNCERTAINTIES

Business is always synonymous with risks. Every business present in the market is influenced by uncertainty and risk, which requires detailed planning to manage. “You cannot avoid risk; you can only manage it.” Says Mr. Stephen. We work very closely with our clients and the industry. Having an efficient management team to tackle the risk is a crucial aspect of the organization.

### OPTIMISTIC OFFICIALS

The company has a future goal of being a high-performance organization, which is the reason for changing its leadership style towards the same. Currently, the company has experienced board of directors and business leaders. Everyone has his strength and specialization that they bring to the organization to guide it towards success. The leaders of organization have an innovative and modern ideology which is the main reason for the company, taking new challenges and overcoming them. The company believes in having happy employees, happy clients and high performance.

### COMMUNICATION IS MOTIVATION

According to Mr. Stephen, “When people know why they have to do something, they are happy to do that.” The company very well knows the reason for motivation in the organization and the techniques of acing the milestones which is the biggest motivation to the authorities. The company conveys this whole ideology to the employees, which keeps everyone going.

### FEATHERS IN THE CAP

The unstoppable mindset of the company has helped it to ace every single milestone in its way. It has recently become a member of NASSCOM (The national association of software and service companies). In the last year, during the lockdown, the company became a member of the Australian Indian chamber of commerce. The company also has been mentioned as a finalist for the India Australia business and community awards (IABCA).

### FUTURE MASTER PLAN

*The company is in the process of building a 5-year plan which is called Banyan 2026. The company is also planning to scale up its business in the next five years and establishing its services in other countries comprising India, Singapore, Australia, and New Zealand. The Carisma solutions has set a tremendous example against the upcoming KPOs, especially in the finance sector.*