



Taking a relationship-based approach to tech implementation

The business world has seen tremendous evolution in recent years, especially with new technology hitting the streets daily, and the move towards truly digital enterprises making great strides. However, not every business is ready to make the leap. Many organizations still have issues to resolve, and let's face it, business problems rarely solve themselves.

Unfortunately, simply turning to technology — whether it's the latest software solution or an investment in the Internet of Things (IoT) — isn't the answer. After all, technology in itself rarely makes an organization more efficient nor competitive. Instead, success is the direct result of first understanding any existing business problems, and then finding ways to strategically address ongoing issues, which may or may not mean embracing new technology.

This is where working with an organization like Piscataway, NJ-based Logistic Solutions Inc. (LSI) makes sense. "We see this as very much a relationship-based business. We are very focused on helping large organizations find solutions to existing business problems — technology just happens to be our medium," says President Al Limaye. "Fortunately, people appreciate our ability to introduce and deliver technology-based solutions in a non-aggressive way."

Being a Certified Minority Business Enterprise, LSI not only helps organizations address their business challenges, they also have the advantage of diversity spend. According to Limaye, LSI has the ability to pull from any of its four different offerings in order to most effectively help its client base:

- **Value-added Reseller:** For LSI clients, this translates to software solutions that go a step beyond what is available off the shelf. "It's the added service that makes a difference he says. "We focus on

high end enterprise grade software offerings from providers like SAP, SAS, Oracle, Dassault and Microsoft. What separates us from the competition here is our ability to provide technology articulation to address business needs, full software implementation, training and support."

- **Integration Services:** This business offering helps clients put needed software solutions in place so that they can realize the return on their investment within realistic time frames. Some examples include big data, cybersecurity, CRM and business process solutions.

- **Specialized Product Development:** As a true differentiator, LSI leverages significant in-house talent both in NJ and in India to address areas of need for specific industry segments. Oftentimes, the specialized products are developed in conjunctions with large mentors and partner organizations such as Microsoft. A prime example of LSI's work in this area is currently in use at JFK Airport.

- **Technology Staffing Solutions:** Recognizing that many large organizations need added talent to make the most of installed software solutions — whether or not LSI was the one to sell the software — the company has the ability to provide clients with highly capable personnel.

Logistic Solutions substantial growth in both business revenue and credibility have not only been achieved by its capability, domain expertise and strategic alignment to its clients' business goals, but also by the support and guidance of its mentors. Specifically, LSI had an opportunity to be formally mentored by companies like Microsoft, Merck, Accenture and most recently - MetLife. These programs have helped LSI fine-tune its sales strategy and operations as well as develop new lines of business. "Mentorship helped us differen-



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— Al Limaye

tiates ourselves from our competitors," he says. "We also became one of only 5 global partners of Microsoft's 1st generation Surface Products — a direct result of our involvement, capability and the value we could bring in."

It's easy to see from results that Logistic Solutions has a winning formula. In the past year, the organization received two meaningful awards for its efforts. Specifically, LSI received the 'SAP North America Partner Excellence Award for Platform solutions' as well as 'Merck's Economic Inclusion Supplier of the Year Award' — 2016.

"It's an honor to receive the recognition, and a testament to our unwavering focus to help our clients succeed," says Limaye. u