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Featured : **Mr Rohit Mahajan, MD, Saviance Technologies**
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No room for office politics



Having worked in the US for around 13 years, I wanted to start my first venture into the IT consulting sector. I got inspiration from my maternal side who are leaders in sporting goods manufacturing and exporting from India. With my wife's support and growing opportunity in the IT consultancy space in the US, I launched Software Folks Inc. in 1999 in New Jersey. Following the success of

US and India (Saviance Technologies), we launched our office in the United Kingdom in 2009.

The most important mantra for success is to listen closely to your customers' requirements and work closely with them to meet their business objectives. Also, we concentrate on going beyond the ordinary in customer support and build long-term relationships with our valued customers.

One of the biggest challenges I have faced with the running of the company is to make my employees understand office politics will not be tolerated. It is also difficult to drive accountability which can only be achieved through setting up of targets and expected results from each employee before hand.

Riding on the success of the existing offices, the company is all set for the next level of global expansion. We are looking at business opportunities in Australia, Singapore, Japan, Middle East and Brazil.