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Batoi: Providing an easy-to-use cloud platform



It was during Indiasoft 2018 that I had the opportunity to interact with the soft spoken but dynamic Ashwini Kumar Rath, Founder Director & CEO, Batoi Systems Pvt Ltd. While there was a problem with his stall he patiently tried to solve the



Ashwini Rath

issue with the organisers as well as the stall constructor but not to much avail. I was impressed by his control on temper. Again at Indiasoft 2019 when I visited his stall – it was probably one of the best stall designed at the event. “It’s a lesson learned and this time I personally looked into it and got the best designer.

We are one of the best in our

field and at any expo the stand reflects your company especially to International buyers/visitors,” said a smiling Ashwini Rath.

And how true. Batoi Systems Pvt Ltd has created a reputation for itself and is well known globally as a leader in its field with a recent expansion to USA. Headquartered in Bhubaneswar, India, Batoi Systems range of products include Batoi Cloud Platform, Business Solutions and Hosting Services.

Batoi provides an easy-to-use cloud platform for creating, using and managing software applications, websites, and e-commerce storefronts. You have the flexibility of using readily available Apps or to create custom Apps for multi-user environment and workflows without having to invest upfront for infrastructure and software. Batoi Hosting services offer robust, secured and scalable infrastructure along with a number of value-added services to host your software applications, data and online portals.

When queried on such a unique name of the company Ashwini Rath said, “The word BATOI stands as an acronym for Binary Agility Transforms Objects and Information. In Odia language, BATOI also means person who travels on foot; in fact, a Batoi was the cardinal means for information propagation and information intelligence in ancient times. Today, Batoi envisages enabling information transactions and knowledge transfer effectively with appropriate use of information technologies and systems.”

Batoi solutions addresses the unique needs of industry verticals and help them get more efficient, maximize value and improve their return on investment. The major industry segments covered include Banking and Finance, Education and Research, Government and Social Sector, Healthcare, Manufacturing and



Logistics, Media and Entertainment, Professional Service Firms, Realty and Infrastructure, Travel and Hospitality.

Batoi has seen a rapid growth in the last couple of years as Ashwini has been participating in numerous global events spread across the globe be it Hong Kong, Germany or USA. “These shows have benefited us a lot as we have not just been able to build our image and brand but also get new customers and good tie-ups,” said Ashwini Rath.

Within India the company has signed many MoUs. Recently they signed an MoU with the WTC (World Trade Center) Bhubaneswar for availing the online platform of the Batoi Hub for event management and outreach, and the special offerings of Batoi cloud services for WTC member companies.

The Batoi Cloud Conclave 2019 held in Bhubaneswar received a lot of attention from the IT fraternity. In the session, titled “Fireside Chat: Emerging Technologies and DevOps”, the different approaches of development and tools to stay ahead in today’s software development and management was outlined along with Prof. G K Nayak, Director, IIIT Bhubaneswar.

In the second session on “Deep Dive: Emerging Technologies and Business IT”, a discussion on establishing a process framework for handling the changes in IT operations due to AI, IoT and other technologies was done along with Prof. Sanjay Mohapatra from XIM, Bhubaneswar.

The other participants in the discussion titled “Emerging Technologies and Start-up Ecosystem” included Nirupam Chaudhuri, (Regional Director – EAST, NASSCOM) and Prasanta Biswal (Evangelist, Startup Odisha). The discussion centered around the initiatives of NASSCOM and Govt of Odisha in developing technology infrastructure, labs and a strong community for technology startups.

While Ashwini Rath is actively involved in IT consulting and software product development he is also a successful author and has written a book Cloud Computing – Facing the Reality. It covers the topic of Cloud Computing holistically and in simple language and may be used by readers having varying skills in IT.

