Avineon

Header: Mapping success
Intro: There’s an Indian BPO company behind all these – AT&T, Central Maine Power Company, Columbia Gas Distribution Companies, Corning Cable Systems, Florida Power and Light, Pacific Bell, Potomac Electric Power Company, Southwest Bell….Read on…

This one is unusual. Not too many of its kind are around in the BPO space. You have heard of the usual – call centres and back office processing. No doubt the usual are important too. They bring in the money and create jobs. But the unusual point to the new possibilities and new avenues and opportunities. It is important to discover new opportunities because of the vast opportunities they could offer. And where pioneers lead – others follow.

Avineon is mainly into GIS. It is also present in the engineering segment. GIS stands for geographical information system and involves computer-generated mapping of land. A detailed mapping of land is useful for telecom and power companies for laying cables and lines. Mapping is considerably detailed with roads and lines all over. This could be used either for laying networks of cables and lines or for locating routers and so on.

Avineon specialises in the generation, manipulation, management, and maintenance of data for GIS and other information management systems. It offers the full range of services necessary for successful geospatial data implementation. These services are provided to various local, state and federal government agencies; large utility companies and the private sector. Services would include data conversion, data migration, data maintenance, photogrammetry as well as environmental and resource planning.

The other line of activity is engineering – this involves computer-aided design, chemical plant design, stress analysis and so on. However, its foray in the engineering space has begun only recently with just 30 people working in that segment. The majority is still in GIS.

Avineon India utilises state-of-the-art software, hardware and facilities to support the projects of its customers. It maintains a working relationship with all major software and hardware vendors in the Plant Design Automation industry. This high level of versatility enables Avineon to provide information engineering design, conversion, integration and plant lifecycle management between multiple systems, facilitating legacy system migration and implementation of complex IT solutions.
Avineon India provides services to the engineering, procurement, construction, process, power, offshore, shipbuilding industries. These services are broadly classified under Plant Lifecycle Maintenance and Design Engineering.

Mr Karlu Rambhala, who set up Avineon Inc as an IT company in the US in 1991, also owns Avineon India. The parent company mainly caters to government contracts taking advantage of positive discrimination in favour of the ethnic minority. However, such work cannot be sub-contracted. Avineon Inc got into the GIS mode only in 1998 and dealt with private players in telecom and power including, Florida Power and Lights, Columbia Gas, Texas Utilities. Work related to GIS was being outsourced to India right from the beginning. Avineon India’s staff strength graph has showed a steady growth. It had 30 employees in 1999, 70 in 2000, 120 in 2000 and 200 in 2002. Though engineering operations began only one-and-a-half years ago, the engineering division is growing at a rate of almost 100%.

Avineon India’s client list includes its own customers as well as clients of Avineon Inc. These include – AT&T, Central Maine Power Company, Citizens Utilities, Columbia Gas Distribution Companies, Corning Cable Systems, Dominion Resources, Duquesne Power and Light, Florida Power and Light, National Grid, Pacific Bell, Potomac Electric Power company, Southwest Bell, Ras Gas and so on.

Avineon recruits diploma engineers from various branches – electrical, electronics, civil, mechanical and instrumentation. They are cross-trained in a variety of technologies which facilitates rotation.

Apart from organic growth, Avineon Inc is also open to the idea of inorganic growth. The recent acquisition of Agra Baymont (a US-based company with strengths in GIS) for augmenting its telecom segment is a step in that direction. This, it is hoped, will strongly complement Avineon’s strengths in the power segment.

Avineon represents the opening of another avenue for BPO services – the engineering segment. India has over 1,000 engineering colleges and has large scientific and technical manpower. The other BPO firms offer employment at the low end of the spectrum. It is important to cultivate this middle-to-high end of the spectrum of opportunity so that India is recognised not just for IT but all forms of technology.
Start-up Year: 1998
Area of Operations: GIS, CAD/CAM solutions and Engineering solutions
Location: Hyderabad
Chairman: Karlu Rambhala
Ownership: Avineon Inc
Approximate Headcount: 200
Approximate Revenues: N. A