

Akraya Inc.

Leveraging technology and resources combined with being green and giving back makes Akraya Inc. a strong force in the IT marketplace!

Akraya Inc. based in Sunnyvale, California was started by two co-founders who were at a turning point during the 90's .com boom when it went bust. **Sonu Ratra** managed technical recruitment strategies at Genentech, Adecco Technical, Butler Technology Solutions and Tata Consultancy Services and **Amar Panchal** was a Technology MBA. Sonu and Amar decided to join forces to form Akraya Inc. after meeting at a staffing service.

Akraya Inc.'s 2008 sales track was 28 million after doing 20 million in 2007. Akraya's corporate office is in Sunnyvale, California with another office in New Jersey and an offshore recruiting office in India. The Indian office recruiters work U.S. hours and are a resource for U.S. operations. The team in India consists of twelve recruiters.

Future Growth

Akraya's plans for the future includes a 40% growth rate. Akraya's book of business is in IT and Life Sciences. The company is run fairly lean by leveraging technology more efficiently so the company not only survives but thrives.

Differentiation

What differentiates Akraya from other companies is listening to client's needs and making better matches for the simple reason that the staff are IT people who know IT. As a result, the quality sent out is significantly higher.

Akraya also became a Green Certified Business. When asked if being Green Certified would help Akraya get additional business, Amar Panchal replied, "We're not sure but would hope so. It's not the reason we did it, but by being environmentally conscious we would possibly get preference and edu-

cate clients." The Green Certified Business status was attained by utilizing a Green consultant and auditor who comes in and makes Green recommendations to implement and then returns after six months to perform and audit to see if the company is truly being Green.



Sonu Ratra

Amar Panchal

Overcoming Challenges

Amar explained that, "We started in an economic environment that was the .com bust. People assumed companies were not hiring so they didn't make sales calls. Therefore opportunities were there for us to

fill. So while a challenge, we found a positive and went for it."

Opportunistic Times

During this time of companies reducing staffing, Akraya has been able to have the opportunity to pick up an experienced salesperson from a competitor. There are people available now that would not be available in normal economic times according to Amar Panchal.

Giving Back

Sonu Ratra shared that giving back to the community counts at Akraya Inc. Akraya is involved in orphanages and literacy programs in India. Mentoring women to get back to work is also part of Akraya's involvement in giving back.

Rewarding Recruiters

Any recruiter that makes five or more starts in a given month is eligible for rewards. Recent rewards have included an iPod Touch or phone or a weekend for two. ■

On The Street

Temp Agency Will Pay \$1.9 Million In Back Wages

A temporary placement company has agreed to pay employees nearly \$1.9 million in overtime back wages. The Department of Labor said Dedham, Massachusetts-based 888 Consulting Group Inc. will pay 973 employees back wages to resolve a lawsuit filed by the department. According to the suit, the company misclassified employees as being exempt from federal overtime requirements, then failed to properly pay them. Under the agreement, the company will pay back wages for the period of February 18, 2006 to June 21, 2008. The company, however, admitted to no wrongdoing. ■