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## Intellectual Property (IP) Management Software for End-to-End Business Automation

About VajraSoft Inc. & IP Products  
<http://vajrasoftinc.com/>

VajraSoft Inc. is Intellectual Property (IP) Management Software Company based in Dublin, California, United States – helping customers *Manage Innovations and monetize IP's*. VajraSoft Inc. is Master Class IP Solution provider, and its products won several Cloud awards including – TiE50 Award, UP Start Awards for *Best Industry Application for 2012*. *CIO Review magazine* listed VajraSoft Inc. as *CIO Big Data 100 Most Promising Big Data Companies for 2014*. *Silicon India magazine* listed VajraSoft Inc. as *Top 100 Technology companies in US for 2013*. VajraSoft Inc. is also Finalist of *StartmeupHK* Venture Program, conducted by the Govt. of Hong Kong and UP Start Cloud Award for *Best BI / Analytics Application for 2013*.

Our Product portfolio includes: IP Mation Application Suite – *PatFolio*™ – Global Patent Portfolio Management System, *IP Cost-O-Meter*™ – a global patent cost estimation and Budget forecasting tool; *IP Monetizer*™ – to manage Intellectual Property / Patent License management and ROI on IP; and *IP Patenalytics*™ providing IP 360° dashboard reporting based on key performance indicators (KPI's) and metrics. *PatenTrak*™ – helps customers to prepare all documents, forms related to US Patent and Trademark Office (USPTO) patent application online submissions, and managing patent prosecution lifecycle – office actions & responses, and providing customers full insight into patent prosecution process. *Patent Prosecution Highway (PPH) Automation* – fast tracks the patent examination process and reduces costs & expedites IP Protection globally. *Pintels*™ – Patent Intelligence System, provides Competitive Intelligence Analytics on demand.

For further information visit – <http://www.vajrasoftinc.com>



**Kameshwar Eranki**  
CEO

Kameshwar Eranki is CEO of VajraSoft Inc. & Chief Product Architect of award winning Cloud applications, and driving the growth of Product portfolio. He has over 21 years of Software Product Development and Business Development experience. Kameshwar is responsible for spearheading Intellectual Property (IP) Software development, process improvement, technology adoption and delivering customer value. He is recognized leader in Cloud Computing and as global IP expert.

Kameshwar is experienced in providing innovative IP solutions to the industry. These include IP Assets Strategic Management, *PatFolio*™ – Global Patent Portfolio Management system, *IP Cost-O-Meter*™ – automating global IP filing cost estimation, *IP Monetizer*™ – automating IP license management and Royalties management, *PatenTrak*™ and Patent Prosecution Highway Automation. His prior experience includes working at Hitachi Consulting, Oracle Corporation, Cisco Systems and Sun Microsystems. Kameshwar is experienced in providing solutions to

Life Sciences, Retail, Banking & Finance, Automotive, Manufacturing, Glass & Chemicals and Aerospace Industries.

Kameshwar holds Master of Science in E-Business Systems and Technologies from Golden Gate University, San Francisco, USA and Master of Science in Electronic Commerce, Golden Gate University, San Francisco.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine, Published – September 1, 2014**

**“We are SAP of IP. That summarizes us for someone who understands what SAP is providing in that space. We are tapping the IP management space and so, leaving no stone unturned. We are endlessly addressing end-to-end business automation. That is where the customers are feeling happy and that gives more happiness to us and more energy to work and say, ‘Hey, let us solve the next problem.’” - Kameshwar Eranki**

**CEOCFO: *Mr. Eranki, what is the concept behind VajraSoft?***

**Mr. Eranki:** Basically, we started off to help the customers in the domains, specifically in the intellectual property arena. Some of the customers expressed issues and wanted to know if we could solve them. We decided to address their issues and today we are providing solutions end to end. To simply put it, we are helping the customers manage their innovations and monetize the IP and innovations. Small or big company, it is the key that helps them produce their revenues. We are helping in that end to end management.

**CEOCFO: *What are some of the simple or more common areas that you are able to help with? What might be something a little more outside the box?***

**Mr. Eranki:** That is a pretty good question. At the outset there were some low hanging fruits. The very first one was that we can help them is to capture all the ideas within the organization. Instead of floating all around in the emails, we provide a web based application to capture all of the ideas from inventors and basically help manage the invention disclosures to start with. Now that you have the entire portfolio of the ideas that have been captured, the management and legal team can review you these things and see what are holding potential for the company, wherein they can go and protect the IP and then productize it and make money. Therefore, we are providing that end to end visibility. The next step is for them is to file for patent protection. Then even to file, it needs collaboration between the inventors, then with the IP managers, the IP attorneys and the external law firms. Our tool is collaborating in nature and helps them basically work together and quickly submit it to the patent office online and there by expediting, so it saves a great deal of manual effort and thereby automate a lot of stuff. Tomorrow, down the line if any infringements come, they have this database that they can rely on to get to the facts and then work around that to work with the facts and produce as evidence too.

**CEOCFO: *Are many companies aware that they should be managing all of this? Are there many companies that provide a similar service that is as comprehensive?***

**Mr. Eranki:** There are three or four companies that produce some of the point to point solutions in the same sense. For example, they do patent portfolio management solutions. However, if the same thing, the big customer; I do not want to name it, but it is a multibillion dollar company, they are looking for integrated IP management solutions. Therefore, the IP is no longer filed over in some legal department. It needs to get to the business stakeholders on one end, to the integrated finance systems where all of your payments are stored. This would include your receivables, license, revenues and royalties. Number one, they want to have a holistic system. Number two, they want to maintain their global patent portfolio. These are the two unique aspects which we are just bringing in and we are scored way ahead of any competitors. Those are some of the key value proposition wherein the big companies really, really say, “Wow, this is great, because it integrates with my ERP system”. It is an end-to-end business process flow that is being given to the customers and life is easy for them, because they have complete visibility, start to finish, unlike other existing systems. We address those gaps and that is where we have a great deal of traction with the customers.

**CEOCFO: *How do you reach out to potential customers? How do people find you if they are looking?***

**Mr. Eranki:** There are multiple ways. One is more inbound, we do outbound marketing and our website is quite rich. Last year we had over three hundred thousand visits by different customers. Within the last six months, this year itself we have reached three hundred and twenty thousand customers. That is one way to reach it, because it provides all the collaterals and the demos. That is one part. The other one is that we attend key IP patent conferences globally, in Europe, India and in the USA. That is giving us the reach to many CXOs, because these are strategic conferences and that is how we are reaching them. We are considering some of those events also and giving the key note, to raise the visibility and awareness and let them know of such a level of automation is there where they can take advantage. These are some of those channels. Apart from this, we have our sales channel partners. Within the US we have about sixteen companies as our channel partners reaching out to different customers. We are also extending our footprint in Stockholm in Europe, India and Shanghai in China and potentially in Hong Kong. That is how we are growing globally.

**CEOCFO: *How does an implementation work? What is a typical engagement? What is the interaction?***

**Mr. Eranki:** That is a great question. Again, based on the customer's choices we have a number of ways. Predominantly, it is a cloud based application, so folks can subscribe it as a SaaS (Software as a Service), for a year or multiyear. That is one choice. We have other choices as well, for example enterprise licensing where very big companies with large portfolios could maintain that in house also. Within the cloud we also provide multiple choices. It could be used in our own cloud end to end, which is very cost efficient, or in the customers own data center private cloud. It could also be on the Salesforce cloud or on Amazon cloud, so we give those multiple choices.

**CEOCFO: *What has been most challenging as you developed the company?***

**Mr. Eranki:** The most challenging aspect was to educate the end user. Here is a solution that will make your life easy. What you are doing six hours a day, you can now do in half an hour. Therefore, there is great deal of user education and adoption that is needed. That is where we are spending most of the time. We have built a world class product and won several awards. However, now in terms of positioning, we initially had some multimillion-dollar customers, so now we are taking them as reference customers and as word of mouth and then gaining entry into other customers. Since the story resonates with them we are opening the door; educating them with the value proposition, where we can solve their problems with our solutions.

**CEOCFO: *I know you introduced a couple of new products this past year. What have you added to the mix?***

**Mr. Eranki:** Our view as a company was to provide end-to-end IP management solutions. What we mean is within the IP universe there are twenty-five services that are typically needed by customers. We will be able to provide all of the twenty-five. Initially we started out with four of those solutions. Today we are offering seventeen IP solutions. Our nearest competition is offering four or five. We are invested heavily there and solving multiple customer problems in the process. We have many solutions and we these are end to end. They are also sequential so they can add it seamlessly. Given such a value proposition, the customers are adopting it and asking us "Why do you not solve this problem and that problem." That is why we went out, holistically addressed everything and brought out the end-to-end IP applications suite. This IP application suite is the first of its kind in the world, which is used right from the idea management to end of patent life cycle, which is twenty years that we are managing it. Then how do you make money; IP monetization. We have those modules as well as submissions to the patent office. We also provide analytics that gives the entire snapshot from the day the idea is submitted to all the way through twenty years and in the process helping automate day-to-day IP business operations. Therefore, given such an end-to-end proposition, we are standing way ahead of the competitors. We are picking up customers both in the US and internationally. It has been a good ride for us so far.

**CEOCFO: *You have been recognized with many different awards over the past couple of years. What is most meaningful for you?***

**Mr. Eranki:** What stands out is that the bottom line is just not outright winning the award. For example, out of about twenty eight hundred companies we were initially screen short-listed into the top one hundred and from there into the top five. Therefore, that gives us a testimony. This is one aspect. Likewise, we have gone to Hong Kong, because the government of Hong Kong has done a start-up program, wherein from three hundred and eighty five companies from forty three countries contested, we were there as finalist winners. Therefore, that gives us a perspective as to where we are heading out to compete with other companies, how where we are standing, what the people think about us and where we can learn from. Those are huge takeaways. Then, we get very good market branding and visibility is being raised. Those are two low hanging fruits to take away.

**CEOCFO:** *How do you spend your time day to day? What is your focus as CEO?*

**Mr. Eranki:** As it stands right now, my responsibilities are rather large. I take care of all the technology aspects; number one, giving the strategic direction. Then there are application architects who fulfill that job. Number two is in the sales marketing side. Therefore, as we have now world-class robust products and good customer references, the objective is to promote more of those sales and take it farther. One way, we have a director of marketing and sales. Then number two, with our channel partners and three, we went with the big system for this software vendors like Salesforce and likewise now getting into SAP for cutting edge solutions and now working with them and taking it to their customer base also. Therefore, that is the next level that we are pursuing. That is predominantly my day-to-day work.

**CEOCFO:** *Therefore, you are quite busy!*

**Mr. Eranki:** Oh, yes! I am working 20 hours a day. That is because we are accelerating internationally also, given that we now have partners across Europe, the Middle East, India and China. Then Hong Kong is in the works and in Brazil we just got a footprint and we are growing there. Therefore, given different time zones, it has been extremely busy just to get to those milestones and then more. Therefore, defining and nurturing the milestones. That is where we are spending a great deal of energy. The rest is on customer presentations and getting the feedback and getting to understand what they want. Then increase the solution base for different customers. Our implementation is very simple. In a half a day or even one day, we can just onboard the customer. We have automated many things, so it is very easy. You ask today and tomorrow we are ready. That is why we are able to reach out to more customers and of course each customer has his or her own set of requirements.

**CEOCFO:** *Do the regulations surrounding patents change much in various countries? How do you keep on top of that?*

**Mr. Eranki:** There are two approaches. One, we have strategic alliance partners globally in sixty-five countries. Though we are a small company, because of the projects and the problem solving that we have done, we gained the recognition. Then we are going all over to help them. For example, Australia, where they have local laws that are applicable, even those things are incorporated into the application. This gives a great deal of flexibility to the customer. It involves a bit of research and collaboration. Since we have folks all over, we are able to get that specific information and take it back in to the product and make it a feature, so the customer has a choice to manage in US, Canada, Mexico or Japan. That is because we are able to give them the global patent portfolio, which is again, fundamental to our product offering.

**CEOCFO:** *Why should the business community pay attention to VajraSoft?*

**Mr. Eranki:** We are SAP of IP. That summarizes us for someone who understands what SAP is providing in that space. We are tapping the IP management space and so, leaving no stone unturned. We are endlessly addressing end-to-end business automation. That is where the customers are feeling happy and that gives more happiness to us and more energy to work and say, "Hey, let us solve the next problem."



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