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When Anita Rana arrived in the United States from India in the mid-1990s, she had \$350 and a dream. She knew three things: Failure is not an option, America is the land of opportunity, and if you know your destination, all you have to do is plot your path. With that, Rana started her own business, Resourcesoft, which has grown into a multimillion-dollar, multinational company. How did she do it? It took a lot of hard work and some strategic planning to be successful in the fast-growing industry of information technology. Here, Rana talks about what it takes to start a business, how Resourcesoft fits in to the IT market and what some of the latest trends are in the sector.

What does Resourcesoft do?

Resourcesoft is an IT service provider that offers end-to-end professional project support and 24/7 client support with an international team. We also provide high-end project-based staffing solutions for IT engineers and architects on an as-needed basis. We work with small and mid-size companies and have a workforce of more than 100 in the United States and another 160 internationally.

What was the toughest part about starting the business?

When you are a startup no one knows you. You have to build your credibility and you have to go prove yourself. The most important thing for doing that is getting the right people to come and work for you. Give them your vision, your goal and provide them with a platform where they can come and execute their ideas, their creativity. Invest in making them successful, and that’s how you make yourself successful. It’s not easy. It is an uphill climb, but when you reach the top, the view is spectacular.

How has the company changed since it was founded?

When I started the company, it was very dependent on me. I was very involved in the day-to-day operations and production of the company. Now, it’s a much more independent company that can run with or without me. We have a hierarchy in place with a core team, a management team, a sales team and a recruiting team. That allows me to be involved in mentoring, following market trends and developing overarching goals and strategy for the company. I still need to be involved in all of these teams, but it’s more in a mentoring and management roll.

What are some of the trends you’re seeing in IT right now?

There are three major ones. Cloud computing is going to be a major movement into the future. Social networking and new media is another big revolution. Everyone wants the exposure on Facebook and MySpace, but they are worried about the safety and security of these systems. Third is mobile and handheld applications. Soon, everything is going to be on a handheld device, and businesses want to be a part of that.

How do businesses generally view these new technology opportunities?

Every business right now is very budget conscious. They want to look at new technologies, but they want to keep costs in line. So they look at the opportunities and explore different options. Businesses are trying to find ways to use their current infrastructure, enhance it and carry it forward with a cost of ownership and maintenance that is as lean as possible.

What’s the advantage of having an international presence and what’s it like to manage that workforce?

One of the greatest advantages is that we’re able to provide 24/7 support to clients. But running a global workforce comes with its challenges. You need a clear definition of what you’re looking for and a clear channel of communication. You need to take extra efforts to make the international staff feel a part of the company.

What are the challenges and opportunities that come about with being a woman and minority-owned business?

Massachusetts provides numerous opportunities through networking and resources for small, minority- and women-owned businesses. If you know how to take advantage of these programs, this can be one of the best states for small, minority-owned companies. I found it invaluable. They really give you a lot of exposure and it can really help. Of course, it’s up to you whether you make that opportunity or break it. ■

This article was edited for length and content by Brandon Butler.