

# Artech thrives through its client-centric approach

BY PETER FRETTY

Since 1992, Artech Information Systems ([www.artechinfo.com](http://www.artechinfo.com)) has been providing workforce solutions to Fortune 500 clients and government clients. With offices across the U.S., India and China, Artech employs more than 5,800 industry professionals, enabling it to effectively support a growing customer base on a multinational basis.

“We have a proven track record of supporting enterprise-class clients,” said Artech CEO Ranjini Poddar. “We work with very demanding, high volume clients operating within competitive global markets. We are very responsive to their needs with quality offerings at the service levels needed. This has provided us with a strong reputation in the industry, which not only helps keep clients happy, but also secures new opportunities.”

According to Poddar, innovation is an instrumental part of Artech’s DNA. “We constantly make significant investments in the tools needed to support our clients. This includes software and technologies that drive our core processes – from the recruiting process to qualification to back office functions,” she said. “We also encourage our employees to recommend innovations since they are the ones working on the front line. They know where we can make changes to achieve better results, which enables us to cut costs while constantly improving quality, service and turnaround times.”

Since the beginning, Poddar has embraced a very client-centric culture, which includes empowering employees to extend support to clients whenever needed.

“Our approach to constantly build upon client relationships has served us well,” she said. “We are always willing to dedicate whatever resources are necessary to make a relationship successful. We ensure we are always providing the services our clients need. This builds our credibility and reputation.”

An attorney by training, Poddar co-founded Artech before spending five years practicing corporate law on Wall Street. Since returning to Artech full-time 15 years ago, her entire focus has been on strategically growing the business with her sights set on reaching the billion-dollar mark. “We are among the top IT staffing firms in the country, competing with publically owned and other diverse organizations,” she said. “We have plans to expand our client base as well as grow within our existing accounts.”

Today, Artech is the largest woman-owned company in the industry, and one of the top two diverse companies in its field. “We have the scale to support our clients on a global basis,” said Poddar, “and we have valuable experience and a long track record of successfully delivering into enterprise environments.”



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