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Its Corner

agic Johnson Enterprises for support-BOF again this year

ellody Hobson (kudos to Donna Jefforh for working your magic)& d Hinson for motivating our participation at the Sponsors Breakfast hoo! for sponsoring for the first time (ot the last)

S. Cellular (Greg Hinton) for sponsoring corporate networking event Monday in the Monarch Suite at the Hyatt elody McDowell (for printing my paper article)

east Freeman (for your fabulous event & chairing the dinner dance)

vis Powers (for doing a great job on BEIC event) & Arthur Miller (get to chair next year)

of the MBEs & Corporate Sponsors dled out their paperwork out on time!!! d last but not least... My fabulous staff

elene & Denise (You guys are The)

hondra (The Best co-Script-writer & ic designer)

wen & Michelle (You guys jammed se Tickets)

loria (Thanks for proofing skills)

lia (The proofreader of this life & the fe)

hillip (My mover & shaker)

ue (Thanks for keeping our number ht)

ricia Wynn (For being my effective ee energizer bunny)



Poonam Gupta-Krishnan Founder and CEO Iyka Enterprises

Poonam Gupta-Krishnan holds a rare standing as one of the few women heading an Information Technology company. She is the Founder and President of Iyka Enterprises, Inc., a software company, that is hailed as "one of the fastest growing Telecom and Manufacturing Software and Services provider with multi-national presence and worldwide clients."

According to its web site, www.iyka.com, "Iyka has been providing Business Process Application tools and ERP solutions since the year 2000. Iyka stands strongly behind its commitment to providing simplified, innovative and sustainable technology solutions. Our goal is to provide our customers with a competitive advantage in their own markets by improving bottom line results."

Iyka's current focus areas are telecom, manufacturing and government sectors. Iyka specializes in the areas of network management, monitoring, data cleansing and data analysis. Poonam states, "Iyka's signature product, iDEA (integrated Data and Event Analyzer), offers enterprise information system. iDEA enables us to provide multi-service solutions integrated in a service-oriented platform in serving scores of Telecom and Manufacturing clients around the world. The solution enables us to track and monitor clients' customers, manages their network operations and integrates with their call center and also collects data from their various databases and provides an integrated platform for tracking and data solutions.

paved way for her being an entrepreneur. Poonam admits: "There were many instances of discrimination and marginalization that could have kept me from pursuing my IT dream. Being a woman of color, who is Indian, is only one of a series of hurdles I had to overcome. But I rose to the challenges and refused to accept defeat." With her entrepreneurial drive, coupled with her zeal, she launched Iyka Enterprises in 2000 and has now emerged as a leader in the field. Poonam's fiery ambition and fortitude has enabled her to survive and thrive in a male-dominated IT industry

"Our clients do not believe that one-size-fits-all and neither do we." In an interview with Diversity MBA Magazine by Hilary Hurd Anyaso, she described Iyka's mode of operation: "We look at the situation and we help clients design the process and then build the technology around the process. We help them find the innovative solutions that they might not be aware of."

Poonam proudly acknowledges that "Iyka is blessed to have a Core Management team that continuously drives innovative solutions and offerings to keep in step with the changing needs. We often deliver better than customer's expectations. Our keen insight has helped Iyka grow 300% in 2009 and its growth is now on a fast track." Poonam stresses, "Iyka's core team of engineers with combined 500+ years of experience, bring the most innovative product and solutions to our clients. They are the reason for our continued growth."

While the company is thriving, Poonam admits that it is stymied by its characterization as a small business. Quoting her in the Diversity MBA article she says, "We're small, but we have the capabilities, skills and experience to help even the largest organizations grow." To continue to be a leader in the industry, Poonam daily devotes two hours to reviewing latest developments, trends and strategies applied in the industry. While this supports Iyka's larger goal to serve clients and provides solutions for them, Poonam says that she takes delight in putting her natural curiosity, innovative spirit and sense of exploration into providing solutions for her growing client base.

Iyka Enterprises Inc. is headquartered in St. Charles, Chicago. The company has worked with over 150 clients in 20 different industries. Poonam states, "Iyka certainly is the best place to work for professional, experienced and quality driven people in the IT industry. Iyka is a solutions provider who 'listens, understands and makes suggestions' rather than a company that touts its products."