

FOR IMMEDIATE RELEASE

Woman Owned Technology Business is making buzz Around the Nation

lyka Enterprises Inc., a woman-owned Technology Business is creating a buzz and flutter around the Nation. lyka is today recognized as one of the [Top Ten Asian-American Businesses](#) in the Midwest region by [US Pan Asian American Chamber of Commerce](#) for bringing innovative products and services.

US Pan Asian American Chamber of Commerce ([USPAACC](#)) is National non-profit organization that helps and supports Asian-American businesses. USPAACC promotes and propels economic growth by offering educational, professional, and contract opportunities to Asian Americans and their business partners in corporate America, the federal, state, and local agencies, and the small and minority communities. lyka has been recognized by them as one of the Top Ten Asian-American Businesses.

At a time when there has been lot of fear and discussions over jobs going offshore, lyka's vision is in doing things differently and bringing more jobs to the United States. lyka's business model revolves around offering modern technology tools and techniques that solve complex issues through innovative and cost-effective solutions.

Ms. Poonam Gupta-Krishnan spearheads with her leadership at lyka and is now creating ripples in the world of Technology. According to the National Center for Women, in the 2008 US Workforce only 24% professional IT related occupations in the Technology field were held by women. This was down from 29% in 2000. Also, only 3% of computer scientists in 2008 were female and Asian. Thus, Poonam's presence as a woman of color and that too as a first generation immigrant and growing her Technology business across the globe, is indeed a remarkable feat.

[Diversity MBA Magazine](#) has fittingly stated that the Founder and President of lyka, [Ms. Poonam Gupta-Krishnan](#) is a person with high aspirations with qualities of resilience, determination and a futuristic vision in technology. Poonam set up lyka operations in the year 2000 with the vision that technology can be used to simplify processes using innovative techniques. Her vision coupled with her determination has ensured that today lyka has a global presence, 24X7 service availability and a highly professional core management and development team.

Poonam has over twenty years of experience in the areas of science, manufacturing, education, training and product development. Poonam built lyka with a keen focus on solving complex problems with simple yet robust technology solutions. lyka's innovative solutions and services enable reducing clients' costs

and improving their operational efficiencies. lyka's technology products are today serving major Telecom companies, Manufacturing companies and Government clients. lyka has synergized with numerous global firms and solutions providers and provided solutions and services to many global entities.

lyka specializes in the areas of network management, monitoring, data cleansing and data analysis. lyka's software solution platform, iDEA, is based on next generation Experience Oriented Architecture (XoA) with its foundation built on Service oriented Architecture (SOA). This platform is versatile and provides a multiple service solutions and can be customized to suite various requirements.

Headquartered in St. Charles, Illinois, lyka (www.iyka.com) has worked with over 150 clients in 20 different industries. lyka has on board a highly qualified team that crafts innovative products, thereby enabling lyka to offer services to customers in USA, Europe and Asia.

lyka's Vice President of Operations and Finance Mr. Hamid Hussain, is a pioneer in providing cost effective solutions focused on increasing ROI and enabling companies to make effective use of technology to reduce costs. In his previous roles in the areas finance and operations management, Mr. Hussain has provided cost effective solutions for UTStarcom, 3Com and Motorola.

lyka's Vice President of Technology and Services, Mr. Tatai Krishnan brings his education, skills and experience which is a great match with lyka's vision of bringing value to it's customers. Mr. Krishnan has demonstrated his ability to build innovative and user-friendly service modules in a layered Service Oriented Architecture service platform.

"lyka", in an Indian language, means "friendly ear" whereas the central theme in lyka's logo is an Eye. Poonam says, "We like to be on our clients' side, look at their issues and challenges, hear and understand their pains and then come up with innovative solutions that they have not thought of or they might not be aware of." She states, "At lyka, we take pride in providing sustainable technology solutions to businesses through innovative tools, techniques and processes."

Born in an humble working class family, Poonam kept pursuing her dream of higher education and a meaningful life since her teen years. Poonam acquired three college degrees in India before migrating to USA in 1991 to pursue higher University education. Poonam says, "I have worked as a secondary school teacher and imparted private tuitions to raise money to apply for my US University education." Poonam adds, "My dreams were too high to be bonded by any cultural restrictions and societal opposition against a girl going abroad for higher education and building her own life."

Prior to setting up lyka operations, Poonam has worked as Chemist for two multinational companies viz. Cabot Corporation and INX Ink International and has also taught in two middle schools.

Poonam was vested her Master's degree by Illinois State University. She is firmly committed to on-going education and continuously updating her knowledge and skills by attending relevant courses, work-shops and Seminars. Accolades showered on Poonam in the field of Technology are thus well deserved.

The award ceremony of this recognition will be held as stated below :

Date : May 6, 2010, Thursday

Time : 11.00 AM - 2.00 PM

Venue : American Jewish Committee Chicago Regional Office Conference Hall,
55 East Monroe Street , Chicago, Illinois 60603

All Media are cordially invited to attend the Luncheon ceremony.

Please RSVP Mr. Chacko, chackoprompt@yahoo.com - 847 364 3600 X 209