

---

# Tally to go for an image makeover

S SHYAMALA

Chennai

INDIA'S most popular software brand comparable with Microsoft could well be Tally. It is more of a household name so far as software is concerned. Though Tally has become synonymous with accounting, it is stuck with the image of a low-end product. The company is now striving to change that perception.

Tally has almost all the features that any company would need to run its operations. They came up with an enterprise resource planning (ERP) package and now have cloud and mobile-based applications. The problem with the uptake of these functionalities is that customers do not relate Tally to these so-called high-end features.

"Over the last one year, we have been reaching out to chief information officer (CIO) forums to drive the message, 'Tally is simple but not basic,'" said Shoaib Ahmed, president of Tally Solutions. "This is part of our initiative to move into the enterprises segment. We already have about 100 customers including Tata Steel and Tata Docomo, who have integrated their enterprise application software with Tally at the dealer end.

This gives the principals complete supply chain visibility. They can track sales and stock at any point in time. The dealer has to subscribe to our Tally Net service, which comes to around Rs 2,000 a year. Even we won't get the critical data. It can only be seen by the dealer and the principal."

On the retail side, Tally is conducting workshops for its partners to reach out to customers better. Over 9,600 partners across 54 cities would be participating in the workshops though February and March.

shyamalaseetharaman  
@mydigitalfc.com