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**What is your company's growth strategy for the next 3-5 years, and how does it align with the evolving MSME landscape?**

Our 3-5-year growth strategy is built on three pillars: sector-focused expertise and technology-driven service expansion are at the core of the Organic growth, and an expanded global presence through acquisitions – our sector-focus will be centred on the evolving needs of MSMEs. As MSMEs grapple with financial visibility, compliance, and digital adoption, we offer integrated solutions that combine finance, advisory, and digital enablement into a unified value proposition.

By embedding automation, AI, and analytics into our offerings, we intend helping clients streamline operations and make data-driven decisions. We're also deepening our presence in high-impact MSME sectors like ecommerce, manufacturing, healthcare, and services, delivering tailored, industry-specific value. To support scale and cost efficiency, we're enhancing our hybrid global

delivery model—further amplified by our joint venture with a global accounting leader. At its core, our strategy is to empower MSMEs to succeed in a digital-first world through the right mix of technology, domain insight, and operational excellence.

**How has your company integrated technology to enhance efficiency, streamline operations, and improve customer engagement?**

Technology has been integral to our evolution, enabling us to enhance efficiency, accuracy, and client engagement. We've implemented cloud-based platforms and workflow automation to streamline operations, reduce manual effort, and deliver consistent, high-quality services. Advanced data visualization and reporting tools now empower clients with real-time, actionable insights, reinforcing our shift from transactional support to strategic advisory. We've also integrated AI and machine learning to automate processes like invoicing and

reconciliations, allowing our teams to focus on higher-value work.

To improve transparency and collaboration, we introduced client portals and dashboards offering real-time visibility into financials and project status. Our acquisition of a digital services firms further accelerated this transformation, helping us embed technology into core offerings—especially for MSMEs and mid-market enterprises. By continuously adopting emerging technologies, we are creating a proactive, insight-driven service experience that supports long-term growth and adaptability.

**What are some key initiatives that your organisation has taken to ensure business continuity, adaptability & growth?**

Pierian thrives in today's fast-paced, digitally disruptive environment by combining deep expertise, agile execution, and scalable delivery. We go beyond standard solutions by deeply understanding each client's unique context, challenges, and

goals—enabling us to deliver precise, transformative outcomes.

To address challenges like high-volume transactions, compliance, and talent shortfalls, we build tailored Centres of Excellence (CoEs) and fit-for-purpose workflows. For a last-mile delivery platform, we streamlined financial operations for 75,000+ monthly buyers using automation and real-time visibility, ensuring faster, error-free disbursements.

For a leading e-commerce seller ecosystem, we established a 650+ FTE finance center, embedding automation and analytics across P2P, O2C, R2R, and FP&A—resulting in 60% cost savings and dynamic dashboards for real-time insights.

We partnered with a top 10 global professional services joint venture to build finance and compliance teams, enhancing data integrity through automation. In education, we implemented a Student Management System that reduced turnaround time by 20%.

Our success stems from delivering what is truly needed, not just what is asked for. Fixing inefficiencies

is a strategic approach, focusing on understanding context, designing forward, and delivering transformative results with clarity and conviction.

### How has your company evolved since its inception, and what key transformations have been pivotal to your growth?

#### Our Evolution: From Specialists to Strategic Partners

Since inception, Pierian has evolved from a specialized finance and accounting (F&A) service provider into a comprehensive, AI-enabled global business process management (BPM) partner. Initially, we supported global enterprises setting up operations in India with regulatory, compliance, F&A, and HR services.

As our clients scaled, so did we—expanding into data analytics, business intelligence, risk advisory, and technology-enabled solutions, while retaining F&A as our core. This marked our shift from transactional support to strategic partnership.

A key transformation has been our focus on digitally transforming finance functions. By integrating

data science, intelligent automation, and enterprise technologies, we've reimaged traditional processes—enhancing operational efficiency and delivering deeper, actionable insights.

Our sector expertise spans e-commerce, manufacturing, technology, education, and healthcare. While SMEs remain our core clientele, we also deliver tech-enabled BPM at scale for multinational corporations.

A major milestone was our joint venture with a leading global public audit firm, strengthening our assurance, tax, and consulting capabilities. We also established a Finance Centre of Excellence (CoE), supporting global clients across Procure-to-Pay (P2P), Order-to-Cash (O2C), Record-to-Report (R2R), Financial Planning & Analysis (FP&A), and Compliance.

Today, with a global presence across India, the UK, Middle East, Singapore, and Australia, Pierian delivers localized expertise with global standards—driving sustainable growth and transformation. ■

### PIERIAN SERVICES PVT LTD

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