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# SIMTEK : The zest for Quality & Customer Satisfaction

**Q. What ignited the spark in you to start SIMTEK business venture? How did the idea for your business come about?**

In early days of our career, we offered CNC networking solutions ( DNC ) to SME, PSU and Corporates. Few of them enquired about CAD/CAM solutions to achieve repeatability, accuracy in component manufacturing process. SIMTEK (formerly Simtek Associates) was formed in Y2000 as Engineering solutions firm focusing on 3D modelling, CNC programming and Reverse Engineering Services. Simtek's existence came due to market needs & our team's passion for technological solutions.

We were one of the early birds in this market and enjoyed reputation from all sections of industry. We capitalised on the demand and soon started value added services like machining of dies, moulds, electrodes, patterns, etc . It helped us to acquire more customers per year. Today we offer complete Integrated Solutions in CAD/CAM/CAE/RE/3D printing space.

**Q. How important have employees been to your success?**

You need a good employee to implement a good product. Good performing employees are assets & future of our business. We being in

intellectual based business, all our employees are the backbone of our business. Simtek is on forefront of developing talent to complement our solutions. Over past 17 years, we have developed a systematic onboarding program to suit our business model which is now a part of Simtek ecosystem. Our employee development program is well supported by our Principles like Dassault Systemes and CNC software Inc.

**Q. What according to you are the top three skills needed to be a successful entrepreneur?**

I am an accidental entrepreneur. Going by my career experience in the past 23 years, I believe Passion in what you do, Risk taking ability and Man management are top three skills needed to be a successful entrepreneur. Considering paradigm shift in how Industry runs, these skill set may vary from time to time. As a Entrepreneur, one must be open to ideas for CHANGE, be agile and be persistent to scale new heights. We also believe in delegation and transparency in our business operations.

**Q. How do you generate new ideas?**

Our success and legacy till date may not help us stay on top. Keep reminding

ourselves that about CHANGE is INEVITABLE and by adapting to this change we can inject new ideas for our business growth and sustainability. Most of the new ideas come from our employees and customer interactions. We also do data mining to read gaps during which new ideas pop up. We deliberate those ideas within team leader group before we make them a part of our system & process.

**Q. How did you build successful customer base?**

Way back in year 2000, we use to offer services to our customers on 24X7 basis, through our young & energetic team. By doing this ,we could garner bigger market share quickly and created a brand. Further, this strategy helped us to sale and support various software solutions. Simtek has achieved a milestone of 1000 plus customer. It is the result of prompt services to customers, handling complex technical solutions coupled with long term Hunting and Mining strategy.

**Q. What has been your greatest inspiration?**

Though it is more complex to deal with human assets attached with tiring onboarding process, Employment creation is my biggest inspiration in the past & present. Simtek Management

loves to take this challenge more delicately & spiritually. We always work on Window of opportunity and channelize it in business process. We also get inspired by new emerging technologies which throws challenge of quick learning, adaptation and implementation.

**Q. What kind of culture exists in your organisation? How did you establish this tone and why did you institute this culture?**

Simtek culture is evolving from the past 17 years. We give more thrust on discipline, punctuality, learning, teamwork and communication. These are five pillars of our business model. We ensure that all newcomers are seamlessly merged with our culture. Our customers are acting as catalyst to improve our working relationships & later it becomes a part of our culture.

**Q. Brief your company goals? What are the solutions you provide to industry?**

We have envisaged SIMTEK 2020 program to achieve our goal. Simtek shall be # 1 player in CAD/CAM/CAE

solutions space in next 5 years. We shall achieve this by striking balance between technology and industry needs. Customers will be centre point always and our employees will play bigger role.

Today we cater widely in product conceptualisation, product design, prototyping, product data management, design validation, manufacturing solution, 3D printing, and so on. In future, we shall encourage ourselves with product lifecycle management, advanced solutions in manufacturing, Embedded mechanical and electrical designs, shop floor integration.

**Q. What are the future opportunities you see in Indian market?**

Customized solutions will be market demand, like in Dentistry. We have already benchmarked our solutions on such specialised verticals. We also see paradigm shift in 3D printing space. With different materials being tested in 3D printing, it will become household acceptance with people printing gifts, souvenirs for their walk-in guests-friends. Integration of design-manufacturing software tools with

shop floors for live data acquisition and processing is growing demand today & Simtek hopes to fulfil the needs of our customers. Simtek has visualised these opportunities and working towards developing desired skill sets.

**Q. What are the value-added services you provide to your customers?**

At Simtek, everything and anything we do is customer centric. Value addition is a need to retain & delight your customers. In addition to basic training during implementation phase, we also role out advanced training program, completion of pilot project at customer end and invite the same customers for seminars-webinars on latest trends and problem solving techniques. These are the few of the value-added services we offer to customers. There is big demand in skilled manpower at every customer place.

Simtek has regular coaching classes to freshers and working people to upgrade their skills to be industry ready. Simtek offers unconditional training to customer during warranty period. **MTW**

