



Case Study



Client Profile:

Odondo derived its name from the term for “talking drum” used by tribal people in Ghana from Africa. It is a tool that helps the directors and management of a company to listen to real people on the ground and feel the pulse of their organization. Odondo aims to permeate positive energies in an organization. Odondo’s goal is simple; to facilitate robust communication that feeds into a 360° IT enabled solution. The tool delivers value to both ends of any business: the people end and the enterprise end. The people involved in the organization use simple user-friendly interfaces to let the organization know about the potential risks to their reputation, brand and business. On the other hand, the boards and management gets acquainted with the real pulse of the organization, and does the needful to avert unwanted situations.

Tecnology Used:

JAVA J2EE

Business Situation:

To meet challenges that exist in the global corporations of present times companies deploy Risk Management, IT and Governance solutions. But they all come in a siloed manner and attempt to give fragmented information about Governance, Risk and Compliance (GRC) issues. There is very little focus on unlocking the power of people’s knowledge on emerging risks. In today’s scenario this cookie cutter approach can be dangerous as it can result in ignoring valuable information. A comprehensive and an overarching approach to GRC that fosters the creation of a single knowledge bank capturing the voices of people is conspicuously missing. In the quest to bring about an overarching approach to the GRC space, Odondo took birth leveraging the people pillar of organizations.

Solution Approach:

Odondo at its front-end is a user-friendly web-based system. It is a unique communication channel empowering people to inform the management in a fearless and even in an anonymous manner on all matters that expose the organization to serious risks – such as weaknesses, threats - which may be potential risks to reputation, brand and business. At its back-end Odondo is a powerful knowledge database that is synchronized to capture the numerous reports that people file. It enables intelligent harvesting of the electronic footprints of people’s voices via proprietary search engines and data mining tools. These create meaningful dash-boards / customized reports at an enterprise level. Boards and managements can now feel the real pulse of the organization and take proactive steps to defuse emerging risks.

The corporate accounts can be classified based on their access to different reports submitted, reports generated through these reports etc. These include : Global primary user, Primary user, Secondary user and External user. Reports submitted can be viewed based on their priorities and the action taken. After a report has been filed it automatically passes through a number statuses before being closed, depending upon the actions that are taken on them. Realistically speaking, Odondo is not a

whistle-blowing tool but rather a heat sensor that has the power to quickly detect emerging risks well before they can become a full-blown fire and inflict serious damage to the organization.

Benefits & Results:

- ❑ The tool helps companies anticipate sales trends.
- ❑ All kinds of data pertaining to sales channels are made transparent to the decision makers.
- ❑ It removes the chances of erroneous data entry and judgmental decision making.
- ❑ Enhances channel data integrity and improves the congruence within the system.
- ❑ A cumulative data up-gradation helped decision makers to have a comparative overview of the entire channel functionalities.

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