

KRITEEN NAGESH

ARCHITECTING THE BEST SOFTWARE SOLUTIONS IN TRANSPORTATION MANAGEMENT



**Kriteen Nagesh,
Founder & CEO,
Interaxe Technologies**

Holding an Engineering Degree from RV College of Engineering Bangalore in Electronics & Communications, Kriteen has strong experience working for various MNCs before founding Interaxe Technologies.



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During the COVID-19 crisis, when there was a great deficit of supply of product availability, medical infrastructure, and human resources, Interaxe Technologies has played a major role in successfully handling the largest number of ambulance dispatch, including assisting more than 1,20,000 patients through its EMS Solution. Interaxe Technologies is led by Kriteen Nagesh, a specialist in Transportation Management Systems across diversified domains with more than 22 years of experience. He is an alumnus of RV College of Engineering Bangalore who began his career with an SME software services firm and gained valuable experience in different aspects of software development in many MNCs before venturing into an entrepreneurial journey. A highly experienced full-stack developer of complex systems, he boasts a track record of producing the first of a kind transportation solution for large-scale vehicle routing. The out of the ordinary solution was awarded by the topmost level executives of a renowned company as it started saving millions of dollars for the organization. Kriteen holds an Engineering Degree, an advanced Diploma in Business & Industrial Management from ISLE and has had Executive Education in Supply Chain Management from IIT Delhi. He is a certified Project Management Professional from Project Management Institute, the US. He is also a certified Software Estimation Professional. His driving force is his strong ability to develop successful products that touch millions of people's lives every day. Below is an excerpt of Kriteen's interview with CEO Insights.

Define Interaxe Technologies as an organization and its position in the market. What is its USP that draws the line between its competitors?

Interaxe Technologies is a dynamic organization with skills that other organizations cannot match. The three

main features of our products are their supreme quality, innovation, and agility. We have market-leading products like Tr-Dynamics Life Support EMS, which is an Ambulance Dispatch Solution for the Healthcare and Emergency Services sector, Fleetbook which is a Fleet Document Compliance & Storage Solution for Fleet Providers, Interaxe LTS, which is a Global Positioning Solution for Fleets and Tr-Dynamics Advanced for Corporate Transport to name a few.



What role did Interaxe Technologies play during the pandemic?

Bangalore saw massive hospitalizations during the pandemic, and the government infrastructure was under immense pressure. We, as an OEM, deployed our Tr-Dynamics EMS ambulance dispatch solution in the city. The system became the backbone of more than 800+ ambulance fleet and was instrumental in ambulatory transfers of about 1,20,000 patients during the crisis. It was directly integrated into the central bed allocation system, and ambulances were equipped with technology to provide real-time patient status updates that were monitored in the Covid war room. We were able to lead large-scale deployments and achieve high efficiencies & turnaround times

during such large-scale ambulatory transfers. We also deployed our solution in dispatching ambulances and hearse vans for the cremation task force during the second wave that took a toll on so many people. This helped thousands of families during such pressure on the healthcare infrastructure along with its associated issues.

Tell us about your method of helping the company stay afloat of the competition in the industry. Also, what has been the success mantra that helped you overcome hurdles to achieve the position you stand in today?

Being the CEO of the company, I am hands-on with the products we build, own and deploy. Our team is driven by exceptional knowledge and domain experience. The agility with which we can tweak our products to match a client's requirements quickly keeps us ahead. We are a bootstrapped organization that keeps us free to focus on products and quality. My ability to see a problem and immediately productize a solution for the industry as a whole instead of a custom project for a particular client keeps me ahead of my competitors. My success lies in my ability to implement a solution for a client and take them to life at a rapid rate.

What would be your advice to the budding entrepreneurs starting anew in this domain, and what are your anticipations on market behavior and opportunities for the next few years?

Budding entrepreneurs in the field of transportation technology need to follow their passion for EVs, Drone Tech, IoT, and connected cars. They must be unique in their way and practically adopt new technologies to make their product efficient and agile. They must always target a wide platter of segments so a downturn in one will not wipe them out. In the next few years, companies will adapt to more technology and AI-based systems and solutions. With the advent of newer technology in transport like EVs, Drones, Self-Drive Vehicles, and Connected Cars, we have an exciting future ahead. [CEO](#)