If anything is worth doing, DO IT WITH ALL YOUR HEART.

Ganesh Kumar
Co-founder and Architect, Workline

That quote epitomizes Ganesh Kumar, Co-founder and Architect of Workline, a Mumbai- and Chennai-based company that offers a SaaS HRMS and work tech solutions. Humble and soft-spoken, Ganesh, who hails from Sivakasi in Tamil Nadu, is the main architect of the Workline HRMS. Passionate about technology and HR, he is regarded as someone with excellent clarity of thought and laser focus to accomplish what he sets out to do.

At the same time, colleagues consider him to be grounded, with a balanced approach and the ability to accept things as they are, with a touch of humour.

"In meetings with a lot of negative feedback, Ganesh will sift through the negativity focusing on key takeaways. He always tries to arrive at the best outcome from even a not-so-great event," says Workline founder, and Chief Puzzler, Saikiran Murali. Ganesh is an avid reader, with a keen interest in finance and politics. In an IT career spanning 22 years, across the Dotcom, ASP, SaaS and now, AI eras, he witnessed the birth of the HRMS industry. From Walmart to Flipkart to Deloitte and clients in Russia, South Africa and South East Asia, he's had a fascinating journey building solutions from India and delivering them to clients in various geographies. Beginning his career as a software developer, Ganesh's two decades of experience in multiple technologies, and in HR and ERP has fuelled the progressive path of Workline. Ganesh Is one of the core team members who built the HRMS product at Workline. Today, the product is being used by more than a million users.

"I have built the product three times so far in my career, with different technologies. The unique advantage of the Workline application is a framework that allows us to customize new features easily, train new developers and enhance existing features without spending too much time on development. This distinctive approach helps us build various features with ease," explains Ganesh.

The Workline team, he adds, has automated *"almost the entire HR department process through forms and workflows."* Their application can be implemented in 30-45 days for the entire HR process,including budgeting, recruitment, onboarding, employee life cycle, compensation, appraisal, e-learning and off-boarding.

At present, Workline is building Intelligence features such as early warning systems to check attrition using AI, and to integrate with third-party products (background verification, bank account verification, payment automation, e-KYC process, résumé parsing, and so on) to achieve further automation.

"One of our goals this year is to automate the entire recruitment process, using AI technologies. This will also help reduce human bias," he avers.

Explaining why enterprise customers and small businesses love Workline HRMS, he says their product feature fitment is *"now 85-90% for any size of organization."* This, he says, helps them implement their application in a short period of time, even in 30 days, including end-to-end HR process and data migration.

"Our unique framework allows us to quickly complete the remaining 10-15%, and implement the solution with 100% automation and digitization," he says.

Ganesh strongly believes that the key to Workline's success has been *"listening to customers, and team work."* Both help them tackle challenges such as understanding the customer's needs and converting the requirement into product features. Looking forward, Ganesh believes the HR industry in India must *"build an ecosystem and standardize the HR process."* HR practitioners must collaborate to share data such as employment history, exit details, skills and education, between companies, and generate a score for the employee. *"This score will help the HR department make decisions,"* he says. Though he has immersed himself in technology and now, automation of certain human processes, there is one principle Ganesh lives by – *There is no substitute for hard work.*