

Infiflex Technologies evolving into a global firm

Strong focus on and footprint in the US.



California City, California Dec 22, 2022 ([IssueWire.com](https://www.issuewire.com)) - Infiflex, launched in 2010 as a small services provider in India with modest dreams have evolved into a global firm with 200-plus employees, more than 7,000 clients and a footprint spanning India, Singapore, and the United States. Already a top-three Google Premier Partner, a Microsoft Tier-1 Gold Partner and AWS Advanced Tier Partner, Infiflex has expanded its flagship platforms overtime to create GIFFY, the rapid app development tool, and CHEKIN, the secure authentication app.

It has started to create a stronghold in the US market. According to Infiflex US marketing leader, Juan Botero, “Our vision is to build a United States headquarter. It’s huge because we live in an era where companies are leaving the US, looking for a reduction in human resource cost.” To lead this expansion, the company partnered with tech veterans Greg Forrest, Ron Cole & Botero. Their combined talents of Corporate Development, Sales Leadership, and knowledge of Digital Transformation provides the foundation to build a strong national US presence.

Today, Infiflex’s current aims include establishing new investments, remaining active in corporate development, and working alongside partners as frequently as possible. “Whatever technology you need to support your company’s growth, you can deploy with GIFFY,” said Botero, noting it can also be run in Microsoft Azure and AWS environments. “There are no limitations. And that’s great news for small businesses.”

With GIFFY and CHEKIN, Infiflex is seeking to simultaneously help midmarket businesses scale and protect themselves as necessary. Using the GIFFY framework, businesses can develop applications in a short duration with minimal-to-no coding. CHEKIN, meanwhile, offers secure authentication to

reduce the login burden. The software lets customers sign in using their Google accounts while including IP restriction, user bypassing, OU-based restrictions, signature setup, and device registration features, among others.

“I was a software developer before starting Infiflex,” recalled founder and president Jude Mohanty. “I noticed developers do the same work over and over and not work to make complex tasks simple. That’s why I created Infiflex. We make things simple. The name of our company comes from ‘Infinite Flexibility,’ and that is what we accomplish for our customers.”

As smaller firms emerge from COVID-19, Infiflex believes it is uniquely positioned to capitalize on its two-channel strategy:

- Direct Channel - Targeting firms with more than 10 employees that use Google Workspace for their operations, across various sectors.
- Indirect Sales - Seeking independent sales professionals, the partner channel and smaller developer companies with fewer than 10 staff that fall short against no-code and low-code offerings.

“That’s happening a lot,” said Botero, regarding stifled developers. “Your traditional developer shop is competing with no-code/low-code solutions and small developer shops struggle because they have overhead. They have to keep a rate that is not competitive in the market. Using GIFFY, they can lower the rate and become more competitive.”

As businesses in the US and beyond continue to struggle with increased costs and hard-to-find talent, the introduction of low code is allowing them to automate their businesses. It is allowing them to simplify how they work and make processes more sustainable. Infiflex through its multiple entry points with customers allows us to meet the businesses where they are in the digital transformation journey. Whether it starts at Microsoft 365 or Google Workspace or building a website for lead capture to a fully customized workflow management platform, Infiflex can provide a solution for any small business to the enterprise customer. And as it pertains to the channel, opportunities likewise abound. “These are the people who are leveraging their professional network, and they’re offering solutions to the companies that trust in them,” said Botero.

“We think that GIFFY and CHEKIN would be interesting offerings. CHEKIN, especially, because of the emphasis that we now have on security, user identity, access and validation management, which are a few of the most important things to keep your network safe. They can each be an interesting addition to the portfolio of an independent sales professional here in the United States.”

Moving forward, Infiflex plans to introduce a support specialist team for the US, a pre-sales group for helping partners approach clients and dedicated support tools. “They don’t have to be technology experts to sell or use our products,” explained Botero. After all, Infiflex represents stream-lined options for helping smaller companies run IT infrastructure as if they were larger firms.

For more information on Infiflex, its GIFFY and CHEKIN products and other resources, visit www.infiflex.com.

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