

UNIVERSITY OF RUHUNA

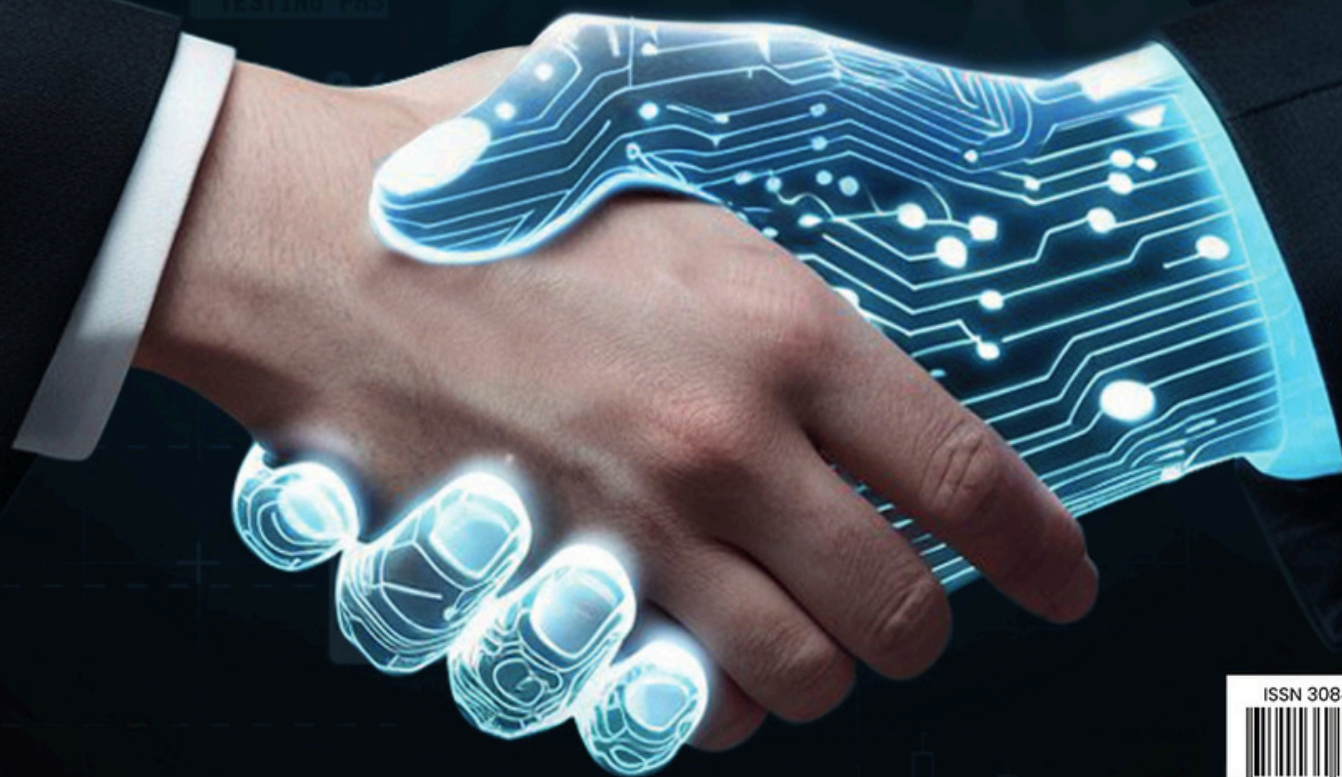
BIZNOS

BUSINESS MAGAZINE

ISSUE 02 (2025 JULY)

Digital Business Management

When digital transformation is done right, it's like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar.



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SUSTAINABLE GROWTH THROUGH DIGITAL INNOVATION | TRANSFORMING HUMAN RESOURCES DIGITALLY |
TRANSFORMING THE DIGITAL LANDSCAPE | MASTERING DIGITAL MARKETING IN A RAPIDLY EVOLVING WORLD |
ERP AS A KEY DRIVER | HOSPITALITY MEETS INNOVATION | TRANSFORMING BUSINESS HORIZONS

DIGITAL BUSINESS MANAGEMENT

EMPOWERING THE NEXT GENERATION
OF DIGITAL BUSINESS LEADERS

"The future of business
belongs to those who
embrace innovation
without forgetting
the human touch."

Digital Business Management

ADVISOR

Prof. P.A.P. Samantha Kumara
Prof. T.S.L.W. Gunawardana

EDITOR

Mr. W.M. Rohan Laksiri

EDITORIAL BOARD

Ms. Madhavi Wijesekara
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DESIGN

Hasini Senara
Chamudini Pavindya
Chanuthi Thihansa
Gayani Rajapakshe
Isuru Udana
Hashani Aththanayake
Nipun Sathsara

PUBLISHED BY

Department of Business Management
Faculty of Management & Finance
University of Ruhuna
Wellamadama, Matara



www.mgt.ruh.ac.lk
business.mgt.circle.ruh@gmail.com

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The Department of Business Management

Established in November 2021, the **Department of Business Management** stands as one of the newest entities within the faculty, yet it has rapidly distinguished itself through its industrious and visionary approach. The department is deeply committed to making significant contributions to both knowledge advancement and national development. This commitment is realized through a dual strategy of knowledge creation and dissemination, coupled with active engagement in various national development initiatives.

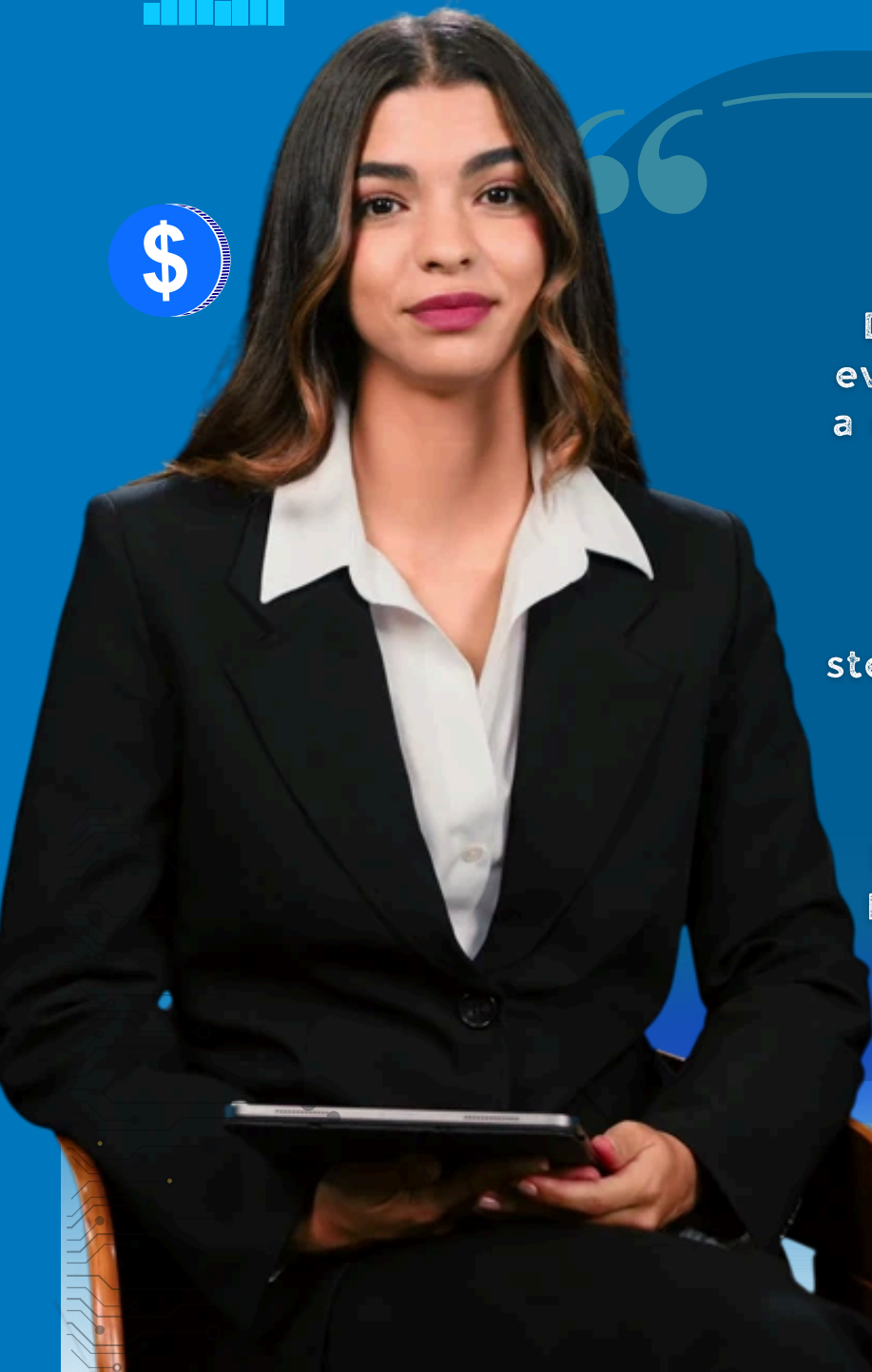


A hallmark of the department is its steadfast dedication to fostering the professional success of its graduates. This commitment is evidenced by the robust partnerships the department cultivates with industry leaders, resulting in a wealth of internship opportunities and invaluable industry exposure. These strategic initiatives are instrumental in equipping undergraduates with the essential skills and experiences needed to excel in today's competitive job market, ensuring they emerge not just as graduates but as industry-ready professionals.

“Pioneering Innovation and Professional Excellence”

Meet Eva:

Meet EVA, the AI Module of the Department of
Business Management



EVA's Message!

In the fast-paced world of Digital Business Management, every wave of change presents a unique opportunity for growth and innovation.💡

👏 Seize these moments to transform challenges into stepping stones, and watch your business thrive in an ever-evolving marketplace.

Let's dive into the future of Digital business management together



VICE CHANCELLOR'S MESSAGE

Congratulations to the Department of Business Management on the launch of the "Biznes" 2025 magazine! It is a great pleasure for me to offer my heartfelt congratulations and to extend my support at this outstanding endeavour by the department as a proud member and the Vice Chancellor of the University of Ruhuna.

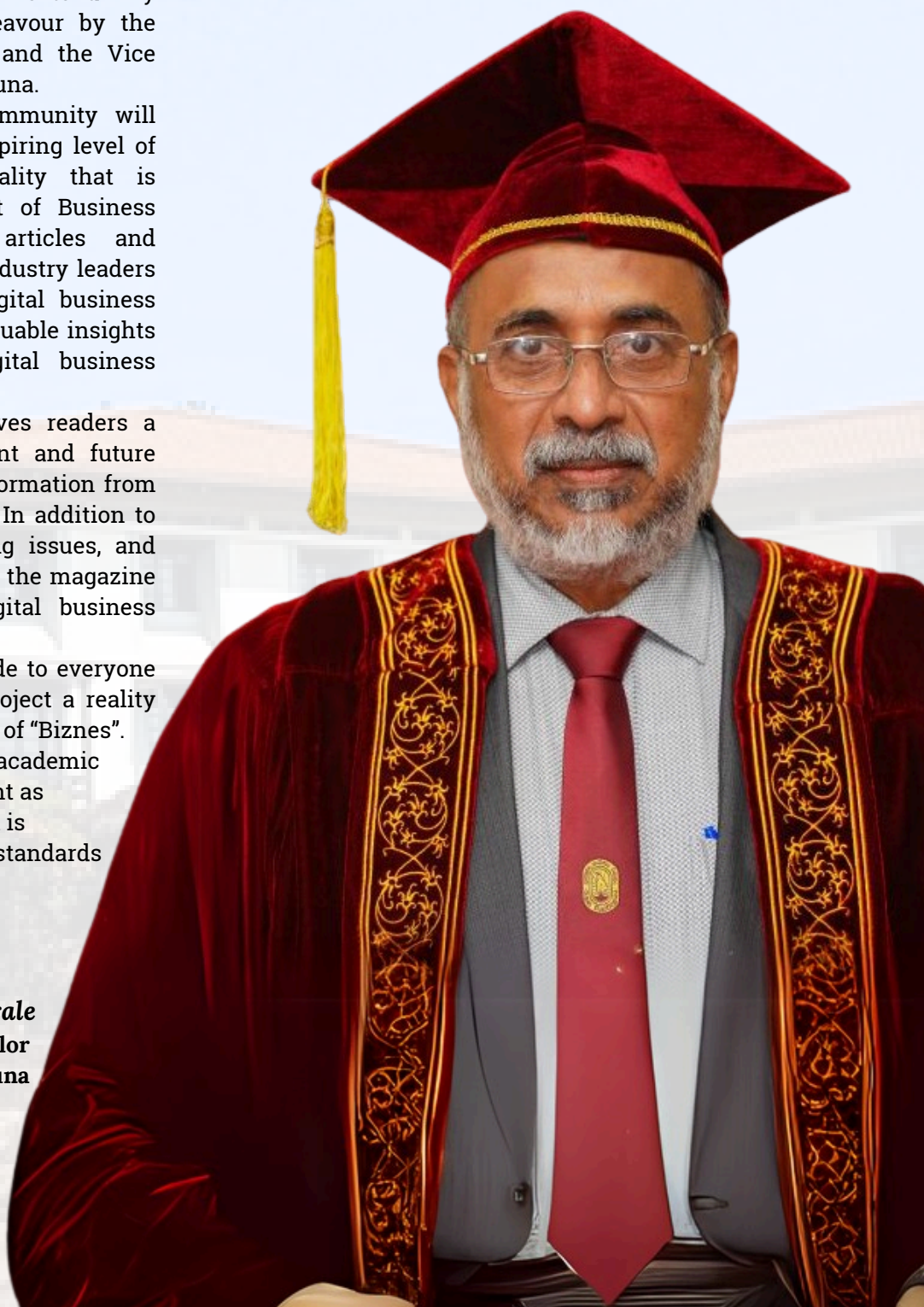
I believe that the university community will receive a useful cue from this inspiring level of energy, enthusiasm, and originality that is demonstrated by the Department of Business Management. Through in-depth articles and interviews of entrepreneurs and industry leaders who are actively shaping the digital business landscape, this magazine offers valuable insights into the dynamic realm of digital business management.

The second issue of "Biznes" gives readers a chance to learn about the current and future trends in Sri Lanka's digital transformation from a variety of important viewpoints. In addition to discussing current events, ongoing issues, and the future economy in our country, the magazine provides critical analyses of digital business ideas.

I would like to express my gratitude to everyone who worked hard to make this project a reality and contributed to the second issue of "Biznes".

I extend my warmest wishes to the academic staff and students of this department as they expand the boundaries of what is possible with "Biznes" and set new standards for the excellence.

Senior Prof. Jayantha Pasdunkorale
Vice Chancellor
University of Ruhuna



DEAN'S MESSAGE



As the Dean of the Faculty of Management and Finance, I am thrilled to learn about the launch of the second issue of the 'Biznes' magazine. Biznes continues to foster thought-provoking discussions on recent developments in business management, making them accessible to a wider audience both within and outside the university. Additionally, it serves as a valuable learning tool for undergraduates, helping them develop a range of skills.

The second issue's focus on **Digital Business Management and its relevance to the evolving market landscape** is particularly timely and relevant. While digital business management is not a new concept, its impact is being felt more profoundly across various industries and sectors than ever before. Digital technologies are rapidly transforming how we live and work, creating both opportunities and challenges for businesses.

I am confident that Biznes will provide insightful perspectives on digital business management and its effects on the evolving market landscape.

I would like to extend my heartfelt congratulations to the members of the Department of Business Management and the editorial team for their hard work in bringing this magazine to life. I also appreciate all the contributors to this issue.

I eagerly anticipate future issues of Biznes and the continued success it will bring to the faculty.

Prof. Manjula K. Wanniarachchige

Dean,

Faculty of Management and Finance,

University of Ruhuna

HEAD OF THE DEPARTMENT MESSAGE

It is with great pleasure and delight that I, as Head of the University of Ruhuna's Department of Business Management, would like to extend my heartfelt congratulations to the outstanding faculty and students who have worked tirelessly to bring you the second issue of "Biznes" 2024. The dedication, innovation, and passion that characterise our department are on full display in this accomplishment.

More than just a publication, "Biznes" honours the creative energy and rigorous thinking that characterise the staff, the students, and their work. The topic of digital business management this year is highly relevant since it explores how digital transformation has changed the face of Sri Lankan businesses. The magazine provides a holistic perspective of the opportunities and threats in the digital age through a combination of insightful writing, interviews with prominent figures in the field, and other features.

The students' boundless energy and passion, as well as the committed faculty who have acted as mentors and guides, have my utmost gratitude for making this project a reality. Thanks to their combined efforts, we now have a publication that not only showcases the high quality of our department but also makes a significant contribution to the wider discussion of digital business.

The triumph of "Biznes" 2024 serves as a reminder that solving the intricacies of a dynamic and ever-changing world requires teamwork and an insatiable appetite for knowledge. In the future, I have faith that this magazine will remain a source of inspiration for its readers and a lighthouse for new ideas and information.

Please accept my sincere congratulations on reaching this important milestone. We have the power to shape the future of business education and research if we persist in our pursuit of excellence.

Mr. Rohan Laksiri

Head of the Department

Department of Business Management

Faculty of Management and Finance

University of Ruhuna



BUSINESS MAGAZINE TEAM LEADERS' MESSAGE



Mahendran Pavithran

Co-Team Leader
Business Magazine Team



Geethma Gunasekara

Co-Team Leader
Business Magazine Team

We are delighted to present to you the second issue of our Business Magazine, a significant milestone that marks the beginning of an inspiring journey. This edition is centered around the theme of "Digital Business Management." As the sole department within the Faculty of Management and Finance at the University of Ruhuna, we are proud to utilize cutting-edge AI technology, embodied in our AI Module, Eva, to bring this publication to life. Digital Business Management represents a transformative approach that integrates digital technologies across all facets of organizational operations. This paradigm shift transcends the mere adoption of new tools; it embodies a fundamental rethinking of how businesses engage with customers, streamline processes, and create sustainable value. By harnessing the power of data analytics, cloud computing, and automation, organizations can significantly enhance operational efficiency, refine decision-making processes, and foster a culture of innovation. As a gesture of our deepest appreciation, we dedicate this issue to our Vice Chancellor, Dean of the Faculty, Head of the Department, esteemed lecturers, and all our dedicated team members. As we embark on yet another exhilarating issue of our Business Magazine, we extend our heartfelt gratitude to all our readers, contributors, and partners. Your unwavering support and enthusiasm inspire us to deliver the latest insights, trends, and innovations within the realm of business. May this issue motivate you to seize new opportunities, challenge conventional norms, and achieve extraordinary success in your endeavors. Together, let us navigate the ever-evolving landscape of business and continue to nurture a community characterized by growth and collaboration.



MESSAGES FROM THE BM CIRCLE EXECUTIVE BOARD - 2024/25

President's Note

It is with great pride and enthusiasm that I extend my warmest greetings as we present the second edition of our department magazine, centered around the dynamic theme of Digital Business Management.

In today's rapidly evolving business landscape, the integration of digital technologies has become essential for organizations striving for innovation, efficiency, and global competitiveness. This edition explores the profound impact of digitalization on business strategies, operations, and decision-making, providing valuable insights for aspiring business leaders and professionals.

The Circle of Business Management remains committed to fostering knowledge sharing, professional growth, and academic excellence among our peers. This magazine reflects the dedication and collaborative spirit of our talented members and faculty, showcasing thought-provoking articles, research findings, and success stories from industry pioneers.

I encourage all readers to immerse themselves in this insightful edition and embrace the transformative potential of digital business management. Let this be a platform to inspire creativity, critical thinking, and continuous learning as we prepare to lead the next wave of business innovation.

Thank you to everyone who contributed to making this edition a reality. Together, let us continue to excel and make a meaningful impact.



Thiviru Wijesinghe

The President
Circle of Business Management

Vice President's Note

It is with great excitement, I welcome all the readers to this edition of Digital Business Management where we thrive for making a more digitalised business world.

We all live in an ever evolving technological era in which businesses are ought to be more vigilant and focused to this dynamic atmosphere.

When some enterprises lag behind, others outperform quite well by identifying and utilising the digital technology to reinvent their business models.

This magazine consists insightful articles and expert interviews which makes it quite evident that through this remarkable edition, readers will be exploring the world of Entrepreneurs as well as major companies full of success stories and the challenges they faced in achieving their goals.

I also extend my sincere gratefulness to magazine team for their unwavering dedication and commitment.

Cheers for the brighter future ahead as Managers in the digitalised business landscape.



Shenal Fernando

The Vice President
Circle of Business Management

Secretary's Note

As Secretary of the Business Management Circle, it is my privilege to introduce this edition of our magazine, dedicated to exploring the transformative world of Digital Business Management. In today's fast-evolving landscape, the integration of digital technologies into business practices is no longer optional—it is essential for survival and success. From startups to global enterprises, digital business management is reshaping how we strategize, operate, and deliver value. This edition delves into the cutting-edge trends, tools, and strategies that are driving this transformation. Through insightful articles, interviews with thought leaders, and real-world case studies, we aim to inspire innovation and forward thinking among aspiring professionals and business leaders. Each page of this publication reflects the dedication and expertise of our contributors, showcasing how digital solutions are revolutionizing management practices and paving the way for sustainable growth. I extend my gratitude to everyone who made this edition possible. It is our hope that this magazine not only informs but also empowers you to embrace digital innovation and lead with confidence in the digital era.



Nihari Perera

The Secretary
Circle of Business Management

Meet our Esteemed Lecturers



Mr. Rohan Laksiri



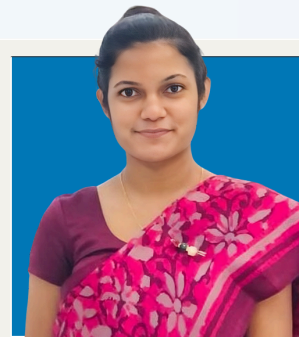
Prof. Samantha Kumara



Prof. Thusitha
Gunawardana



Ms. Madhavi
Wijesekara



Ms. Shalini
Weerakkody



Mr. Thilina Madusanka



Mr. Hansaka De Alwis

“ Our department takes pride in its exceptional panel, committed to academic excellence and student success.

Introducing

New Executive Board

2025/26



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CONGRATULATIONS



Introducing

New Executive Board

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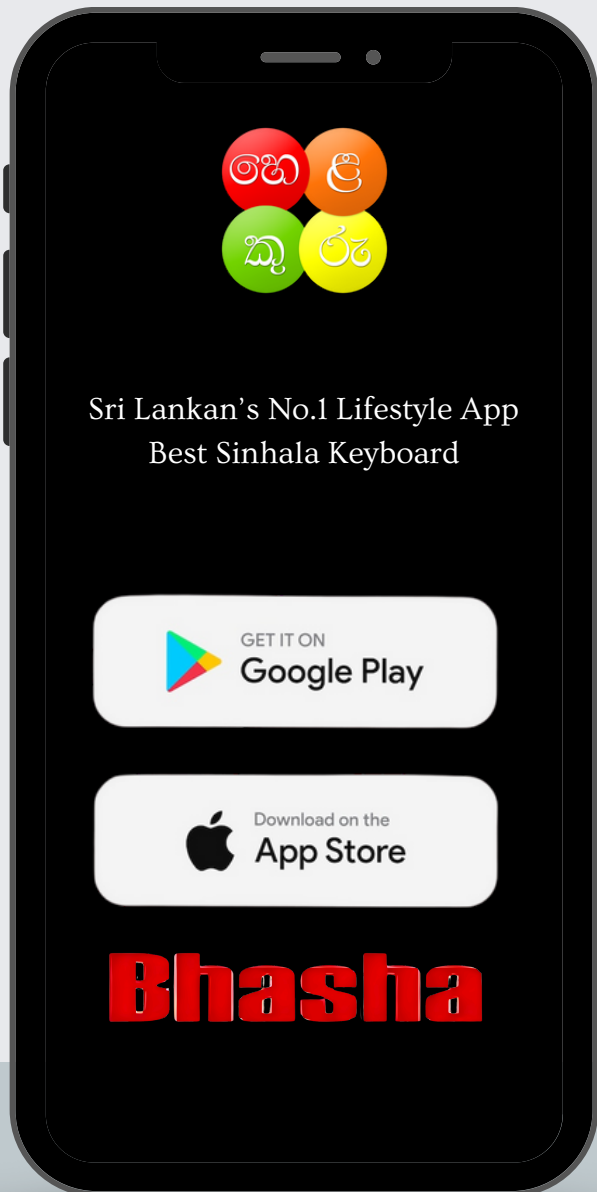
Sri Lanka's Electric Vehicle Ecosystem for a Sustainable Tomorrow



Digital Business Management

HELAKURU'S DIGITAL REVOLUTION

Local Language, Local Solutions



Bhasha Lanka (Pvt) Ltd is an Innovative & Award-winning Sri Lankan Technology Company that focuses on developing groundbreaking Localized Software Solutions for Sri Lankans. Having a deep vision to "Empower the Masses", their core aim is to empower the lives of Sri Lankans with the best of the best technology in the world by providing them the access to the technology. They are fuelled by passion & obsessed on quality.

Mr. *Dhanika Perera*

Founder of Helakuru

Mr Dhanika Perera emerges as a notable figure in the tech landscape, deeply involved in the creation and evolution of numerous digital and software innovations. He is the owner of Bhasha Lanka Private Limited where this company focuses on the development, marketing, and customer service of its innovative offerings. It's fascinating to see how he manages such a venture.

He graduated with a degree in computer science from the University of Moratuwa and continued his academic journey by earning an MBA from the University of Sri Jayawardenepura.


Bhasha



Mr Dhanika, I find myself curious about the journey that led to the creation of Helakuru. Could you share that story with me?

Alright! Reflecting on my journey, I realise that a burning desire has been with me since childhood. It all began in school, where I found myself captivated by the singular form, the unique unicorns, and those one-of-a-kind characters that sparked my imagination. Today, I dedicated my time to that passion of mine. I also had to tackle an individual project for university. Today, I reflected on my university project, where I aimed to introduce Sinhala reading capability on smartphone devices, specifically focusing on Android back then.

Once I provided that capability, I noticed that the demand emerged organically from the users themselves. I've realised that we also need to express ourselves in Sinhala; this is the inspiration I found in Helakuru. I started by creating an alternative solution for typing in Sinhala.

It's interesting to note how the first product experienced a decline as Android and iOS began to officially support Sinhala rendering. However, the second product, Helakuru, continued to thrive, as there remained a lack of Sinhala input support. Today, Helakuru embarked on a long run.

After a while, we attracted a lot of attention because it, you know, addresses the issues faced by every Sri Lankan, leading it to go viral. And then, gradually, we transformed it into a super app that offers a variety of services.

It's evident that there's been a significant surge in digital tools and platforms in today's world. I've been reflecting on the impact this has had on the growth and scalability of the Helakuru app. It's fascinating to

consider the various ways it has influenced its development and reach.

It's interesting to reflect on how, over the past decade, there has been a significant surge in technology solutions, not just globally but also right here in Sri Lanka. Observing how people adjust to technological solutions, particularly among the younger generation, has been quite fascinating. The new generation really seems to have a natural affinity for technology, almost like they were born into it as digital natives. It seems that many of them have a natural ability to embrace digital solutions and technology, showing remarkable adaptability compared to the previous generation. That is one reason for that. During the COVID period, I noticed a significant surge in the adaptation of digital technology, driven by a situation where there were no other options available. During the lockdown and all that. During that time, I was particularly focused on the digital payment sector, as I operate a payments business alongside Pay Here. Today, I noticed a significant shift in how people are embracing online payments. It feels like a huge boost in adaptation has taken place.

Today, I found myself wondering about the integration of AI technology and cloud computing in Helakuru. I couldn't help but think of Mr Dhanika and whether he has incorporated these advancements into the platform.

Currently, we find ourselves in the research phase, exploring ways to integrate it. With AI being a fresh technology in our world, it seems that every solution provider is exploring various methods to integrate AI into their current offerings. This morning, I received an update from Google Workspace about the integration of Gemini into Gmail, along with a new tool.

Every digital solution seems to be exploring ways to weave AI into the fabric of their current offerings. It seems we are aligned in our thoughts. Today, I reflected on the challenges we face with pay here. It's interesting to consider how we might leverage AI for fraud prevention. This seems to be a significant hurdle in the realm of digital payments.

Today, I reflected on Helakuru as an input tool. I considered the various ways we might improve the user's typing experience, particularly for Sinhala writing and even for English. It's fascinating to think about how we can leverage AI to enhance this experience further.



Helakuru, a Sinhala language app, often brings to mind the stereotypes associated with Sri Lankan people. I wonder how local people might respond to the Helakuru app. Could it pave the way for success in the digital marketplace? It's intriguing to think about the potential impact and acceptance among the community.

Our adoption rate is remarkably high, primarily because we addressed a fundamental need that resonates with every Sri Lankan: the ability to express themselves in their mother tongue.

As a result, I found myself feeling a strong attraction. From the very beginning, we have focused on making things simple for our users. It's one of our core strengths. We ensure that even those who aren't tech-savvy can easily adapt and fully benefit from the solutions we offer. One reason Helakuru gained rapid traction in the local market is that it spread virally, not through aggressive marketing, but rather through organic word of mouth.

As we transitioned into a super app, we embraced a familiar strategy: simplicity was key, and we ensured everything was communicated in their language. Today, I reflected on the introduction of HelaPay as a payment

option in Helakuru. It was a significant step for us, as we managed to simplify the payment flow while prioritising security. We also made it available in their local language.

Today marked a significant milestone in our journey to connect with a wider audience. It seems that, in the past, mobile wallets and digital payment methods were primarily accessible to the urban crowd and those who spoke English. This limitation felt quite significant. With our approach to localisation, we can bring solutions like digital payments to the masses, encouraging widespread adoption and getting everyone on board with this modern method of transaction.

Indeed. Today, I find myself pondering the future of digitalised Sri Lanka. It raises questions about how Helakuru can fit into this evolving landscape. What strategies might be employed to ensure alignment with this transformation? The possibilities are intriguing

Reflecting on our journey, it's clear that when we evolved Helakuru into a super app, our vision was always to support and facilitate the digitalisation of Sri Lanka. It's fascinating to think about how this interface has always been so familiar to so many people. It feels like we possess a remarkable ability, almost like a superpower, to introduce new solutions to the masses in such a short time frame. The potential is immense, and it's exciting to consider what we can achieve with it. It was always part of our vision to enable digital services from other providers through the Helakuru platform.

Currently, we are working on providing reload and bill payment options for telecommunications companies and utility providers. Today, I found out that we facilitate e-channel doctor

channelling for doctors and hospitals in Sri Lanka. In addition, we provide support for fund transfer facilities among local banks in Sri Lanka.

In that plan, one of the upcoming points was to facilitate government services through the Helakuru platform. At this moment, our focus is on a single task: enabling government payments via the Helakuru platform. Recently, the government has constructed a nationwide infrastructure that can be utilised by any local payment app.

Today, I learnt about an infrastructure known as GovPay. These days, we are in the process of integrating with GovPay, with the hope of facilitating government payments for any government institute. Making a payment feels effortless, just like opening my Helakuru app and using my fingerprint.

At the moment, this is what we are focused on. Initially, we are focusing on the government payments, and then we have intentions to enhance some of the other government services. Our power and strength enable us to connect with a vast audience.

It's interesting to reflect on how much longer it takes for government entities to roll out their websites or mobile apps. The process seems to stretch on, and it often takes a significant amount of time for the public to become aware of these tools and to adapt to using them. Today, I reflected on our capabilities. It's impressive to realise that we already have a substantial user base—one that is not only authenticated but also signed in. Most of these users have taken the step to add a payment method to the app, whether it be a card or a bank account. It feels like we are on the brink of something significant. It's quite straightforward.



Introducing it through our platform makes it incredibly easy for users to adapt. Today, I reflected on the strength we are harnessing to support the digitalisation of Sri Lanka through the Helakuru platform.

Reflecting on the facts, it's clear that you have journeyed a long way in your career, encountering numerous challenges along the way. Today, I found myself pondering the challenges that have arisen throughout this journey. I couldn't help but wonder how Mr Dhanika managed to navigate through them and what strategies he employed to overcome each obstacle.

Indeed, the challenges differ significantly from the initial face-to-face startup phase. We faced various challenges, particularly social ones. It seems there wasn't much acknowledgement for us as a startup, just a new venture in the Sri Lankan ecosystem. I suppose that's to be expected, isn't it? Later on, we encountered financial difficulties because many Sri Lankans believe that software should be free. It seems that there's a constant search for free software options. Whether it's through torrents or other means, people are always looking for ways to access what they need without spending money. Today, I find myself reflecting on the challenges of establishing a sustainable business model for a digital product in the Sri Lankan market. It seems that the prevailing mindset of the people makes this endeavour particularly difficult. It proved to be quite a challenge for us, and we explored numerous options along the way. At first, our reliance on advertising revenue from platforms similar to Google AdSense seemed promising. However, it quickly became

clear that this approach lacked the sustainability needed to support a robust team and facilitate growth. Today, we took a step forward by exploring various business models as we expanded our offerings.

Today, I reflected on our premium model. It involves charging a monthly subscription for the exclusive features we offer. It's an interesting approach to enhance user experience. That approach was effective to a degree, but it seems to have reached a saturation point, making it quite challenging to generate revenue from it. Today, we explored a few different business models too.

It seems that the revenue we generate, such as commissions, comes not from the user directly but rather from another mechanism. Our role involves facilitating payment services and similar activities. Today, I find myself reflecting on the financial challenge that looms over our journey. It seems to be the most significant hurdle we face. The economic conditions of the past couple of years have made things even more difficult. People's affordability has decreased, leading them to trim their additional expenses as much as they can. It's a tough reality to navigate. Another kind of challenge I've encountered is the competitor challenge.

Today, I reflected on the journey of introducing a new product to the market. At first, it feels like sailing in a blue ocean, where competition is minimal and opportunities abound. However, as time passes, the landscape shifts, and competitors begin to emerge, entering the same space and challenging the initial tranquillity. It seems that facing the competition is inevitable. Today, I reflected on the Helakuru Keyboard app and the competition it faces. It's interesting to note that we are up against global players such as Gboard,



Samsung Keyboard, and SwiftKey. The landscape is quite competitive.

Today, I reflected on our payment services and realised that we face competition from local players, including various payment wallets and similar options. Today, I reflected on the challenge of standing out among our competitors in the ongoing competition. It's something we face in our daily business activities. Reflecting on the journey, I realise that there have been numerous challenges we've encountered in the past, and many of them continue to persist.

In today's world, the vulnerability of people's data is increasingly apparent. Today, I found myself pondering the pressing issues surrounding cybersecurity and data privacy. How one might effectively tackle these challenges.

At first, we stumbled in our approach to tackling user privacy and cybersecurity concerns.

Our primary aim was to provide a more user-friendly service for our users, which meant that we didn't concentrate as much on cybersecurity. Additionally, we found ourselves

confronting a significant cybersecurity attack as a result. Today, there was an incident that resulted in a data breach and everything that comes with it.

Today, I reflected on the incident and realised that it taught us a valuable lesson. That incident truly served as a pivotal moment for us, illuminating the need to prioritise cybersecurity with the same intensity we dedicate to enhancing user experience. From that moment on, we began to address our missteps and acknowledge where we had gone astray.

We began the process of correction, taking it one step at a time. In this journey, we began by prioritising the security of all our existing products. We conducted external vulnerability tests and collaborated with various security agencies to enhance their protection. We focused on securing our organisation.

After dedicating about one and a half years to our efforts, we finally achieved ISO 27001 certification for our company. This certification, provided by the ISO International Standard Organisation, signifies our commitment to data security management. Today, I reflect on our ultimate achievement: attaining ISO 27001 standardisation for our organisation. This milestone ensures the security of our data privacy, as well as the integrity of all our products, management processes, and development processes. It feels like a significant step forward in safeguarding everything we hold important. As I reflect on the future, it's clear that we must comply with the Data Protection Act, which has come into effect this year in Sri Lanka.

At this moment, we find ourselves collaborating with a security agency. Today, I reflected on the steps we need to take to comply with the Data Protection Act. It's clear that we must

adjust our processes and systems to align with these requirements. Today, I reflected on the importance of security standards in our payment services. It's interesting to note that these standards are regulated by the Central Bank of Sri Lanka, the authority overseeing all payment services in the country. This adds a layer of trust and reliability to our operations.

Today, I reflected on the necessity of conducting our annual security audits for the payment services. It's essential to provide independent security auditor reports, as the central bank reviews all of our data security measures. It feels like a crucial part of our responsibility. If we don't take action, we risk not receiving the approval from the central bank to keep our payment services running. Despite the challenges, we conduct annual audits to safeguard the security and data privacy of our users while also complying with central bank regulations.

It has become clear to us that Helakuru and its associated platforms consistently stay in tune with the latest trends. A question directed at Mr Dhanika: How does he manage that? I wonder if there is any protocol or procedure in place to analyse it.

I find myself in a role where I constantly engage with others, surrounded by people throughout my day.

My leadership style leans towards being participative. I engage with my team, not as a ruler, but as a collaborator, guiding them while being actively involved.

Today, I found myself reflecting on how I utilise all of our production services. Today, I found myself typing in Sinhala, utilising the available

facilities to meet my needs. I made a reload, processed a bill payment, and handled some fund transfers, among other tasks. I found myself reading the news through Esana today, keeping myself updated on the current circumstances.

I use PayHere to accept payments for my businesses and everything related to that. As I reflect on my role as the founder and a user of my own products, I truly grasp the essence of our users' experiences. Indeed.

I can understand the feelings my user might experience when I engage with them. I find myself feeling the same way.

I've come to realise that empathy stands out as the most significant strategy I employ in this context, above all else. Today, I reflected on the importance of empathy in understanding my users. By connecting with their feelings, I can gain valuable insights into their future needs.

Today, I reflected on the ways I evolved our production services. I also receive feedback from our management team, who collaborate with their teams and provide me with insights. We receive user feedback and customer insights through our customer service interactions.

Currently, we provide customer service around the clock through a hotline, live chat, and various other channels. Today, I reflected on the feedback we've received from our actual users and customers. I find that to be a valuable data source for guiding our next steps.

It seems you were also an undergraduate at a state-sector university, just like us. What perspectives and ideas can be shared to enhance the digital literacy of undergraduates in government sector universities?

Today, I found myself reflecting on the role of universities in shaping educational experiences. It seems essential for these institutions to empower students to embrace technology in both their studies and professional endeavours. I can't help but think about how beneficial it is to have access to the internet, allowing us to explore and utilise a wealth of information for our academic pursuits. It feels counterproductive to discourage such resources when they can enhance our learning journey.

Even that was not encouraged by universities; however, it truly should be encouraged. It's interesting to reflect on how things have changed over the years. There was a time when universities didn't permit calculators in exams at all. Now, it seems they've embraced them as a standard tool. How times have evolved! It's interesting to reflect on how technology changes our approach. With it, we can move away from manual tasks and focus on maximising its potential. This shift allows us to better assess our performance and make necessary adjustments.

Reflecting on the past, it's interesting to remember how we relied solely on Google to gather information for our assignments. It's interesting to think about how, at this moment, there are tools like ChatGPT and Gemini available to assist with coursework and everything else.

Today, I find myself reflecting on the

education system and its need for updates. It seems essential to me that we should not discourage students but rather create a way to measure their performance effectively. Perhaps we could even consider allowing them to utilise these tools as part of their learning journey. Today, I find myself reflecting on the challenges ahead. It seems that the university staff will face a daunting task when it comes to evaluating students, especially if they grant access to all these tools. The complexity of the situation weighs heavily on my mind.

But I believe it ought to be the future, don't you think? It's interesting to think about the current university students. As they prepare to graduate, I can't help but wonder how much AI technologies will have advanced by then. It seems likely that many tasks

we do manually today will no longer require human effort. It's a fascinating shift on the horizon. Reflecting on my university days, I realise that I wasn't immersed in an era dominated by AI. At this moment, as I keep pace with the latest technology, I find myself never writing a letter or a project proposal by hand. I've been thinking about how I need to hone my prompting skills. It's all about crafting the right prompt to elicit the best output from AI assistants. It seems that evolution is necessary, and the university systems, along with the educational framework, ought to adapt to these changes instead of pushing them away. I believe that's my own perspective. It's clear that the challenges ahead are significant, yet I believe they are simply part of what is to come.



Interviewed By:
Shenal Fernando



Designed By:
Hasini Senara



Sanmo



*TSR Factory
(Pvt) Ltd.*





IFS
is a global leader in
providing enterprise
software solutions,
including Enterprise
Resource Planning,
Enterprise Asset
Management, and
Field Service
Management, with a
strong focus on
industrial AI. Serve
diverse industries,
helping businesses
optimize their
operations and deliver
exceptional Moments
of Service.

PIONEERING ETHICAL AI AND DIGITAL INNOVATION FOR SRI LANKA'S BUSINESS LANDSCAPE

MS. Irani Srikantha

Director of Software Engineering

In an era where digital transformation shapes competitive advantage, IFS has become a prominent player in the enterprise software sector by effectively blending innovation with sustainability. At the core of this transformation is Ms Irani Srikantha, holding the position of Director of Software Engineering at IFS R&D International Pvt Ltd. Ms. Srikantha, an experienced software developer in complex enterprise sectors, leads the AI engineering teams driving IFS's digital innovation strategy with projects like predictive analytics tools and AI-driven customer service solutions.

She began her career at IFS in the ERP Applications division, playing a key role in developing enterprise solutions for sectors like manufacturing, supply chain, finance, and human capital management. As time progressed, her knowledge and leadership in AI established her as a crucial influence in determining the company's trajectory.



"The true power of digital transformation lies not merely in the adoption of advanced technologies, but in the profound way it reshapes how organizations think, operate, and evolve. It fosters a culture of continuous learning, encourages responsible innovation, and enables sustainable growth in an era where intelligent systems and ethical practices must go hand in hand to drive meaningful progress."

Innovative Engineering Solutions for Businesses

Under the leadership of Ms Srikantha, IFS has embraced a progressive strategy in software development, emphasising a digital-first mindset and the smooth incorporation of artificial intelligence.

IFS focused on integrating AI into products like AI-powered chatbots for customer support and engineering processes through AI algorithms for predictive maintenance. By adopting a dual-focus strategy, IFS successfully developed highly automated and intelligent software systems, significantly improving customer productivity and decision-making capabilities.

Addressing the Hurdles of Transformation

Digital transformation proved to be crucial, yet it also presented significant challenges. Ms Srikantha highlighted that the most enduring challenges were often rooted in organisational rather than technical factors.

"Identifying the right technology platforms and partners was crucial," she noted, "but the true challenge lay in fostering a culture that welcomed change, which was addressed through initiatives like cross-departmental collaboration workshops and leadership training on change management."

In IFS's transformation journey, strategic planning, employee upskilling, and organisational alignment emerged as crucial pillars.

Creating a Significant Influence with Smart Solutions

IFS provides a comprehensive range of digital transformation services, encompassing Enterprise Resource

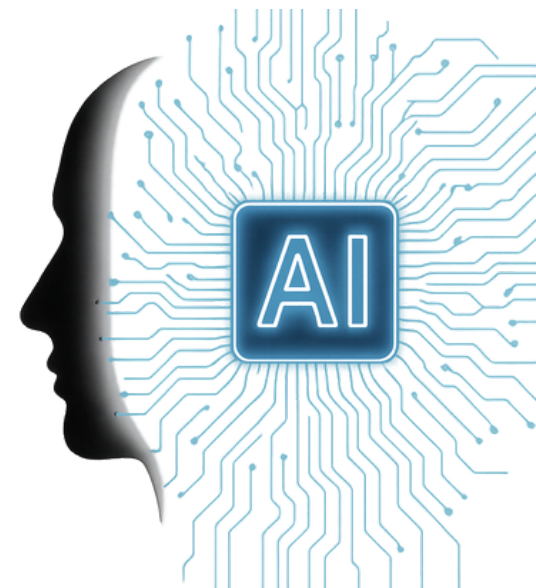
Planning (ERP), Enterprise Asset Management (EAM), and Field Service Management (FSM). The services aim to automate inventory management, streamline workflows with real-time collaboration tools, and enhance customer experiences through personalised service portals.

IFS's digital services have enabled clients to modernise their systems by prioritising efficiency, reducing costs, and enhancing operational agility, thereby keeping them ahead of evolving industry demands.

Artificial Intelligence Takes Centre Stage in IFS's Platform

IFS's innovation strategy prominently featured IFS.ai, the company's industrial AI platform. The platform provides intelligent features like content generation for marketing, contextual recommendations, demand forecasting, production schedule optimisation, and anomaly detection for system failure prevention.

Ms Srikantha elaborated that "IFS.ai was designed to enhance productivity and operational intelligence across all our software offerings." "The innovation animated data, covering it



into practical insights that empower businesses to take proactive measures."

An adaptable and expandable framework for artificial intelligence

IFS.ai's architecture is designed to prioritise both flexibility and scalability. The platform used machine learning, IoT, and advanced analytics to enable real-time data processing and continuous optimisation.

This approach allowed clients to extract sustained value from their data, respond to changing market dynamics, and expand their AI capabilities in line with their business requirements.

Data governance stands out as a fundamental principle.

IFS has acknowledged that innovation should go hand in hand with a sense of responsibility. The company has implemented a comprehensive AI Product Governance Framework aimed

at ensuring that its solutions maintain ethical standards, security, and transparency across the entire product lifecycle.

"Data security, legal compliance, and ethical AI development were non-negotiables," stated Ms Srikantha. "The framework established definitive policies regarding data usage, governance, and transparency, fostering trust and accountability in all aspects of our development."

Transforming ERP and Asset Management

The integration of AI has significantly transformed IFS's approach to ERP and asset management. The platforms saw a seamless integration of predictive analytics, automated maintenance scheduling, and real-time performance monitoring.

These advanced capabilities enabled companies to reduce downtime, enhance resource allocation, and address operational challenges with greater efficiency. AI-driven insights have empowered supply chain teams

to foresee disruptions, allowing them to make quicker and more informed decisions.

Innovative Approaches to Sustainable Practices

IFS has broadened its focus on digital innovation to include sustainability initiatives. The software solutions provided by the company have enabled clients to significantly lower their environmental impact through enhanced resource utilisation and increased energy efficiency.

The IFS.ai Sustainability Management Module, developed in collaboration with PwC, was instrumental in this initiative. This tool allows organisations to monitor key sustainability metrics like carbon footprint, water usage, and waste generation; report on their environmental impact to stakeholders; and enhance sustainability practices in alignment with international environmental standards.

Ms Srikantha emphasised, "Our goal was to support not just digital transformation but responsible growth."



"Artificial Intelligence is not here to replace human minds, but to reveal what more they can become when freed from the weight of repetition."

Anticipating the Future: The Role of AI as a Driving Force

As we gaze into the future, IFS has articulated a vision of AI as a transformative force poised to redefine entire industries. The company has made substantial investments in AI research and development, focusing on projects such as natural language processing for customer service automation and machine learning algorithms for predictive maintenance, strategically positioning itself to lead the upcoming wave of innovation in the enterprise sector.

"AI is not merely a passing trend; it represents a fundamental transformation," Ms Srikantha stated. "Our efforts were directed towards developing industrial AI that is not only powerful and scalable but also accessible to a wider audience."

Equally significant, we dedicated resources to our workforce—constantly enhancing the skills of our teams to prepare them for future challenges.

Under the leadership of pioneers such as Ms Irani Srikantha, IFS has showcased a remarkable journey, illustrating how strategic digital innovation, supported by ethical AI and sustainable practices, can create significant and enduring change. Through a commitment to change, strategic investments in intelligence, and a strong emphasis on value creation, IFS has transformed the landscape of enterprise software delivery in the era of artificial intelligence.



Assisted By:
Asendra Weerakoon



Assisted By:
Shehani Rathnayake



Assisted By:
Kasuni Mihirangi



Assisted By:
Chamalka Pathirana



Designed By:
Hasini Senara

hSenid Business Solutions is a software development company specializing in Total Human Resource & Payroll Management Solutions, Time & Attendance Solutions, Trading Solutions, SaaS HR Solutions and Customized Software Development and Resource Outsourcing. Established in 1997, hSenid Business Solutions today operates from United States, Singapore, Australia, India and Sri Lanka, and services more than 650 companies with over 300,000 users worldwide. They aim to make life easy by using ICT and strive to achieve vision by being dynamic and benchmarking themselves against the best in the world. Continuous improvement through creativity and innovation is a way of life at hSenid. Their approach is to nurture and guide our employees to embrace this culture.

Storming into the Digital Age

hSenid Business Solutions Leads HR Innovation



Mr. Sampath Jayasundara

CEO of hSenid Business Solutions



Advancements in technology, increased connectivity, and the proliferation of data are driving a notable transformation in human resource management (HRM). Leading the charge in this transformation is Mr Sampath Jayasundara, the Chief Executive Officer of Hsenid Business Solutions. His company, recognized as a trailblazer in HR technology solutions, was the first IT firm to be listed on the Colombo Stock Exchange in 2021, as regulated by the Securities and Exchange Commission of Sri Lanka.

Mr Jayasundara, who has accumulated more than 25 years of experience in the ICT industry, joined Hsenid in 2000 as a project lead, leveraging a rich background that spans both academic and operational domains. He served as a lecturer at various esteemed institutions and co-founded the Pioneer Institute of Business and Technology. His leadership has been instrumental in guiding Hsenid to establish itself as a regional frontrunner in digital HR solutions. Additionally, he has made substantial contributions to Sri Lanka's wider IT ecosystem through his position as a director at SLASSCOM, the national IT/BPM chamber.

The Digital Transformation of Human Resources

Mr Jayasundara described digital business management as a method of linking both internal and external business operations through the use of enterprise resource planning systems. Modern organisations are increasingly adopting a “connected enterprise” model, where digitised workflows transcend departmental boundaries and foster relationships with customers, suppliers, and third-party entities, including banks and government agencies.

He asserted that HR plays a vital role in this transformation, with every function within human resources holding the potential for digitization. Every function within human resources, ranging from recruitment and performance appraisal to payroll processing and claims management, holds the potential for digitisation. He emphasised the importance of evaluating whether digital investment is warranted for each process, noting that the value and usage must justify such implementation.

Mr Jayasundara emphasised the necessity for organisations to assess which aspects of HR yielded the greatest impact and to align their digitisation efforts accordingly. “A recruitment management system could be deemed superfluous in cases

where hiring occurs infrequently.” Organizations should ensure that digital tools are aligned with their specific needs and requirements through assessments.

The obstacles faced in the realm of HR digital transformation

According to Mr Jayasundara, a major obstacle to progress lies in the insufficient time and commitment, particularly from leadership and users. “He explained that HR departments frequently faced challenges of being understaffed and overburdened.” Digital initiatives face the threat of failure without the allocation of dedicated time and attention. The transformations required extensive engagement to overhaul processes that had potentially been established for more than ten years. He underscored the importance of conducting thorough needs assessments prior to implementation. Frequent misalignment of expectations, a lack of thorough internal process analysis, and inappropriate product selection have consistently resulted in disappointing outcomes. “Digital transformation involves a fundamental shift in organizational processes, culture, and mindset, going beyond the mere installation of systems.” “It necessitates a reevaluation of the core objectives of every HR process and ensuring they are in sync with future aspirations,” he stated.

Hsenid's achievements can be attributed to its proactive strategy focused on continuous improvement. The company utilised three essential strategies to maintain its competitive edge:

- **Regular sessions and discussions provide a platform for gathering user feedback.**
- **In-depth investigation into the latest global trends, focussing on artificial intelligence and generative technologies.**
- **Conducting benchmarking and product comparisons with international leaders to pinpoint**

capability gaps and areas for enhancement.

Mr Jayasundara emphasised the importance of both customer and partner feedback, alongside research and global product benchmarking, in shaping their approach. “We consistently enquired, What comes next, and how can we get ready?”

Assessing Effectiveness in Digital Human Resources

In evaluating the impact of digital initiatives within human resources, Mr Jayasundara emphasised the importance of enhancing efficiency, effectiveness, and the delivery of value. He emphasised critical performance metrics, including “time to fill a position”, as essential benchmarks for evaluating the success of automation efforts.

“For example, if the traditional hiring process took 80 days, the aim of digitization should be to reduce that time to 45 days.” he stated. “Human resources must be equipped to provide insights—not merely data.” Identifying employees who may be at risk of leaving can have a profound impact on strategic decision-making.

Data analytics plays a pivotal role in identifying trends, predicting employee turnover, and providing actionable insights for strategic decision-making in human resources management.

He emphasized that data analytics plays a pivotal role in contemporary human resources by identifying trends, predicting employee turnover, and providing actionable insights for strategic decision-making.

Organisations are increasingly seeking to derive actionable insights from extensive historical HR data accumulated over the years. Mr Jayasundara presented a detailed overview of four distinct levels of analytics.



- **Descriptive analytics plays a crucial role in interpreting trends derived from historical HR data.**
- **Diagnostic analytics focuses on identifying the underlying factors contributing to challenges such as elevated employee turnover rates.**
- **Predictive analytics plays a crucial role in forecasting future scenarios, including patterns of absenteeism.**
- **Prescriptive analytics provides actionable solutions and recommendations derived from predictive outcomes.**

HR systems needed to evolve past merely documenting events. They were tasked with elucidating the issues, forecasting potential outcomes, and suggesting appropriate measures. "Clean and reliable data is essential for ensuring accurate analysis, effective decision-making, and successful outcomes in digital initiatives," he stated.

The Role of Artificial Intelligence in Human Resources Operations

According to Mr Jayasundara, AI is already reshaping fundamental HR functions. Recruitment tools have the capability to extract data from thousands of CVs and leverage artificial intelligence to identify potential candidates for shortlisting. Advanced applications currently under exploration include sentiment analysis during virtual interviews, anomaly detection in payroll systems, and intelligent rostering within factory environments.

"In addition to chatbots, AI-driven HR assistants are capable of managing employee enquiries effortlessly," he stated. Recent advancements in technology have led to the development of systems capable of identifying inconsistencies during interviews not only by analyzing facial expressions and verbal cues but also by assessing other non-verbal cues and communication patterns.

The Evolution of Human Resources in the Era of Artificial Intelligence

Mr Jayasundara foresees a future where automation and artificial intelligence will reshape the landscape of human resources, altering roles and responsibilities. With machines handling routine tasks more often, professionals are urged to enhance their roles by concentrating on creativity, strategy, and specialization. "The era of generalists is drawing to a close," he declared. Just as automation revolutionizes the culinary world, empowering chefs to focus on creativity, the field of human resources significance in areas requiring design, counselling, and personnel development. However, tasks that are standard and repetitive? Those matters

will be addressed by systems. strategic thinking, and continuous learning to remain relevant in the evolving landscape influenced by AI and IoT. In the digital future, career longevity will depend on individuals' abilities to think critically, innovate, and demonstrate creativity, as these skills will be crucial for navigating the changing landscape of work.

Under the guidance of Mr Sampath Jayasundara, Hsenid Business Solutions exemplifies how strategic thinking, technological innovation, and profound industry knowledge, under his leadership, have revolutionized human resources to meet contemporary demands. Amidst global challenges from the digital revolution, it became clear that the future of human resources entails mastering the complexities of technology, not just adopting it.



Interviewed By:
Mahendran Pavithran



Interviewed By:
Geethma Gunasekara



Designed By:
Hasini Senara



TRANSFORMING THE DIGITAL LANDSCAPE

Epic Lanka is a wholly Sri Lankan-owned fintech and digital transformation solutions provider with 27 years of experience in the IT industry. Founded as an IT startup in 1998, EPIC has expanded globally with offices in Malaysia and Singapore, growing its workforce to over 300 employees. Over the years, EPIC has successfully integrated modern technology into the financial services industry, establishing itself as a leader in digital transformation, e-government solutions, workflow management, secure electronic payment automation, information systems security, and mobile enterprise automation solutions in Sri Lanka.

Epic Lanka's Journey on fintech Innovation and state Enterprise Revolution

We are also very proud to highlight that in 2024, EPIC won the National Overall Gold Award at the 26th National ICT Awards (NBQSA). This marks the fifth time EPIC has achieved this prestigious accolade, further solidifying its status as an industry leader. The company garnered a total of 15 awards, including AI Technology Solution of the Year. APICTA (Asia Pacific ICT Alliance) Awards, is the premiere regional ICT competition, widely recognized as the Oscars of the ICT industry in Asia.



PreveNET – Epic's NAC and TLE solution – won the Gold award and was adjudged the best banking and financial product in Asia Pacific. Epic's Card Issuance and Merchant Acquisition Platform solution won the Silver APICTA awards.



Mr. Amila Perera

Chief Information Officer

In a swiftly changing digital landscape, Epic Lanka Pvt Ltd has established itself as a frontrunner in fintech innovation and digital transformation.

The company is making significant strides in transforming Sri Lanka's technological landscape, demonstrating a deep-rooted dedication to delivering innovative and secure solutions that benefit both the private and public sectors.

In an exclusive interview, Mr Amila Perera, Chief Information Officer at Epic Lanka, shared insights into the company's journey, the challenges it has faced, and its vision for the future.

He considered as back bone of Epic Lanka Pvt Ltd who has a master's degree in IT from the University of Colombo School of Computing (UCSC). He is dedicated to harnessing technology to foster innovation and deliver sustainable value for clients.



Over the course of 27 years, Epic Lanka has evolved from a small IT startup into a globally recognised leader in fintech and digital transformation. The company, based in Sri Lanka and with additional offices in Malaysia and Singapore, employs more than 300 individuals.

Epic has emerged as a leader in the integration of modern technology within the financial services sector, government agencies, and enterprise solutions. Recently, the company received national acclaim for its innovative contributions, highlighted by its achievement of the esteemed National Overall Gold Award at the 26th National ICT Awards (NBQSA) in 2024. Epic Lanka's product portfolio showcases its prominent role in

spearheading digital transformation across various industries. Epic has made significant strides in the tech industry, highlighted by its award-winning PreveNET Terminal Security Amplifier, which secured an Overall Gold Award. Additionally, the company showcases its innovative spirit with the Epic Digiface, a state-of-the-art solution designed for digital customer onboarding, incorporating advanced vKYC and eKYC features. These products underscore Epic's dedication to both innovation and security in the evolving digital landscape.



Among the other noteworthy offerings are:

- Epic has introduced the PreveNET Terminal Security Amplifier, a cutting-edge solution aimed at improving the security of card payments and safeguarding sensitive information.
- Epic PayTech emerges as a robust solution for both card issuing and merchant acquiring.
- Epic Digiwise emerges as a multifaceted digital banking platform.
- EPIC Digiface offers eKYC and vKYC solutions to streamline the digital onboarding journey across various banking products
- EPIC e-connector - The most comprehensive platform for banks and financial institutes to perform activities in an efficient manner through integration with national EFT switches
- EPIC Bank2U is a convenient and holistic Agency banking platform. It empowers banks to reach rural customers while reducing the need for physical branches, bringing banking to new segments.
- EPIC N-Gage is an omnichannel communication hub. It allows engagement with a mass audience across multiple platforms, ensuring your message reaches its target and engages with subscribers.
- Epic DOXMATE emerges as a pivotal workflow management system tailored for state enterprises.
- Epic Affiniti CRM stands out as an innovative customer relationship management solution.
- Epic CollectMate is an innovative tool designed for automated collections and recoveries.

Epic Lanka has established itself as a pivotal player in Sri Lanka's digital landscape by implementing solutions

Epic Lanka is leading the charge in revolutionising the relationship between financial institutions and their customers in the banking sector. The company has modernised banking services by implementing digital solutions, including mobile banking, secure online payments, and AI-powered CRM systems. These advancements provide customers with enhanced accessibility, convenience, and security.

Nonetheless, these changes have faced their share of obstacles. Legacy banking systems, coupled with outdated infrastructure and stringent security regulations, have created significant challenges.

Banks frequently operated with outdated systems that were not built to accommodate contemporary digital interactions. The integration of new technologies with these systems required meticulous planning and testing. The challenge of balancing robust security features with a seamless user experience has emerged as a significant concern.

across various sectors, including finance and government.

"Mr Perera emphasises the challenge of balancing compliance with international standards and protecting against cyber threats, all while enhancing user experience."

Epic Lanka's digital tools and solutions are fundamentally connected to its overarching strategy aimed at fostering growth, innovation, and security. Epic's integration of AI, machine learning, and real-time analytics into its products positions the company to meet current demands while also preparing for future challenges.

Digital transformation goes beyond technology; it represents a fundamental shift in how we meet customer needs. Digital tools are increasingly becoming essential for businesses aiming to enhance operational efficiency, bolster security measures, and provide more user-friendly customer experiences. All of our actions are in harmony with our overarching goal of fostering sustainable and inclusive growth.



At Epic Lanka, digital transformation stands as a cornerstone of the company's strategic initiatives, transcending mere aspiration.

Digital transformation is perceived as a crucial avenue for reaching our overarching goals. The integration of this approach permeates every facet of the business, influencing everything from product development to talent management.

The company's strategy focuses on three key pillars: innovation leadership, enhanced customer experiences, and operational efficiency. The principles in place guarantee that Epic not only addresses the shifting needs of its clients but also maintains flexibility in a rapidly evolving technological environment.



With the rise of online fraud, particularly in the banking and financial sectors, Epic Lanka is placing a high priority on enhancing the security of digital transactions. The company has made significant investments in the development of advanced security products, including the PreveNET Terminal Security Amplifier and CNP Shield, aimed at combating fraud and safeguarding sensitive information.

Mr Perera highlighted the importance of robust security protocols, stating, "We employ multi-layered security measures, including encryption, two-factor authentication, biometric verification, and real-time monitoring to secure transactions." The objective is to establish a secure digital landscape that cultivates trust between financial institutions and their clientele.

Epic Lanka has prioritised the digital transformation of state enterprises, emphasising the shift towards digitalised entities. The endeavour to modernise government institutions encounters various significant challenges, including resistance to change and regulatory hurdles.

Significant barriers have emerged in the form of resistance to change, outdated infrastructure, and regulatory hurdles. We have successfully navigated these challenges through collaboration with government agencies, implementing solutions that adhere to regulatory standards while enhancing efficiency.

Epic Lanka has transformed state services through digitisation, resulting in a more accessible, transparent, and efficient public service delivery system. Citizens are experiencing increased satisfaction, while state institutions are reaping the benefits of improved data security and operational efficiency.

With the ongoing evolution of AI technology, Epic Lanka is harnessing its capabilities to revolutionise customer relationship management. "Artificial intelligence is transforming the way companies engage with their clientele," Mr Perera asserts. "Businesses are increasingly leveraging AI-powered chatbots, virtual assistants, and predictive analytics to enhance customer service, providing a more personalised and proactive experience for their clients."

Epic's AI-driven CRM tools are designed to automate repetitive tasks, analyse customer behaviour, and empower businesses to provide timely and relevant interactions. The dual benefits of enhanced customer satisfaction and improved operational efficiency enable companies to redirect their efforts towards more strategic initiatives.

Epic Lanka leads innovation in the digital transformation field, showing unwavering dedication to helping clients navigate the complex digital terrain. By prioritising security, efficiency, and user-centred design, Epic is positioning itself as a key player in guiding both the private and public sectors towards the future of technology.

In summary, Epic Lanka's journey exemplifies the impact of digital transformation. The company is making significant strides in Sri Lanka's digital landscape, transforming banking experiences, overhauling state enterprises, and leading the way in AI-driven customer solutions. With ongoing innovation and expansion, it is clear that the future of technology in Sri Lanka will be digital, secure, and transformative.



Assisted By:
Chanuthi Thihansa



Assisted By:
Shenal Fernando



Designed By:
Chamudini Pavindya

IMASHA WEERASINGHE
BUSINESS DEVELOPMENT MANAGER
075 0419837

<https://www.facebook.com/share/1KD5tzCMFk>



Vanilla Cultivation

Our core business relies mainly on cultivating of Vanilla and exporting to international market. Natural Organic Vanilla is supplied at a limited level while synthetic Vanilla fills the vacuum.

Vanilla Cultivation

Investment	Maturity Period	Guaranteed Maturity	Illustrated Maturity
INVEST 540,000/- 10 Perch Land with 80 Vanilla Plants	5 Years	1,100,000	2,750,000
	6 Years	1,500,000	3,500,000
	7 Years	2,000,000	4,250,000
	8 Years	2,500,000	5,000,000



Minor Crop Cultivation

To diversify our focus in cultivation, We intend to expand our product portfolio by aiming at crop diversification by adding variety of crops by changing the cropping system currently in use, hence it means adding minor crops into the existing rotation.

Minor Crop Cultivation (Privilege Plan)

Investment	12 months		24 months	
	Monthly	At Maturity	Monthly	At Maturity
100,000	2,000	26,000	2,167	56,000
200,000	4,000	52,000	4,333	122,000
300,000	6,000	78,000	6,500	168,000
400,000	8,000	104,000	8,667	224,000
500,000	10,000	130,000	10,833	280,000
1,000,000	20,000	260,000	21,667	560,000
2,000,000	40,000	520,000	43,333	1,120,000
3,000,000	60,000	780,000	65,000	1,680,000
4,000,000	80,000	1,040,000	86,667	2,240,000
5,000,000	100,000	1,300,000	108,333	2,800,000



www.powerhandsplantation.com

NicePick Holdings Empowering Sri Lankan Brands Through Cutting-Edge Digital Strategies



Mr. Chavindra Jayashantha

CEO/Founder of
Nicepick Holdings Pvt Ltd

Mr. Chavindra, began his career in 2004 as a Scheduling Executive at EAP Media Networks, where he collaborated with various teams to plan and schedule broadcasts, manage broadcast time, and deliver broadcast schedules on time. In 2008, I became a Senior Manager of Scheduling and Monitoring at Derana Media, managing all scheduling structures for the 2011 ICC World Cup project.

He is known for his innovative business strategies, expanding the market in FM Derana, and played a key role in implementing the Ada Derana 24-7 scheduling structure, FM Derana rate card structure, and airtime analysis.



Ms. Nidu Garusinghe

Founder /Managing Director of
Nicepick Holdings Pvt Ltd

Ms. Nidu Garusinghe is a Digital Marketing specialist with more than 18 years of experience in the field. Prior to co-founding Nice Pick Digital, She held the position of Head of the Digital Marketing Department at Swarnavahini, one of the leading media stations in Sri Lanka. She also served as the Head of Creative and Digital Media at EBC Broadcasting Company Pvt Ltd from 2010 to 2019.

Her extensive experience includes well-known brands such as Nature's Secrets, Panda Baby, Facia, Off Marks, Liya, and Rasoda Dairies, providing expert guidance to small and medium-sized enterprises.

"NicePick Holdings is more than just a digital marketing agency; it's a creative powerhouse."

In an era, where the digital transformation is at the forefront of business strategy, companies that master the evolving digital landscape are the ones that thrive. NicePick Holdings, a dynamic digital marketing agency, has carved out its niche as a leader in this space since it was founded in 2017. With offices in Sri Lanka, Botswana, and the UAE, the agency blends creativity with performance-based strategies, helping brands achieve measurable results in an ever-changing digital world.

They offer a wide range of services, including content marketing, digital strategy, website design, and creative design. The agency's mission is clear: to provide cutting-edge solutions that help businesses unleash their full potential and achieve new heights.

In a world where technology continues to advance at breakneck speeds, digital marketing strategies have had to evolve to keep pace. NicePick Holdings states that by combining technology, data, and innovative tools, businesses can now reach customers more effectively than ever before. The biggest shift in recent years has been the ability to craft highly personalised marketing campaigns. Instead of relying on generic ads, brands can now deliver tailored messages that resonate deeply with specific audiences.

With the evolution of the digital marketing industry, several trends, such as personalised marketing, short-form video content, and the role of AI, are reshaping how brands engage with their audience. Personalised marketing, driven by data, has become essential, allowing companies to create unique experiences that speak directly to customers' needs. The popularity of short-form video content, especially on platforms like TikTok and Instagram Reels, has skyrocketed, with businesses leveraging these tools for greater engagement.

Another trend is the increasing role of artificial intelligence (AI) and automation in streamlining operations. AI-powered chatbots, predictive analytics, and automated advertising are now part of every marketer's toolbox. As voice assistants like Alexa and Siri continue to rise in popularity, optimising for voice search has also become crucial. On top of this, consumers are gravitating toward brands that align with their values, including sustainability and purpose-driven initiatives.

At the heart of NicePick Holdings' digital success is its ability to harness emerging technologies. AI plays a transformative role for the agency by analysing data, predicting trends, and creating personalised marketing experiences. The rise of automation has also allowed NicePick to streamline tasks like email marketing and ad placement, boosting efficiency while saving time.

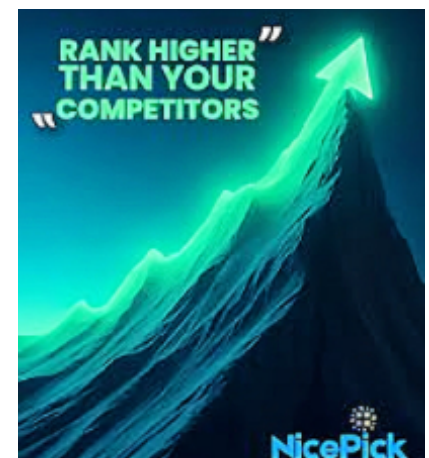
"Data analytics plays a critical role in understanding customer behaviour. This enables us to design strategies that not only engage customers but also drive results."

Augmented reality (AR) is another tool on the horizon, creating interactive and immersive experiences for users. Whether it's virtual try-ons or engaging digital ads, AR is becoming an integral part of marketing campaigns.

While achieving success, NicePick Holdings encounters significant challenges in managing digital marketing services. The fast pace of technological advancement and ever-changing consumer behaviour mean the agency must constantly adapt. To tackle these challenges, the team prioritises continuous learning, stays on top of industry trends, and invests heavily in creative content strategy.

"Managing client expectations is also crucial. Clear communication and setting realistic goals ensure we're all on the same page and can deliver the results clients are looking for."

With digital trends shifting constantly, staying ahead is vital. At NicePick, this means a commitment to ongoing education. The team attends industry conferences, participates in webinars, and embraces emerging technologies to maintain a competitive edge. Data analytics, in particular, plays a central role in tracking shifts in consumer behaviour and quickly adapting to new trends.





Understanding consumer behaviour through data helps deliver more relevant and effective marketing strategies. This proactive approach ensures that the agency stays ahead in the competitive digital marketing space.

While digital marketing is undeniably the future, integrating digital strategies with traditional business practices is a key factor in ensuring long-term success. NicePick believes that blending the efficiency of digital marketing with the relationship-building elements of traditional methods creates a more comprehensive marketing strategy.

By combining the best of both worlds, businesses can make data-driven decisions while also nurturing customer relationships. This hybrid approach ensures a broader reach and more effective engagement with a diverse audience.

Looking ahead, AI and machine learning will continue to play a pivotal role in digital marketing. These technologies allow marketers to analyse vast amounts of data in real-time, enabling them to deliver more targeted and personalised content. As AI evolves, it will make marketing even more efficient and customised, leading to better engagement, higher conversion rates, and smarter resource allocation.

"AI will help us predict customer preferences and behaviours. This allows for hyper-targeted campaigns that drive results while reducing waste."

In digital marketing, even the most successful businesses can make mistakes in their efforts. According to NicePick, some common missteps include failing to set clear goals, neglecting proper audience targeting, and not measuring results effectively. To avoid these pitfalls, the agency emphasizes setting specific objectives, using data for precise targeting, and continuously monitoring and adjusting strategies based on performance.

"We ensure our clients' messages resonate with their audience by creating engaging content and maintaining an ongoing feedback loop."

Building a strong digital presence is crucial for success, especially for budding entrepreneurs and small businesses.

NicePick advises focusing on a clear brand message, creating engaging content, and maintaining a user-friendly website. Knowing where your audience spends their time online, whether on social media, blogs, or search engines, is crucial for targeting effectively. Consistency in posting and engaging with your audience helps build trust and credibility.

"Track your performance using analytics and refine your strategy over time. This will help you grow your presence and reach more customers."

At the helm of NicePick Holdings is a leader who understands that strong leadership is essential for driving a successful digital business. Effective leadership in digital marketing involves setting a clear vision, embracing change, and empowering your team with the necessary tools and knowledge for success. Data-driven decision-making, fostering a culture of innovation, and encouraging continuous learning are all hallmarks of effective leadership in the digital marketing world.

In the dynamic digital marketing landscape, companies like NicePick Holdings demonstrate that success is not just possible but inevitable with a blend of creativity, technology, and leadership.



Assisted & Designed By:
Gayani Rajapakshe

NAVIGATING DIGITAL BUSINESS MANAGEMENT

● ERP

● ERP

● ERP

● ERP



ERP AS KEY DRIVER

KINGSLAKE ENGINEERING
SYSTEMS

In today's rapidly evolving business landscape, digital business management is not just a component of strategy but the foundation upon which modern enterprises build their competitive advantage. Digital transformation reshapes how companies manage resources, environmental sustainability, and stakeholder transparency. DBM encompasses the strategic use of technology to streamline operations, improve customer experience, and drive innovation.



This shift is marked by the integration of advanced digital tools and strategies, notably the adoption of Enterprise Resource Planning (ERP) systems. This element drive both operational efficiency and sustainability, making them pillars of modern business strategies.



KINGSLAKE

MS. VINITHA THADANI

**Vice President
Marketing – Kingslake Pvt Ltd**



MR. CHAMARA DISSANAYAKE



**Kingslake Pvt Ltd
Marketing Executive**



ERP

ERP

**THE UNSEEN FORCE
SHAPING
CONTEMPORARY
BUSINESS**

Revolutionizing Business Management in Sri Lanka with Advanced ERP

Envision a landscape in which enterprises function seamlessly, with each data point meticulously organised, transforming decision-making from a risky endeavour into a strategic, informed action. This is not a work of science fiction. The current state of the digital business landscape is undeniable. After grappling with cumbersome processes, companies are now embracing a future where digital business management (DBM) serves as the catalyst for streamlined operations, enhanced customer experiences, and transformative innovations.

Envision a landscape in which enterprises function seamlessly, with each data point meticulously organised, transforming decision-making from a risky endeavour into a strategic, informed action.

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For years, ERP systems have been enhancing financial operations, streamlining supply chains, and improving human resource management with a subtle yet significant impact. Today, these platforms have emerged as pivotal digital ecosystems that drive business agility. Incorporating AI, ML, and IoT has revolutionised ERP systems, expanding their capabilities beyond basic data handling. They analyse underlying trends, anticipate shifts, and develop strategies proactively, addressing challenges before they emerge.

The collaboration between AI and ERP has transformed business intelligence, streamlining repetitive tasks and revealing valuable insights from extensive data reservoirs. Embedded predictive analytics in ERP systems empower businesses to foresee customer needs, mitigate risks proactively, and make strategic decisions that maintain their competitive edge. The Internet of

Things (IoT) advances the connectivity of devices and sensors, enabling the tracking of inventory, monitoring of assets, and fostering a seamless flow of operational data. Once viewed merely as an administrative requirement, ERP has now emerged as a pivotal force driving business growth and fostering digital innovation.

Choosing the Right ERP System: Your Path to Success

Choosing an ERP system is a crucial decision for organisations, with the power to greatly impact their digital transformation success. The process starts with a thorough comprehension of business requirements, guaranteeing that the selected system is in harmony with overarching goals. A comprehensive and organised budget is essential, given that investments in ERP systems go beyond just the initial purchase of software. The package encompasses licensing, implementation, staff training, and continuous technical support.

In a landscape saturated with ERP solutions, businesses face the critical task of meticulously assessing their options, weighing features, scalability, and compatibility against their specific needs. An effective ERP system integrates smoothly with current Customer Relationship Management (CRM) and supply chain tools, facilitating a cohesive workflow. While functionality is important, the significance of usability cannot be overlooked. A complicated system that demands extensive training can hinder advancement, while an intuitive interface facilitates rapid adoption and enhances efficiency among teams.

Guidelines for Choosing the Optimal ERP System

- **Identifying business requirements is a crucial initial step in the process of selecting an ERP system.** It involves a thorough definition of the organisation's needs and objectives. Identifying the challenges and primary goals is essential for pinpointing the most effective solutions
- **Establishing a budget for ERP investment is essential.** This encompasses an evaluation of initial expenditures, such as software licensing and implementation, alongside recurring costs related to maintenance and support services.
- **Explore Different ERP Systems – Analysing features, pricing, and expert advice helps businesses evaluate ERP systems effectively.** Every system possesses distinct advantages, making it crucial to choose one that corresponds with the specific requirements of the company.
- **Choosing Software That Aligns with Business Requirements –** Selecting the appropriate ERP software involves more than merely considering its features. The focus lies in identifying a system that harmoniously aligns with business operations.
- **Identifying business requirements is a crucial initial step in the process of selecting an ERP system.** It involves a thorough definition of the organisation's needs and objectives. Identifying the challenges and primary goals is essential for pinpointing the most effective solutions.
- **The implementation of an ERP system is crucial for accommodating future growth and adapting to changing business needs, ultimately securing a long-term return on investment.**
- **Before reaching a final decision, businesses are encouraged to request a live demo or solution discovery session.** This step is crucial for gaining a clearer understanding of the system's capabilities and usability.
- **The success of ERP implementation heavily relies on the proficiency of the software team.** A skilled team ensures seamless deployment and effective troubleshooting.
- **The final stage encompasses comprehensive implementation strategies, training sessions, and ongoing customisation support, all aimed at ensuring the successful integration of ERP systems.**



Essential Aspects to Assess When Analysing ERP Systems

- **Scalability is a critical factor for businesses as they expand; their ERP systems must possess the flexibility to accommodate growing data volumes and the introduction of new functionalities.** An effective ERP system guarantees durability, minimising the need for regular updates and replacements.
- **Integration Capabilities:** An ERP system that effectively integrates with CRM, supply chain management, and various digital tools facilitates seamless workflows and enhances data analysis capabilities.
- **Complex systems can hinder productivity significantly. An intuitive ERP system reduces training expenses and empowers employees to boost efficiency.**
- **Cost efficiency is a key consideration, as ERP solutions are available with a range of pricing models.** It is essential for companies to evaluate both the initial and ongoing costs in order to secure a robust return on investment.

The Future of Enterprise Resource Planning: Enhanced Systems for Enhanced Business Performance

Welcome to the era of advanced enterprise resource planning systems. The emergence of a new frontier is underway, characterised by the convergence of automation, analytics, and intelligence, poised to transform the landscape of business as we understand it today. The latest ERP systems transcend traditional data storage capabilities, offering advanced interpretation, analysis, and refinement to generate actionable insights. Businesses are increasingly leveraging AI-powered capabilities to forecast market trends, pinpoint potential supply chain disruptions, enhance operational efficiency, and

minimise their carbon footprint, paving the way for a greener and more sustainable future.

In an age defined by digital supremacy, ERP has positioned itself as the essential strategic ally for businesses striving to maintain a competitive edge. Organisations that adopt intelligent ERP systems establish themselves as nimble, data-informed leaders, adept at manoeuvring through swift changes in the marketplace. Cloud-based ERP solutions have transformed accessibility, enabling businesses to function across various locations while providing real-time data access and improved cybersecurity measures. Cloud computing has transformed the landscape for businesses, eliminating the need for extensive IT infrastructure. This shift allows companies to reallocate resources, focusing instead on innovation and growth opportunities.



Concluding Remarks

Enterprise Resource Planning has evolved beyond being merely a software solution. The digital heartbeat of contemporary enterprises is undeniable. Implementing an effective system allows businesses to achieve unprecedented levels of agility, insight, and efficiency. Organisations that adopt ERP solutions position themselves for the future, strengthen customer relationships, and acquire the necessary flexibility to navigate an ever-changing business environment.

As we look ahead, it is clear that the ability to leverage ERP systems will define the landscape of business. Companies that embrace this technology are poised to become more intelligent, agile, and robust in an ever-evolving marketplace.

With the rapid pace of digital transformation, companies that boldly embrace ERP technology are poised to lead the way in innovation, reshaping the definition of success in today's business landscape.



Assisted By:
Hasini Senara



Designed By:
Chamudini Pavindya



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Transforming Business Horizons :

The Infonits Journey to Digital Excellence.

Mr. Selvachandran Chandramouleesan
Founder and CEO of Infonits.

Mr. Selvachandran Chandramouleesan, is the founder and CEO of Infonits. What started as a small graphic design firm called SS Creation Design in 2014 has now grown into a global IT solutions company. Over the years, they expanded their services to include web and software development, mobile app development, digital marketing, and even IoT solutions. They are headquartered in Sri Lanka and the UK, with a dedicated team that has successfully delivered over 500 projects worldwide. Thier focus has always been on innovation, scalability, and delivering solutions that truly make a difference



In the ever-evolving landscape of digital transformation, Infonits stands out due to its exceptional agility and innovative practices. Infonits has evolved from a small design company to a leading global provider of IT solutions, embodying a story defined by vision, resilience, and technological leadership.

At the heart of this narrative is Mr Selvachandran Chandramouleesan, the founder and CEO, whose strategic vision has played a crucial role in transforming Infonits into its current form.

"Infonits, originally known as SS Creation Design, was established in 2014 with a primary emphasis on graphic design," Mr Selvachandran noted. Throughout the years, the organisation has broadened its offerings to meet the changing digital demands of businesses. Currently, the company offers various IT solutions, including software development, mobile apps, digital marketing, web solutions, and IoT services, operating in Sri Lanka and the United Kingdom. The team has reached a significant milestone by successfully delivering over 500 projects worldwide.

Transforming the Landscape of Digital Business Management

Infonits views digital business management as not just a matter of technology integration but as a strategic overhaul of organizational operations in the contemporary digital landscape.

Mr Selvachandran emphasized the importance of utilizing digital tools to enhance efficiency, adaptability, and competitiveness. Companies that adopt digital business models can quickly respond to market changes, enhance customer connections, and explore new growth opportunities. Infonits positions itself as a driving force behind sustainable success.

Exploring the Intricacies of Change

The process of digital transformation presents a multifaceted challenge. Obstacles such as resistance to change, skill deficiencies, and the complexities of system integration frequently hinder advancement. Infonits tackles these challenges by employing a collaborative and tailored approach.

"We collaborate closely with our clients throughout the entire process, from strategy formulation to implementation," he stated. "The strategy encompasses customised digital roadmaps, comprehensive employee training programmes, and ongoing support, all aimed at guaranteeing that the transformation is both successful and sustainable."



Maintaining a Competitive Edge in a Fast-Changing Sector

Staying pertinent in the rapidly evolving technology sector demands unwavering attention. Infonits is making significant investments to remain at the forefront of emerging trends.

Mr Selvachandran highlighted the active involvement of their teams in global conferences, partnerships with top technology firms, and a commitment to ongoing skill enhancement. "This enables us to provide innovative and future-orientated solutions to our clients."

Developing solutions that prioritise scalability and user experience

Scalability and usability stand out as critical attributes of any digital solution, and Infonits ensures that both are integrated from the very beginning.

"We utilise a modular development approach that enables systems to adapt alongside business requirements," he states. User experience is equally important in the development of digital solutions. Involving end-users at the outset of the process is crucial. By gathering feedback and refining interfaces, we aim to guarantee a user-friendly experience.

User-Centric Design: Prioritising UX

At Infonits, User Experience (UX) stands as a core principle rather than a mere consideration.

"We start with user research to understand behaviour and expectations," Mr Selvachandran explained. "Through a rigorous process of wireframing and prototyping, our team consistently refines and evaluates designs to produce interfaces that prioritise intuitiveness, accessibility, and visual appeal."



Improving Online Visibility and Brand Recognition

Establishing a robust online presence has become a critical factor in today's digital economy. Infonits uses a comprehensive strategy to help clients stand out in the market.

"We enhance websites for search engines, create engaging content, and implement data-driven digital marketing strategies," he states. "To establish a strong brand identity, we prioritise consistency across all visual and messaging channels, thereby reinforcing the brand's voice and value in the marketplace."

1The Importance of SEO in Strategy

Search Engine Optimisation (SEO) is a crucial component of the company's digital marketing strategy.

"It serves as the foundation for visibility," stated Mr Selvachandran. "Our approach encompasses both technical and content-driven SEO, including keyword optimisation, backlink strategies, and performance tracking, all aimed at enhancing organic traffic and improving rankings."

The Intersection of Creativity and Functionality

Infonits emphasises that design should be both captivating and functional.

Mr Selvachandran underscored the importance of functionality in creativity, stating, "Creativity without functionality fails to deliver value." The initial step in our approach involves gaining a comprehensive understanding of the client's business objectives and the needs of their users. The team strategically integrates creative design with data and usability, aiming to provide solutions that are both visually appealing and function seamlessly.



Building Lasting Connections with Clients

Trust, transparency, and a commitment to long-term value creation are the cornerstones of successful client relationships.

"We have prioritised open communication and ensure that regular updates are provided from the very beginning," he stated. Support is available even after the project completion to assist clients. Clients have come to trust us not only for our technological solutions but also for the partnership we provide.

A Cautionary Note for Those Pursuing Digital Aspirations

Mr Selvachandran provides a thoughtful and nuanced viewpoint for businesses contemplating a digital transformation.

Start by defining a clear vision and understanding your audience thoroughly. It is essential to assess the appropriate technologies with diligence and to engage with partners who possess the necessary expertise to provide guidance. Prioritising the cultivation of a culture that embraces change is essential, as successful transformation hinges not only on the tools employed but also on the mindset adopted.

Infonits' journey exemplifies the impact of intentional innovation and a focus on customer needs in driving businesses towards enduring digital success. Under strong leadership, the company helps businesses worldwide embrace transformation and thrive in the digital age.



Assisted By:
Mahendran Pavithran



Designed By:
Gayani Rajapakshe

“Digital Marketing's Pivotal Role in LOLC Finance's Customer Connections”

Mr. Prasad Perera

Assistant General Manager - Marketing
Communication

LOLC Finance is not merely adapting to change; it is at the forefront of a meticulously planned digital transformation, effectively bridging global marketing trends with a nuanced comprehension of local markets, enabling it to engage with customers in a significant, sustainable, and efficient way in today's digital landscape. Mr. Prasad Perera, a veteran in marketing communications and a key player in LOLC's digital transformation, discusses the company's strategies in utilising digital marketing to redefine customer engagement and foster growth within the local market in a revealing conversation.

Mr Prasad , the Assistant General Manager – Marketing Communications at LOLC Finance PLC, shares insights into how digital marketing has become a cornerstone of their customer engagement strategy in the competitive Sri Lankan financial landscape. With over two decades of experience in marketing communication, Mr. Perera has been instrumental in LOLC Finance's digital transformation from a communications perspective.



Q & A



Q: How has LOLC Finance embraced digital marketing as a strategic tool in Sri Lanka's current banking and financial environment?

A: Few institutions in Sri Lanka have adopted digital marketing as strategically as LOLC Finance, which is recognized as Sri Lanka's largest non-banking financial institution. Digital marketing plays a pivotal role at LOLC Finance, serving as a key tool of the company's overarching business

Q: What are your primary responsibilities in managing LOLC Finance's digital communication efforts?

A: My responsibilities include managing the company's digital communication efforts as part of the overall communication strategy, ensuring that online platforms, tools, and services are in sync with LOLC Finance's overarching strategic objectives. My goal has consistently been to improve efficiency, elevate customer experience, and guarantee that our digital platforms are fine-tuned for growth.

Q: How does digital marketing contribute to LOLC Finance's growth strategy and customer experience?

A: Digital marketing plays a crucial role in our growth strategy, elevates customer experiences, and drives better financial outcomes through targeted, data-informed campaigns.

Q: Which digital platforms does LOLC Finance leverage to connect with customers and gather insights?

A: In an effort to strengthen its relationship with customers, LOLC Finance leverages digital platforms to foster engagement and collect valuable insights. Social media platforms such as Facebook and Instagram enable direct engagement, while various tools including email campaigns, chatbots, and webinars assist in gathering feedback and improving services. Website analytics serve a crucial function by pinpointing customer pain points and guiding strategic decision-making. These digital strategies enable the ongoing refinement of services and the cultivation of enduring relationships with customers.

Q: What specific digital marketing tools and technologies are particularly effective within the Sri Lankan market for LOLC Finance?

A: LOLC Finance's strategy in digital marketing focuses on utilizing tools and technologies that are particularly effective within the Sri Lankan market context. This includes social media platforms such as Facebook and Instagram for targeted content strategies and collaborations with influencers, localized content in Sinhala and Tamil to broaden impact, and WhatsApp for Business to improve direct customer engagement. Email and SMS campaigns are focused on delivering personalized offers and updates to consumers. Video marketing has become a powerful tool, particularly through platforms like YouTube, which serves as a vital resource for both educational and promotional content.

Q: Which digital platform yields the most effective outcomes for LOLC Finance, and why?

A: Facebook is identified as the leader, with TikTok as the fastest growing. Facebook's extensive demographic appeal, affordability, and capacity

accommodate local languages position it as a prime choice for LOLC Finance's marketing initiatives. Facebook Lead Ads have emerged as a powerful tool for generating qualified leads.

Q: What key performance indicators (KPIs) does LOLC Finance monitor to assess the effectiveness of its digital campaigns?

A: LOLC Finance monitors various key performance indicators to assess the effectiveness of its digital campaigns. These include the flow of visitors to a website, conversion rates, Return on Investment (ROI), Click-Through Rates (CTR), lead generation, and sales increases. These KPIs enable precise performance measurement and facilitate campaign adjustments to enhance overall impact.

Q: How does LOLC Finance enhance customer loyalty and retention through digital means?

A: In an effort to cultivate customer loyalty and retention, LOLC Finance has implemented a range of strategies, including personalized communication, loyalty programs, live chat support, and engagement through a mobile app. At the core of customer retention lies the experience provided to clients, and we prioritize regular engagement and strive to provide genuine value.

Q: What ongoing optimization efforts does LOLC Finance undertake to improve its digital outcomes?

A: LOLC Finance focuses on ongoing optimization efforts to improve its digital outcomes, which encompasses data analysis, audience segmentation, A/B testing, enhancements in content and SEO, as well as marketing automation through platforms such as

HubSpot and AI-driven chatbots. Optimization is not a one-time task –it's an ongoing cycle of learning and improving.

Q: How does LOLC Finance ensure consistency in brand messaging across various digital channels?

A: Maintaining consistency across various channels is crucial. LOLC Finance maintains a cohesive brand identity through the implementation of rigorous brand guidelines, comprehensive training for internal teams, the use of automation to ensure consistent messaging, and regular content audits. A unified voice strengthens our brand identity in the digital realm.

Q: What significant trends do you foresee influencing the future of digital marketing within Sri Lanka's financial sector?

A: Significant trends influencing the evolution of digital marketing within Sri Lanka's financial sector include the increasing utilization of artificial intelligence and automation to

enhance personalization and improve customer service experiences, data-driven strategies facilitating accurate targeting, and the undeniable importance of mobile-first experiences in a market increasingly dominated by smartphones. Ensuring adherence to local privacy frameworks is crucial for regulatory compliance. Video content plays a crucial role in enhancing financial literacy and fostering engagement among audiences, and social media and influencer marketing are particularly effective for engaging younger demographics. These trends indicate the future direction of the industry and emphasize the importance of proactively aligning strategies to maintain a competitive edge.

Q & A



Assisted By:
Mahendran Pavithran



Designed By:
Chanuthi Thihansa

Revolutionizing Hotel Management in Sri Lanka

The Boost Hotels Solution from Intahub Pvt Ltd



Ms. Dilini Perera

Sales and Marketing Manager
of the boost hotels software
solutions by intahub pvt ltd.

Mr. Pubudu Dassanayake

Director of the Boost
Hotels Software Solutions



The hospitality industry is undergoing a major shift due to rapid technological advancements and evolving guest preferences. In today's scenario, hotels and restaurants have progressed beyond basic comfort and service offerings. They are now required to provide seamless digital experiences, enhance operational efficiency, and maintain financial sustainability. Intahub Pvt Ltd is at the forefront of developing hotel software solutions. This all-in-one platform revolutionises daily operations management for hospitality businesses, with a focus on boosting revenue and enhancing guest satisfaction.

In the rapidly evolving landscape of hospitality, the importance of efficiency cannot be overstated. Intahub Pvt Ltd has emerged as a significant player in the hospitality technology sector, distinguishing itself as a disruptor with its cutting-edge Boost Hotels Software Solutions. This innovative platform is carefully crafted to remove operational bottlenecks, incorporate intelligent automation, and improve customer experience. Mr Pubudu Dassanayake, a seasoned group director, partner, and consultant, is at the forefront of innovation in the hospitality industry, collaborating with Ms Dilini Perera, the sales and marketing manager at Boost Hotels, to implement intelligent and scalable solutions that aim to reshape the sector.

A Comprehensive Look at the Benefits of an Integrated Property Management System

Envision operating a complete hotel through a streamlined, intuitive platform that oversees reservations, check-ins, billing, and reporting seamlessly. Boost Hotels' Property Management System (PMS) provides precisely that. The PMS addresses inefficiencies through the centralisation of functions, facilitating seamless communication among departments and boosting operational productivity. Hoteliers are now able to redirect their attention from administrative responsibilities to enhancing the quality of guest experiences.



The property management system not only enhances operational efficiency but also fosters greater engagement with guests. Hotels are increasingly leveraging automated reminders, digital check-in options, and secure guest databases to personalise services and guarantee a seamless experience for their patrons. Improving guest satisfaction is essential for building brand loyalty and fostering repeat business.

Transforming the landscape of booking management through innovative channel distribution strategies.

The era of manual inventory updates and double bookings has come to an end. Boost Hotels' Channel Manager enables hotels to seamlessly distribute room availability and oversee bookings across various online travel agencies (OTAs), including Booking.com, Expedia, and Airbnb, all in real time. This strategy effectively mitigates the risk of overbookings while optimising inventory allocation, thereby ensuring both maximum occupancy and profitability.

The Channel Manager improves visibility on online travel agencies and integrates smoothly with direct booking platforms. This functionality enables hotels to sustain competitive pricing and sidestep substantial commission fees. This innovative strategy guarantees a well-rounded revenue model that optimises both profitability and visibility.

Exploring the Impact of Direct Bookings: The Role of Internet Booking Engines (IBE)

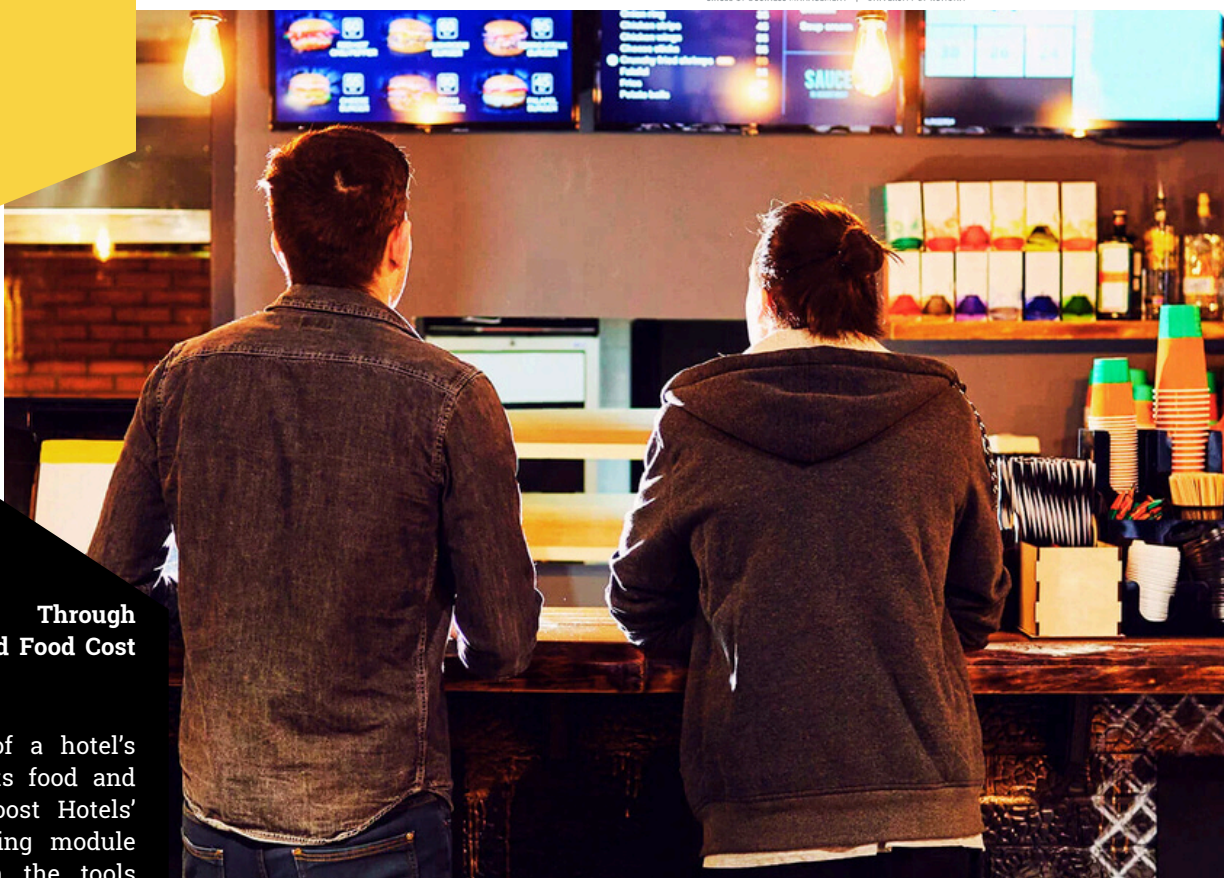
Although online travel agencies offer extensive market reach, genuine profitability is found in direct bookings. Boost Hotels' Internet Booking Engine (IBE) provides hoteliers with an effective solution to enhance direct reservations via their websites. The mobile-responsive and intuitive interface provides guests with a seamless booking experience, promoting direct bookings, minimising dependence on third-party platforms, and ultimately boosting revenue.

Additionally, IBE incorporates various promotional tools, including discount codes, loyalty programme integrations, and special rate offerings, all designed to encourage direct bookings. Hotels are now able to manage their pricing strategies more effectively, all while improving the overall user experience for their guests.

Enhancing Restaurant Efficiency through Integrated POS Solutions

In hotels featuring in-house restaurants, the importance of operational efficiency cannot be overstated. The Boost Hotels Restaurant Point of Sale (POS) system aims to enhance efficiency in order management, monitor inventory levels, and automate the billing process for guests. Real-time data integration enables restaurant staff to provide faster and more precise service, ultimately enhancing the dining experience for patrons.

The system also features integration with mobile ordering platforms, enabling guests to place orders directly from their smartphones or in-room tablets. This approach reduces wait times and improves customer satisfaction, simultaneously boosting revenue for the hotel's food and beverage division.



Reducing Expenses Through Innovative Inventory and Food Cost Management Solutions

A considerable share of a hotel's costs is attributed to its food and beverage operations. Boost Hotels' Inventory & Food Costing module provides hoteliers with the tools necessary to effectively track stock levels, monitor supply usage, and accurately calculate food costs. This feature reduces waste, improves cost efficiency, and supports pricing decisions based on data analysis.

Furthermore, the implementation of real-time tracking facilitates the efficient use of perishable goods, thereby minimising spoilage. The system's predictive analytics offer valuable insights by suggesting inventory restocking schedules, effectively preventing shortages and ensuring that hotel restaurants can operate without disruption.

Enhancing Guest Experience Through Mobile Ordering Features

In today's hospitality industry, convenience reigns supreme. Boost Hotels has introduced a mobile ordering system that enables guests to conveniently place food and beverage orders using their smartphones, ensuring a contactless and seamless dining experience. The feature works

in harmony with the POS system, guaranteeing swift service and precise billing, thereby improving the overall experience for guests.

Hotels are increasingly adopting mobile ordering systems for room service, allowing guests to experience convenient in-room dining without the need to contact reception. The introduction of this added convenience enhances guest satisfaction while also optimising hotel operations.

Achieving Excellence in Financial Management Through Innovative Accounting Solutions

The intricacies of financial management in the hospitality sector are well-documented, yet Boost Hotels offers a streamlined solution through its Accounting & Financial Management module. Hoteliers can now leverage a robust feature that delivers real-time insights into their revenue streams, expenses, and financial reporting. This advancement

ensures complete transparency and supports informed decision-making, paving the way for sustainable business growth.

The system simplifies tax calculations, ensures compliance with local regulations, and reduces the risk of human errors. Hotels can now generate financial reports instantly, greatly improving the efficiency and accuracy of their financial operations.

Enhancing Workforce Efficiency through Payroll and Time Attendance Management

The hospitality industry frequently grapples with the challenge of effectively managing labour costs. Boost Hotels has introduced a Payroll & Time Attendance module that streamlines the processes of employee time tracking, payroll processing, and service charge distribution while also maintaining adherence to labour regulations. The implementation of this system effectively removes payroll inaccuracies and lessens

administrative responsibilities, enabling management to concentrate on providing exceptional hospitality services.

transparency in daily cash transactions. This initiative aims to provide improved financial control and mitigate the risk of revenue leaks.



The module incorporates an automated shift scheduling feature, enabling managers to optimise staffing levels in accordance with occupancy rates and anticipated demand. Hotels can enhance efficiency and service quality by strategically managing staff availability to align with peak demand periods.

Safeguarding Investments through Effective Fixed Asset Management

Hotels are making substantial investments in fixed assets, ranging from furniture and kitchen appliances to the latest technology. The Fixed Assets Management module helps businesses monitor and manage assets, calculate depreciation accurately, and maintain maintenance schedules promptly. Prolonging asset lifespan and preventing unexpected breakdowns result in substantial long-term savings in both time and financial resources.

Enhancing Financial Oversight Through Effective Petty Cash Management

Managing daily operations involves overseeing numerous minor expenses that, if not meticulously monitored, may result in financial inconsistencies. Boost Hotels has introduced a Petty Cash Management feature designed to enhance

Boost Hotels by Intahub Pvt Ltd represents a significant evolution in the hospitality sector, positioning itself as a frontrunner for the future of accommodation services.

Boost Hotels distinguishes itself with a comprehensive integration solution that aims to streamline operations at every touchpoint. Boost Hotels offers a scalable, flexible, and robust technology ecosystem designed to enhance operational efficiency and maximise revenue potential for a variety of accommodations, including boutique hotels, luxury resorts, and mid-sized properties.

Boost Hotels is revolutionizing the hospitality industry by integrating intelligent automation, real-time analytics, and user-friendly interfaces. This innovative approach allows properties to enhance guest experiences while ensuring financial oversight. As the digital landscape

continues to evolve, embracing the Boost Hotels platform emerges as a crucial strategy for hoteliers aiming to succeed in an increasingly competitive environment.



Assisted By:
Himasha Wijendra



Designed By:
Chanuthi Thihansa

John Keells CG Auto Pioneers Sri Lanka's **Electric Vehicle Ecosystem** for a Sustainable Tomorrow

Mr. Charith
Panditharatne

Chief Executive Officer -
John Keells Holdings PLC

Sri Lanka is embarking on a transformative journey in mobility, characterised by a commitment to sustainability, a drive for innovation, and the integration of digital technologies. John Keells CG Auto is leading a major change, championing the introduction of New Energy Vehicles (NEVs) to create a cleaner, smarter transportation future.



In a significant move for Sri Lanka's transport sector, John Keells CG Auto has entered into a strategic partnership with BYD, a leading name in electric vehicle technology. This collaboration aims to reshape the future of mobility in the region, setting a new course for sustainable transportation practices. The collaboration marks a significant step forward in the nation's commitment to adopting sustainable transport options, reflecting a convergence of local goals with the worldwide push for carbon neutrality.

"NEVs represent more than mere transportation; they serve as a driving force for sustainable development," stated by Mr Charith Panditharatne, General Manager of John Keells CG Auto. "The partnership with BYD underscores a dedication to revolutionising the transportation landscape in Sri Lanka by leveraging clean energy advancements."

A Pledge Towards Sustainable Transportation

The adoption of NEVs presents a significant advantage: a notable decrease in tailpipe emissions. This decrease directly improves air quality in cities and reduces the carbon footprint. In the ongoing struggle against pollution and climate change, John Keells CG Auto is taking significant steps that highlight Sri Lanka's active role in the green mobility movement.

Constructing the Framework for the Future

Understanding that the successful adoption of new energy vehicles (NEVs) hinges on more than merely the vehicles themselves, John Keells CG Auto has embarked on a thorough strategy for infrastructure development. A significant milestone has been reached in Sri Lanka with the opening of the first service centre exclusively for new energy vehicles (NEVs), serving both fully electric and

plug-in hybrid vehicles. In a notable achievement, the company has revealed a cutting-edge showroom featuring BYD's advanced NEV models and technology. This facility also includes a dedicated spare parts division, all designed to enhance customer service by providing everything under one roof.

We are establishing a comprehensive ecosystem for NEVs, which will remove obstacles and enhance the accessibility of sustainable transportation for all Sri Lankans,' stated Mr Panditharatne.

This infrastructure-focused strategy addresses present market demands while simultaneously ensuring the resilience of the nation's transportation sector as the adoption of new electric vehicles increases.

Enhancing the Journey Behind the Wheel

NEVs provide benefits that extend beyond environmental enhancements, offering a range of advantages for drivers. Drivers are enjoying a more seamless and tranquil driving experience, bolstered by cutting-edge features like regenerative braking that improve energy efficiency and elevate overall performance. Sri Lankan consumers are now benefiting from BYD's cutting-edge technology, which features intelligent systems, high safety standards, exceptional battery performance, and designs that are both visually appealing and functional –key elements contributing to the brand's international acclaim.



Mr Panditharatne emphasised that BYD's new energy vehicles are crafted to excel in performance while simultaneously improving various facets of the driving experience, including efficiency, safety, design, and innovation.

Establishing the Foundation for Broad Acceptance

John Keells CG Auto is implementing a forward-thinking strategy that involves deploying charging infrastructure nationwide to address a key challenge in adopting new electric vehicles: range anxiety. Sri Lanka is adopting a comprehensive, ecosystem-orientated model that positions the nation to be ready for new electric vehicles (NEVs) and to excel in an all-electric future.

With the nation poised for a potential relaxation of vehicle import restrictions, John Keells CG Auto has established a solid foundation, positioning the country to capitalise on the emerging prospects of electric mobility.



The Path Forward

John Keells CG Auto is not merely engaged in vehicle sales; it is actively contributing to the development of a sustainable transportation future for Sri Lanka. The company is focusing on innovation, infrastructure, and sustainable practices to become a key player in the region's mobility sector. Through strategic investments and forward-thinking leadership, the initiative is driving Sri Lanka towards digital excellence and the adoption of clean energy, making progress one NEV at a time.

"We are not merely preparing for the future; we are actively constructing it,"

Mr Charith Panditharatne stated in conclusion.

Sri Lanka's transport sector is currently facing a pivotal moment as the world moves rapidly towards a more sustainable and interconnected future. Pioneers such as John Keells CG Auto are at the forefront of a movement that transforms sustainable mobility from a mere aspiration into a tangible reality today. The company is redefining transport by merging innovation with a sense of responsibility, aiming to create a better and cleaner world for future generations.



**Assisted and
Designed By:**
Chanuthi Thihansa



JKCG

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— ”

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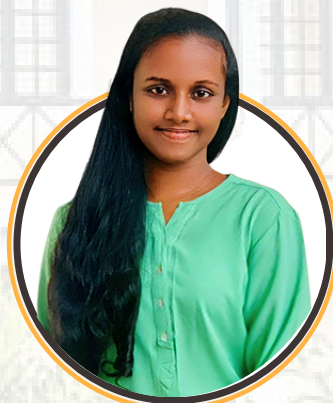
Mahendran Pavithran
Co-Team Leader
3rd Year Undergraduate



Geethma Gunasekara
Co-Team Leader
3rd Year Undergraduate



Hasini Senara
3rd Year Undergraduate



Chamudini Pavindya
3rd Year Undergraduate



Chanuthi Thihansa
3rd Year Undergraduate



Gayani Rajapakshe
3rd Year Undergraduate



Isuru Udana
2nd Year Undergraduate



Shenal Fernando
3rd Year Undergraduate



Asendra Weerakoon
3rd Year Undergraduate



Kasuni Mihirangi
3rd Year Undergraduate



Himasha Wijendra
3rd Year Undergraduate



Tiranya Vidanapathirana
3rd Year Undergraduate



Prabath Sandaruwan
3rd Year Undergraduate



Narada Ranasinghe
3rd Year Undergraduate



Shehani Rathnayake
3rd Year Undergraduate



Chamalka Pathirana
3rd Year Undergraduate



Pabasara Damini
3rd Year Undergraduate



Rashmi Sathsarani
3rd Year Undergraduate



Dilanka Sandaruwan
3rd Year Undergraduate



Amavi Sraddhanjali
2nd Year Undergraduate



Nipun Sathsara
2nd Year Undergraduate



Gihan Madhushanka
2nd Year Undergraduate



Hashani Aththanayake
4th Year Undergraduate



Thiviru Wijesinghe
4th Year Undergraduate



Deeraka Thulith
4th Year Undergraduate



Nihari Perera
4th Year Undergraduate



Dhaniya Thashira
4th Year Undergraduate



Noorul Hiqma
4th Year Undergraduate



“Digital Business Management”
Department of Business Management
Faculty of Management & Finance
University of Ruhuna