

GEP: Smart, sexy business apps – cloud, mobile and touch native – made in India

At Fortune 500 and Global 2000 companies worldwide, the procurement function is hot and getting hotter, attracting a new wave of talented go-getters to corporate ranks. Expectations are high, as global market leaders are asking procurement teams to not only drive cost savings but better enable the overall business, innovation and growth.

To leap this new, higher bar, global procurement organizations are looking to technology for critical support.

Enter GEP, with its flagship product SMART by GEP – a revolutionary, new SaaS (Software-as-a-Service) platform – native to cloud, mobile and touch technologies. Designed and developed from scratch by GEP’s global technology team – whose key development centers are in Mumbai and Hyderabad – Microsoft Azure-based SMART by GEP works on any software platform or hardware device — tablet, smart phone, laptop or PC.

U.S.-based GEP is one of the fastest-growing technology companies in the world and recognized as a pioneer in offering cloud-based business and productivity solutions for blue-chip enterprises worldwide. GEP offers a wide range of intelligent, intuitive tools that help productivity, improve process efficiencies, minimize cycle times and drive more savings.

SMART by GEP is a cloud-based sourcing and procurement platform that allows enterprises to streamline and automate their entire procure-to-pay operations on a single unified

platform. Its core functionality includes spend analysis, sourcing, contract management, supplier management and procure-to-pay.

GEP is among the few technology companies that are committed to end-to-end product design and development from India. Unlike most technology companies in the region many focused mainly on maintenance and support projects – GEP develops its own range of cutting-edge software to meet the critical business requirements of its global clients. The company has a dedicated innovation team, focused on realizing creative solutions that will delight GEP customers.

GEP’s clientele is an impressive roster of market-leading multinational companies — across dozens of industries — such as Google, Adobe, GM, Honda, Kellogg, Bayer, Kimberly-Clark, DuPont, BASF, GlaxoSmithKline, Bristol-Myers Squibb, Maersk, Standard Chartered Bank, Burberry and Gap.

Customers Love GEP


Industry analysts have long recognized GEP as a product innovator and category leader – for example, Gartner ranks GEP as leader in its Magic Quadrant for Strategic Sourcing Suites.

But GEP’s business strategy is distinctly customer-centric. “Clients are at the center of our business strategy,” says Dr. Subhash Makhija, CEO and co-founder of GEP. “Helping our customers overcome chronic issues or seize new opportunities really fires our creativity. They’re our

inspiration,” adds Makhija.

How did GEP come so far so fast? Makhija asserts that the secret to building a great company with happy customers is really no secret at all. “Our formula is simple,” he says. “Bring in amazing talent that will delight customers. Keep them engaged and growing. With that, everything is possible.”

The company – with offices and operations centers in Mumbai, Hyderabad, New York (Clark, NJ), London, Prague, Shanghai, Sydney, Singapore, Mexico City and Sao Paulo, Brazil – has also doubled its headcount to more than 1100 professionals in just the last three years.

GEP’s comprehensive portfolio of category-leading software and a strong commitment to doing what it takes to solve its clients’ problems are perhaps what make it the solutions provider of choice for leading procurement and supply chain organizations across the world. 



Dr. Subhash Makhija,
CEO & co-founder