



COMING FROM a family of academicians — his father N.R. Narayana Murthy also being the founder of Infosys —, Rohan Murthy's journey from an academician to entrepreneur began in 2014 and rather organically. "There was no prior plan of any kind," he says. The 39-year-old, who holds a PhD from Harvard, a postdoctoral fellowship from MIT and was also a junior fellow in the Society of Fellows at Harvard along with Amartya Sen and others says, "the transition has been interesting and filled with new challenges."

Soroco is a tech-based solution company that aims to make teams in enterprises function better. 'Scout' is its flagship offering built on

the 'work graph platform' — a first-of- a-kind digital map of how teams in offices get work done. It maps the workflow of people at enterprises and using machine learning (ML), discovers anonymised patterns at the team level. 'Scout' is an early adopter of the transformer ML algorithm, which is used by ChatGPT & other models. "The solution is designed in a way that is horizontal,

and goes across companies and learns patterns." says Rohan. The insights help teams improve metrics such as customer satisfaction, training, and variance impact, among others.

Today, around half of Soroco's customers are Fortune 500 companies spread across financial services, insurance, retail and pharma industries such as MARS, Bayer, and American Modern. With offices across three continents, Rohan credits his spouse and parents' support for effectively juggling things at work. His love for literature has also made him set up and lead Murthy Classical Library of India, which publishes classics of Indian literature in English. —Rukmini Rao

The 'work graph' platform is a digital map of how teams in offices get work done.



ROHAN MURTY, 39
 Founder & CTO,
 Soroco

CHARTING THE 'WORK GRAPH' AT SOROCO

