



TRENDSETTERS

OF TAMIL NADU



TRENDSETTERS

K7 COMPUTING PRIVATE LIMITED

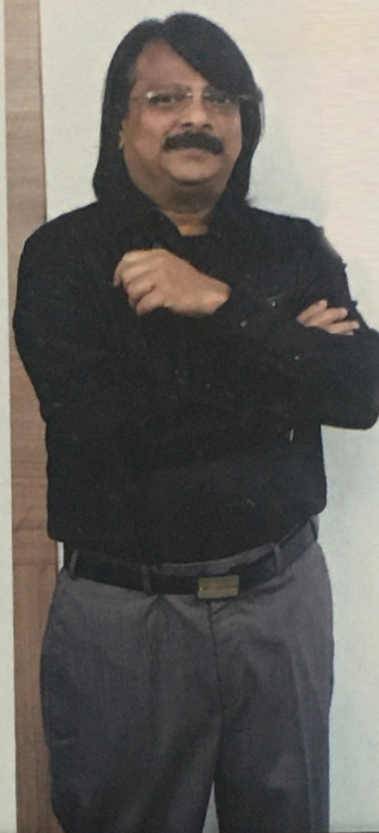


AT THE HELM
KESAVARDHANAN JAYARAMAN
Founder & CEO

Artificial Intelligence/Machine Language (AI/ML) are witnessing accelerated adoption in cybersecurity to derive actionable insight from the constantly increasing volume of threat data. The cybersecurity landscape has also changed; the increase in threats can be countered only with continuous monitoring and incident prediction, which requires the creation of threat intelligence systems

Ahead of the Curve

A pioneer in innovating from India for the world, Kesavardhanan Jayaraman speaks about developing world class cybersecurity products in India, being a trendsetter in technology, and his next move in the cybersecurity space



K7 COMPUTING

Being ahead of the curve is the very definition of innovation. The most prestigious B-schools speak about jumping the S-curve to stay ahead. Kesavardhanan Jayaraman, or Kseven as he is popularly known, does not have an MBA after his name but he has been curve jumping since he founded K7 Computing in 1991 at the age of 22.

Everyone has been talking about cybersecurity since the pandemic began, but Kseven knew 30 years ago that the day would come when cybersecurity would be all that stood between a functioning civilisation and chaos. This vision led him to create a cybersecurity company when other techpreneurs were focusing on business processes and record keeping.

He also chose to create a product company. "The large IT firms are now trying to transition to products, but IT services were the

low hanging fruit that many Indian companies bet on in the '90s by leveraging labour arbitrage. I preferred products because I knew that labour cost would equalise over time, and products have vastly superior scalability and effectiveness," he explains.

Many users dislike antivirus because of its impact on device and network performance. Efficiency of antivirus is now a talking point and testing agencies have begun evaluating antivirus products on their performance impact. Kseven understood the need for efficiency way back in 1991 and wrote code focused on performance. To this day, K7 Computing is internationally acclaimed for its minimal impact on performance.

Kseven's focus on efficiency isn't found just in products, but also in operations. "We utilise only one-tenth to one-hundredth the resources of our competition," he says. "I was an early investor in automation, and that allows us to function with a very lean team."



Kesavardhanan has received the 'Vikatan Pinnacle Award for the Best Entrepreneur – Information Technology,' the 'Excellence in Cybersecurity Award' from The Economic Times, the 'Entrepreneur of the Year Award' from The Times of India and the 'Chairman's Award' from the Association of anti Virus Asia Researchers (AVAR)



The lean team does not just drive cost savings; it allows K7 to deliver superior products quicker than the competition as every team member is chosen for outstanding capability and enables the K7 Lab, which was established in 1998, to function as one of the world's leading cyberthreat research centres that is credited with discovering several new malware.

In addition to building automation into development and research processes, Keseven began including elements of Artificial Intelligence/Machine Learning long before they became industry buzzwords. Designing and evolving such predictive capabilities have helped K7 remain at the forefront of protection against unknown threats.

Keseven's ability to look beyond the horizon was exactly what the world needed when ransomware began to gain steam. K7 was one of the first companies to devise protection against ransomware and, in an unprecedented step, shared the methodology with other antivirus developers. This vision of sharing knowledge



to defeat cyberthreats has been embraced by international cybersecurity industry bodies, and Keseven continues to promote knowledge sharing in his role as the first CEO of the Association of anti Virus Asia Researchers (AVAR).

K7 has not limited its trendsetting approach to technology. When Keseven realised his ability to reach the Indian end user was hampered by the immature software distribution ecosystem, he pivoted towards the FMCG distribution model with great success. This distribution model is now followed by many technology vendors.

Keseven has now led K7 for 30 years – a milestone that few founders have reached in the tumultuous history of the software sector. He has anticipated market swings and jumped the curve to continuously improve K7's global standing. Keseven continues to reinvent cybersecurity for different sectors and users, and his next jump will set the trend for cybersecurity in the MSME and education space.

