

## About INSYNC

### **Short description:**

INSYNC is a technology company committed to the vision of digitally transforming global businesses to make them more efficient with smart and innovative solutions. They offer Digital Commerce Solutions including a Data & Application Integration Solution (APPSeCONNECT), and an Integrated B2B E-commerce Platform for Distributors, Wholesalers and Manufacturers (INSYNC Commerce).

Having helped 1250+ businesses from over 75 countries, INSYNC aims to transform the modern-day business landscape by focusing on improving efficiency.

### **Long description:**

INSYNC is a technology company committed to the vision of digitally transforming global businesses to make them more efficient with smart and innovative solutions. They offer Digital Commerce Solutions including Data & Application Integration, Business Process Automation, B2B E-commerce and Data Migration.

Having helped 1250+ businesses from over 75 countries, INSYNC aims to transform the modern-day business landscape by focusing on improving efficiency.

Being a prominent player in the iPaaS industry, with 15+ years of experience in connecting applications and streamlining e-commerce operations, INSYNC's integration platform APPSeCONNECT has become one of the most in-depth Business Process Automation solutions. INSYNC also offers an end-to-end integrated B2B e-commerce platform – INSYNC Commerce for Distributors, Wholesalers, Manufacturers and Brands to help them launch quicker, grow faster and build more delightful customer experiences. For B2B Merchants, INSYNC provides a robust B2B extension - B2BeCONNECT that transforms e-commerce stores into feature-rich B2B platforms.

Explore more at <https://insync.co.in>

## About Atul Gupta

Atul Gupta is the Founder and CEO of InSync Tech-Fin Solutions Ltd, an IT product company based out of Kolkata, India. He started his entrepreneurial career in 2003 with software services and eventually found his mojo with a software product which has been his major focus for the past years. InSync has evolved over the years to become an innovative Digital Commerce Solutions company with software products namely APPSeCONNECT, INSYNC Commerce and B2BeCONNECT delivering Data & Application Integration and B2B E-commerce platforms for seamless business process automation.

InSync has worked with over 1250+ businesses all over the world and digitally transformed their way of working by making them operationally more efficient!

As an education enabler, Atul has ventured into his dream project in 2013. He is the mastermind behind Inspiria Knowledge Campus and also its Managing Trustee. Inspiria is a higher education college in Siliguri, West Bengal built with the objective to *"make the youth employable"* and inspire them to achieve. The magnificent 5-acre campus is set up with state-of-the-art infrastructure and equipped to bring the best out of the students! It also has an incubation facility for startups, providing a platform for young entrepreneurs to fulfill their dreams!

Being a member of NASSCOM for almost a decade, the Ex-Chairman of NASSCOM Eastern Region Product Council and a NASSCOM National SME Council Member from 2017 to 2019, Atul played an active role in building an industry-academia relationship during this phase and beyond. He took part in organizing events including NISC (NASSCOM International SME Conclave 2019) to provide a platform for SMEs to compete & collaborate with the big shots of the industry and to connect, learn & grow their network.

He is very keen and passionate about encouraging student entrepreneurship and in order to bridge the gap between the students and the industry, he took up the initiative of organizing the NASSCOM Education Summit and the NASSCOM Tech Conclave events in cities like Kolkata and Siliguri. This series of events was aimed to offer the students a platform to interact with the industry experts and thought leaders, learn about the latest industry trends and also share their business ideas.

Atul is a health and fitness enthusiast and believes encourages his teams and associates in taking part in various health and wellness initiatives. He actively organizes a fundraising sporting event, Airtel Run For Education Marathon in Kolkata for over 5 years, in partnership with Round Table India which aims to provide education to underprivileged children.

Explore more at <https://www.atulstays.com>