

KEN & Co.:

A digital transformation catalyst for today's business

Today's entrepreneurs have unique business challenges. Starting from financial constraints to resource crunch, from increasing regulatory and compliance requirements to disruptive technologies, the requirements are quite demanding. This calls for a multi-disciplinary professional firm who not just understand business and regulatory requirements, but also have a command on technology.

Established in 1981, as a proprietary concern, by CA K Elangovan, KEN & Co. started with a humble beginning delivering consulting, tax and assurance services. But, with changing business needs, combined with their domain knowledge and expertise in accounts, finance, taxes, compliance, assurance and consulting they are now a Fin-Tech and a Digital Transformation professional firm which harnesses the power of technology to address today's compliance and regulatory challenges.

Adopting Technology and Innovation

In this digital age, driven by innovation and technology, today's business requires professionals who are well-skilled in using technology to review and analyse conformance of controls and compliances of digital transactions. "We are a firm of professionals who believe in using technology in all the fields of work we do. Starting from simple accounting tools to automate data entry to using customised and curated software for analytics, regulatory compliance and audits, we attempt to automate," says CA Narasimhan Elangovan, Co-Founder & Partner, KEN & Co.

Digital Accountant and Auditor

In the digital age, for whom technology is not just an enabler but the



Narasimhan Elangovan,
Co-Founder & Partner

key differentiator to ensure strategic success, it is critical to deploy Information and Technology with strong governance at the centre. KEN & Co. offers Tech-Enabled Services which gives them an edge over their peers. They happily call themselves as 'Digital Accountants and Auditors'. They not just provide advisory and consultancy on technology, but also, assist in doing audit of information system (IS Audits), ERP Audits, Internal Controls Review of Software, IT General controls audit, advisory on System and Organization Controls (SOC) Audits(USA and Australia), audit of IT controls under Sarbanes-Oxley Act (Sox, USA), Privacy Gap assessment under General Data Protection Regulation (GDPR), the European Privacy Law and many more.

Industry 4.0

With advancements in Technology and newer technologies such as Artificial Intelligence (AI), Blockchain, Cloud, Data Analytics, Cyber Security, Robotic Process Automation, Internet of Things making a lot of buzz in the market, the firm provides process audit, functional consulting and advisory in these domains of emerging technology, which are disrupting the way business is run. "Many presume that Analytics is only for larger corporations. Little do they realise that it can be performed as long as digital data is available", states Narasimhan, who is

also a Blockchain Functional Consultant and expert in Data Analytics.

Digital Transformation Catalyst

Technology is a platform and an enabler, but it requires a framework for implementation to derive value. The firm is well-equipped to facilitate effective deployment of technology to derive value as digital transformation catalysts. "We cannot do today's job



CA K Elangovan,
Co-Founder & Partner

with yesterday's tools and still be relevant tomorrow", quotes Narasimhan. He further adds, "Not just innovation and new business lines, we were also able to bring about 30-40 percent savings for our clients in many cases, by advising, adopting and designing the right technology".

As the world is getting more and more digitised, KEN & Co. has adapted technology in their day to day operations to offer smart services that are more relevant to clients. "I'm sure all of us use Microsoft Excel but, little do we know that in Microsoft Excel, can be used as an automation tool", explains Narasimhan.

From being a traditional chartered accountant firm KEN & Co. has witnessed a transformation and is evolving as a digital professional firm. KEN & Co. offers services across India and is now focusing on expansion and across industry verticals. The Firm sees 2020 as a year of Digital Transformation! 