

*“Dream is not that which you see  
while sleeping. It’s something that  
does not let you sleep”*

*~ Dr. APJ Abdul Kalam*



# THE FIRST WORD

WHERE IT ALL BEGINS

**VOL. 1 NO. 2 - FEBRUARY 2023**

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Life has more meaning when we work as a family.....

## Our Committee

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# 1 From The Think Tank

## “Keep it Simple”

**Narayana Kumar P.**  
Deputy CEO, Patterns Cognitive



***“Everything should be made as simple as possible, but not simpler.” ~Albert Einstein***

This means that one should simplify the design of a product and success is achieved when a design is at its maximum simplicity.

When I started my career 30 years back as a Cobol programmer in Laser Soft, I was very fortunate to directly work under the guidance of Kamath sir. I still remember that he kept telling us that programming is simple as long as you understand the requirements before you step into development, no matter whether it were a small piece of code, or a module or an application. He insisted that we separate the concerns and handle it one after the other - the first concern being understanding the requirements and only when it is complete do we take up the next concern i.e. design; and then followed by development.

But even if there are clear steps defined in place to follow the defined process for software development, we, as young enthusiastic

developers, often tend to jump into coding because of the eagerness to see the end result assuming the requirement specification. But the reality is that we end up not getting the desired result. It will then naturally take more than the planned time and also senior developer’s time to correct everything to bring back into track.

Learning from the experience filled with struggles and failures, I started implementing the initial simple words from the simple person not just in my professional life but also in my personal life and soon I could realize the benefits of keeping things simple. I also realized that it is not that simple to keep things simple; it requires discipline, dedication and clear thoughts to attain the same. A simple person like Kamath sir realized it early in his life and that’s the reason he is respected, and successful in everything he does.

Simplifying things does not mean that we need to compromise on quality or take things lightly.

It is all about finding simpler ways to resolve an issue or while finding a solution. We usually ignore simplicity because we assume that being simple will not be liked and can be ignored by most. But on the contrary, simple thoughts and actions are always very powerful. Keeping it simple means going back to the basics, the more we go we back to the basics, the more the clarity we get and in the process, we connect with reality and then success follows automatically.

As mentioned, it is never simple to keep things simple, especially in software development. What happens usually is it that when we take up an assignment, we feel that all this should be simple, but down the line somehow it gets all complicated and we end up making solutions bigger, more complex and more violent and all of a sudden we

find ourselves moving in a totally different direction. It then takes lot of effort and time to be back in track.

Let's not complicate too much to find reasons on why we are not. Let us be positive and make a start to keep things simple and follow our simple person’s mantra, “Keep it simple - Do NOT complicate”.

Simple things lead to bigger things. The art of keeping things simple will definitely improve our lives. In a way, when we keep our planning simple, we will be surprised to realize that there is more time to do useful things in our lives.

I believe that bringing simplicity into ourselves will not happen all of a sudden, overnight. It is a continuous process, since it involves self introspection which needs to be continued throughout our lives. So, let us make a start to adopt this mantra and improve!

“  
*It is not that simple to keep things simple; it requires discipline, dedication and clear thoughts to attain the same....*

*..... Simple things lead to bigger things. The art of keeping things simple will definitely improve our lives.*



# 1 From The Think Tank

Editorial Team

## Patterns CEO Addresses Engineering College Students



As a part of the Industry Expert Talk series, the department of electronics and communications engineering of Sri Krishna College of Technology, Coimbatore, had recently invited Patterns CEO, Mr. Natarajan Raman to address its students.

The topic of the day was on **“The Importance of Being a Purpose-Driven Professional”**. Mr. Natarajan emphasized on every individual’s inherent motivation to find intrinsic value in the work that they do, and urged them to be members of a socially responsible workforce - earning people in our lives, along with money; volunteering with social causes to help the underprivileged; and garnering innovation which assists the needy.

Citing former President of India, Dr. APJ Abdul Kalam, Patterns Cognitive founder Mr. B. Suresh Kamath, and Mrs. Alli Murugesan, founder, Vasantham Special School for the mentally challenged as examples, Mr. Natarajan connected with the students and spurred them to set bigger dreams and scale newer heights in their careers.

### Projects Corner

#### Patterns DeXter

Visual Cheque Processing System’s upgradation to Version 2.0 for a major UAE-based bank has been delivered to UAT for the Outward Clearing module.

#### Patterns Nemo

Nemo Enhancement and UAE Trade Connect (UTC) API Integration - UTC APIs have been deployed in the UAT environment for a major UAE-based bank.



## CSR Corner

Editorial Team with Aathil A. & Sanjai C.



### Celebrations Galore @ CHS Adyar!

Classes at CHS Adyar commenced for the 16<sup>th</sup> consecutive year, with a celebration to mark the landmark. Guided by Mr. Natarajan Raman, Patterns colleagues, **Mr. Aathil A. & Mr. Sanjai Kumar A.** have spearheaded the activities, which included math puzzle and grammar contests, and elocution about the seasonal festivities with prizes being distributed for the winners!



### Counselling for Public Examinations

Patterns colleagues Mr. Aathil, and Mr. Sanjay teamed up with Mr. Aravindhan of Dream India to conduct academic counselling sessions for more than 300 students of classes XI and XII at GHS Alapakkam.



# 2 | Patterns' Talk

## Giving Back to the Society

Editorial Team

### Blood Donation @ Mangaluru!

Our reinforced commitment to the society in terms of need has been a defining facet of the culture that we, at Patterns Cognitive have imbibed, and firmly believe in. Our colleagues from the west coast development centre, **Mr. Manjunath Kamath, Mr. Vivekanand Prabhu, Mr. Aman D'Souza and Mr. Nagesh Prabhu** recently donated



blood to cover up for a shortage of a specific blood group, at the KMC hospital in Mangalore.

### Thank You! Every Contribution Makes a Difference!

Patterns Cognitive thanks **Mr. Dinesh Annadurai, Ms. Brindhiya Ajithkumar, Ms. Navya, Mr. Suresh Kamath and family and Mr. Sanjai Kumar A. and family** for their active contribution towards feeding the children of SV home, Payir, Vasantham Special School & home and Udhavum Nanbargal home; and the lovely grandparents at Kaakum Karangal old age home, as a part of Dream India's Project Annadhaanam. As a part of Project Annalakshmi, Patterns also thanks **Ms. Priyadarshini Ayyasamy, and Mr. Suresh Kamath and family** for supporting the children of government schools at Adyar, Mazhaiyur and Kaatumalaynur for their daily tiffin.



# 2 | Patterns' Talk

## Pride in Performance

### Sangeetha Sudhir K. P.

is a technical writer at Patterns Cognitive, and is adept at designing apparels and enjoys listening to light music.



*"Trifles make perfection, and perfection is no trifle"*  
~ Michelangelo

In today's world, pride in performance has fallen by the wayside because it requires effort and hard work. However, nothing happens unless it is made to happen. When one is discouraged, it is easy to look for shortcuts. These, however, should be avoided no matter how great the temptation. Pride comes from within; it is what gives us the winning edge. Pride in performance does not reflect ego. It presents high standards of performance with humility. The quality of the work and the quality of the worker are inseparable. **Half-hearted effort does not produce half result; it produces no results.**

Let me tell you a small story...

Three people were laying bricks. A passerby asked them what they were doing. The first one replied, "Don't you see I am making a living?" The second one said, "Don't you see I am laying bricks?" the third one said, "I am building a beautiful monument." Here were three people doing the same thing who had totally different perspectives on what they were doing. They had three very different attitudes about their work. And would their attitude affect their performance? The answer is clearly yes. **People who take pride in performance, hold**

**themselves accountable to much higher standards of performance than others do.**

Excellence comes when the performer takes pride in doing his best. Every job is a self-portrait of the person who does it, regardless of what the job is, whether washing clothes, sweeping the floor or painting a house. **Do it right the first time, every time. The best insurance for tomorrow is a job well done today.**

Michelangelo had been working on a statue for many days. He was taking long time to retouch every small detail. A bystander thought these improvements were insignificant and asked Michelangelo why he bothered with them. Michelangelo replied, "Trifles makes perfection and perfection is no trifle." **Most people forget how fast you did a job, but they remember how well it was done.**

*"If a man is called to be street sweeper, he should sweep streets even as Michelangelo painted, or Beethoven composed music, or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, here lived a great street sweeper who did his job well."* - **by Martin Luther King**

The feeling of a job well done is a reward in itself. It is better to do small things well than do many things poorly.

## The Power of Desire

### Gopi M.

We all have potential, and are capable of achieving but there is this foreign force residing inside of us, which ignites only when we desire it the most. When you know it is your last chance at something, the desire now becomes a necessity. For example, the desire of a son from a middle-class family to save his ailing father on his deathbed. This desire can push the son to otherwise unreachable heights to push beyond his usual capability to go to any lengths to save his father. Similarly, the loss of a loved one too can act as a strong catalyst for change. If the same boy were unable to save his father, this loss too can act as a source, to venture out beyond his boundaries, and to achieve things otherwise branded by himself as impossible.

One doesn't need situations in life to turn grave to tap into this power. It just takes a strong intention and focused action in that direction to turn them into manifested results. Dreaming about your goals, inculcating the burning desire from within, and acting on them with faith in yourself and your process will naturally gravitate you towards the results that you wish.



**Gopi M., is an associate software developer at Patterns. He is an avid sports enthusiast, taking particular interest in playing cricket and carrom.**

## Creativity Corner

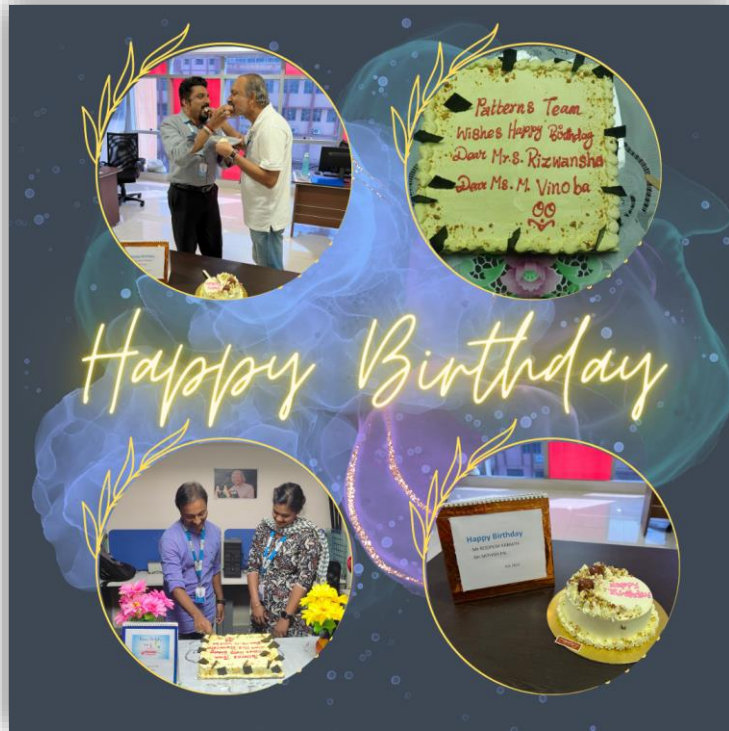
### Rhohinthraj S.





# 3 Celebrations & More..

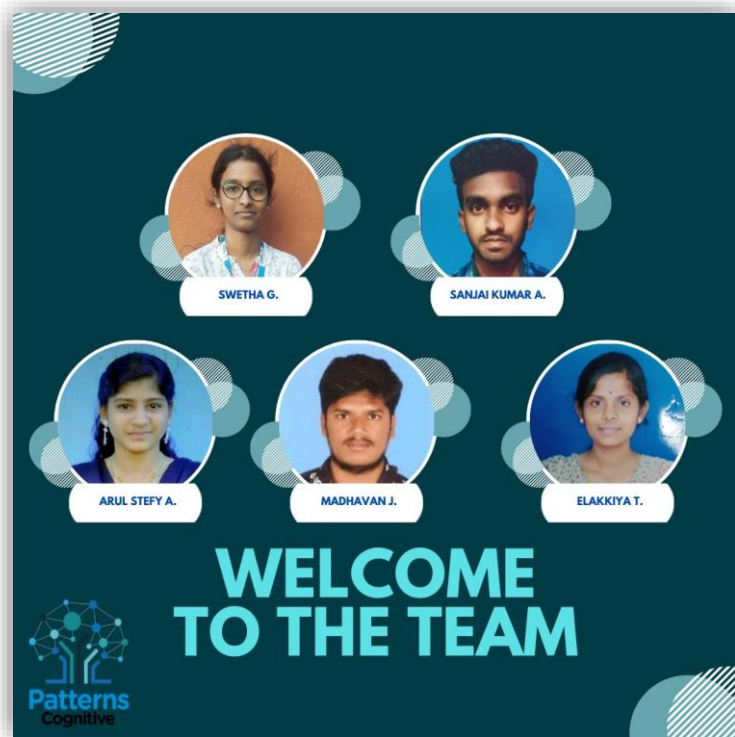
## Moments & Milestones



### February Birthday Bash @ Patterns Chennai & Mangalore!

🎂🍰🥳 Happy Birthday! 🥳🍰🎂

Rizwan Sha S., Roopesh Kamath,  
Vinoba M., Sathish Pai B.



### New Interns in the House!

Patterns Cognitive welcomes Sanjai Kumar A., Swetha G., Madhavan J., Arul Stefy A., & Elakkiya T. to its horizons!

All the best for your project work! 😊😊



Beginning from ground zero and building life from scratch is no mean task. Whether you are from a village near Panruti, or from a town near Tuticorin, the inspiration you give us to look forward and rise upward is immense. Your self deprecating nature to downplay your hardships speaks values about your humility, as your leave us with your life lessons. Lessons of courage, lessons of growth, and most importantly, lessons of love. On the 24<sup>th</sup> of February, Patterns was delighted to celebrate the third edition of our monthly "Family Meet & Greet".

Thank you, Mrs. Muthuselvi C., Mr. Chandrasekar R. (parents of Mr. Karthikeyan C.), and Mr. Ravichandran S (Ms. Mageswari R.'s father), for this gracing the occasion !



# 3 Celebrations & More..

## Patterns Cognitive On-The-Spot Awards

This begins a new practice! Patterns Cognitive decided to acknowledge the contribution of its colleagues by instating the “On-The-Spot Awards”, presented by the delivery steam heads across various projects to the members of their respective teams for their remarkable work.



**Congratulations!!!, Pavan Kumar R., Naresh Kumar D., Abinash N.M., Abinash R., Bhumireddy Udayeswara Reddy, Balakrishnan S., Aathil Asgar, and Sharan Sivakumar on your awards!**



# 3 Celebrations & More..

Sridhar Manickam is our **Star Performer** for February 2023! Congratulations!!



*Congratulations, Sridhar!!*

Every cog has its value and ensures the success of a well-oiled machine. Similarly, every effort in a company contributes towards its growth.

Mr. Sridhar Manickam is amongst the most well-known faces at the Patters office at Chennai, for it is he, as an office assistant, who ensures that all our colleagues' needs are taken care of, from our cups of beverage every day, to the evening refreshments. As an invaluable member of the administration team, Sridhar's smile is undeterred irrespective of personal challenges, and as his reporting lead, Ms. Seetalakshmi points out, Sridhar's willingness to take on new assignments and fulfil them with perfection is extraordinary, whether it is burning the midnight oil to get festive decorations up, or supervising pest control maintenance.

Sridhar is an embodiment at Patters to the adage that "It is not just the role that matters alone, but the work you do that matters!"

## Time-Out

.wordsOneByTwo()

Learning from e.g. given, identify the remaining rhyming-pair-words. Remember! The image is just a clue and may have some misdirections.

**EXAMPLE**

First Image = people laying tar on a road  
 Second Image = people with guitar  
 The answer = **TAR - GUITAR**

1			2		
3			4		
5			6		
7			8		

Send your answers to [first.word@patterns-sdi.com](mailto:first.word@patterns-sdi.com). The correct answers and the name of winner would be published in the next edition.

TIME-OUT | JAN 2023 .find()

**ANSWER**  
 ATOM, BOT, BOTWORKSHARE, BRAAVOS, CHARGES, COGNITIVE, COREBANKING, DESIGN, DEXTER, FRAMEWORK, HYPERAUTOMATION, LEASING, ORDINO, PAYMENTS, PORTIA, SHERLOCK

**CONGRATULATIONS!**  
 WINNER: **AATHIL A**  
 WELL TRIED : JAYASHREE P, SANDEEP PRABHU, NAGESH PRABHU



# Patterns Product Suite

Intelligent End-End Hyper Automation.  
Think Beyond RPA & OCR!

**patterns dEXter**  
Cheque Processing Worker

● ●

**patterns sigma**  
Signature Verification Worker

●

**patterns Sherlock**  
Payment Investigation Worker

● ●

**patterns Portia**  
Trade Finance Processing Worker

● ● ●

**patterns bravos**  
Charges Claims & Collections Worker

● ●

**patterns atom**  
Lease Management System

● ●

**Patterns NEMO**  
Factoring & Invoice Discounting Worker

● ● ● ●

**patterns QUARK**  
Outward Payment Processing Worker

● ●

**patterns ORDINO**  
Corporate Banking Worker

● ● ●

**patterns FAVIAN**  
Retail Banking & Card Management Worker

● ● ●

●  
**VISION BOTS**

●  
**SIGNATURE BOTS**

●  
**NLP BOTS**

●  
**COGNITIVE SOP ENGINE**



## Riddle Me

A box without hinges, keys, or lid,  
Yet a golden treasure inside is hid. **What am I?**  
(Answer in next edition!)

Answer to previous edition's riddle: **The Mind**



### The First Word Vol. 1 No. 2

This universe has been in existence for billions of years, and it will live on for trillions more. We come here and go, having lived our lives of 70, 80 or 100 years.. How insignificant are 100 years in the grander scheme of time? Where's 100, and where's one trillion??

Knowing that our time on this planet is limited and is insignificant, makes us more aware on how little our lives (and our problems) are and how much there is to achieve!

**Make the most of what you have, for you don't know what you have. Add more life into your hours, so that you get more hours in your life. Live, don't exist!**

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For any suggestions or feedback, please write to [first.word@patterns-sdi.com](mailto:first.word@patterns-sdi.com)

♥ NOTHING ABOUT  
US WITHOUT US ♥



Art by  
M.LAVANYA  
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