

From Oracle to Miracle



Sandesh Sharda

President and Founder

Miracle Systems

Industry: IT services

In a Nutshell: Provides application development, database development and business intelligence for the federal government

Founded: 2003

Size: 120 employees and 70 contractors

Website:

www.miraclesystems.net

Sandesh Sharda has been fascinated by the entrepreneurial spirit and loves the challenges. An ERP Consultant at Oracle, he was tired of being a small fish in a big pond and decided to start his own IT business in 2003. He registered the company and, in 2006, got his first contract for \$4,000 while working part time. He then landed another contract for \$200,000 and officially became a full-time entrepreneur.

Sharda became addicted to developing the business. He felt the urge to go after bigger contracts and continued to evolve. In fact, he believes his secret to snagging work is being hands-on in all aspects of the business, including reviewing client deliverables.

“Also, networking is critical,” he says. “No matter how good of a proposal you have, it takes that relationship to really sell it.”

The biggest hurdles while getting started were finding the right people and the large amount of competition in the small business space. But being small gives Miracle Systems a leg up, not just in winning business, but in the ability to experiment with various strategies and tactics. Once Sharda hired an expert to test the hackability of a product the company developed. All of these ventures have helped Sharda strengthen his products and profile in the marketplace.

And to stay on top of ever-changing industry developments, he’s constantly investing in the company’s technological capabilities and obtaining new certifications. For example, he recently moved the company’s systems to cloud computing.

He’s always trying to figure out ways to expand in-house capabilities, and the company’s culture is driven by innovation, hiring only high-level professionals with lots of experience.

“I’m known as the drill master,” he says. “My job is to keep everyone focused.”

Sharda is good at staying focused. He once stayed up for three days finishing a proposal and does it himself because one of his biggest mistakes as a business owner was hiring outside help for a critical opportunity that didn’t work out.

But the most surprising part of running a business is the amount of work that needs to be done and amount of effort it takes to grow and sustain a company, he says. And while he doesn’t regret his decision, he doesn’t think he could do it again today. Regardless, Sharda plans to throw his heart and soul into the business for the next 10 years, and then he’ll make his exit, hopefully as a \$100 million-plus startup that went from Oracle to Miracle in 15 years.



Sharda enjoys a rare vacation with wife Anu, son Sahaj and daughter Disha.