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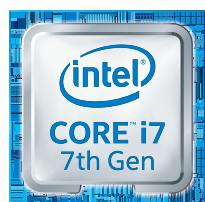
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**PERCEPTUAL
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**SMART MANUFACTURING
& OPERATIONS**



**PERVASIVE
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Preface



We are extremely delighted to unveil the Seventh edition of the Brand Book. The Brand Book speaks on how the brands positioned themselves in the over-crowded market place, by overcoming the challenges and differentiated the services offered. The Brand Book is a research-driven Book which provides a unique reference material on the ever growing Indian ICT sector, where the technology companies and technologists speak on their experience cell and chalk out annual strategies to reach out to the CXO community.

The Indian ICT industry is radically transforming the business landscape in various sectors and is an integral part to the success of the Digital India mission covering mobile broadband, broadcasting, digital wallets, big data & cloud, and IoT. Brand strategy, data and customer experience are the marketer's new priorities in the industry. The fact is, your brand is the experience customers have when doing business with you. This includes the benefits you deliver, the promises you make, and how you follow up after delivering upon those promises.

The 7th edition of the Brand Book provides an extremely compact presentation of several brands, which are most useful branding concepts and best practices followed by the corporates on the essential principles of branding like their brand strategy, brand portfolios, and brand building in various spaces and verticals. This will also throw light on how a brand is successfully leveraged into the new markets and so on. Disruptive technologies also involve disruptive business models, which can undermine the advantages of incumbents.

In the Brand book we have taken utmost care to feature rightful recognition of companies which have made their presence strong to expand their business and services across the country and recognised them in two different categories – the Most Trusted Company and Most Admired Brands. The survey and related data modelling quantify consumer perceptions of product and services, preference and trust in after sales services, and the future of their connected lifestyles.

The government has undertaken several reforms for promoting inclusive growth, improving business climate, widening the tax base and addressing indigenous challenges for the Indian economy. It has undertaken more than 7,000 steps at the central and state-level, to simplify business regime and attract foreign investments in the country. With this a new breed of young start-ups has clearly evolved to become the third largest base of technology start-ups in the world. As a result, customers have access to consistent information and receive delightful experiences along each step of the customer lifecycle and serves as a ready-reference tool on the leading players in the ICT sector. The Indian ICT marketplace is further going to experience very rapid diffusion of in the coming decade. There is no doubt that digital technology helps to open new doors to innovation. At the same time digital transformation is on top of the mind for the CXO in 2018.

We have published excerpts from the survey we conducted with 3000 CXOs in 10 different verticals in India, the facts of which are very interesting. From this issue we have added a new section “Eminent CIOs of India”, where we have carried the Experience cell of 100 eminent CIO/CTO/CISOs in 10 different verticals. This section speaks on the latest research on the effectiveness of the chief information officer (CIO) in organizations and its impact on IT success, such as successful strategies on flexibility to work with new business models. Every CIO is working out their unique approach of adapting in this digital era and using technology in new and creative ways to transform their business. This section will give an overview, on how CIOs are the strategic reference point in their respective organizations’ transformational journey.

Let me take this opportunity to say a big “thank you” to you and the team which always responded so promptly when needed. I am grateful to you for the support, encouragement and the glimmer of hope you all gave us. Thank you again for taking the time for voting and giving us your valuable feedback on the survey.

We look forward to receiving your valuable feedback and opinion on the Brand Book for continuous improvement. The book is also available online on mybrandbook.co.in.

Deepak Kumar Sahu
Publisher & Editor-in-Chief

CATEGORIES

ANTIVIRUS

BIT DEFENDER
ESET
ESCAN
F-SECURE
KASPERSKY LAB
K7 COMPUTING
MCAFEE
NORTON
QUICKHEAL
SYMANTEC
SOPHOS
TREND MICRO

DATA CENTER

ALIBABA CLOUD
AIRTEL
AMAZON
AZURE
BSNL
CTRLS
CYFUTURE INDIA
DATAFIRST
DATAGALAXY
DIMENSION DATA
ESDS SOFTWARE
GOOGLE
GPX INDIA
HP ENTERPRISES
IBM INDIA
MICROSOFT
NETMAGIC
NET 4
NETCON TECHNOLOGIES
NXTGEN
NXTRA
PI
RELIANCE
RICOH
SIFY
TATA COMMUNICATIONS
TCS
VODAFONE
WIPRO

DATA PROTECTION

ACTIFO
COMMVAULT
CISCO
DRUVA
DARKTRACE
GURUCUL
IBM
MICROSOFT
LOOKOUT
RUBRIK
VEEAM
VERITAS

DESKTOP / ALL-IN-ONE

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APPLE
ASUS
DELL
HP
LENOVO

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NIKON
SONY
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RADIX

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AGGRESSIVE
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The Team Behind....

Now is a good time to think about brand strategy for year 2018 .Reading one of the best marketing books is likely to change and improve the way you market.This year Brand Book has designed to better informed on the IT and Telecom products, solutions and influence on technology driven industry. The experience cell of Top CIOs of the country on their Technology Outlook and suggestions on trends are top-of-mind and strategies that tech companies have to leverage as they plan for growth.It covers wide range of information starting from hardware, software, services, telecom, e-commerce, mobility, cyber security and after sales services to understand the potential of Indian ICT industry .

The Brand Book also helps the industry to grow digitally also, with strong on-line presence by connecting the buyer and seller interface. As we know in this modern world making swift decisions has become essential in building a successful enterprise.By embracing an analytical approach, organizations can identify their potential and profitable clients, accelerate product innovation, enhance supply chains and pricing and identity the real factors for better operational and hence financial performance.

We have a team of accomplished journalists and the legacy of our experience spans across facing all types of Indian as well as multinational companies.We bring substantial corporate and development sector experience & technical skills to any assignment of any size or scope.We become your colleagues and our team becomes a natural extension of your business. The Brand Book is created and updated by our entire editorial board. Attempt has been made to depict the major developments which have taken place in the ICT sector and highlight the facts that provided an impetus to the growth of the sector. An integrated B2B media platform to reach out the CXO community. Hence, the Brand Book is proved as the potential tool in understanding the ICT brands available in India.



PUBLISHER & EDITOR-IN-CHIEF

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S Mohini Ratna

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Foreword



Technology is being looked at as the fourth industrial revolution which will fundamentally change the way we live, work and relate to one another. This is a revolution at the tri-junction of millennial consumer behaviour that democratized digital technologies and global-scale new age networks that is blurring the lines between physical, digital and biological spheres. The need of the hour is to understand on how to transform Customer Experience with digital approach.

The Brand Book is positioned as the ultimate vehicle for the corporates to position their brand and product identity, not only in terms of quality and services they offer but also in showing the road-map in terms of security and scalability to influence the buying decision.

The 7th edition of the Brand Book is focussed on the feedback from the Vendors as well as the Industry CXOs community. They are constantly on the look-out for futuristic technologies to challenge the status-quo, cut costs, boost revenues, generate process efficiencies and facilitate the development of new products and services by continuing the turn towards digitization and differentiation. Indeed, CIOs seem to be keen on managing their risks by outsourcing the implementation of these technologies or deploying plug-and-play solutions.

The shift to digital life has coincided with the rise of Platform Economy. New age network orchestrators are crossing traditional industry and geography boundaries, rendering established ways of looking at the market obsolete. Powered by vast amounts of data, they operate with a single-minded focus on customer experience working with extremely asset-light models. This has enabled them to capture large chunks of the market in a dynamic business environment — as seen from transaction platforms like Apple Pay and PayTM, to marketplaces like Amazon and Flipkart, to social platforms like Facebook and LinkedIn to other industry disruptors like Uber, Airbnb and Huffington Post. It is also a fact that Google, Amazon, Facebook and Apple are spearheading AI innovations in the US, and Alibaba, Tencent and Baidu are funding the AI research in China. To complement the fast moving technology adoption, the Government's step towards liberalised FDI regime along with the government's efforts in promoting defence manufacturing, electric vehicles and renewable energy, are expected to boost India's manufacturing industry.

Technology is a new battleground for CIOs. Attackers are exploiting the trust model users have in software companies to implant malware into systems. As a result, exploitation can occur at a massive scale and go undetected for long periods of time. The European Union will soon begin enforcing a new General Data Protection Regulation that governs how EU personal data is processed both within and outside of the EU. Besides obvious effects on data privacy, the GDPR will radically change how companies handle questions of cybersecurity.

With the ever increasing threat, the role of the chief information Security Officer (CISO) is constantly confronted by ever-increasing and sophisticated cyber-attacks. While trying to ensure usability and user experience ease, and to support ongoing digital transformation initiatives to meet these needs, it is imperative to use a cutting-edge technology which offers advanced security capabilities. Having seen and learned over the years from the front lines of global cyber security, readers will gain insights on recent threats targeting organizations and advice on how to better protect networks and employees from the market-scape section of the Brand Book.

The proliferation of enterprise data across a multitude of vehicles like Cloud, IoT devices, service providers etc., has led to an evolving nature of attack surfaces and threat actors emanating from influences of a very divergent mix of political, socio-economic, and sponsored interests, hence continually improving identification, tracking, and blocking of evolving security threats. The global IoT monetization market is expected to grow at a CAGR of around 53% during the forecast period 2016-2023.

Finally, Quantum computing should make it possible, in the years to come, to deal with the explosion of data, which Big Data and the Internet of Things bring about with its targeted and unprecedented compute acceleration capabilities.

Thank you once again for your valued inputs for the Brand Book and we will be looking forward to continue working with you.

S. Mohini Ratna
Editor



We help CIOs address their **Complex Challenges** with Innovative solutions

Aligning IT
with Business

Transforming IT
with Speed

Respond to IT Trends
with Ease

Powering 15 of the Fortune 100 Global Multinationals
and 25 of the ET 100 Companies in India

World's leading businesses including Fedex, Panasonic, Deloitte, Vodafone, Ranbaxy, Novartis, SBI, GVK, Chrysler, Bajaj, Tata, Jet Airways leverage our services to deliver world class services to their customers.

Our Services Portfolio

- ▶ Colocation Services
- ▶ Managed Services
- ▶ DR as a Service (DRaaS)
- ▶ Desktop as a Service (DaaS)
- ▶ Cloud Services (Private, Hybrid, Public)
- ▶ Banking Community Cloud
- ▶ ERP (Manufacturing) Community Cloud
- ▶ SAP HANA (Colocation Services)
- ▶ SAP HANA Cloud Hosting
- ▶ SAP HANA Disaster Recovery
- ▶ Managed Security Services

“ In my experience, CtrlS has been a very customer-centric organization and add value to their customer's landscape with capabilities like their comprehensive IT security landscape, 99.995% uptime guarantee and the best SLA response time ”

Rajesh Garg
CIO, Rolta

Write to us at marketing@ctrls.in for more details



TOP 25 BRANDS IN INDIAN ICT INDUSTRY 2018

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25

Branding is an image, how customers think of a brand and one must identify with its uniqueness and exceptional quality. Customers make irrational decisions all the time. In the world of technology, digitalisation has created tremendous opportunities. Consumers are increasingly empowered by new technologies, rich information resources and a wide choice of brands and are demanding digital innovation from businesses as a result, new products, processes and techniques have emerged, but has also created threats, as new ways of employment pose new challenges to employers and employees. It has a strong impact on enterprises, both in manufacturing and services industries and is radically reshaping business landscapes and the nature of work, as well as redefining the boundaries of production, distribution and consumption.



1. **SAMSUNG:** Samsung has proven itself in electronics as a global leader in technology and innovation and the new leadership is ready for the next phase of its growth. India is an important market for Samsung, and the brand has been committed to it

for the past 22 years. Samsung is fulfilling its commitment towards 'Make for India' and 'Make in India'. The company is targeting a sales of more than \$10 billion (about Rs 64,000 crore) this calendar year after having recorded nearly \$9 billion in 2017. Sales will be driven by smartphones, premium television and appliances like refrigerators and washing machines, while smartphones will continue to be the largest sales contributor, accounting for 60% of the sales, the balance 40% will be generated from consumer electronics driven by premium products. In 2016-17, revenue from mobile phone sales stood at INR 34,300 crore (\$5.5 billion), growing 27%.

Samsung has a wide network of partners across India. The partners of Samsung act as a backbone for success of the company. It has the largest retail and distribution network with 150,000 retail partners and around 2,000 Samsung brand stores spread across the country, including the world's highest operating brand store at Leh.



2. **APPLE:** Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976 to develop and sell personal computers. It was incorporated as Apple Computer, Inc. in January 1977, and was renamed as Apple Inc. Steve Jobs had created a history with the spirit, the vision and the promise of

the brand Apple. Through his visionary products, inspiring leadership and iconic histrionics, he made Apple one of the most successful brands in the global brand space. It has become one of the world's greatest marketers. Brand Apple is all about Quality, Signature and Loyalty to its niche premium clientele.

Apple is the world's largest information technology company by revenue, technology company by total assets, and second-largest mobile phone manufacturer, by volume, after Samsung. Apple became the first U.S. company with a market value of more than \$800 billion in 2017. Apple's hardware products include the iPhone, iPad, Mac personal computer, Apple Watch smartwatch, Apple TV digital media player, App Store, iCloud and the HomePod smart speaker. Apple announced that its active installed base of devices has reached 1.3 billion, a milestone that the company hit in January including iPhone, iPod touch, iPad, Mac, Apple TV, and Apple Watch models in use around the world. Apple could become the first company to attain a \$1 trillion market cap in 2018. According to documents posted with the Registrar of Companies, Apple India Pvt. Ltd posted sales of Rs. 11,619 crore (\$1.8 billion) for the year ended March 2017, compared with Rs. 9,937 crore in the year-ago period.



3. **GOOGLE:** Google is an American multinational technology company specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware.

The Google brand is valued at USD 100 billion.

The company now provides free net-search services in more than 120 languages, with a large number of web-based products in its portfolio and generates about 97% of its revenue through online advertisements (Google Adwords and AdSense). It also offers services designed for work and productivity (Google Doc, Sheets and Slides), email (Gmail/Inbox), scheduling and time management (Google Calendar), cloud storage (Google Drive), social networking (Google+), instant messaging and video chat (Google All/Duo/Hangouts), mapping and turn-by-turn navigation (Google Maps), video sharing (YouTube), note taking (Google Keep), and many more. The company leads the development of the Android mobile operating system, the Google Chrome web browser, and Chrome OS. Google has

moved increasingly into hardware for gaining more visibility by partnered with major electronics manufacturers in the production of its Nexus devices.



4. **JIO:** Reliance Jio Infocomm Limited or Jio is an LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Navi Mumbai, Maharashtra that provides wireless 4G LTE service network (without 2G/3G-based services) and is the only 'VoLTE-only' (voice over LTE) operator in the country which lacks legacy network support of 2G and 3G, with coverage across all 22 telecom circles in India. Reliance Jio played a key role in increasing 4G penetration in India, helping the rural population get 83 million 4G subscriptions out of the total 238 million 4G subscribers by December 2017

The early adaptors were leveraged by Jio primarily in the urban space and as incumbent operators got ready with their 4G in full scale, they focused on rural markets to look for growth and Jio Phone to play a critical role in increasing the penetration of Jio 4G services in rural India.



5. **DELL TECHNOLOGIES :** Dell EMC is an American multinational corporation headquartered in Hopkinton, Massachusetts, United States. It sells data storage, information security, virtualization, analytics, cloud computing and other products and services that enable organizations to store, manage, protect, and analyze data. Recognized as end-to-end enterprise solutions company, Dell EMC's target companies include large organizations and small- and medium-sized businesses across various vertical markets. The company's performance in India is rock solid and showed a positive growth with double digit across all segments- PCs, servers, storage and networking.

DELL EMC's hyper-converged and software defined solutions are added to its portfolio by bringing innovation in storage and networking space. Global server revenue increased 25.7% in the fourth quarter of 2017 while shipments grew 8.8% Year-over-Year, with Dell EMC leading the market. A triple-digit growth in hyperconverged portfolio has been witnessed which is led by VxRail and double-digit demand growth for Isilon scale-out NAS and all-flash arrays.



6. **MICROSOFT:** Headquartered in Redmond, Washington, Microsoft, an American multinational technology, was founded by Paul Allen and Bill Gates. Its best known software products are the Microsoft Windows, Microsoft Office and Internet Explorer. It is also evaluating to increase its data center capacity in the country given the traction it is receiving. The company is targeting the banking, healthcare, ITeS and startups sectors and growing areas such as Artificial Intelligence and Machine Learning.

After its debut in India in July last year, Kaizala, a suite of productivity applications built in a chat interface, is being tested and previewed in countries with similar mobile penetration trends as India. This will be Microsoft's first instance of a 'Made for India' product being exported to other countries. The technology major is planning to take this suite to South East Asian countries and Africa. Microsoft market cap could reach \$1 trillion in the coming years, on the back of the increasing popularity of its cloud services across the Productivity and Intelligent Cloud businesses.



7. **AIRTEL :** Brand Airtel reminds one of communication and connectivity for all. Airtel is on its toes at all times providing the best of customer experience. With operations in 20 countries, Bharti Airtel, which is present in India, Bangladesh, Sri Lanka and Africa, has "become the third largest mobile operator in the world in terms of subscribers. The company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV,

DTH, enterprise services including national & international long distance services to carriers.

Airtel had always adopted various cutting edge strategies to be one step ahead of competition, from acquiring regional operators in its early years, rebranding entire operations under one umbrella to outsourcing activities to various corporations. Airtel continues to lead the market with 29.90% market share, taking total subscriber base to 285.20 million.



8. TCS: Tata Consultancy Services Limited (TCS) is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring an unmatched level of certainty. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model (GNDM). TCS' strategy for longer-term growth is to continually extend the core IT services business by expanding its geographic reach by building or acquiring emerging businesses and adopting or creating new business models and business solutions through continuous innovation. Revenue in FY 2017 was Rs. 1,17,966 cr.

It is working with the world's largest companies to help them reimagining their business models, products and services and workplaces in all industries. TCS is guiding companies of today on the path to tomorrow. The company continues to invest heavily in its brand presence worldwide, delivering marketing and public relations programs, major sports sponsorships and a wide range of corporate social responsibility activities across each of its key markets.



9. INFOSYS: Infosys Limited (formerly Infosys Technologies Limited) is an Indian multinational corporation that provides business consulting, information technology and outsourcing services. It has its headquarters in Bengaluru and Infosys is the second-largest Indian IT company by 2017 revenues and 596th largest public company in world in terms of revenue. The revenue for FY 2017 was Rs. 68,484 cr.

Infosys Nia is an Artificial Intelligence platform which collects and aggregates organizational data from people, processes and legacy systems into a self-learning knowledge base and then automates repetitive business and IT processes, freeing up human effort to solve higher-value customer problems that require creativity, passion, and imagination. Infosys Nia expands the scope of the first generation AI platform beyond Information Technology simplification and optimization; and allows our clients to leverage AI to drive transformations in their core business.



10. WIPRO: Wipro Limited is an Indian Information Technology Services corporation headquartered in Bengaluru, India. It is a global information technology, consulting and outsourcing company with services spanning financial services, retail, transportation, manufacturing, healthcare services, energy and utilities, technology, telecom and media. The revenue recorded for FY 2017 was Rs. 55,417 cr.

Digital deals increasing as customers are moving to next level of Digital adoption, by leveraging the power of connected assets and data to transform products and services, business models and operations. Wipro has entered into the world of IoT and explore the opportunities and risks "connected assets" pose to business in a digital economy.

Wipro is a leader across various new services, including Digital, Automation, RPA, AI and so on and so forth. The recent announcement of a target of \$15 billion in revenues by 2020, with the opportunity into IoT is overwhelming, Wipro is leveraging IoT for improved customer service and experience.



11. HCL TECHNOLOGIES: HCL Technologies is an Indian multinational IT services company, offers services including IT consulting, enterprise transformation, remote infrastructure management, engineering and R&D, and business process outsourcing (BPO). HCL also provides services such as DRYiCE, Cybersecurity and Digital & Analytics.

HCL Technologies helps global enterprises reimagining their businesses for the digital age. It has offices in 34 countries including the United States, France and Germany, and the United Kingdom and operates across sectors

HCL Technologies is on the Forbes Global 2000 list. It is among the top 20 largest publicly traded companies in India with a market capitalisation of \$18.7 billion as of May 2017. As of September 2017, the company, along with its subsidiaries, had consolidated revenue of \$7.4 billion. The core success of HCL is 'Employees First, Customer Second' philosophy which has inverted the organizational pyramid and created an ecosystem of innovation, with employees proactively generating solutions for the clients.



12. TECH MAHENDRA: Tech Mahindra Limited is an Indian multinational provider of information technology (IT), Networking Technology solutions and Business Process Outsourcing (BPO) to various industry verticals and horizontals. Anand Mahindra is the Chairman of Tech Mahindra and is headquartered at Pune. It also has its registered office in Mumbai. Part of the Mahindra Group, Tech Mahindra is a US \$4.6 billion company with over 117,000 employees across 90 countries. It provides services to customers which include Fortune 500 companies and a leading provider of digital transformation, consulting and business re-engineering services and solutions. The revenue recorded for FY 2017 was Rs. 29,141 cr.

Tech Mahindra has a leading presence in the fast-paced information technology (IT) industry. With global expertise and seamless cross-platform functionality, the company creates IT solutions that empower companies to focus on, and enhances their core businesses. Leveraging nearly three decades of experience, it offers innovative solutions that integrate technology with business for several Fortune 100 and 500 companies. The recent announcement on investment of CAD \$100 million is planned over next five years to establish a new 'Center of Excellence' (COE) in Canada which will focus on major technologies such as Artificial Intelligence and Blockchain, which are driving innovation across industries and will cater to the exponentially growing need for AI and Blockchain application especially in the 'Fintech' and 'Smart Cities' spaces.



13. INGRAM MICRO: Ingram Micro is a distributor of Information Technology products. The company has ranked 64th in the 2016 Fortune 500. In December 2016, the HNA Group acquired Ingram Micro in an all-cash transaction with an equity value of approximately \$6 billion. The strategic reason for the transaction was to reach "business opportunities in emerging markets, which have higher growth rates and better profitability." HNA Group's logistics and its presence in China was intended to help Ingram's growth for delivering global technology and supply chain services to support cloud aggregation, data center management, logistics, technology distribution, mobility device life-cycle and training. The revenue recorded for FY 2017 was Rs.22,770 cr.

Ingram Micro is the world's largest technology distributor, with operations in 160 countries and inventory from 1400 technology manufacturers and leading PC suppliers with approximately 200,000 customer worldwide, including retailers and IT resellers for providing sales, marketing and logistics services for the IT industry worldwide. Ingram Micro is also a service powerhouse delivering logistics and supply chain management services to increase value and drive efficiency for companies at all levels of the IT supply chain. Vendors include Apple, Cisco, Dell, HP, HTC, IBM, Intel, Juniper, Lenovo, Microsoft, Samsung, Symantec, VM Ware and Western Digital.



14. **IBM:** International Business Machines (IBM) provides integrated solutions that leverage Information Technology and knowledge of business processes. The Global Technology Services segment primarily provides Information Technology infrastructure and business process services, creating business value for clients through unique technology and IP integrated services within its global delivery model. IBM has a large and diverse portfolio of products and services. As of 2016, these offerings fall into the categories of cloud computing, cognitive computing, commerce, data and analytics, Internet of Things (IoT), IT infrastructure, mobile, and security. The revenue recorded for FY 2017 was Rs. 22,575 cr.

With the powerful technology platform, IBM Watson uses natural language processing and machine learning to reveal insights from large amounts of unstructured data. IBM is bullish about the Indian market and pitched over the year for large multi-million –multi-year transformation deals. With the launch of its first cloud data center in Chennai which was opened in 2015 to provide infrastructure as a service. IBM will continue to help organizations to go digital by focusing more into the growing SMB's in India.



15. **HP INC:** Hewlett Packard Inc., an American technology company, which develops personal computers (PCs), printers and related supplies, display & accessories as well as 3D Printing solutions. It has retained it's position as the no.1 across all product categories. The reason of success behind it is to keep reinventing products with a vision is to create technology that makes life better for everyone and everywhere, every person, every organization, and every community around the globe. This motivates, inspires the company to do what they does. The company has revamped Pavilion PCs with Premium Features and Design. The revenue recorded for FY 2017 was Rs. 15,340 cr.

HP Inc. is already present in 500 towns and is planning to reach 800 towns in the next two years through its exclusive stores. It is known for the strong channel eco-system the global leader in printing, with it's new A3 multifunction printers (MFPs) that are shipped to more than 80 countries in all major markets worldwide. This next generation portfolio includes 54 SKUs and is designed to provide qualified channel partners the ability to offer higher levels of customization that meet a wider range of customers' printing needs. HP Inc. inspires creativity with Inking and modern designs for today's students and tomorrow's reinventors. HP has two new bets for India in 2018 — 3D printing and augmented reality. The India story for HP Inc. may only be beginning.

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16. **ORACLE:** Oracle started a consultancy called Software Development Laboratories (SDL) in 1977 by Larry Ellison and his two friends. Organizations continue to turn to Oracle at record-rates to build, deploy, and extend game-changing applications and run business-critical workloads in a low-latency, highly available, reliable and secure cloud environment. Today, customers in more than 195 countries are running their most demanding applications on Oracle Cloud Platform and Oracle Cloud Infrastructure. Driven by strong customer demand for its cloud services worldwide, Oracle expands significantly in its modern cloud infrastructure footprint. The company's rapid expansion plans include the opening of 12 new datacenter regions and increasing the breadth and depth of Oracle Cloud services available across Asia, Europe, and the Americas. Oracle continues its industry leadership position, delivering a complete and integrated portfolio of cloud services (SaaS, PaaS, and IaaS) and new services in security, Blockchain, and Artificial Intelligence. With our global datacenter expansion, we are able to help customers lower IT costs,

TECHNOLOGY IS C

Once brands can offer the right type of digital experience that cater to that core appet ecosystem and really engage them and are safeguarded from rapid pace of evolution wh

Brand and branding are complex terms that encapsulate many different things. Brand are instantly recognized. Maintaining a strong brand means striking the right balance be It takes consistent use of communication and messaging for the audience to start to reco and the need of the hour is to create an emotional connection with its customers.

This time we have focused on various important parameters VARINDIA identifies purely on the basis of voter participation). Based on what we're seeing from the corporat is companies will own their audiences by infusing content in every marketing tactic.

We are able to gather vital information from the survey with 500 CIO/CTO/CISOs o on their product acceptance and support from the vendors. Being featured in the "Brand E carefully carve this masterpieces and companies that have carved a niche for themselv themselves to being given the status as the **Most admired brands**.

Our Methodology

Our methodology is continuously evolving with the clients' research needs. Things conversions – they're all important. But there's whole bunch of other things that sit be examine this and learn from it.

Digital have completely changed the 21st century marketer. A distinguished panel of th board scrutinized the list throughout the year. The list intends to help to choose the Most availability, and more function- ality, with vastly improved and Product quality. The Pan that define and determine the most influential brands in INDIA, including:

Quality of Products <ul style="list-style-type: none">• Product Uniqueness• Investment into R & D• Brand values• Post- sales Support	Customer Satisfaction <ul style="list-style-type: none">• Brand values• After sales Support
Branding Management <ul style="list-style-type: none">• Marketing Strategies• Training and certification	Market Competition <ul style="list-style-type: none">• USP & Core strength• Promotion & Achievements
	Innovation Security

Brands have personality and attitude as well and the most important is the brand pro have personality and attitude as well and the most important is the brand promise, w reflection of our strategy and describes how we want our stakeholders to perceive us. the power and influence too and the brand valuation methodology followed by the l seeks to provide a rich and insightful analysis of your brand, that includes (Building increasing brand awareness, after sales support, R& D), providing a clear picture on ho is contributing to business growth.

The recipients of the Most Trusted Company are acknowledged for their achie recognised as the elite of their industry earning and the benchmark for the top performers

We would like to personally thank you corporates, who has shared their input nominations related to their various best practices they have experienced first-hand. Lastl PR landscape today, some of the rules are radically different while others remain the sam Indian ICT Industry, paired with another important segment, the Most Admired Brands



HANGING SOCIETY

ite for convenience and simplicity, they are more likely to pull these customers into their ere they are quickly beaten out by emerging disruptors.

l Book recognizes the leading brands playing in the Indian ICT industry. All great brands between continuity in marketing activities and the kind of change needed to stay relevant. ognize, trust and eventually appreciate a brand. Brand loyalty begins from the inside out

25 Most Trusted Companies (These are the industry benchmarks and honours given e world, expect more brands to start closing the audience engagement gap. The hard fact

n their Experience cell and interacted with Value Added Resellers (VARs) in the country Book” it reflects the vision, values, culture of the corporate, which is very important, been e in their respective industries through repeatedly out shining their competitors elevate

like brand awareness, engagement, the direct correlation between campaign and sales, tween these that businesses don't understand, like the language of a failure and how to

he industry's topmost CIOs, CEOs, and industry analysts including VARINDIA's editorial Trusted Company you can trust them to deliver an uncompromising performance, higher els brings the list of Most Trusted Companies where Brand Study reveals key dimensions

omise, Brands hich is a true Brands have Brand Book's g knowledge, w your brand

evements and in the country.

ts by making y, I look at the ne. With that in mind, we would like to share a top hits of 25 Brands rule the roost in the hich are also playing most important new rules. Here goes.



mitigate risks and compete like they never have before. The revenue recorded for FY 2017 was Rs. 15,318 cr.

The future of IT is autonomous. With its expanded, modern data centers, Oracle is uniquely suited to deliver the most autonomous technologies in the world. Oracle provides enterprise software and computer hardware products and services. Oracle is opening nine incubation centers throughout the country. These centers will support entrepreneurship and development of innovative start-ups by providing software, tools, and training to new software and technology companies utilizing Java and the Oracle platform. Oracle in India is aiming to become the number one player in the cloud market through its SaaS and PaaS offerings. Oracle sees newer opportunities in India that includes smart cities, Digital India and Make-in-India etc.



17. **SAP:** SAP a German software company, has successfully made inroads into cloud computing and digital solutions. It is the third largest independent software supplier in the world with more than 12 million users, 121,000 installations worldwide, more than 1,500 SAP partners, over 25 industry-specific business solutions, and more than 41,200 customers in 120 countries. The firm is now committed to moving towards a full service oriented architecture (SOA) with underlying Netweaver integration platform and is aiming to move down into the mid-market user base with its long-awaited software as a service (SaaS) push through its recent Business By design announcement. More than 99% of its 44,000 customers run on one of its three core systems. SAP's direction has always been clear delivering innovative and market-leading products to customers and profitable growth to shareholders. The revenue recorded for FY 2017 was Rs. 11,787 cr.

SAP feels Digital is not just about the front end; it's also about integrating different elements and factors in a holistic and empowering pattern. It's about the experience, which the company will provide. SAP SE provides enterprise application software and software-related services worldwide. It operates through the On-Premise and Cloud segments. SAP has spent billions of dollars on acquiring firms whose solutions are cloud-centric. Some examples include Hybris, Success Factors, Ariba, Concur and Fieldglass. SAP India introduced many best practices from the implementations it had done in countries such as Brazil and Latin America. It launched its High-performance Analytic Appliance (HANA) software platform, which enables data processing in real or near-real time for "quick business insights and improved decision-making". It provides SAP Business All-in-One solution, the SAP Business One application, and Edge solutions.



18. **CISCO:** A US-based networking company, Cisco continues to be a dominant player in the Indian networking segment with 60% market share by designs, manufactures, and sells Internet Protocol based networking products and services related to the communications and information technology industry by providing a broad line of products for transporting data, voice, and video within buildings and across campuses. At Cisco, acquisitions and partnerships, have been a core competitive differentiator for the company along with R&D capability which continue to produce innovative solutions for customers. Of the 24 acquisitions made globally over the last two years, around 20 have software as the core business. The revenue recorded for FY 2017 was Rs. 11,770 cr.

India is one of the fastest growing markets for the company. Cisco security has integrated a comprehensive portfolio of network security technologies to provide advanced threat protection. 82% of companies want an integrated security portfolio. With various opportunities in India including Smart cities, digital initiatives and IoT, Cisco is preparing for digital ready networks, the company plans to make Pune its global export hub. Cisco, has invested in 20 startups in India, plans to work closely with the entrepreneurial ecosystem, track innovation, and invest more in the country going forward.

19. **HEWLETT PACKARD ENTERPRISE:** Hewlett-Packard Enterprise (commonly referred to as HPE) is an American multinational company headquartered in Palo Alto, California. It developed and provided a



Hewlett Packard
Enterprise

savex
TECHNOLOGIES

Infrastructure in **minutes.**
Provision at **cloud speed.**



HPE Synergy: the first
Composable Infrastructure

For more information, write to us at : marketing@savex.in



Hewlett Packard
Enterprise

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TECHNOLOGIES

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wide variety of hardware components as well as software and related services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors. HPE's net revenue in 2017 is USD \$28.87 billion. Three critical components in HPE are Server, Storage and Networking. HPE provides technology solutions to help businesses innovate and drive value in today's rapidly evolving digital landscape. HPE enhanced its entire flash-optimized 3PAR storage portfolio to help enterprises capture the benefits of an all-flash data center. With mobility on the rise amid enterprises aspiring to create modern, connected workplaces. The revenue recorded for FY 2017 was Rs. 7,500 cr.

HPE-owned wireless networking major Aruba is looking for double-digit growth in India. Acquired by HPE in 2015 for \$3 billion, is today the leading provider of next-generation network access solutions for the mobile enterprise. As the customers need to run their data centers today and the industry is going to IoT, to the edge, to the new iterations. 75% of the revenue comes through partner relationships. HPE is a partner-driven business and the success mantra of HPE is relying heavily on partners to lead customers to the New Style of Business.



20. LENOVO: Lenovo is a Chinese multinational technology company with headquarters in Beijing. It designs, develops, manufactures and sells personal computers, tablet computers, smartphones, workstations, servers, electronic storage devices, IT management software, and smart televisions. Since 2013, Lenovo is the world's largest personal computer vendor by unit sales. It markets the ThinkPad line of notebook computers, IdeaPad and Yoga lines of notebook laptops, and the Idea Centre and Think Centre lines of desktops. Lenovo is a \$43 billion company with 52,000 employees, customers in 160+ countries and 226 on the global fortune 500 list. The revenue recorded for FY 2017 was Rs. 8,000 cr.

Lenovo going aggressive with its retail expansion plans, with increasing number of Lenovo Exclusive Stores (LES) and the company also expanded its presence to over 100 new locations. The partnership with Nutanix marks an important step in the growth. The Lenovo ThinkServer is an excellent entry-server for growing businesses. Lenovo has doubled its manufacturing capacity to 12 million units a year for both Lenovo and Motorola brands, as the company deepens its focus in one of its top three markets by revenue, and plans to regain its position among the top three smartphone players in the market. The success of Lenovo Big Data platform is closely related to Lenovo's advanced research and practical data technology.



21. INTEL: The Intel Corporation is a multinational company manufacturing of semiconductor chips. Headquartered in Santa Clara, California, Intel has been at the center of the technical revolution of the 21st Century, outperforming its competitors with an 80% global processor market share in PCs.

As the Global semiconductor sales in 2017 grows to USD \$409 billion, Intel's global revenue in 2017 grows to USD \$62.76 billion, along with revenue growth Intel has been able to establish its brand as a source of trust and quality in the minds of the customer. The revenue recorded for FY 2017 was Rs. 6,969 cr.

It is the inventor of the x86 series of microprocessors. The global strategy of Intel is transforming Intel from a PC company to a company that powers the cloud and billions of smart, connected computing devices. Intel supplies processors for computer system manufacturers such as Apple, Lenovo and HP, and Dell. India is one of the most important non-manufacturing sites for Intel globally, with over 3,500 employees.



22. LG ELECTRONICS: LG Electronics is a South Korean multinational electronics company headquartered in Seoul and employing 82,000 people working in 119 local subsidiaries worldwide. LG comprises four business units - Home Entertainment, Mobile Communications, Home Appliance & Air Solution and it includes OLED TVs, Smartphones, ACs, Washing Machines, Microwave Ovens, Refrigerators & more.

LG Electronics Inc. started selling a TV that would reject mosquitoes, it uses ultrasonic waves that are silent to humans but cause mosquitoes to fly

away. The technology was also used in air conditioners and washing machines. LG Electronics India has been the most attractive brand in consumer durables. In 2017 LG is completing its 20-year long journey in the country.

The launch of the #KarSalaam initiative has made the brand LG more attractive which is dedicated to the Indian soldiers. The campaign invites the whole nation to come forward and send their wishes to the Indian Armed Forces. As a brand, LG has not just sold products but the dream of a better and more convenient lifestyle to the Indian consumers.



Delighting You Always

23. CANON: Canon is a Japanese multinational corporation. The company has a primary listing on the Tokyo Stock Exchange and secondary listing on the New York Stock Exchange. It manufactures imaging and optical products, including cameras, camcorders, photocopiers, steppers, computer printers and medical equipment. Canon marked its 20th anniversary in India with a steadfast plan for the country across its enterprise, commercial, consumer and social initiatives. The company, celebrating two glorious decades in the country, reaffirmed its commitment to India with the announcement of its Vision 2020. The company sets a growth target of INR 3500 Cr to be achieved by consistently attaining a year on year double digit growth.

Innovation, technology and security are of paramount importance when it comes to the solutions and products offered by Canon. Bubble Jet is the name of Canon's best-known proprietary technology. A micro-heater is built into each ink nozzle of a print head.

Canon offers a comprehensive suite of print management, document management and workflow solutions, it is set to deliver seamless and secure workflows to help companies large and small fuel vital growth. Canon aims to penetrate further in the country with its offerings, augment the photography culture in India and introduce technological advancements across business and consumer products.



24. ADOBE : Adobe is an American multinational computer software company, headquartered in San Jose, USA. It has historically focused upon the creation of multimedia and creativity software products, with a more recent foray towards rich Internet application software development. It is best known for Photoshop, an image editing software, Acrobat Reader, the Portable Document Format (PDF) and Adobe Creative Suite, as well as its successor Adobe Creative Cloud. For the company, India is an important innovation hub for Adobe and over time a lot of the company's products have been developed in its Indian R&D centres located in Noida and Bengaluru.

Adobe's creative cloud gives users the entire collection of Adobe desktop and mobile apps, from essentials like Photoshop CC to next-generation tools like Adobe XD CC. India has become the largest site for patents with 300 filed. Adobe has two big focus when it comes to India—government and education. In government, Adobe plays an important role like government to citizen engagement, two citizen portal's and third is empowering education. Digital marketing is a high growth business for Adobe and a significant part of R&D activities for Adobe Marketing Cloud are driven out of Adobe's India R&D labs.



25. ACER : Acer is a Taiwanese multinational hardware and electronics is headquartered in Taiwan. It is one of the renowned PC and laptop brands around the world. The products include desktop PCs, laptop PCs, tablets, Smartphones, Monitors, Projector Servers and gaming. In addition to its core IT products business. Acer also has a new business entity that focuses on the integration of cloud services and platforms, and the development of smartphones and wearable devices with value-added IoT applications. Acer has started to manufacture its products in India and export to Thailand, Indonesia, Philippines and Malaysia.

Acer became a full service entertainment brand, monitoring market Intelligence and formulating implementing important policies and strong associations with its channel partners and customers to increase its brand presence across the length and breadth of the country. The company has emerged as the leading brand in India in the fourth quarter of 2017, with 25.4% market share in the gaming.

India's Most Admired Brands

Creating innovative strategies by businesses and brands to inspire consumers is the key priority of the Brand custodians. Today, we are witnessing the arrival of not just powerful brands but those which truly wield extraordinary influence on the entire industry. While India is still an emerging market there is no doubt that these BRANDS have featured on their brand identity, communication and experience with disruption and innovation, has played an exceptional role as the Indian economic juggernaut gains greater momentum.

Brands capture an irresistible idea, compelling and intuitive, engaging and inspiring people in ways that companies and products cannot. They build platforms and connections through which customers and business can achieve more. Hundreds of leading Indian brands were evaluated first by the industry leaders and then by our editorial team which comprised some of the country's most outstanding marketing minds. The Most admired Brands in the Indian ICT industry reflect and articulate the contribution of those brands that have displayed strong leadership in their respective areas. This compendium traces the history and achievements of each of the brands and shows why every one of them is deserving of a Most Admired Brands status.



AMD has always been a frontrunner in innovating high-performance computing, graphics and visualization technologies, which are the building blocks for gaming, immersive platforms and the datacenter. With the introduction of Naples in 2017, the company reaffirmed its position as an innovator in the datacenter space. Naples delivers unique high-performance features required to address highly virtualized environments, massive data sets and new, emerging workloads. To maintain its supremacy, the company has also announced the availability of second generation Ryzen desktops processors in four different models especially for gamers, creators, and hardware enthusiasts.



Arcserve is a provider of data protection, replication and recovery solutions for enterprises and small to medium businesses. It uniquely combines high-performance data availability capabilities with the simplicity required by small and overstretched IT teams, proving power and resilience can coexist with simplicity and elegance with the cutting edge for VM backups.

Arcserve technology is enterprise-grade, built for mid-market organizations and it offers a full range of capabilities that allow you to cost-effectively apply the right level of data protection to your unique systems, and eliminate the need to layer on complex point solutions as business needs evolve.



Check Point Software Technologies, a provider of cyber security solutions, that protect customers from cyber attacks with leading catch rate of malware, ransomware and other types of attacks. From pioneering FireWall-1 and its patented stateful inspection technology to offering a complete security architecture defending enterprises' networks to mobile devices, Check Point has, indeed, come a long way. Recently the company has announced Infinity Total Protection, a revolutionary security consumption model that enables enterprises to prevent fifth generation cyber attacks.



Comscope is always at the forefront in shaping infrastructure, products and solutions to improve human life. It helps design, build and manage their wired and wireless networks. The company is committed to make communication faster, easier and more efficient for always-on workforce. The solutions by CommScope provide customers increase bandwidth; maximize existing capacity; improve network performance and availability; increase energy efficiency; and simplify technology migration.



Driven by the vision and commitment to make surveillance simple and affordable, the company aims to make the world a safe and secure place for the people to live in. An advanced security & surveillance solution company, it offers a wide array of products for industries and residential complex needs, including surveillance products, time & attendance products, residential/ home security products, and plug and play security cameras. As per the IHS Survey 2017, CP PLUS stands as the youngest and fastest brand to enter the club of Top 4 security companies in the world and Top 2 in Asia.



Digital workplaces are changing the way organizations operate, communicate, and innovate. Citrix solutions Unify and secure all apps and content for all devices that supports the shift to people-centric computing, enabling organizations to deliver a superior work.

Citrix's flagship Networking portfolio with Citrix Unified Endpoint Management and Citrix Analytics delivers a secure digital perimeter and its solutions are in use by more than 400,000 organizations including 99 percent of the Fortune 100 and 98 percent of the Fortune 500.



CtrlS has recently launched Bangalore's first and one of the largest Tier 4 Datacenters of South India. It is the first LEED Platinum datacenter that promises 100% redundancy, lowest PUE and near 0% downtime for mission critical applications of India's leading banking, telecom, financial, e-commerce, and enterprises. Established in 2007, it focuses on keeping customer applications online and keep data secure. The commitment of taking total ownership of projects has earned the company some renowned brands of the Indian industry.

The company powers 15 of the Fortune 500 Global Multinationals and 25 of the ET 500 companies in India including major banks, insurance companies, telecom players, ecommerce, healthcare, manufacturing, retail, logistics.



Committed to providing quality solutions and products with latest technologies, Dahua Technology is enabling its customers to run businesses successfully. Dahua's products and solutions are being used in 180 countries and regions. The company has more than 6,000 R&D engineers and technical staff working on cutting-edge technologies in camera lens, image sensor, video encoding & transmission, embedded processor, graphic processing, video analytics, software reliability, network security and other technologies.



To support the government's 2030 EV vision and to strengthen electrical vehicle ecosystem, Delta Electronics has recently introduced a range of energy efficient electric vehicle (EV) charging solutions. The advanced EV charging solution offerings from Delta will enable the ecosystem to keep pace with the growing demands for a robust electric automobile infrastructure. Pioneered in power electronics and automation, Delta Electronics is known for its known for its energy saving solutions. Delta's business categories include Power Electronics, Automation, and Infrastructure. Delta has a strong presence across India with more than 100 channel partners. The company has been awarded ISO 9001:2008, ISO 14001:2007 and OHSAS 18001: 2008 certifications for Quality, Procedures, and Environment management.



A renowned company in the networking space, D-Link after reigning in the Home & SMB/SME segment is now focusing on enterprise businesses. D-Link implements and supports unified network solutions that integrate capabilities in switching, wireless, broadband, storage, IP surveillance, cloud-based network management, and structured cabling. In a recent report by IDC Asia/Pacific Quarterly WLAN Tracker, Q2 2017, D-Link has a 19.1% market share in WLAN market.



ESDS is a well known Cloud hosting company with an expertise in Managed Data Center Service and Cloud Solutions and Virtualization and Disaster Recovery Hosting. It has two Data Centers, one in Nashik and the other in Mumbai. The Mumbai DC has an active Uptime Institute Tier III certification. The Support team at ESDS has core expertise in managing all flavors of Linux, Windows, IBM AIX or HP Unix; and also in managing Databases like ORACLE, MSSQL, MySQL, noSQL, Mongo DB, PostgreSQL and various open-source applications like PHP, Apache, Exim etc.



Known for its quality and value, Epson addresses the needs of homes, businesses and commercial enterprises as also those of consumers with specialized needs in India. Since its incorporation in India, Epson has gained grounds and strengthened its position in the market. In 2011 it introduced its Ink Tank printers with a unique technology called Micro Piezo and with this breakthrough Epson emerged as one of the leading brands in printing segment. As per India Monthly City-Level A4 printer Tracker report of Q4 2017 by IDC, Epson acquires the top position in the Inkjet Printer Market with 46.3% market share in the category.



An enterprise security solution player, eScan provides protection like anti-virus and content security solutions for desktops, smartphones and servers. It has presence in 12 countries through its offices and subsidiaries and a robust network of channel partner of more than 50, 000 spread across 190 countries worldwide. As a part of its vision 2020, the company has made its products available on Government e-Marketplace (GeM). This is one such initiative by eScan to ensure that IT security becomes an essential and integral part of every business unit handled by the Government of India.



Nobody knows cyber security like F-Secure. For three decades, F-Secure has driven innovations in cyber security, defending tens of thousands of companies and millions of people. With unsurpassed experience in endpoint protection as well as detection and response, F-Secure shields enterprises and consumers against everything from advanced cyber attacks and data breaches to widespread ransomware infections. F-Secure's sophisticated technology combines the power of machine learning with the human expertise of its world-renowned security labs for a singular approach called Live Security.



Dedicated towards health and fitness, Fitbit, the leading wearable brand, is transforming people's lives with its fitness products. Fitbit helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals. It aims to empower and inspire people to live a healthy and active life. The company owns a wide range of products like fitness wristbands and clips, watches, wireless fitness headphones etc.



Aiming to deliver broad, truly integrated, high-performance security across the IT infrastructure, Fortinet provides network and content security, as well as secure access products. Fortinet empowers its customers with intelligent, seamless protection across the expanding attack surface and the power to take on ever-increasing performance requirements of the borderless network - today and into the future. The company has recently announced NOC-SOC solution that bridges workflows, analysis and automated response across operational and security processes. It has also expanded its partner base with 11 information technology providers to its Fabric-Ready Partner Program.



Gemalto provides digital security to its customers across more than 180 countries. From security software to biometrics and encryption, the company empowers organizations to authenticate identities and secure data. Its solutions are at the heart of modern life, from payment to enterprise security and the internet of things. Recently Gemalto has announced that the company along with Intel is strengthening its security against cyber attacks for the new generation of cloud-based virtualized networks.

Recently, Gemalto and Thales, a French aerospace and defense group, have signed a merger agreement on a recommended all-cash offer for all issued and outstanding ordinary shares of Gemalto, for a price of €51 per share cum dividend. Powered by Gemalto's management, Thales has big ambitions based on a shared vision of the digital transformation.



Hikvision, has been setting new benchmarks in the field of security and surveillance by using artificial intelligence. It has the most advanced technological innovations with AI Technologies like DeepinView Series IP cameras and DeepinMind Series NVRs. With a robust R&D team, HikVision advances core technologies of audio and video encoding, video image processing, and related data storage, as well as latest technologies like cloud computing, big

data, and deep learning. It also offers solutions for smart home tech, industrial automation, and automotive electronics industries to achieve its long-term vision.



Honeywell with a revenue of \$40.5B in sales in 2017, aims to improve the quality of life of the people. It creates solutions to improve the quality of people's life across the world. It offers solutions for energy efficiency, clean energy generation, safety and security and globalization. To address the increased local and global demand of automation solutions, the company has recently expanded its Fulgaon manufacturing facility in Pune by doubling operational space of the plant to 151,000 square feet.



Kaspersky Lab is operating in the market for over 20 years and its deep threat intelligence and security expertise is constantly transforming into next generation security solutions and services to protect businesses, critical infrastructure, governments and consumers around the globe. The security offerings of the company include endpoint protection and a number of specialized security solutions and services to fight evolving digital threats. Kaspersky Lab has more than 400 million users and it also helps 270,000 corporate clients.



With an experience of 30 years, Kingston is a major leader in memory storage products and technology solutions. Kingston designs, manufactures and distributes memory products for desktops, laptops, servers, printers, and Flash memory products for computers, digital cameras and mobile devices. The company has recently expanded its gaming portfolio. With the brand name of HyperX which started in the year 2002, the company offers memory modules, solid-state drives, USB Flash drives, headsets and mouse pads.



With operations in 27 countries, Larsen & Tubro Infotech (LTI) helps more than 250 clients succeed in a converging world. LTI helps its clients accelerate digital transformation with its Mosaic platform, enabling their mobile, social, analytics, IoT and cloud journeys. The company in its Q3 FY18 results announced that it has achieved revenue of Rs 18,837 million, a growth of 7.6% QoQ and 13.0% YoY.

LTI has also forged a partnership with Apttus to enable global customers in digital transformation initiatives through jointly developed industry focused offerings. Further, the company has joined Enterprise Ethereum Alliance (EEA), largest open source blockchain initiative.



NetApp, a hybrid cloud data services company, is known for software, systems and services to manage and store data. Its services simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. The company has recently introduced NetApp HCI that simplifies management of applications and data across clouds and on-premises environments. It is one of the most far-reaching innovation announcement in its 25 years of history.



A global networking company, Netgear offers innovative products to consumers, businesses and service providers. The company turns ideas into innovative networking products that connect people, power businesses and enriches people's life. The product portfolio includes both wired and wireless devices that enable networking, broadband access and network connectivity. The company built its products on proven technologies like wireless (WiFi and LTE), Ethernet and powerline, with a focus on reliability and ease-of-use.



Netmagic (An NTT Communications Company) aims to make things simpler, smarter, and more efficient. Through technological innovation, the Cloud and Managed Hosting service provider strives to rise above ordinary. For more than two decades, the company is serving more than 2000 enterprises globally. In an announcement made by the company, Netmagic will be investing Rs 1,200 crore to double its capacity with new launches in Bengaluru and Mumbai in April, 2018.



Now parented by HMD Global, the handset device brand Nokia has been re-launched in India in the year 2017. With a portfolio of five feature phones and eight smartphone models, the brand has been able to make its own market share in the country. The core success of NOKIA has been its one price strategy for both online and offline. The company sold 70 million units across the globe in the year 2017.



An enterprise Cloud computing company, Nutanix helps make infrastructure invisible for which IT can focus on the applications and services that power their business. The Nutanix Enterprise Cloud Platform blends web-scale engineering and consumer-grade design to natively converge server, storage, virtualization and networking into a resilient, software-defined solution with rich machine intelligence. The company has entered into a definitive agreement to acquire Netsil Inc. The acquisition adds Application Discovery and Operations Management to Nutanix Enterprise Cloud OS.



Known for redefining modern computer graphics, and revolutionizing parallel computing, NVIDIA offers GPUs. In 1999, with the invention of GPU, the company boosted the growth of the PC gaming market and now it is powering the next generation of computing i.e. AI. To take this to the next level, NVIDIA has also forged a partnership with Adobe. The companies will work to optimize the Adobe Sensei AI and machine learning (ML) framework for NVIDIA GPUs. The collaboration will speed time to market and improve performance of new Sensei-powered services for Adobe Creative Cloud and Experience Cloud customers and developers.



Oppo, known for its selfie camera smartphones, is being enjoyed by over 20 crore young people across the globe. The company for last few years is focusing on manufacturing camera phones, while innovating mobile photography technology breakthroughs. Oppo forayed into the Indian market in early 2014 and has commercial presence in major cities and regions of India. With its growing presence, OPPO aims to provide beautifully designed phones and a flawless camera experience to the young consumers. The company has launched its A series portfolio, of which A71(3GB) comes equipped with an upgraded A.I. Beauty Technology.



Panasonic has recognized India as the regional hub to drive growth and build deeper inroads into the fast emerging Asiatic, Middle Eastern and Western economies. Starting from India, the company wants to create a knowhow to address consumers who are based out of India and then take the knowledge to emerging markets. It is also planning to invest in market research and product innovation.

Committed for a better life and a better world, Panasonic offers a wide range of products in Consumer Electronics, Home Appliances, System products and Business solutions. In India & South Asia, the company has a workforce of around 13,000.



Polycom helps companies and organizations to increase productivity, speed time to market, provide better customer service, expand education and save lives with its solutions. Organizations leverage Polycom's secure video, voice and content solutions to overcome the challenge of distance and stay connected. In recent days, the company announced that Polycom Trio has gained momentum in the market and it is helping to accelerate digital transformation within the meeting room environment, enhancing productivity while also delivering more meaningful audio and video meetings.



A provider of cloud based digital workplace solutions, Prysm's platform drives a new era of digital transformation and enterprise agility. The company helps organizations drive decisions, accelerate innovation, and optimize their global workforces.

Prysm has joined hands with Vega Global in selected Asia Pacific markets including India. The objective behind this partnership is to expand its reach and give the customers the most innovative digital workplace transformation collaborative solutions available on the market.



Qualcomm transforms the way the world connects and communicates. With its path-breaking technologies, the company has been successful in bringing revolution in the connected devices segment. As the world is approaching towards 5G, the company envisions this next big change in cellular technology spurring a new era of intelligent, connected devices and enabling new opportunities in connected cars, remote delivery of health care services, and the IoT — including smart cities, smart homes and wearables.

Qualcomm Technologies Inc. is providing highly differentiated chipset products, reference designs and more than 30 purpose-built platforms that are designed to make it easy for a broad array of brands to participate in the Internet of Things (IoT) and as a consequence its fiscal 2017 IoT revenues exceeded \$1 billion.



R&M provides futuristic products and systems for communication and data networks. The company works closely with certified partners, which in turn positions it as a pioneer in connectivity solutions in the sectors of LAN, Public and Telecom Networks as well as Data Centers.

It is extending its range for high-speed data networks on ships and offshore platforms. R&M is now including FO systems and the products from the Cat. 6 A RJ45 line in its maritime range. The line enables data transmission up to 10 Gigabit Ethernet.



Using a community-powered approach to cloud, Linux, middleware, storage and virtualization technologies, Red Hat provides superior open source software solutions to enterprises. It delivers a comprehensive portfolio of products and services using the same open, collaborative business model and an affordable, predictable subscription.

The company has recently forged an agreement to acquire CoreOS, Inc. for \$250 million. This acquisition will fulfil its vision of enabling customers to build any application and deploy them in any environment with the flexibility afforded by open source..



With India operations having started in 1993, over the years Redington has positioned itself as a Supply Chain Solution Provider in emerging markets. It has presence in countries like India, Middle East, Africa, Turkey, Sri Lanka, Bangladesh, Singapore and CIS countries. It provides end-to-end supply chain solutions for all categories of Information Technology products (PCs, PC building blocks, networking, software and enterprise solution products) and Consumer and Lifestyle products (Telecom, Digital Lifestyle products, Entertainment products and Digital Printing Machines) to over 200 international brands and relationship with major brands have been for years.



A specialist in energy management and automation, it serves customers in more than 100 countries helping them to manage their energy and process in ways that are safe, reliable, efficient and sustainable. From switches to complex operational systems, the company with its technology and software and services aims to improve the way its customers manage and automate their operations. Across multiple market segments which includes Non-residential & Residential Buildings, Industries & Machines Manufacturers, Utilities & Infrastructure and Data Centers & Networks, the company offers integrated solutions. It has developed connected technologies and solutions to manage energy and process in ways that are safe, reliable, efficient and sustainable.



Seagate, a leader in storage solutions, enables people and businesses to create, share and preserve their memories and critical data. Seagate is building on its heritage of storage leadership to solve the challenge of getting more out of the information that's produced everyday. The company, last year, has launched its first hard drive disk, SkyHawk AI, for video surveillance supported by AI (Artificial Intelligence).



Seclore, a provider of data centric security solutions, enables organizations to control usage of files both within and outside the organization's boundaries. The ability to remotely enforce and audit who can view, edit, copy, and redistribute files empowers organizations to embrace mobility, file-sharing, and external collaboration with confidence. The company

focuses on security which ensures that any type of document remains protected. Working closely with customers, the company combines industry expertise and open and scalable persistent data-centric technology to offer seamless and extended security infrastructure beyond the organization.



The first Indian ISP, Sify Technologies is an integrated ICT solutions and services company which offers end-to-end solutions with a wide range of products. It has a reach to over 1400 cities and towns in India. This telecom network today connects 45 Data Centers across India, including Sify's 6 concurrently maintainable Data Centers across the cities of Chennai, Mumbai, Delhi, and Bengaluru. The company has currently bagged a contract of Rs 64.6 crore from the Kerela Government. It will maintain, upgrade and work for operation of two State Data Centers (SDCs).



For over 26 years, Sonicwall is persistently protecting small and medium sized businesses and enterprises across the globe. Its real-time breach detection and prevention solutions along with resources and expertise of more than 23,000 loyal channel partners across globe and supported by Capture Labs Threat Network for researches form the backbone in securing more than a million businesses and mobile networks and their email, applications and data.



For nearly 30 years, Sophos is empowering organizations with its innovative portfolio of endpoint, network, encryption, web, email and mobile security solutions to work better together. More than 100 million users in 150 countries rely on Sophos solutions. The company focuses on keeping IT security simple and reliable.



A pioneer of open source software, Suse offers software-defined infrastructure and application delivery solutions that give enterprises greater control and flexibility. Due to its vast experience of over 25 years of engineering excellence, services and partner ecosystem, the company helps its customers to manage complexity, reduce cost, and confidently deliver mission-critical services.



Trusted by enterprises across the globe for integrated cyber defense, Symantec secures important data wherever it lies. The company empowers organizations, governments and people to secure their data. A global community of more than 50 million people and families rely on Symantec's Norton suite of products for protection at home and across all of their devices. Communications Services and Solutions company, BT has joined hands with Symantec to offer new endpoint protection solution for BT's business customers. It will help customers battle the rapidly changing threat landscape with a consolidated, intelligent security infrastructure.



With a vision to make accounting simple, Tally with its products is revolutionizing the way businesses run. It caters to millions of users across industries in over 100 countries. The company is also a qualified GSP (GST Suvidha Provider). The company has a wide network of more than 20,000 partners who deliver customer experience in sales, support and services. To empower the growing SME segment in India, Tally has come up with Tally Xcelerator (TX) program where its partners called the Tally Xcelerators will extend business advisory services, playing the role of a coach, mentor and trainer to SMEs.



Understanding the challenges of companies that works 24*7, Veeam has pioneered a new market of Availability for the Always-On Enterprise. It helps organizations meet recovery time and point objectives (RTPO) of less than 15 minutes for all applications and data, through a fundamentally new kind of solution that delivers high-speed recovery, data loss avoidance, verified recoverability, leveraged data and complete visibility. With a presence in 30 countries, Veeam has 53,000+ ProPartners and 282,000+ customers.



Vertiv with its wide portfolio of power, thermal and infrastructure management products, software and solutions complemented by service network, supports today's growing mobile and cloud computing markets. The company was formerly known as Emerson Network Power. Headquartered in Columbus, Ohio (USA), Vertiv has more than 20,000 employees and over 25 manufacturing and assembly facilities worldwide.



Celebrating its 20 years in the industry, VMware empowers organizations to flex and leverage new technologies without upsetting the operations. It helps organizations to transform their business digitally that deliver better experiences for their customers that in turn drive growth. It is considered a leader in cloud infrastructure and digital workspace technology. With VMware solutions, organizations are improving business agility by modernizing data centers and integrating public clouds, driving innovation with modern apps, creating exceptional experiences by empowering the digital workspace, and safeguarding customer trust by transforming security.



Customers are at the core of everything for Vodafone India. With a customer base of 210 million Indians, Vodafone is one of the leading telecom players in the country. The company has recently launched VoLTE services in many parts of the country.

Vodafone Business Services serves the needs of enterprises and government by providing total telecommunications (Voice and Data) solutions across mobility and wireline platforms. Its mobile wallet, M-Pesa is a unique and innovative money transfer service from Vodafone that fosters financial inclusion.



With strong values, Western Digital has a passion to innovate and lead the charge in the transformation of data. The company is driving the innovation needed to help customers capture, preserve, access and transform an ever-increasing diversity of data.

In 2016, Western Digital has acquired the flash memory manufacturer, Sandisk. With this acquisition, the company has become a provider of comprehensive storage solutions with global reach, and an extensive product and technology platform that includes deep expertise in both rotating magnetic storage and non-volatile memory (NVM).

Trends in Technology Curve

Indian IT industry has a very strong potential to achieve \$1 trillion mark by 2030. With the Budget 2018 has identified 99 Smart Cities and provisioned an outlay of Rs. 2.04 lakh crore. Technology has unique attribute of empowering people and creating jobs and new technologies like Artificial Intelligence, Blockchain, Internet of Things and Robotics would further empower India and create new jobs. Digital payments will play a key role in enabling a true smart city. Secondly, Government's push for a cashless economy with the announcement of demonetisation is a strong move towards digital payments segment is seeing increasing acceptance with the clear focus of the government to give a further boost to their 'Digital India' campaign and digitization at large projects like Digital India, Make in India, Skill India and Startup India was seeking to empower ordinary Indians with technology which is affordable and inclusive.

Increase in smartphone sales and internet usage along with the government's efforts to increase the penetration of technology in rural regions have made this possible. Very soon India to overtake the US smartphone market in a few years time. India's digital story is finding resonance globally and digital companies are coming to India in a big way and specially the IT sector has been instrumental in putting India on the global map. It is also true that the pace of technological change and growth will not slow down but will only grow with every new developments taking place. Lastly, could see a big change that is in store, with the pace of digital innovation is likely to touch each and every Indian.

Indian IT industry has a very strong potential to achieve \$1 trillion mark by 2022.



AFTER MARKET SERVICES

IT companies have to address the issues of services, RMA support, which is highly needed. The services sector contributes to about 55 per cent in India's gross domestic product. Though 70% of India's after sales market is served through unorganised aftermarket service players, few organized players are still holding the fort, and trying to better the dynamics

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E-COMMERCE

Ecommerce markets are buzzing and is expected to reach \$100 billion penetrating rural areas with Internet facilities, smartphones usage and digital network. Government focus towards digitization, financial inclusion, fintech, Aadhaar based identification and GST based simplified taxation are going to be some of the key drivers of growth

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FINTECH

The Fintech industry in the Asia-Pacific region is expected to grow at a CAGR of 72.5% from 2015 to 2020, reaching US\$72 billion. RBI has been instrumental in enabling the development of fintech sector and espousing a cautious approach in addressing concerns around consumer protection and law enforcement

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HARDWARE

The domestic market is at an inflection point with the rise of India Inc. and growing adoption of IT to achieve greater efficiencies. The Government is fuelling IT adoption through the UIDAI and National eGovernance Programmes (NeGP), GST and Digital payment, which create large scale.

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MOBILE PHONE

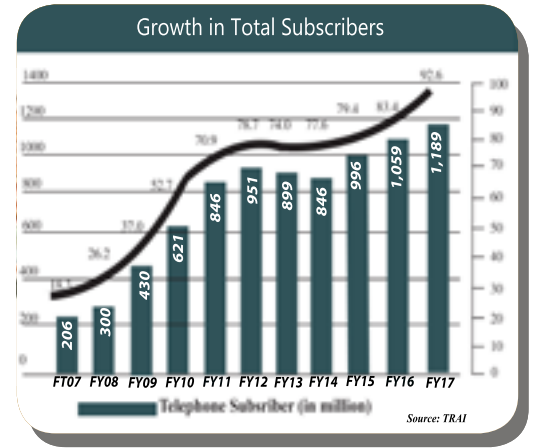
India is the second largest mobile phone producer in the world. India accounted for 11 per cent of global mobile production in 2017. Opportunity is to achieve around 500 million mobile phone production in India by 2019. In just two years, a handful of Chinese phone makers, with their innovative products, affordable pricing and aggressive go-to market strategy, captured more than half of the Indian mobile phone market.



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SOFTWARE

From a global perspective, the IT/ITeS market was pegged at \$1.2 trillion in 2017 with \$178 billion coming from outsourcing business. India remained as the top destination for outsourcing IT services with a 55% market share. With the projected growth rate of 7-9 per cent for the IT and BPO industry in 2018-19 in the country as against 7.8 per cent in 2017-2018.



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TELECOM

India is the 2nd largest telecommunication market and has the 3rd highest number of internet users in the world with a subscriber base of 1.19 billion. The country is the fourth largest app economy in the world. Within just a matter 12 months, the country that appeared crowded with 12 operators, suddenly shrunk to four, and the deck was reshuffled to make place for the new operator.

Hon'ble Prime Minister Narendra Modi's vision of digital India has been envisioned as an ambitious umbrella programme to transform India and creating opportunities for all citizens by harnessing digital technologies.



Cyber security & Insurance

Cyber criminals continue to target organizations and private citizens across the globe to steal information, stage cyber extortion attacks, and steal money through fraudulent transactions. The exponential rise in sophisticated cyber-attacks has driven the demand for cyber security solutions in every enterprise. Cybercrime is creating unprecedented damage to both private and public enterprises, and driving up IT security spending. Cyber hackers are increasingly opportunistic – smart, savvy, and innovative. Hackers are bypassing traditional defenses by continually engineering new methods of attack. Even sophisticated cybersecurity programs are being thwarted, often by targeting weak links in the chain, including vendors and employees and is mainly driven primarily by increasing digitisation wave and smartphone penetration.

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After Market Service: Miles To Go

Though 70% of India's after sales market is served through unorganised aftermarket service players, few organized players are still holding the fort, and trying to better the dynamics

It is said 'after sales' is more important than the 'sale' itself as the former helps a brand retain its customer while the later just creates new customer. As more and more electronics, communications and IT products are being purchased in the market in sync with the growing demands, providing right sort of after market service has become imperative. In India, the after sales market has never been adequately organised, and with more and more products being purchased online, the market has become too fragmented now.

Why After Market Is Important For Brands

A global survey of 13,000 marketing, creative and technology professionals has found that customer experience management has emerged as the top strategic priority for businesses in the coming year.

The findings were published by Adobe and Econsultancy as part of the former's Digital Trends report for 2018. 45% of respondents ranked customer experience as one of their three most important tasks in the next 12 months, with 20% listing it as their primary strategic focus.

Many think that they are on their way to achieving that goal, with 62% claiming that they have a "cohesive plan", as well as long-term vision and executive support for making it happen. The report suggests that one of the keys to building effective customer experiences is creating cross collaboration between creative, content, marketing and web teams.

Those businesses that employ tools to facilitate streamlined workflows between different business functions are 62% more likely to show better business performance. 43% of respondents, however, reported that their current tech set-up is fragmented and inconsistent.

Market Size

There has hardly any study been conducted on Indian aftermarket services to estimate its size. However, looking at the humongous size of the Indian IT, telecom, and mobile phones business, the Indian after sales market can easily be guessed to be quite big.

India sold close to 300 million mobile phones in 2017 including

smartphones and feature phones with a ratio of 43% to 57% respectively. Similarly, close to 10 million PCs and laptops, and around 4 million printers were sold in 2017.

In value terms the Indian mobile phones market is close to Rs 1,60,000 crore, and the PC, tablet, printer, server, storage and the telecom equipment, put together, adds another two lakh crore. In total the whole electronics and communications market size was hovering around Rs 3,50,000 crore in 2017.

Industry experts VARIndia spoke to estimate a 10% of this market towards the after sales services market which put the size to Rs 35,000 to 40,000 crore. While the aftermarket service cost of server, storage, telecom equipments range between 5 to 7%, the same for smartphones and IT products range from 10-15% in India.

While this is a huge market, the industry is primarily served by high-volume-low-margin unorganised service providers and some domestic as well as global organised aftermarket players.

B2X

B2X is a Munich, Germany based aftermarket player and primarily serves the tier-1 IT and communications brands. Some of the prominent names in its customer list include Apple, Samsung, OnePlus, Lenovo, Google, Microsoft, Motorola, Xiaomi and Sony.

The company's India business supports three neighbouring countries – Sri Lanka, Bangladesh and Nepal. The company has 237 frontend service locations and 12 backend repair centers. The firm employs around 900 employees to support these four markets. In these markets B2X serves customers of Apple, Samsung, Google, Microsoft and Xiaomi.

B2X operates 27 Apple authorized service centers across India where people using Apple products receive immediate help – from software support and device diagnosis to hardware repair services for in-warranty and out-of-warranty issues.

The entire after-sales service process of B2X is automated through the

B2X SMARTCARE Technology platform. B2X's SMARTANALYTICS provides real-time visibility on all service interactions.

HCL

HCL Care, the Support and Service division has one of the largest and most extensive service networks across the country and provides end to end support services across product categories – Laptop, Desktop, Tablet, Mobile Phones, Home Appliances and other Consumer Electronics & Durables. With proven track record of more than a decade of providing integrated end to end service support to leading brands, such as HCL, Philips, Lenovo, BlackBerry, Samsung, Bajaj, Emerson, Nokia, Dell etc, HCL Care has firmly established itself as the leader in after sales service & support of consumer electronics products. HCL Care specializes in providing tailored solution to its clients across the service value chain – Call Center Support, Walk-In Service Centers, Supply Chain Management and Repair Factory. With an aim to achieve 100% district coverage across India, we continue to grow our service network extensively across India and provide the best in class services to all our esteemed customers.

HCL has a remarkable tradition of service excellence span over decades. HCL has been a preferred choice of partner for marquee brands like HCL, Philips, Lenovo, BlackBerry, Samsung, Nokia, OBI, Oneplus, Xiaomi etc. We have served our customers with an immense sense of commitment and we would like to find a similar commitment in our partners.

HCL has tied up with leading OEM players in digital products to offer after sales warranty service support across India. We provide support on wide array of products – Mobile Phones, Smart Phones, Tablets, Laptop, Desktop, Printers, TV and other consumer electronics & lifestyle products.

HCL Highpoints

- 24x7 Multi Channel, multi-lingual support
- Analytics driven service
- Integrated quality management system
- Platform based service delivery with vertical wrappers

iQor

iQor is one of the world's biggest after market service providers. The company entered Indian space in 2015 and had announced to invest Rs 1300 crore over a period of 3 years time and create employment for more than 20,000 people. At present the firm has more than 5000 people in India and a majority of them are located in the company contact center in Noida.

iQor perhaps is the only company in India to offer end to end aftermarket services to its customers. The company boasts of clientele including Oracle, Cisco, Ericsson and Apple besides almost all the handset brands including Indian smartphone players like Micromax, Karbonn and Lava.

iQor Highpoints

- Multi-channel expertise in products, programs, contracts, and support
- Outsourcing partner to some of the world's largest telecommunications firms
- iQor intelligence and analytics-based customer retention
- Field return receiving and sorting
- Reverse logistics and inventory management
- ECO upgrade
- Repair, including SW / cosmetic upgrades and motherboard level
- Asset recovery: HDD swap and cosmetic refurbishment
- Failure analysis and environmental stress screening

Redington

Redington is one more big name in Indian after sales services market. It has set up hardware support service centres across the country with 77 owned service centres, supported by a certified franchisee network of 266 service partners, Redington provides the full spectrum of warranty and post-warranty services including solution design and consulting, technical helpdesk, field engineering support, parts warehousing, Forward and Reverse logistics, Imports and -re-exports, and asset recovery . All these centres run on a robust CRM that enable us to tightly manage the end-to-end service life cycle and create a great customer experience.

The company serves some premium customers including Hewlett Packard, Toshiba, Lenovo, Fujitsu, Apple, Motorola, Huawei, Microsoft, Ricoh, Logitech, Konica among others – several of them for a decade or more – ample testimony to the consistent value delivered by our Service team, enabling these brands live up to their commitment of providing world class service to their customers across the Indian sub-continent.



Aforeserve

Aforeserve is one more company offering after sales services to multiple products across verticals. This Noida based firm perhaps has the widest range of products to serve – from PCs, tablets, smartphones, scanners, printers, servers, networking switches, routers, STBs, ATMs and VSAT.

Some of its major customers include HPE, IBM, Dimension Data, HP, Wipro, Lenovo, RIL, Tyco, Emerson, Micromax and Tata Sky.

Headquartered at Noida, the Company works closely with customers to implement tailored service solutions through an extensive, pan India support network of service centers in 45 major cities and resident engineers across 182 regional towns.

Supported by a team of over 2600 engineers, technicians and service executives, Aforeserve handles more than 55000 service calls every month, combining industry experience with superior repair capabilities and standardized support practices to assist individual and small-scale establishments as well as complex IT environments in large organizations to install, maintain, refurbish and dispose their ICT assets in a cost-effective, efficient and viable manner.

TVS Electronics

TVS Electronics, from the TVS Group, is one more player in the after sales market. However, unlike others, TVS Electronics does not limit itself to just services of the products, rather it repairs as well as sells the refurbished products as well. Some of its refurbished products offer warranty of equal duration as the new product.

Some of the key services that TVS Electronics offers include repair services, refurbishment services, managed services, e-auction services and extended warranty plans.

From a product perspective, the company offers services for all sort of IT products including PCs and laptops, printers etc, telecom products including smartphones and feature phones, CCTVs, ATMs and PoS machines.

Some of its major clients include HTC, Lava, Micromax, Samsung, Xiaomi, Dell, Hitachi and NCR.

InTarvo

InTarvo, based in Noida, also offers after sales service for many brands and multiple products including IT, telecom, VSAT and banking. Besides after sales service, the firm also offers repair and refurbishment services, e-waste management and disposal services. The company is 18 year old and has a huge facility in Noida – 1,22,000 square feet. Besides it has 200 more collection and fulfilment centers across the country.

Going Forward

While brands do acknowledge that providing after sales service is key to their long-term businesses in any market, few put it into action. A recent survey has found that 43% of the respondents say mobile and computer manufacturers have the worst after sales offering whereas 53% says companies never replace the product despite offering that in their sales pitch. A big chunk of the respondents of the study – 93% - want their complaints should be acknowledged in 24 hours. While there is varying degree of opinion around various parameters of the after sales support industry in India, on one aspect, the respondents were unanimous – standardisation. Almost all the respondents wished there should be an industry standard to address the after sales issues of the customers – irrespective of brands.

This survey tells volumes about the industry and the underlying opportunity. Brands, across consumer product segments, need to strengthen their core service and repair network. And more than that, they need to improve the quality of service, and they need to offer equal, rather, more importance to after sales than the actual 'sale'.

Cyber Security: Cyber Security & Cyber Insurance



Cybersecurity spending
is driven by cybercrime.

Worldwide information security (a subset of the broader cybersecurity market) spending will grow 7 percent to reach \$86.4 billion (USD) in 2017 and will climb to \$93 billion in 2018. That forecast doesn't cover various cybersecurity categories including IoT (Internet of Things), ICS (Industrial Control Systems) and IIoT (Industrial Internet of Things) security, automotive cybersecurity, and others as per Gartner. Digital India drive has further pushed the demand for cybersecurity talents and the leaders are reporting directly to their company boards.

The exponential rise in sophisticated cyber-attacks has driven the demand for cyber security solutions in every enterprise. Security is a complex issue, and it demands a strong understanding of the ever-changing threat landscape. Implementing properly deployed security tools necessitates well-developed security policies and properly deployed tools. Data is the new oil and with so much data being generated every second, hackers are constantly devising ways to acquire it. This evolution of cyber threats calls for evolution in cybersecurity.

Cybercrime costs include damage and destruction of data, stolen money, lost productivity, theft of intellectual property, theft of personal and financial data, embezzlement, fraud, post-attack disruption to the normal course of business, forensic investigation, restoration and deletion of hacked data and systems, and reputational harm. Cybersecurity market is much bigger than just the anti-virus and malware defense apps that are purchased or come pre-installed. Cybersecurity Ventures predicted that cybercrime will cost the world \$6 trillion annually by 2021. Cybercrime is creating unprecedented damage to both private and public enterprises, and driving up IT security spending.

In India, adoption of advanced business digital technologies can lead to increase in revenues by up to 27%, increase in employment by up to 84% and enhance access to international markets by up to 65% for small and medium business (SMBs). The fact of life is people doing online transactions must be aware of the risks. There are issues like who is the regulator of digital marketplace and the challenge is on how do we handle the consumer grievances?

Hacking and cyberattacks are compelling firms to hire talent at a

premium India Inc. facing a scarcity of cybersecurity professionals, especially at the leadership level, with the compensation packages for top roles at upwards of Rs 2 crore, and in some instances, close to Rs 4 crore, inclusive of variables.

Sixteen percent of government CIOs said they plan to increase spending on business intelligence (BI) and analytics (16 percent) and data management (six percent) in 2018. Demand for cybersecurity professionals is driven mostly by consulting firms, banks, government, retail, BFSI companies and IT companies. To ensure a supply pool of cybersecurity specialists.

It has increased salaries offered for such roles by 25-35% over the past year.

Cybersecurity spending is driven by cybercrime. The unprecedented cybercriminal activity we are witnessing is generating so much cyber spending, it's become nearly impossible for analysts to accurately track. The global cyber security market is expected to reach approximately 190 billion USD by 2015 from 85 billion USD and will be driven primarily by increasing digitisation wave and smartphone penetration. A survey says that, enterprise and the government constitute a major share of the market.

The Global supply of security products can be broadly categorized into six key segments-identity and access management(IDAM),endpoint security, web security, messaging security, security and vulnerability management(SVM) and network security. Type of security vulnerabilities differ by the layer in the Open Systems Interconnection model and hence requires appropriate control measures that form the basis of different Cyber security products.

There are some corporations who have come forward with increased cybersecurity budgets. J.P. Morgan Chase & Co. doubled its annual cybersecurity budget from \$250 million to \$500 million. Bank of America has gone on the record stating it has an unlimited budget when it comes to combating cybercrime. Whereas, Microsoft Corp. will continue to invest over \$1 billion annually on cybersecurity research and development in the coming years, according to a senior executive at the tech giant.

End-to-end encryption and balanced security

Keeping data secure while in transit, as well as when stored is crucial as part of a holistic security strategy. Securing the links between interconnected data centers is an important part of a comprehensive approach to data sovereignty. A newer approach is to deploy encryption at the optical infrastructure layer, which will encrypt traffic without adding complex routing or security protocols. As more customers move into the cloud, encrypting data in-flight at the optical layer is becoming a popular solution for interconnecting networks.

Globalization of the internet and the ability to move data across borders is also transforming the nature of international trade means Businesses can use the internet (particularly digital platforms) to export. There is a need for enforcing the data Sovereignty laws, since many country has come-up with their own cybersecurity laws for protecting their country and boundary by introducing on how the data protection measures, and sensitive data — for instance, information on Chinese citizens or relating to national security — must be stored on domestic servers on data localization and data transfer regulations “unnecessarily onerous,” with a potential impact on cross-border trade worth billions of dollars.

Take the case of e-commerce interaction involves the purchase, payment and possible delivery online requires data such as the name, address and financial details of the customer. The fact is Data flows enable the delivery of digital services. Such digital services can improve the efficiency and competitiveness of businesses and their capacity to compete in domestic and international markets, they claims but the fact is unknown and many countries are worried on why our countries data to to another country?

The general lack of cybersecurity safeguards in fintech companies has raised serious concerns around data protection and compliance, especially with the implementation of EU’s GDPR in May 2018. In European union (EU), the law applies to any company that deals with private data on EU citizens, even if that company is located outside of the EU and the law comes with some stiff penalties for those who fail to comply. It carries fines of up to €20 million or 4% of annual revenue for the most egregious offenses, whichever is larger. With this we can expect a great hopes that GDPR will serve as a model for ensuring that citizens have dignity and autonomy in the digital economy. I wish we had the forethought to stand up for the citizen’s rights in 1998 (the start of Google), but I’ll settle for 2018.

To remain competitive in the new digital era, banks and fintech companies to find a way forward that allows for technical innovation and performance without compromising security by focusing on the following key security areas. Since, the Fintech industry in Asia Pacific is expected to reach US\$72 billion by 2020, at a compounded annual growth rate (CAGR) of 72.5 percent.

The year 2018 India too is in the process of coming up with strong data protection law. Now, the most prominent provisions are contained in the Information Technology Act 2000, as amended by the Information Technology Amendment Act 2008. In particular, Section 43A addresses “reasonable security practices and procedures” and is complemented by the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules 2011.

How the cross-border data transfer requirements in place?

Some limited rules are in place for the transfer of sensitive data offshore. Transfer to another country can only occur where it is clear that sensitive data will be adequately protected (Information Technology [Reasonable Security Practices and Procedures and Sensitive Personal Data or Information] Rules 2011).

The Ministry of Electronics and Information Technology (MeitY) issued the Guidelines for Government Departments on Contractual Terms Related to Cloud Services in March 2017, to provide strategic direction for adoption of cloud services by the government. These guidelines state that all services including data will be guaranteed to reside in India.

Under Section 43-A of the Information Technology Act, 2000, a body corporate is required to pay damages by way of compensation to the affected person if it is negligent in handling sensitive data and causes any

wrongful loss to that person as a result of such failure or negligence.

Section 72-A of the IT Act mandates punishment for disclosure of “personal information” in breach of lawful contract or without the information provider’s consent.

The Information Technology Amendment Act 2008 includes Section 43A on “Compensation for failure to protect data,” which states:

Where a body corporate, possessing, dealing or handling any sensitive personal data or information in a computer resource which it owns, controls or operates, is negligent in

implementing and maintaining reasonable security practices and procedures and thereby causes wrongful loss or wrongful gain to any person, such body corporate shall be liable to pay damages by way of compensation to the person so affected.

Furthermore, the Government of India has established the MeghRaj Policy to direct the procurement of cloud services from private service providers for establishing a “GI Cloud” for Government departments. As per mandatory guidelines under the Policy, service providers must meet specified security requirements relating to the hardware, networks, and software supporting the infrastructure and present Virtual Machines to a Government department. They also must comply with any requirements specified by the CERT- IN. In October 2016, 12 cloud service providers were provisionally empanelled for two years.

Under the threat of high-profile cyber-attacks and data breaches, executives and corporate Boards are starting to ask more informed questions about their organizations’ risk exposure. It is the high time for considering for the cybersecurity insurance and the time may come where the use of smart machines and robotics in the enterprise has given rise to a new role in the C-suite in recent times – Chief Robotics Officer.

Cyber security domain, spanning products and services is a nascent Industry in India and with it’s current global footprint, can emerge as a key growth opportunity in the decade ahead.

Automated Threat Intelligence An integrated defense needs to be enabled with automated threat intelligence to become a holistic system. As banks and fintech firms enter into partnerships, it will be impossible for IT teams to manually gather and assess all of this threat intelligence in a timely manner. Machine learning will be integral to this process. Cybercriminals are already leveraging automation to make attacks more effective and persistent. Likewise, machine learning and automation integrated into network security tools enable the detection and prevention of attacks in real-time, allowing organization to keep pace with cybercriminals.

Suggestions:

The increasing frequency of cyberattacks in recent times call for a quicker response time to detect, manage and tackle them. In data protection there has to be a balance between the rights of an individual to self-determination but at the same time we have to foster the innovation ecosystem; there has to be a process that incentivizes positively. We need positive incentives for the data controllers and processors to comply with that and then there has to be a remedial process in terms of grievance addressable etc. if there is any breach. So that’s the broad framework on which it has to be made.

Privacy is a need by an individual. While signing up for a free account or Android we go through the terms and conditions and we press accept button. It’s a legal document. The document also says that the company owns all your data. We ourselves because of less knowledge or to get something for free or some other reason end up sharing our information. So just because they are asking to use your data and you cannot say no and have to press yes, you are being held hostage.

The data should be in India and it should be governed under the Indian Government Policies and then only the quick response can happen. If we are going to follow some international norms then it will never have that efficiency in the system and the fact is that almost all the websites are 90% hackable and none of them are 100% secured. Even iCloud that claims to be a fully secured website has been hacked. So having a secured website is a myth.

The increased interconnected world is characterised by the proliferation of digital identities, and the adoption of digital technologies and process. The technology changed everyone’s life and revolutioned the way business and governments run their adoptions and continuous evolution have brought a multitude of vulnerabilities to the fore and increased the potential impact of a cyber-attack exponentially.

Lastly, the internet continues larger social opportunities with widely interconnect, at the same time creates new business even at smaller level. Greater connectivity provides more potential attack vectors. Neither the



Cyber risk is a serious business issue that requires a solution that addresses both the technical and business challenges. This is why insurance and technology leaders are joining together to guide organizations in becoming more secure

government nor the private sector can deal with the scope and scale of cyber threats alone. It is possible with the help of collaboration. Some government actions might prove to be positive. Data sovereignty presents technical as well as the legal challenges when moving on-premises systems and information stores to the cloud. A million dollar question comes, where your data will reside, what's in the fine print, and whether your cloud services providers are transparent.

As the attackers vary in target, motive, levels of organization, and technical capabilities, requiring public and private organizations to adopt ever-increasing measures to prevent cyberattacks. People become victims of cybercrimes and scams because of less awareness about the cyber security impacting in their day-to-day lives. Most people are grossly negligent and they end up losing money on the internet because they end up sharing details like passwords and pin codes with people they should not be sharing with. Said cyber expert, Pavan Duggal, an advocate in the Supreme Court.

World becomes increasingly digital, insurers have an opportunity to address the real risks that cyber poses. Secondly, as cyber risks grow, insurance firms tap business opportunity. undergoing several waves of development to expand from digital assets to encompass physical assets, as well as other asset classes such as reputation, intellectual property and business interruption. Insurance companies are offering policies to cover risks such as identity theft and cyber-stalking.

The global cyber insurance market is expanding quickly, with annual growth of around 20-25 percent. It is predicted to rise from US\$2.5 billion in 2015 to US\$7.5 billion by 2020, reaching US\$20 billion in premiums by 2025. This growth is driven by both regulatory changes (especially in Europe, where new EU rules are expected to follow the US example of imposing heavy fines on companies that suffer data breaches. Hopefully, GDPR that want to make sure organizations effectively tackle them.

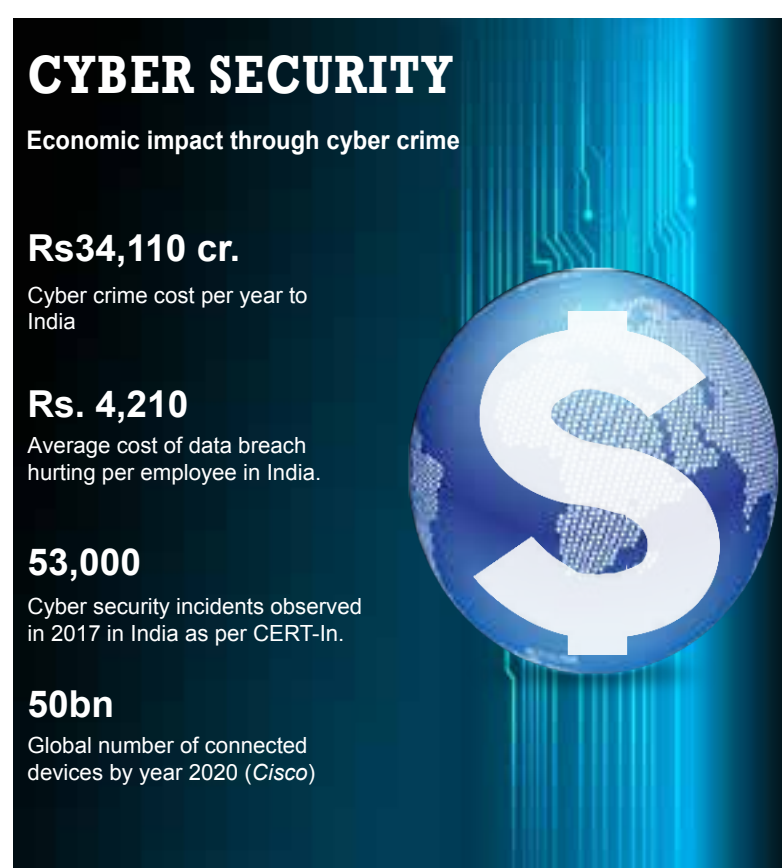
According to KPMG International's estimates, the cyber insurance market is expected to grow to \$7.5 billion, from \$2.5 billion in 2015.

Various insurance companies and Banks have come out with cyber Insurance policies and Fraud budget. HDFC Ergo General Insurance Co. Ltd, for example, has a policy for cyber security of commercial entities. Recently, Bajaj Allianz General Insurance came out with a policy for individuals.

First to get into digital, then maintain the technology infrastructure and secure those digital infrastructure and to make them resilience getting

insured. The cybercrime policy covers risks related to identity theft, social media, cyber stalking, information technology (IT) theft loss, malware, phishing, email spoofing, media liability, cyber extortion, and privacy and data breach by a third party. The sum assured ranges usually between Rs1 lakh and Rs1 crore and this costs between Rs600 and Rs9,000 in premium. Apart from financial losses arising out of data theft, such policies also cover costs incurred in payments to consultants for investigating the extent of loss, court expenses and legal fees.

Lastly, with the proliferation and vast expansion of Information Technology and related services, there is a rise in instances of cybercrimes including financial frauds, using bank cards and e-wallets in the country like elsewhere in the world and increasingly large number of Indians are falling victim to such frauds and ransomware is becoming today's most prominent malware threat. Worldwide losses from cyberattacks will hit \$2.1 trillion in coming years. Insurers are sensing an opportunity.





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E-Commerce:

The Best Is Yet To Come



Government's focus towards digitization, financial inclusion, fintech, Aadhaar-based identification and GST-based simplified taxation are going to be some of the key drivers of growth.

Investment banking firm Morgan Stanley, in a recent report, predicts that India's e-commerce market for gross merchandise value (GMV) will reach \$200 billion by 2026, growing at a CAGR of 30%. This growth, if it happens, the firm says, will help grow the overall market penetration to 12% in the next nine years, as against 2% today. The phenomenal growth of internet users, the firm says, is primarily driving the e-commerce market. The other factors that are contributing to this growth are growth in digital payments, ease of making a purchase, CoDs and e-commerce mobile apps.

Market Trends

According to an Internet and Mobile Association of India (IAMAI) and Kantar IMRB study, the number of internet users in India is expected to reach 500 million by June 2018. The number of Internet users stood at 481 million in December 2017, an increase of 11.34% over December 2016, said the report titled, "Internet in India 2017". The ongoing digital transformation in the country is expected to increase India's total internet

user base to 829 million by 2021 (59% of total population), from 481 million (39% of population) in 2017, while the total number of networked devices in the country is expected to grow to 2 billion by 2021, from 1.4 billion in 2016.

Another important factor for this growth has been the growth in the digital payments sector, which has surged post-government's move to demonetize high-value currency notes in late 2016, which led to increase in digital transactions. More than 800 million bank accounts are digitally linked, increasing the number of people to have access to internet and digital cash to make e-commerce market surge. However, still 55-60% of total e-commerce transactions continue to be through cash on delivery mode.

Implementation of GST also opened the doors for the e-commerce markets like UP, Bihar and West Bengal, where due to waybill formalities goods above a certain price were not being sold. GST has also changed the warehousing requirements which have moved from being taxation and logistics issue to pure logistics consideration. Implementation of GST will push down the cost logistics, warehousing and will also lead to lower inventory level requirement, positively impacting the industry.

Market Size

In India, total online spending, inclusive of domestic and cross-border shopping, is expected to increase by 31% year-on-year to Rs.8.76 trillion (US\$135.8 billion) by 2018. India's e-commerce revenue is expected to jump from \$39 billion in 2017 to \$120 billion in 2020, growing at annual rate of 51%, highest in the world.

Online travel agents account for the largest market share (70%) in the internet consumer market, while the remaining 30% is occupied by horizontal e-tailing, fashion, furniture, grocery, hotel, food tech, cab aggregators, education technology, and alternative lending, among others.

Top E-Comm Apps in India (No of Downloads)

Rank	App	Category
1	Flipkart	General Merchandise
2	Amazon India	General Merchandise
3	Flipkart	General Merchandise
4	Snapdeal	General Merchandise
5	Myntra	Fashion
6	Limeroad	Fashion
7	Voonik	Fashion
8	Shopclues	General Merchandise
9	Jabong	Fashion
10	Ajio	Fashion

Source : Morgan Stanley Research

The internet industry in India is likely to double to reach US\$250 billion by 2020, growing to 7.5% of Gross Domestic Product (GDP), with the number of mobile internet users growing to about 650 million and that of high-speed internet users reaching 550 million.

However, India had only 60 million online shoppers in F2017, which was 14% of the total internet population, versus 64% in China. AlphaWise survey done in 2014 probably has the right answer to this stats. According to this survey, Individuals with Over Five Years of Use on the Internet Were More Likely to Transact Online, users with less than two years of activity on the internet were less susceptible to transacting and primarily indulged in emails, messaging and search. Good news is that a large chunk of the internet base in India has emerged only in the last few years and will mature by 2019 and beyond and that could possibly be when online shopping sees a massive inflection.

Biggest Players

The Indian e-commerce market is primarily dominated by two players – the Indian unicorn Flipkart and Seattle-based Amazon. While Flipkart has been in the market since 2009, American giant entered the market in 2013. Amazon has so far invested \$2 billion in India and has a commitment of \$5 billion, Flipkart has \$4 billion war chest and is in talks with WalMart for an investment of \$7 billion.

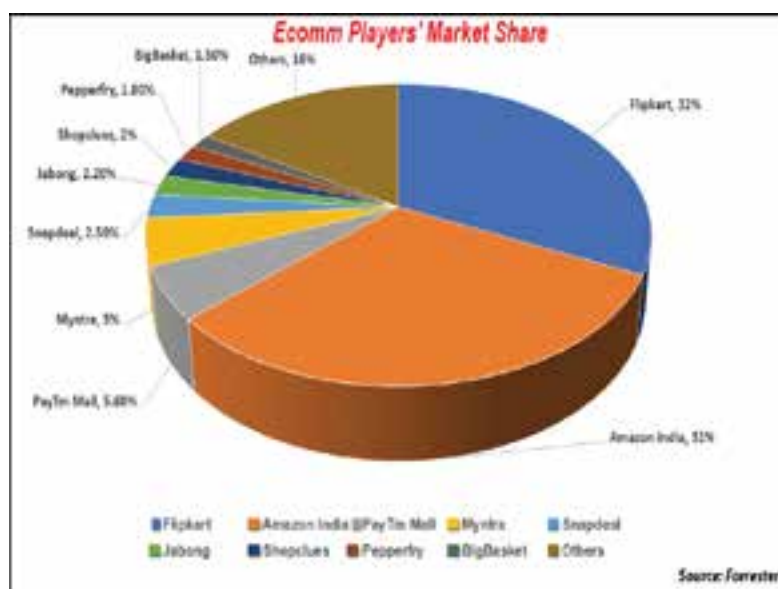
Amazon has been able to shake up the market and already commands 31% share in the Indian market compared with Flipkart's 32%, according to a report by Forrester. But the gap widens when Flipkart Group-owned fashion retailers Myntra and Jabong are accounted for. India's largest e-commerce company's total share then goes up to 39.5%. With addition of eBay.in to its kitty, Flipkart has further cemented its position. With the entry of Alibaba supported Paytm with its Paytm mall into picture, a very formidable challenger has emerged.

In less than a year of its launch, Paytm Mall has garnered a market share of 5.6% and is negotiating a funding round of Rs.3,000 crore from SoftBank and another Rs.1,000 crore from other investors. This round of funding is expected to take the valuation of Paytm Mall to \$2 billion level.

While smartphone is the biggest segment for online market players accounting for more than half the sales, followed by fashion, one of the fastest-growing segments is grocery, which currently accounts for a small fraction of overall sales for these giants. Given that grocery accounts for more than half of overall retail market in India, it is a matter of time before the trend starts reflecting in the online space as well.

According to Forrester, Amazon's grocery sales hit a \$180-\$200-million mark and are the market leader in the segment.

BigBasket, an online supermarket, which is an early mover in the segment, features in the top 10 players in terms of market share with 1.5%.



To stay ahead and fend off Amazon and Flipkart, it has recently announced a move to open offline kiosks that will stock daily groceries and is also planning to start its own subscription service for items such as milk and bread. The move comes soon after BigBasket raised \$300 million in funding led by China's Alibaba. The company currently has Rs.200 crore monthly revenue and is aiming for Rs.500 crore by March 2019.

Grofers, which is the second-largest standalone grocery player, has grown four-fold in the last one year with monthly sales in excess of Rs.100 crore. It has secured Rs.400 crore in a fresh funding round, led by existing investor and Japanese internet conglomerate SoftBank Group. With this, Grofers's total funds raised to date have touched US\$226.5 million.

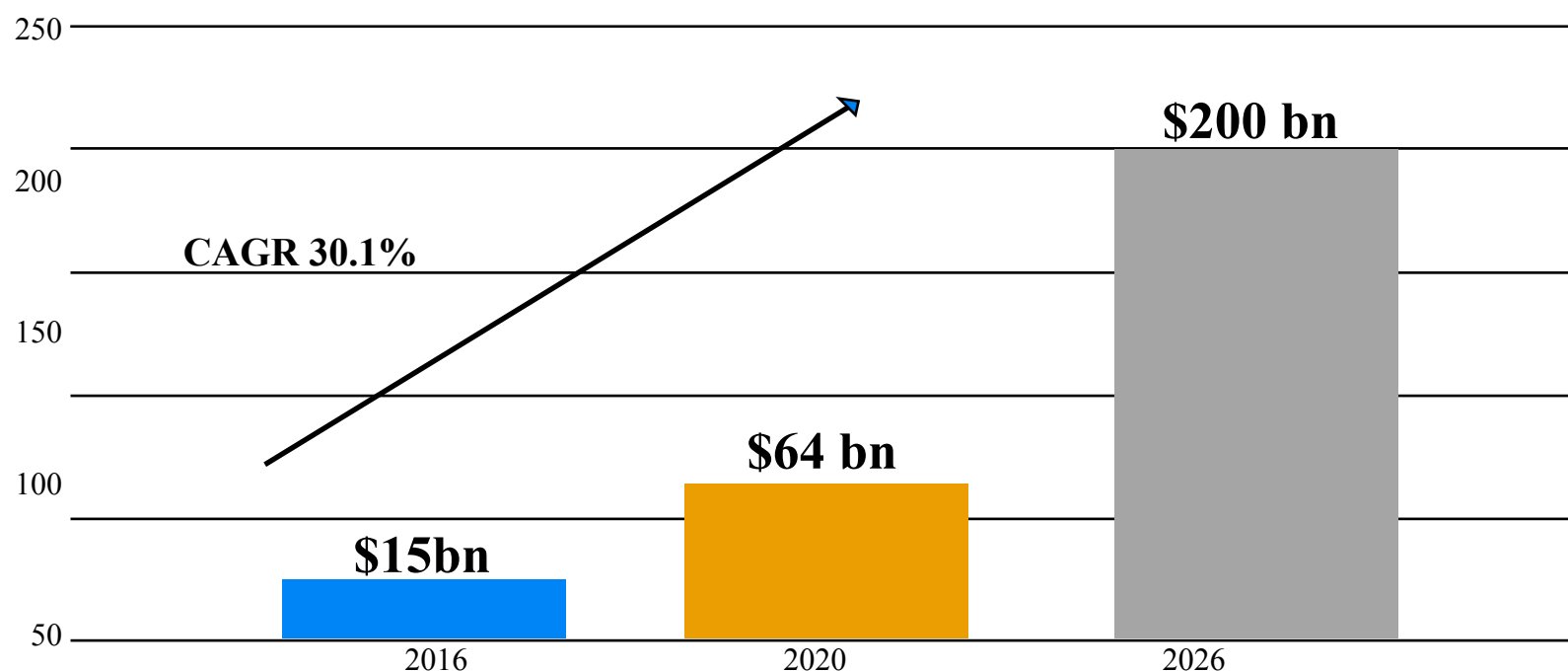
Snapdeal which was once touted to be a straight rival to India's largest e-commerce player Flipkart, now is just a company with a meagre 2.5% market share in the Indian e-commerce space. After its debacle last year, the company saved itself from being sold to Flipkart and was relaunched as Snapdeal 2.0 in mid-2017. To push its sales, Snapdeal has struck a new deal with as many as twelve banks and a bunch of digital wallets to offer discounts of worth up to Rs.100 crore in the next twelve months.

SopClues, which has always remained out of limelight, is also amongst the top 10 players with 2.1% market share. E-commerce platform SopClues has reported 60% growth in 2017-18 fiscal year. It also reported trimming of losses by 40%. Growth came from categories like fashion and strengthening of position in the tier-III cities and beyond.

The Gurgaon-based company claims to be confident of hitting profits in the next 12-18 months.

Furniture and home products marketplace, Pepperfry.com also features

Market Size



Source: KPMG

in the top 10 players based on market share with 1.8% of the pie. Like grocery segment, even in this segment there is a movement towards brick-and-mortar experience centres with the option of offline sales to augment online sales. Pepperfry.com has recently announced that it has raised Rs.250 crore in a fresh round of funding from State Street Global Advisors. The fresh funds will be deployed to expand Pepperfry's Experience Centres in Tier-II towns, invest in developing AR/VR technology for virtual touch and feel, and enhance the Private Brand franchise.

Userbase

Most of the e-commerce happens through mobile apps. If we consider the number of mobile apps downloaded, the stack looks different. Paytm which is the third-largest player in terms of revenue leads the pack here, followed by Amazon and Flipkart. Snapdeal seems to have managed to regenerate industry from consumers and ranks fourth in terms of downloads. Myntra which focuses on fashion/apparel segment and is part of Flipkart is in the fifth place. Fifth place onwards, all the players except SopClues is in the fashion/apparel segment. LimeRoad which is a sixth place is a Gurgaon-based startup, which offers curated fashion, and claims to have grown at over 250%, while the online fashion industry has grown at 5% to 10%. It also expects to be profitable in the next 18 months. LimeRoad started in 2012 as a social discovery platform for e-commerce and has raised \$50 million in three rounds of funding from Tiger Global, Matrix Partners and Lightspeed Venture Partners, among other investors.

Voonik, another fashion e-tailer, is at the seventh spot. Launched in 2013, Voonik is a personal shopping app for women, which allows them to buy apparels from multiple stores, according to their body type, lifestyle and budget.

Between 2013 and 2016, the fashion retailer raised close-to \$27 million funding from investors like Sequoia Capital, Times Internet, Seedfund, Beenos, BEENEXT, Parkwood Bspin, Tancom Investments, and Kunal Shah.

SopClues and Jabong are at eighth and ninth spots, while Reliance Industries Ajio, which again in fashion space, is at tenth spot

Investments/ Developments

According to an EY report, investments in the Indian e-commerce industry touched an all-time high of \$11.2 billion in the first half of 2017, a 41% rise over last year.

In a fierce competitive Indian market space, Flipkart, in the year 2017, managed to show its supremacy over its closest competitor Amazon. The Bansals-founded firm raised around \$4 billion this year from multiple investors including eBay, Microsoft, Tencent and SoftBank. In the same year, the Singapore-based parent of Flipkart has invested Rs.4,472 crore in its wholesale arm.

The American retail behemoth Amazon had already invested \$5 billion in India, in addition to the \$260 million earlier this year. In October, Amazon Inc. invested another \$250 million (Rs.1,620 crore) into Amazon India.

Digital payments company Paytm launched its e-commerce arm Paytm Mall in February 2017. Backed by Alibaba's \$200-million investment, Paytm Mall reportedly invested Rs.1,000 crore for advertising and marketing during the festive shopping period, and even claims to have hit their annual target of \$4 billion during the Diwali sale.

In what could be the biggest shakeup in the market, Reliance Retail plans to raise Rs.4,000 crore through rights issue to help fund expansion, which, experts believe, would be in the online space. With a network of 3,800 brick-and-mortar stores across the country, entry of reliance in the online space could have a similar impact as to what happened in the telecom space with Reliance Jio.

Amazon made some headway in the non-perishable grocery category through Amazon Pantry, now available in around 30 cities. Through Amazon Now, the company does in-two-hours delivery of groceries, including perishables, in Bengaluru, Delhi-NCR, Mumbai and Hyderabad through partnerships with BigBazaar, Spar, Hypercity and other supermarkets.

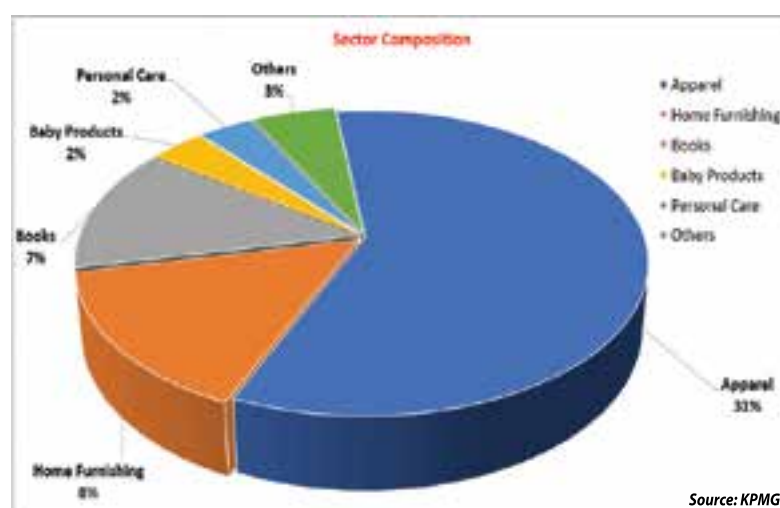
Flipkart also started grocery segment for customers in Bengaluru as part of its soft launch. The company also took over eBay.in in the year 2017. In exchange of an equity stake in Flipkart, eBay had made a cash investment of \$500 million and sold its eBay.in business to Flipkart. Flipkart and eBay

will also partner to leverage opportunities in cross-border trade.

WalMart Inc., the world's largest retailer, is looking to double down on investments in its e-commerce business, hire more top tech talent from countries like India, and invest in or acquire Indian tech startups, amid a bruising global battle against Amazon.com Inc. According to reports, WalMart is looking to buy majority stake in 2-3 Indian eComm startups.

BankBazaar, a financial marketplace startup in India, raised US\$30 million in a funding round led by Experian Plc, a credit rating agency based in UK, taking the company's total funding to US\$110 million.

Gozefo.com, a Bengaluru-based used furniture and appliances platform, has raised Rs.60 crore (US\$9 million) in Series B funding from Sequoia Capital India, Helion Venture Partners and Beenext Pte. Ltd.



Online furniture retailer Urban Ladder has raised \$12 million in a fresh round of funding led by the existing investors Sequoia Capital, SAIF Partners and Kalaari Capital.

Government initiatives

Since 2014, the Government of India has announced various initiatives namely, Digital India, Make in India, Startup India, Skill India and Innovation Fund. The timely and effective implementation of such programmes will likely support the e-commerce growth in the country. Some of the major initiatives taken by the government to promote the e-commerce sector in India are as follows:

- Reserve Bank of India (RBI) has decided to allow "interoperability" among Prepaid Payment Instruments (PPIs) such as digital wallets, prepaid cash coupons and prepaid telephone top-up cards.

- Finance Minister Arun Jaitley has proposed various measures to quicken India's transition to a cashless economy, including a ban on cash transactions over Rs.300,000 (US\$4,655.1), tax incentives for creation of a cashless infrastructure, promoting greater usage of non-cash modes of payments, and making Aadhaar-based payments more widespread.

Conclusion

India is still a nascent market in terms of e-commerce with just 2.5% of overall retail market coming from online retailers. India is also a vastly different market compared to any other developed market with vast diversities culturally, financially and between urban and rural, and will require local solutions to be evolved both by domestic and international players.

While the current market space is dominated by Amazon and Flipkart, the Indian market at this stage can, and will, see a lot of new players coming into the fray and consolidation in this space is still far away. Indian giants have so far not entered the space which is currently startup driven. However, Reliance Industries is planning its foray into the space and promises to shake up the market. Other players like Aditya Birla group and Future Group might also enter and are likely to enter the space sooner than later.

India is a fast-growing economy which is likely to grow at 7% or faster annually, pushing millions in the middle income category and thereby increasing the customer base faster than just the age factor would entail.

Indian FinTech Industry: At An Inflection Point



RBI has been instrumental in enabling the development of fintech sector and is espousing a cautious approach in addressing concerns around consumer protection and law enforcement

FinTech or financial technologies is one of the fastest-growing areas in banking and financial services and also one of the fastest-growing sectors in the country. It may be defined as technology-driven financial businesses that compete against as well as complement the traditional financial institutions. FinTech is making the experience of banking and finance more intuitive, personalized and empowering.

According to a Deloitte study, the Indian fintech industry is among the top five markets in India in terms of value of capital funding and investments. The industry grew from nearly \$270 million of funding in 2016 to \$2.4 billion in 2017. Viewed in the context of 2016 global figures where USA managed to get \$6.2 billion in 2016 and \$11.3 billion in 2017, India's jump shows the confidence that India has managed to get the VCs in its side. There are more than 1,200 fintech companies operating in the country currently. According to EY Fintech Adoption Index, India has the second-highest fintech adoption rate of 59%, significantly higher than global average of 33%. The global fintech software and services sector is expected to boom as a \$45-billion opportunity by 2020, growing at a compounded annual growth rate of 7.1% – as per NASSCOM, while the Indian fintech software market is forecasted to touch \$2.4 billion by 2020 from a current \$1.2 billion.

India remains one of the largest markets where the structural enablers to set up and incubate fintech have come together strongly and at an apt time. Combination of steady economic growth with low penetration of financial services and availability of supporting infrastructure such as internet data access, smartphones along with utility infrastructure including Aadhaar-based authentication are likely to provide the required impetus to India's fintech sector.

The year 2015 was a formative year for the Indian fintech sector, which saw the emergence of numerous fintech startups, incubators and investments from public and private investors. It was clearly reflected that a right mix of technical skills, capital investments, government policies, regulatory framework and entrepreneurial and innovative mind-set could be the driving force to establish fintech as a key enabler for financial services in India.

Some of the sectors within the fintech space such as next-generation payments and financial inclusion are quite mature in India in terms of fintech startup ecosystems, government regulations and steps taken by the incumbent market participants. While P2P lending, robo advisory, Bank in a Box, security and biometrics are striding fast towards mass market implementation,

blockchain has just marked its entry with a promising future in the financial services arena.

The traditionally cash-driven Indian economy has responded well to the fintech opportunity, primarily triggered by a surge in e-commerce, and smartphone penetration. A report titled "Digital Payments 2020" by BCG and Google predicts that digital transaction in India will exceed \$100 billion in 2020, up from \$40 billion in 2016.

Growth Drivers

It is always the government that plays the most crucial role in the growth of any country's financial industry. The Government of India, along with regulators such as SEBI and RBI, is aggressively supporting the ambition of the Indian economy to become a cashless digital economy and emerge as a strong fintech ecosystem via both funding and promotional initiatives.

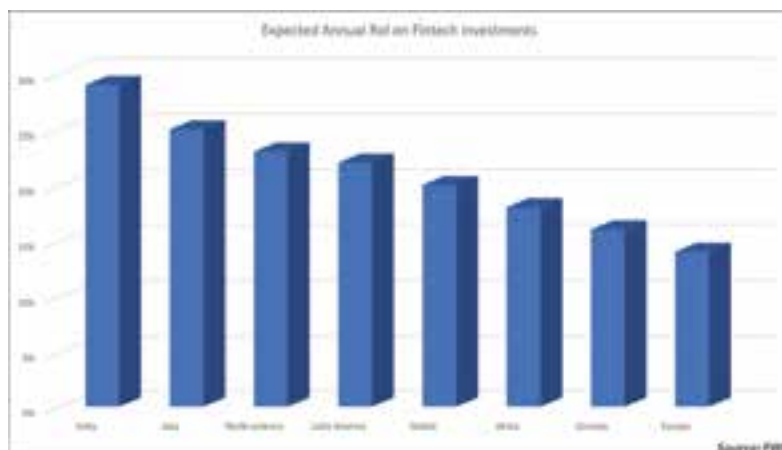
Some of the government initiatives like Start-Up India and Jan Dhan Yojana which have added over 200 million unbanked individuals into the banking sector and Aadhaar for easy and secure KYC are the key enabling factors.

These efforts along with tax-related incentives like tax rebates for merchants for digital transactions, rebates on patent costs for startups, income-tax exemption for startups for the first three years, exemption on capital gains tax for investments in unlisted companies for longer than 24 months (from 36 months needed earlier), no surcharge on online and card payments for availing of government services, are also helping in pushing towards creating more startups in the fintech space.

RBI has also been instrumental in enabling the development of fintech sector and espousing a cautious approach in addressing concerns around consumer protection and law enforcement. Fintech enablement in India has been seen primarily across payments, lending, security / biometrics and wealth management.

Some of the initiatives from the central bank like introduction of "Unified Payment Interface" with NPCI, approval to 11 entities for setting up Payments Bank and approval to 10 entities for setting up Small Finance Banks that can significantly run in favour of the cause for Financial Inclusion.

Another important factor in fast adoption of digital transactions in particular and fintech in general has been the launch of 4G services by Reliance Industries under the brand name Jio. Jio disrupted the market and within a year of its launch it pushed India from the bottom of the pyramid to



amongst the top in terms of internet penetration. Data prices are at the lowest across players and speeds have gone up drastically (though still very low compared to developed economies).

Besides, one of the major developments that propelled the adoption of digital transactions in India was demonetization. During the end of 2016, the Prime Minister announced that the large denomination currency notes, i.e. Rs.1,000 and Rs.500, will no more be considered as legal tenders, means these notes are banned. In the subsequent months, Indians faced hardships in doing cash transactions which led to mass adoption of mobile wallets like Paytm, FreeCharge and MobiKwik.

Segment Wise Growth Story

Indian fintech industry is empowered by multiple technology-driven payment and transaction solutions. These segments are at different stages of growth and maturity within India and across the world. Here is a look at how different segments are poised as on date.

Mobile Wallets

The mobile payment industry in India was valued at about \$1.15 billion in 2016, growing from US\$86 million in 2011, clocking at CAGR of 68%. But demonetization of high-value notes in India in late 2016 propelled the industry clock to unprecedented numbers. A month after demonetization, daily transaction volume from digital wallets – such as Oxigen, Paytm and MobiKwik – went up by 271%, from 1.7 million to 6.3 million. And while those adoption figures have fluctuated up and down a bit over the last 18 months, the trend has been towards growth.

Entry of global players into India's digital payment space is expected to grow the segment by about five-fold to US\$1 trillion by 2023, investment banking firm Credit Suisse said in a report. The report also said that, unlike China, mobile payments in India are being built on public infrastructure like UPI and Aadhaar that allow open-architecture and an interoperable payment system to evolve.

"With 800 million bank accounts now linked to mobile, existing bank accounts should be mobile-transaction ready. We believe that the top four banks (SBI, HDFC Bank, ICICI, Axis) are better placed as the aggregators are expected to look to tie up with these franchises, given they account for about 50–70% of non-cash transactions," the report said.

The Credit Suisse report said that there is also no loss of customers for the banks even as they transact on the platforms of these aggregators, and the banks would gain access to customer data. As of December 2017, transactions worth Rs.12,568 crore (\$1.93 billion) were carried out on e-wallets, according to RBI – a nearly fourfold increase from the Rs.3,385 crore in October 2016, before demonetization kicked off. If that growth remains consistent, estimates put the total value of India's digital payments at US\$500 billion in just two years – or roughly 15% of India's GDP.

UPI

Unified Payments Interface (UPI), launched in August 2016, has been a game-changer. It has seen quick market adoption and almost all banks have already adopted this new protocol and even players like WhatsApp, the most widely used messaging app in the country, has recently started rolling out a UPI-based payments feature.

Other global giants, too, are zeroing in on this space. For instance, Google has already launched its payments app Google Tez, and in just four months of launch it is already processing the same number of digital transactions as Axis Bank (fourth-largest among banks in India). Samsung has launched Samsung Pay and Amazon has introduced Amazon Pay. While both Google Tez and Samsung Pay have been UPI-enabled for the past few months, Amazon Pay introduced the UPI feature earlier this week. Apple, too, is looking to

introduce Apple Pay in the country in the near future.

Microsoft is also planning to launch its own digital payment service which will be integrated with its enterprise social network platform Kaizala. The integration will take care of payments from wallet to wallet, bank to bank, credit card to bank and vice versa.

Meanwhile homegrown digital payment firms like Paytm, PhonePe, MobiKwik and FreeCharge (all are UPI-enabled) are strengthening their arsenal. Paytm, India's largest online payments and mobile wallet company, has invested Rs.5,000 crore (\$786 million) in mobile payments, to date. Paytm founder Vijay Shekhar Sharma has earmarked another Rs.5,000 crore for the next three years.

PhonePe, the digital payment arm of India's leading e-tailer Flipkart, is planning to invest \$500 million to scale up its technology platform and expand its merchant network and consumer base.

Many other startups have entered the space to simplify mobile money transfer, such as Chillr application, which provides peer-to-peer money transfer without using bank account details. Some of the leading Indian banks are leveraging the Chillr platform for P2P payments.

Several leading banks are launching their own digital wallets leveraging NPCI's Immediate Payment Service (IMPS) platform. These digital wallets are integrated with social media features. Few examples are Buddy by SBI and LIME by Axis. Similarly, few banks are going for payment solutions enabling money transfer, P2P transfer, etc for smartphone users, such as PingPay and PayZ app.

Google Pay

After years of experimenting in the payment space with products like Android Pay and the now rebranded Google Wallet, Google this week announced the launch of its latest all-in-one payment platform: Google Pay. The new product, which has begun roll-out around the world, replaces Android Pay and allows users to make Point of Sale (PoS) purchases of goods and services – as well as transit payments in select cities – using NFC (Near Field Communication).

Apple Pay

First unveiled at the iPhone 6 launch in September 2016, Apple Pay was among the first payment platforms to digitise the ubiquitousness of credit and debit cards. Developed through a collaboration with Visa, MasterCard, and American Express, Apple's payment service can be used with any of the tech brand's compatible mobile devices or Watch wearables, and makes use of NFC to make contactless payments at PoS systems.

Samsung Pay

Samsung's mobile payment and digital wallet service, Samsung Pay, differs from those offered by Apple and Google in one key aspect: the use of magnetic secure transmission (MST) in addition to NFC. What this means is that, unlike Google Pay or Apple Pay which can only be used at NFC-enabled PoS devices, Samsung Pay can be used even at payment terminals that only support traditional magnetic stripe cards. It is supported by a wide range of Samsung smartphones as well as most of its smartwatches.

Alipay

The Alibaba Group, a Chinese conglomerate which is today among the world's most valuable companies, also owns the world's largest online and mobile payments platform: Alipay. Launched way back in 2004, the platform today features every payment service imaginable – P2P payments, online purchasing, bank account management, ticket purchases, etc., – and recently incorporated the Ripple network into its backend in a bid to speed up its payment processes.

Facebook payments (Messenger and WhatsApp)

Facebook first entered the online payments space in 2015 with the introduction of a peer-to-peer payment services within its Messenger app. The company was initially slow in rolling out the platform to markets outside the US, with several countries still awaiting the availability of the feature. Facebook's entry into the Indian digital payments sector came through its subsidiary WhatsApp, by far the most used messaging service in the country. The 250-million-user strong platform recently launched its own UPI-enabled payments service.

PayPal

PayPal is world's first online payments companies and has established has a strong global presence over the years. The company – which allows users to send, receive, and hold funds – operates in 202 markets supporting 25 currencies (as of 2017). The key factor in PayPal's success is Venmo, a P2P mobile payments service that, despite operating solely in the US, handled \$6.8 billion in transactions in the first quarter of 2017. The company has also created a payments processing system called PayPal Payments Pro

which is widely used by online businesses and enterprises for large transacti

Paytm

Launched in 2010 in India as a service for online payments and a digital wallet, Paytm is today a diverse company offering a variety of services. Paytm (part of One97 communications) is arguably the largest digital service used for merchant payments in India, in large part due to the demonetisation of 2016. Many of the country's service-based startups have incorporated Paytm as a payment option, and the app itself can be used for everything from prepaid recharges to bill and loan payments, ticket purchases to P2P money transfers, and even donations to religious foundations. The Alibaba Group and its subsidiary Ant Financial are key investors in One97 communications and hold 62 percent stake in the firm.

MobiKwik

MobiKwik is an Indian company founded in 2009 that provides a mobile phone based payment system and digital wallet. Customers add money to an online wallet that can be used for payments. MobiKwik claims as the most convenient, and safest mobile wallet for Shopping, Mobile recharge, DTH recharge, Money transfers and Bill payments. 25 million users base across the across the country.

BBPS

Another important thing to have happened in 2017 was the launch of Bharat Bill Payment System (BBPS) which nearly doubled the number of bills paid through the platform in December 2017 to 19 million transactions from 10 million in April, when the pilot was launched, KPMG in its report on BBPS has highlighted. BBPS, is touted to become a one-stop bill payment solution for Indian consumers, the initial achievements of the platform and its potential given that it has already integrated 60 billers.

The value of bills paid on the platform jumped about 46% to Rs.2,690 crore in December 2017 from Rs.1,843 crore in April. This was, however, still a very small share of the overall bill payments market, which is projected to grow to Rs.9.4 lakh crore by 2020 from Rs.5.8 lakh crore in 2016.

The Reserve Bank of India ("RBI") has given in-principle approval to 33 entities, which had applied for operating as a Bharat Bill Payment Operating Unit ("BBPOU") under the Bharat Bill Payment System ("BBPS"). BBPS is an integrated bill payment system which would offer interoperable bill payment service to customers online as well as through a network of agents on the ground.

"According to the EY FinTech Adoption Index 2017, money transfer and payments as a sub-domain has the highest consumer adoption rate globally at 50%, with India leading the way at an impressive 72%."

The future of payment is undergoing a transformation, as new entrants are enabling the market with new technologies such as contactless payment, NFC-enabled smartphones, cloud-based PoS and digital wallets.

Payments Bank

One more financial service that was introduced by the government was Payments Banks. In 2014, the RBI gave in-principle approval to 11 entities to offer payments bank services and the first licence offered was to Bharti Airtel. What a payments bank does is it offers small- ticket financial services, including opening of savings bank accounts, money transfer, make bill payments using that savings account and earn interest on the deposited money. Its like any other bank with only exception that the payments banks are not allowed to offer credit services like loans or credit card.

Airtel Payments Bank, India Post Payments Bank, Vodafone M-Pesa Payments Bank, Reliance Jio Payments Bank, etc are some of the examples of this new-age banking solutions offered by entities that are traditionally not into banking services.

Emerging Areas

Robo-advisory

Robo advisory, a kind of artificial intelligence-driven financial service, is an emerging area of wealth advisory services. These services help customers take informed and comparatively wiser financial decisions. Robo Advisors are basically AI-based solutions. Their advice is data-driven and free from personal biases, their fees are reasonable, and they're always available to

provide clients with real-time access to solutions and reports in just a few clicks.

On a global basis, the robo advisory service is projected to grow at CAGR of 68% over the next five years and manage \$5 trillion worth of assets by 2025.

FundsIndia is one of the most successful robo-advisory startups and early adopters of this technology. Its AUM (asset under management) has risen from Rs.187 crore in 2012 to Rs.3,000 crore (\$460 million) in 2016. Further, it is expected to reach Rs.10,000 crore (\$1.5 billion) within the next 18 months. Many new entrants and traditional broking firms have launched robo advisory services in India such as Aditya Birla Money's MyUniverse, BigDecision, ScripBox, Arthayantra, FundsIndia and 5nance

P2P Lending

The global market for P2P lending is expected to grow at a CAGR of 60% to US\$1 trillion by 2025 from US\$9 billion in 2014, with the U.S., the U.K., Australia and China being the largest P2P lending markets. According to a recent report by PwC, India has around 30 online lending platforms with a loan book pegged at \$25 million. In the next five years, India is expected to grow by 160 times to reach the \$4-billion mark. But this is nothing when compared to China, which currently stands at a \$100-billion mark.

In India, the P2P lenders broadly focus their portfolio under the categories of micro finance, consumer loans and commercial loans. For example, 30% of Faircent's loans are taken by micro and SME sectors, boutique firms and mom-and-pop stores. The rest are taken by individuals for private purposes such as weddings, medical and home.

Some of the other leading P2P lenders in India are i2ifunding, Loanmeet, i-lend, LendenClub, Milaap, MicroGraam, InstaPaisa, Vote4Cash, etc.

The growth potential of the market in India is huge as there are about 57.7 million small businesses in the country. Currently, in the absence of a regulatory framework, Indian P2P startups are registered under the Companies Act and abide by the Negotiable Instruments Act.

RBI recently released a consultation paper on P2P lending business model where companies need to be registered as a special category NBFC and spoke about six prime areas including permitted activity, reporting, prudential and governance requirements, business continuity planning and customer interface, thereby providing an approach to curtail the risk in this sector. The idea is to bring the P2P lending platforms within the scope of NBFC governance.

Recently India's leading peer-to-peer lending companies have come together to form the Association of P2P Lending Platforms. The first-of-its-kind association will act as a representative for its members, as well as the country's P2P lending industry. In addition, the association will work in conjunction with the government and regulatory authorities in matters of compliance, and to further the cause of financial inclusion in the country.

Moving forward, we believe that technology convergence is likely to make P2P lending safer and faster. UPI and blockchain are two big technology revolutions that are projected to have a favourable impact on the expansion of P2P lending business in India. With an intent to have a robust P2P market, the government of India has to address certain key areas for P2P lenders such as on capital structure, requirement of fund for lender protection, process of transfer of money and infrastructure needs and making sure that objective of introductory regulations is to control the unruly practices rather than posing barriers for fintech adoption in the country.

The two big mobile wallet firms – Paytm and MobiKwik – are also planning to start their P2P lending platforms, and the former has already sought a licence from the RBI for the same.

Blockchain

Although blockchain has been in existence since 2009, it garnered mixed reviews from the industry in its early years. It has now been taken up as a new innovative model globally. Blockchain can be defined as a way of initiating and verifying transactions in a distributed environment. The decentralized record-keeping and reporting functionalities promise opportunities in reducing cost, fraud and increasing speed of transactions. With initiatives such as R3 CEV, leading banks are battling their way for developing blockchain applications, thereby enabling a change in the traditional financial systems.

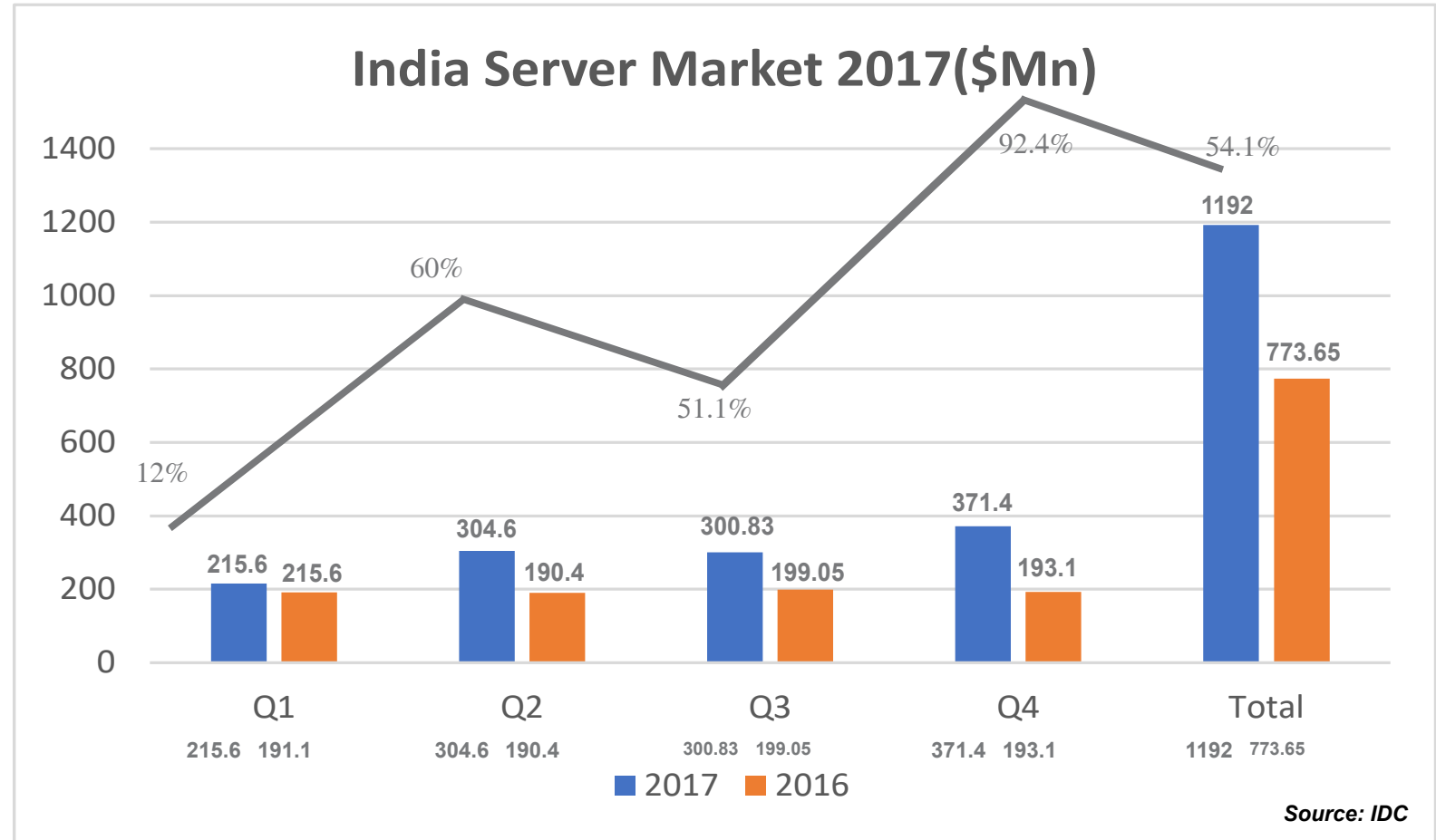
Overall, the global investment in blockchain has exceeded US\$1 billion in over a thousand startups and is expected to increase four-fold by 2019, growing at a CAGR of 250%. A notable example is the funding received by Coinbase and Circle exceeding US\$240 million in 2015. Blockchain is being perceived in India as a game-changer that, if used to its full potential, can offer an innocuous, quick and economical way for transactions. Though it is at a very nascent stage and is yet to mature into a mainstream application, the technology is receiving encouraging reviews from market players in the country.



Hardware: All Round Performance

Defying the speculation that GST and demonetization would adversely affect, the Indian hardware industry demonstrated a splendid growth across segments

The industry was apprehensive about the 2017 owing to speculations that implementation of GST, demonetization and a call for industrial digitalization would slow down the sales of hardware products. However, the result was the exact opposite and the reasons are the exact same. While digitalization calls for more software than hardware, industry bought more servers and PCs during the year. When GST was believed to impact the sales of hardware products, a drop in tax slab for printers spiked the sales in the last quarter of the year, and then the server market also registered



record sales as enterprises looked towards cloud and outsourced solutions as their next business strategy.

All in all, these three primary hardware segments brought a momentous year for the Indian hardware industry.

Server market in India

Servers are the key component of enterprise computing infrastructure. If we look at the last few years, the market was impacted by recessionary trends. Only last year, the market began to pick up because of the trends such as digital and cloud. As we take an audit of the year went by, the x86 servers saw aggressive growth. The overall server market in India witnessed a year-over-year (YOY) increase of 92.4% in terms of revenue to reach \$371.4 million in Q4 2017 versus \$193.1 million in Q4 2016, according to the latest IDC Asia-Pacific excluding Japan (APEJ) Quarterly Server Tracker, Q4 2017. The x86 server market accounted for 86.7% of the overall server revenue during Q4 2017, with growth being majorly driven by spending from professional services, government, telcos, and banks.

The Q4 2017 quarter has been record-breaking for both non-x86 and x86 server product categories. Non-x86 platform remains at the top of mind for many end-users looking for data workloads such as databases, data warehouses, transaction processing, and high-performance computing. Banks are the primary buyers in this category and high availability with minimum downtime, maximum uptime are key considerations.

The non-x86 server market grew by 115.6% YOY in terms of revenue to reach \$49.6 million in Q4 2017. In terms of revenue, IBM leads the market, accounting for 47.8% of market share, followed closely by HPE with its share of 44.7% during Q4 2017. In the non-x86 server market, the banking industry continues to dominate and accounts for 55.9% of the revenue, followed by government with 21.1% and manufacturing with 7.4%.

The x86 server market in terms of revenue witnessed a YOY growth of 89.3% to reach \$321.9 million in Q4 2017, up from \$170.1 million during Q4 2016. The growth was majorly driven by professional services, government, banking and telecommunications, while manufacturing continues to witness growth for the straight third quarter. Blade and rack optimized servers together accounted for 75.1% of the overall x86 server market by revenues during Q4 2017. In the x86 product category, 99.7% were Intel-based processors sold in the volume, mid-range and small server segment.

In the Indian x86 market, HPE leads the Indian server market with 32.8% in Q4 2017. The major deals for HPE came from telecommunications and professional services verticals. Dell successfully increased its market share to 19.4% during Q4 2017, while Cisco accounted for 6.6% of market share winning deals across different verticals. Cray successfully closed the deal with Central Government on supercomputer project and grabbed the market share of 9.3%, whereas ODM direct market share declined to 21.2% in Q4 2017.

“Traditional three tier architectures are still at the mainstream of India enterprise infra market. We have seen professional services, and telcos as early adopters and innovators towards adoption of virtualization and using HCI approach for their DC strategy. New-age workloads such as IoT, big data analytics, and AI are still at a nascent stage and requires significant efforts from vendors and OEM ecosystem towards educating the end-users and its business outcomes,” says Harshal Udatewar, Server Market Analyst, IDC India.

PC market in India

The overall India’s traditional PC shipments for 2017 stood at 9.56 million units, with an 11.4% year-on-year growth, as per IDC. This growth was primarily driven by the increase in the quantum of large projects and surge in shipments post the introduction of GST reforms.

India PC Market Share 2017(Brands, %)		
Category	2016	2017
Commercial Desktop	2.4	2.4
Commercial notebook	1.8	2.5
Consumer Desktop	1	0.9
Consumer Notebook	3.3	3.7
Workstation	0.1	0.1
Total	8.6	9.6

Source: IDC



The PC market in the first half of the year declined by 5.2% compared to H1 2016, owing to sluggish consumer demand due to demonetization and uncertainty surrounding GST implementation. However, early kick-start of festival offers by e-trailers, incremental consumer spillover demand post GST implementation and large state-owned special projects drove the PC market in the second half of the year.

The overall consumer PC market registered 48.0% shipment share in 2017, the consumer category also recorded a growth of 8.5% in unit shipments compared to last year. “Consumers were somewhat hesitant during the GST implementation phase in H1 2017. However, upbeat demand towards discretionary spending on the back of seasonality and re-building of inventories post festive season drove growth in H2 2017,” says Manish Yadav, Associate Research Manager, Client Devices, IDC India.

The overall commercial PC market recorded 52.0% shipment share in CY2017, where the category grew by 14.1% in unit terms year-on-year. “Commercial spending seems to be leaving the GST-related glitches behind with increased demand across segments like SMB and enterprise,” adds Yadav.

HP maintained its leadership position in the overall Indian traditional PC market with 29.9% share in CY 2017 and recorded an overall growth of 17.4% year-on-year in CY 2017. The vendor remained dominant in the overall consumer PC business with 29.2% share and an 18.0% year-on-year growth in CY 2017 owing to its growing brand image and depth penetration via its growing partner base. The vendor also led the commercial segment in the last two years by clinching volumes in special projects such as ELCOT and strong presence in enterprise accounts, which assisted HP Inc. in recording a 30.6% market share along with a growth of 16.9% year-on-year in CY 2017.

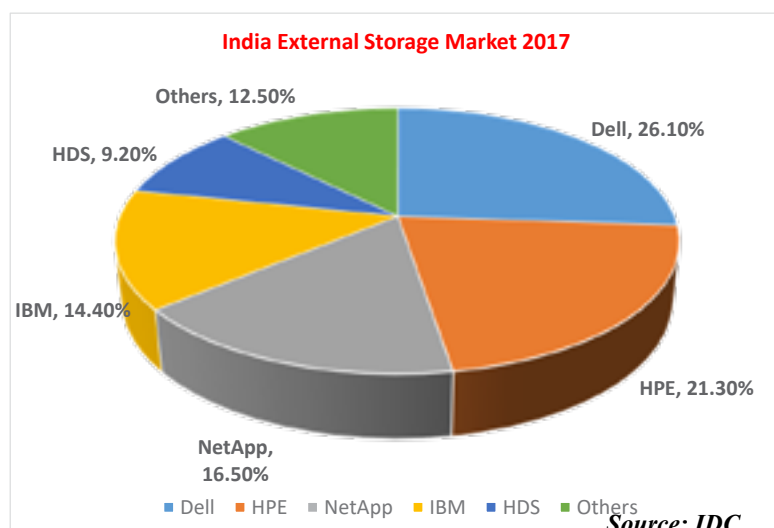
Dell took the second spot, with a 22.4% share in the overall India traditional PC market in CY 2017. The vendor got impacted by GST and BIS certification in CY 2017. However, with increased shipment and differentiated channel programs, the vendor bounced back with 7.3% growth year-on-year in overall traditional PC market in CY 2017. Dell continues to dominate the growing categories like gaming notebook with 26.8% year-on-year growth. The vendor also recorded 22.1% shipment share in CY 2017 in overall commercial PC business with increasing investments in channel, supported by both distribution and partner-led GTMs. Also, its growth in verticals like BFSI and government in H2 2017 is a welcome sign of increasing customer base for the vendor.

Lenovo holds on to third spot, gaining 2.6 percentage points year-on-year to record a market share of 20.2% in CY 2017 in the overall Indian traditional PC market. In the overall consumer category, the vendor recorded 16.7% market share in CY 2017 on the back of growing online presence, innovative products and new efforts on providing improved after- sales service via new channels, made the vendor stand out from their competitors. Additionally, with the execution of state-owned manifesto projects, gradually bringing back the confidence in enterprise accounts by offering bundle services along with new products, assisted the vendor in a strong growth of 40.1% year-on-year with a market share of 23.4% in the overall traditional commercial PC market in CY 2017.

India External Storage Market

India’s external storage market reached \$280 million by end of March 2017 telecommunications and banking being the major growth verticals.

Multimillion-dollar deal in telecommunication vertical drove this growth in the external storage market. Banking, telecom, professional services, manufacturing and government continued to be the key contributors in Q1 2017. In addition to the major verticals, significant growth is witnessed in verticals such as Securities, Transportation and Insurance during this period. This led to India’s external storage market witness a growth of 13.8 percent year on year(YoY) and stood at \$ 74.6 million in Q1 2017.



High-end storage segment witnessed a strong YoY growth in Q1 2017 due to large deployments from telecommunications, banking and government verticals. Entry-level storage saw a marginal growth while mid-range external storage saw a marginal YoY decline in market share during Q1 2017.

Witnessed significant uptake of All flash Arrays (AFA) among telecom, BFSI, IT/ITeS, government and manufacturing units in Q1 2017. Acceptance of AFA is increased as it offers better performance at an affordable price. Also, witnessed increased acceptance of Hybrid Flash arrays (HFA) as this offers both capacity and performance with a single array.

In Q2 significant spending from banking and telecommunication verticals drove incremental growth in the external storage market. Banking, professional services, telecommunications, manufacturing and government continue to be the key contributors in Q2 2017. Increased acceptance of third platform technologies are pushing organisations to deploy new age storage solutions to address dynamic storage demands. This led revenue touched \$70 million in Q2.

High-end storage segment witnessed a high double-digit YoY growth in Q2 2017 due to large deployments from banking and telecommunication verticals. Mid-range storage and entry-level external storage segment saw a marginal de-growth YoY in Q2 2017.

Increased uptake of All Flash Arrays(AFA), Hyper converged infrastructure and Software defined Storage are the key technology trends witnessed in the market. In addition, all the global cloud providers and 3rd party datacenter players are investing heavily to tap the increased uptake of cloud solutions.

However, in Q3, India's External Storage Market witnessed marginal 0.4 percent growth YoY (by vendor revenue) and stood at \$66.4 million in Q3 2017 according to IDC's Quarterly Enterprise Storage Systems Tracker, Q3 2017. The growth was majorly driven by banking, professional services, manufacturing and government verticals in Q3 2017. Optimization drive for storage infrastructure across organizations stood out to be the leading reason for greater demand for hyper converged infrastructure, software defined storage and cloud technologies. In Q4 the market touched \$64 million.

At the end of the fiscal Dell emerged as the market leader with a 26.1 percent market share by vendor revenue, however witnessed a YoY decline in Q3 2017. Hewlett Packard Enterprise gave tough competition to Dell Inc, narrowing the gap in terms of vendor revenue and stood at second position with 21.3%. IBM and HDS witnessed double-digit YoY decline while Huawei and NetApp saw a significant YoY growth in 2017.

The Printer Market in India

With businesses becoming digital, the printer market began to show a steady decline in the last couple of years. However, it was a great year for the overall printer market in India in 2017. Implementation of GST and a sharp cut in the taxation policy drove the market to new heights.

While the Indian HCP (hard copy peripherals) market sold around 3 million printers in 2016, it plummeted to 4 million in 2017 with inkjet printers continue to dominate the demand.

"The growth in the last quarter of the year was driven by GST implementation in the country continuing its momentum from the previous quarter. Government lowered the tax slab on Multi-Function Printers from 28% to 18% effective November 15, leading to increase in preference for MFPs post the slab change. From a YoY perspective, 2017Q4 performed significantly better than the demonetization affected 2016Q4. In the Inkjet market, ink tank printers continue to dominate the market with all

the leading vendors focusing on the home and SMB segment to drive the shipments. Laser printer market witnessed a strong growth in the copier segment which saw high demand from BFSI sector, followed by Government," says Bani Johri, Market Analyst, IPDS, IDC India.

In Q4, 2017, the Indian HCP market saw 877,945 unit shipments, showing a 19% year-on- year growth. Japanese brands have strengthened their position in the Indian market. Three out of top five performers are Japanese companies, capturing almost half of the Indian market (48.6%). US-based brand(s) followed with 41.4% market share, a slight dip from 41.9% in 2017 Q3.

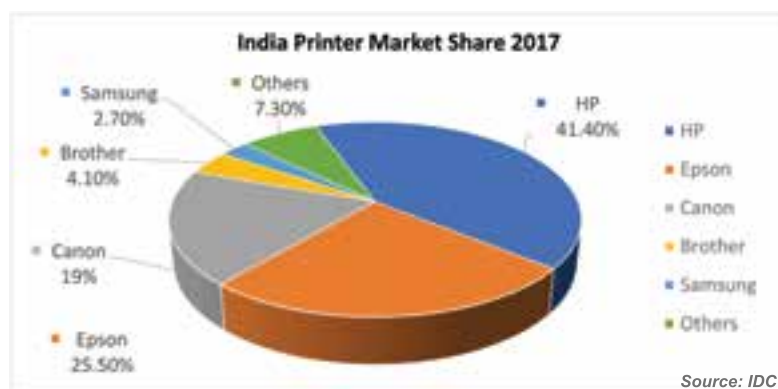
Inkjet shipments grew by 19.3% YoY with overall shipments of 415,135 units while laser printers including copiers also had a similar YoY growth of 19% with overall shipments touching 408,891 units. Indian laser market was the second-best market in the entire Asia- Pacific region, unit wise.

The previous quarter was even more momentous. The HCP market in India had a record high quarter crossing 1.1 million unit shipments in a single quarter. The market grew by 24.2% year-on-year (YoY) and 57.2% quarter-on-quarter (QoQ) growth, as per the latest IDC Asia-Pacific Quarterly Hardcopy Peripherals Tracker, 2017Q3. Inkjet shipments crossed 500,000 units for the first time ever in India with overall shipments touching roughly 579,371 units, a stellar growth of 25.5% YoY, while laser printers market including copiers also had its best quarter since 2014 registering total shipments of 486,947 units with 24.8% YoY growth.

Q3 2017 was anticipated to be better versus Q2 2017 because of the Diwali festive season. Despite a higher tax slab of 28% on multifunction printers, accounting governance created by the Government of India which requires businesses to maintain copies of electronic invoices to claim GST refund, largely contributed to the market growth. Several rounds of online festivals and sales by e-tailers in the months of August and September also played a part in the robust growth in the consumer demand in the printer category.

HP Inc. remained the overall market leader in HCP with a share of 41.4% and an 11.8% YoY growth. The Laser HCP (Printer-based) market, similar to 2017 Q3, remains dominated by HP with a 54.2% unit market share. It maintained its second position from Q3 in the inkjet market with a market share of 37.6%.

As per IDC India Monthly City-Level Printer Tracker, Laser HCP (Printer-based), demand from West Zone outpaced demand from East and South Zones. HP comfortably leads the way with 15.6% demand coming from West Zone. Delhi was second only to Maharashtra in terms of demand for Laser HCP (Printer-based) printers, overtaking the likes of West Bengal, Rajasthan, Uttar Pradesh, Tamil Nadu, etc.



Epson retained its first position in Inkjet with a unit share of 45.1% and unit shipments, totalling 187,019 units. It also witnessed a 28.3% YoY growth in Inkjet shipments, primarily due to the growth of its M-series models. Epson's deep channel penetration and focus on the home segment are the key factors contributing to its market leadership in the Inkjet category.

Addition of new channel partners in Mumbai and Pune and deep penetration in smaller cities such as Pune, where demand for ink tank printers outpaced that of some big cities like Chennai and Bangalore also helped them propel to the first spot in the Inkjet market.

Canon too had a good quarter with an overall growth of 25.3% YoY. Laser printers lead the way clocking a YoY growth of 18.8% on the back of a strong push by Canon in the copier market, especially in the colour segment. It retained its number-one position in the copier market with 33.4% unit market share as a result of its strong sales through its direct channel to large enterprises. In the Inkjet market, Canon saw one of the best YoY growth of 36.8% compared to other vendors largely due to strong channel and market push.

Mobile Phones:

The Chinese Dominance



In a matter of two years, a handful of Chinese phone makers, with their innovative products, affordable pricing and aggressive go-to-market strategy, have captured the majority share in the Indian mobile phone market

The Indian smartphone market has been seeing unprecedented traction for the last couple of years. The industry is being driven by multiple factors including decrease in handset prices – both of smartphones and feature phones, ultra-low cost of data, plethora of choices and varied drivers of data consumption. And 2017 was no different. India bought a total of 287 million mobile phones during the year, including 164 million feature phones and 124 million smartphones showing a growth of 57% and 43%, respectively in each category.

India's Mobile Phone Market 2017 (in Volume)		
Device Type	Shipment Unit (mn)	% Share
Feature Phone	164	57%
SmartPhone	123	43%
Total	287	100%

Source: CMR

Market Trends

In 2017, the market witnessed a boom with mobile companies making a kill in the third- largest smartphone market of the world. The plate was full for all the serious players – from domestic manufacturers like Reliance Jio to global giants like Samsung and Xiaomi. In 2017 alone, the country's overall smartphone market registered 14% annual growth with a total shipment of 124 million units, the International Data Corporation's (IDC) Quarterly Mobile Phone Tracker says. The current growth numbers make India one of the fastest- growing markets amongst the top 20 smartphone markets globally.

In the third quarter of 2017, smartphone market grew 37% (quarter-on-quarter) and 18% (year-on-year), temporarily surpassing the US for the first time ever. According to the latest research from Counterpoint's "Market Monitor Service", India's handset shipments reached an all-time high of over 84 million for the first time ever, driven by the strong sale of both feature phones and smartphones.

IDC report says a slowdown was witnessed in the market in late 2016, partly due to demonetization initiative launched by the Modi government and the scarcity of mobile phone components. However, the market regained momentum and achieved double-digit growth in 2017 with a record 56

million feature phone units shipped in the last quarter of 2017 alone. On the global front, the world's largest smartphone market, China saw its first decline this year, while the USA was relatively flat, says the IDC report.

In the third quarter of 2017, Chinese brands performance remained strong and contributed to more than half of the total smartphone shipments. It is the third consecutive quarter when their market share is well over 50% after they took over local players in the second half of 2016.

However, local brands like Micromax and Lava grew 41% and 24% (QoQ), respectively, in the smartphone segment recovering from their all-time low during demonetization last year.

The smartphone market in India has changed dramatically in the past 6–7 quarters, if you look at the table attached, except for Samsung none of the top brands that featured in the top 5 till the third quarter of 2016 feature in the list anymore. In fact, most of these brands are not even in the top 10 reckoning anymore. Recent entrants like Xiaomi, Oppo, Vivo and the re-entry of Motorola have taken the wind out of their sails.

Is there a slowdown in the offing?

According to a recent report by Gartner Inc, the number of feature phone users moving to smartphones has slowed. Also, people are extending the life of their smartphones by owning them for longer durations.

Top 10 Mobile Phone Brands 2017		
Rank	Feature Phone	SmartPhone
1	Samsung	Samsung
2	Itel	Xiaomi
3	LYF	Vivo
4	Micromax	Oppo
5	Lava	Lenovo
6	Intex	Micromax
7	Karboonn	Itel
8	Nokia	Apple
9	Kechaoda	Intex
10	Ziox	Lava

Source: CMR

According to data generated by Gartner Inc., global sales of smartphones to end-users totalled nearly 408 million units in the fourth quarter of 2017, a 5.6% decline over the fourth quarter of 2016. This is the first year-on-year decline since Gartner started tracking the global smartphone market in 2004.

While this is a worldwide data, Indian market situation is very different. India is expected to continue to grow at a fast pace in the near future as people will continue to migrate to smartphone, primarily to take advantage of 4G network, which is not just faster but also cheaper. While the smartphone trend is expected to remain the same for the next fiscal year, feature phones with 4G connectivity might steal the thunder.

“Two factors led to the fall in the fourth quarter of 2017,” said Anshul Gupta, Research Director, Gartner. First, upgrades from feature phones to smartphones have slowed down due to a lack of quality in “ultra-low-cost” smartphones and users preferring to buy quality feature phones. Second, replacement smartphone users are choosing quality models and are keeping them longer, lengthening the replacement cycle of smartphones. Moreover, while demand for high-quality, 4G connectivity and better camera features remained strong, high expectations and few incremental benefits during replacement weakened smartphone sales.”

India Mobile Handset Industry Snapshot - 2017					
Top 10		Market Share		Unit in Mn	
Rank 2017	Make	CY2016	CY2017	CY2016	CY2017
1	Samsung	25.40%	21.10%	66.4	60.5
2	itel	3.00%	8.80%	8	25.2
3	Xiaomi	2.20%	8.50%	5.9	24.6
4	LYF	2.90%	6.70%	7.5	19.3
5	Micromax	10.00%	6.70%	26.3	19.2
6	Lava	8.10%	5.10%	21.2	14.7
7	Vivo	2.20%	4.40%	5.8	12.5
8	Intex	10.00%	3.70%	26.1	10.7
9	Karbonn	6.80%	3.50%	17.8	10.1
10	Oppo	2.10%	3.50%	5.6	10
Total		100%	100%	261.8	287.3

Source: CMR

Chinese makers solidify position

China-based vendors having presence in India have further strengthened their positions in 2017. In the smartphone category, the collective share of China-based vendors reached 53% in 2017 from 34% a year ago.

The rest is shared between global big players like Samsung, Apple, Asus and Indian players like Micromax, Lava, Intex, Karbonn and all others.

“The untapped demand in the lower-tier cities remains the key attraction for China-based brands to explore the growth trajectory in India. Their strength in their home market of China and weakening position of local players have helped some of these China-based players to solidify their operations in India,” says Jaipal Singh, Senior Market Analyst, IDC India.

Xiaomi

Chinese smartphone maker Xiaomi registered an incredible performance in 2017, and its market share grew by nearly two-fold in Q3 2017. The company grabbed the top spot from Samsung in the Q4 of 2017.

Commenting on the key trends of 2017Q4, Upasana Joshi, Senior Market Analyst, IDC India, said, “Xiaomi taking a lead over Samsung in the smartphone market and Reliance Jio emerging as the leading feature phone company in India were the two key highlights of the last quarter of 2017.” She added, “The growth of both the vendors was propelled by their aggressive pricing. Xiaomi’s offline expansion and higher marketing spends were other key factors for the vendor’s high shipments in the seasonally low quarter.”

Xiaomi, whose market share in Q4 2017 grew to 26.8%, tripled its shipments on a YoY basis and sold more than 2 million units from its offline channel. Xiaomi has expanded itself by foraying into offline Mi stores. Samsung, which slipped to second position in the smartphone ranking in the last quarter of the year, retains the top spot in the overall year.

To further cement its position in India, Xiaomi has announced that it will invest Rs.7,000 crore in the Indian startup ecosystem to create a local ecosystem for itself and also to gain better local insights.

Vivo

Vivo, which is another Chinese brand, is currently positioned at the third spot in terms of market share in the Indian smartphone market with different market research firms giving it anything between 6% and 8% market share in their reports. Vivo in Q4 2017 has a 10% market share and is followed by Oppo with 8% and Lenovo with 7% market share.

This growth in its market share has been mainly due to the sales of its phones in the below- Rs.15,000 market.

However Vivo is now in the process of lifting its brand image – from a mid-segment smartphone player to a premium one, which is reflected in the products that they are trying to push in the market, distribution strategy, etc. It tasted success in the Vivo V7+ smartphone launched last year which was positioned in the below-Rs.20,000-Rs.25,000 price segment. It has recently appointed Amir Khan as its brand ambassador replacing Ranveer Singh which experts believe is an indication that the brand will target slightly premium segment with slightly older audience in mind. The recent launch of Vivo V9 and the expected launch of phones are based on the APEX concept that it showcased during MWC.

Lenovo

Lenovo follows dual brand strategy in India with phones selling under both Motorola and Lenovo brands. Jointly, these brands control 6% to 8% market in India and the major chunk of sales comes from the Motorola brand.

Motorola is continuing to strengthen its offline retail presence in India with the launch of 100 new Moto Hub outlets in the state of Karnataka and 50 Hubs in the city of Mumbai and multiple outlets in Delhi NCR and KolKata. It is targeting a third of its sales from its organized outlets. Besides, large-format stores and mall hubs, the handset giant has plans to open 1,000 such stores across 100 cities by this year.

Motorola has been very successful in its online sales and not with offline retail network getting strengthened, it can look at faster sales growth in the coming quarters, since 70% of smartphone sales still happen through offline channels.

Oppo

Oppo is the sister brand of Vivo and is the fifth-biggest smartphone seller in India at end-December with 5% market share. It sells the bulk of its phones via company-owned and partner retail outlets of the company.

But of late it has started to cut down heavily on its retail network and is now working on an online strategy as well. It has already announced that it is looking for a partnership with Amazon and Flipkart for online sales. It is also working on Flash sales (where limited stocks are put on online sales for a limited period of time for new launches) strategy to create a buzz around the brand.

Oppo, which currently assembles phones at two plants in north India and is building a third facility, is also considering designing its devices in India.

Samsung

Samsung, which has been the market leader for four-and-a-half straight years, lost the top spot to Xiaomi in the smartphone space. According to CMR, Samsung had 23% market share, with Xiaomi leading the pack with 25% market share. However, Samsung contests that and claims to be No. 1 in the smartphone segment. It claims to have takers. According to actual sales figure as per GfK, it has 42% in the overall smartphone segment and 55% in the premium segment.

In the premium segment, the South Korean conglomerate trailed at No. 3 with 22% share in the Rs.30,000-plus segment in the quarter to December 2017, compared to leader Apple’s 44% and No. 2 OnePlus’s 27%, as per data from Counterpoint Research.

To arrest the decline in the market share, the South Korean tech giant is gearing up the expansion of smartphones range. In January, it launched two back-to-back handsets — Galaxy A8+ and Galaxy On7 Prime.



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The company will launch six to eight smartphones this year to continue the same legacy as introduced in 2017 with reasonable prices.

Samsung has wider distribution network and product portfolio, which will come in handy for it to fight back. However, Samsung does need to do a lot more in the entry-level segment of smartphones and also needs to refresh its entire lineup with reasonable pricing to fend off competition.

The company garnered revenues of Rs 34,000 crore in FY2016-17 showing a growth of 27% over the fiscal year. The firm is hopeful to do better in the current financial year and maintain its leadership position in the country. The huge acceptance of its latest wares - Galaxy S9 and S9+ - in the market, the company believes is a testimony to that.

Jio Phone

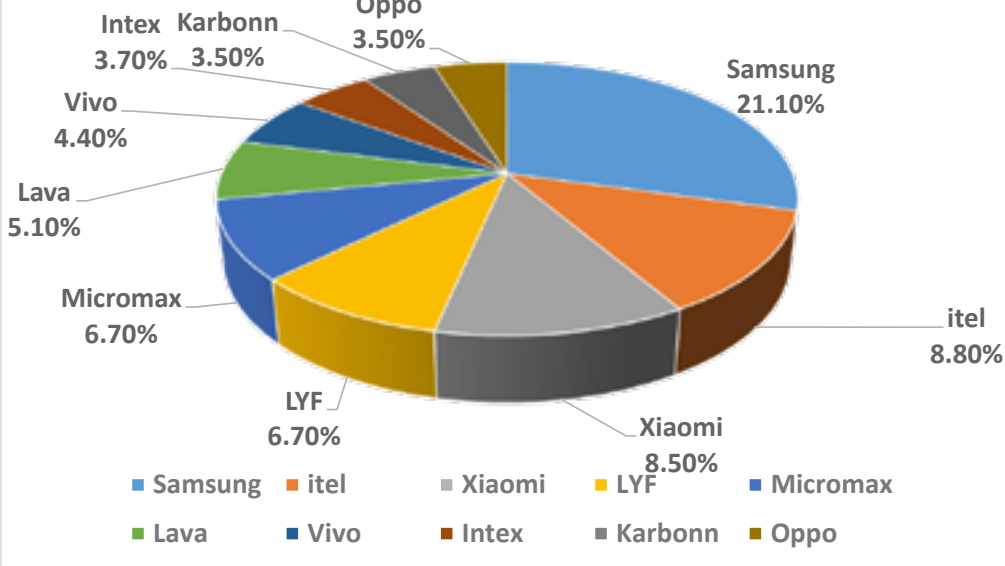
India is the world’s biggest feature phone market. The year 2017 witnessed a 17% annual growth in the feature phone market after declining for three consecutive years. While feature phones remain relevant to a large consumer base in India, the Indian telecom operator Reliance Jio shipped huge shipments of 4G-enabled feature phones taking the leadership position on its maiden quarter in this category. This resulted in a total of 164 million feature phone shipments in 2017 from 140 million a year ago. In 2017 Q4, vendors shipped a total of 56 million units, making it the highest-ever shipments in a single quarter. The category registered a huge 67% year-over-year (YoY) growth and 33% growth from the previous quarter.

“The JioPhone disrupted the feature phone market, with a unique device handset that blurred the distinction between feature and smartphones. Priced like a feature phone, the Jio Phone offered 4G mobile data to customers. Shortly after its introduction, Jio Phone became the market leader in feature phones. While Jio’s entry caught the incumbents by surprise and awe, it soon led to the revival of feature phones, giving a second lease of life to some brands,” says Prabhu Ram, Head – Industry Intelligence Group, CMR.

Nokia

HMD Global, the Finnish maker of Nokia-branded handsets, has been able to get a lot of buzz in the market with its relaunch of old Nokia phones with updated software and also with their new smartphone range. Within a short span of time, they have managed to garner close to 3% market share in India. It is shortly going to launch Android Go (which is special Android version of entry-level smartphones)-powered smartphone and 4G feature phone in the market and hopes to increase its market share to 5% in India. It has already launched Nokia 1 with Android Go Edition for under-Rs.5,500, and plans to launch Nokia 8110 4G feature phone in May. The company is also looking at partnering with telecom operators to offer bundled services as a means to push sales.

Indian Mobile Phone Market Share (2017)



SOURCE: CMR

Indian Players

The last one year has been particularly tough for Indian brands like Micromax, Lava, Karbonn and Intex with having mere 12.5% market share. And there seems to be no concrete strategy from any of these brands, except Micromax which at least seems to be trying.

It recently tied with Shopx, which is a digital offline player for its expansion in tier-II cities. Shopx is a online platform which delivers through a network 49,000 small retailers (who sell their stock through Shopx) in 230 towns across 10 states in the South and West of India. Micromax also launched Bharat series of affordable smartphones with which it tasted some success and sold more than 3 million devices in about 6 months’ time during 2017.

However, if there is an Indian technology firm that had made its mark in 2017, it has to be Smartron. This Hyderabad based firm that claims to be an integrated IoT firm has got its backing from cricket ace Sachin Tendulkar. The cricketer is strategic investor in the firm. The one and half year old firm has launched three smartphones and one hybrid notebook so far, and all of its products have got quite number of eyeballs. Unlike other Indian mobile phone vendors that primarily get there phones from China and sell them in India and have very little or no R&D focus, this firm seems to be focused more on research and development than sells. Its first phone t.Phone is design marvel and doesn’t resemble smartphones made by any of the Indian players. Besides smartphones and notebooks, the firm has also launched few IoT devices in 2017 that included t.Band - a health and fitness wearable and an electric and connected bicycle.

Premium Segment

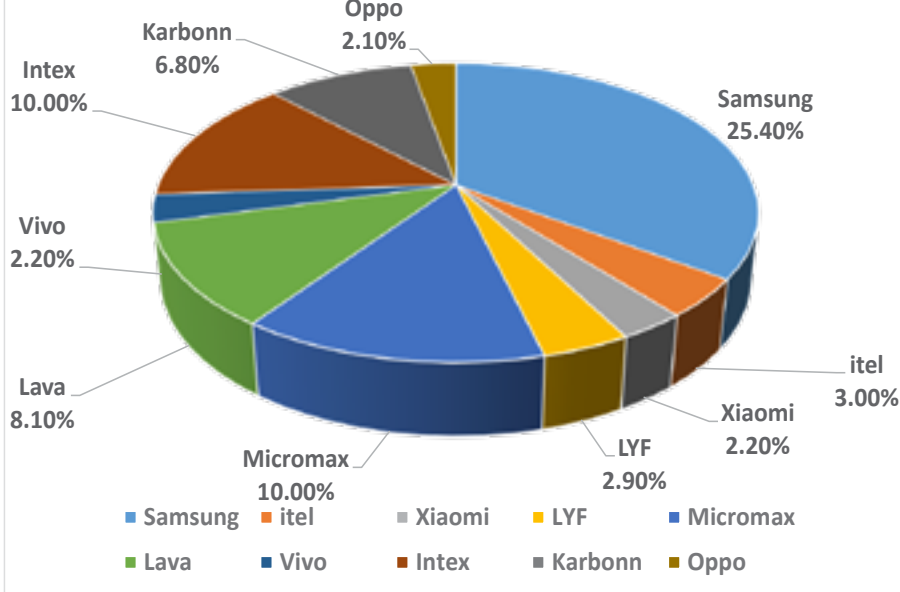
Apple and Samsung have been dominating the premium segment of the Indian smartphone market for the past three years. The two brands have been under spotlight, with over 90% of the share under their belt. But a late entrant, OnePlus, is changing the dynamics of the above-Rs.30,000 price segment. OnePlus, which started in 2014 and had less than 10% market share till mid-2017, and according to data from Counterpoint Research, its volume share stood at 27% of the premium smartphones shipped to India in January while Apple held 44% and Samsung’s 22%.

Outlook

The year 2018 would see more disruptions in the market as compared to 2017. From a market perspective, one can expect a mass-scale consolidation in the Indian handset space. Many of the homegrown companies would shut shop or merge with each other. Unable to survive in the market owing to multiple factors like lack of innovation, “nothing-new-in-the-product”, lack of quality after-sales services, and disruptions from Jio, would force many to look for other business.

4G feature phones, like that of JioPhone, would play a substantial role in 2018. There are more than 500 million people in India who do not have a smartphone phone and are deprived of data services. While these people will throng to own a 4G feature phone, many of the current phone manufacturers would shift their focus to build a phone like JioPhone, or to better it.

Indian Mobile Phone Market Share (2016)



SOURCE: CMR

India Software Market: Good Times Ahead



From a global perspective, the IT/ITeS market was pegged at \$1.2 trillion in 2017 with \$178 billion coming from outsourcing business. India remained as the top destination for outsourcing IT services with a 55% market share

India's software landscape is largely dominated by global software companies such as Microsoft, Oracle, SAP, IBM, SAS, etc. They are ruling the market for years now as most of the big-ticket customers from BFSI, retail, pharma, healthcare, FMCG and others use their enterprise-grade solutions for running businesses globally. However, things have changed during the last few years. Their business models have been challenged by small players and startups in recent years.

Even though Microsoft, Oracle and SAP still share most of the software revenues, the rise of new players is pretty significant. Relatively new players like Qlikview, Infor, Epicor and Salesforce, among others, began to solve the key challenges in the traditional enterprise applications, giving customers cheaper and easy-to-deploy solutions. Many startups in India have also come up solving the traditional problems in their new software systems. In other words, the rise of new players and startups is purely the result of new tech trends.

The software market is today also driven by the consumption of new-age technologies such as the data center modernization, cloud, Internet of Things (IoT), BYOD, etc. As the pressure on the traditional players in the banking, retail and FMCG, among others, has increased to offer better and fast services, the demand for more agile technology has increased. The software market is often caught in the demand cycle.

Overall Market size

According to NASSCOM, the Indian IT and BPM (business process management) market touched \$154 billion in 2017 as against \$130 billion a year back, showing a growth of almost 8%. From that sense, the industry contributes around 7.7% to the country's total GDP. The domestic IT services market is pegged at \$38 billion in 2017, whereas the export business touched \$117 billion in the same year. A year back, the domestic and export market size of the Indian IT software industry was \$35 billion

Sector Wise Break up of Indian IT market (\$Bn)	
IT Services	80
BPM	29
Software product and engineering services	29
Hardware	14

Source : NASSCOM

and \$108 billion, respectively.

From a global perspective, the IT/ITeS market was pegged at \$1.2 trillion in 2017 and the outsourcing market contributed \$178 billion to that. India remained as the top destination for outsourcing IT services with a market share of 55%.

Going forward, the Indian IT and BPM industry is expected to grow to \$350 billion by 2025 and BPM to contribute around \$50 billion to that. On the other hand, Indian IT export business is expected to reach \$126 billion, growing by 7–8% in the next fiscal. The industry is also expected to create around 150,000 jobs during this period.

Investment Dynamics

Indian IT Industry (In \$Bn, Last 5 Years)			
Year	Domestic	Export	Total
2013	32	76	108
2014	32	86	118
2015	48	99	147
2016	35	108	143
2017	37	117	154

Source : NASSCOM

Indian IT's core competencies and strengths have attracted significant investments from major countries. The computer software and hardware sector in India attracted cumulative Foreign Direct Investment (FDI) inflows US\$29.825 billion from April 2000 to December 2017, according to data released by the Department of Industrial Policy and Promotion (DIPP).

The leading Indian IT firms like Infosys, Wipro, TCS and Tech Mahindra are diversifying their offerings and showcasing leading ideas in blockchain, artificial intelligence to clients using innovation hubs, research and development centres, in order to create differentiated offerings.

Some of the major developments in the Indian IT and ITeS sector are as follows:

- India ranked ninth out of the 14 countries in the latest report of the

Korn Ferry Digital Sustainability Index (DSI), outperforming countries such as China, Russia and Brazil.

- The flexi staffing market in the information technology (IT) sector in India stood at \$3.04 billion in FY 2016-17 and is estimated to grow at a Compound Annual Growth Rate (CAGR) of 14–16% to reach US\$5.3 billion by 2021
- Private Equity (PE)/Venture Capital (VC) investments in India's IT and ITeS sector reached \$7.6 billion during April-December 2017.
- Exports of software services from India increased 10.3% year-on-year to reach US\$97.1 billion in FY 2016-17, according to the Reserve Bank of India's (RBI) "Survey on Computer Software & Information Technology-Enabled Services Exports: 2016-17".
- Spending on artificial intelligence (AI) by Indian companies is expected to increase by 8–11% over the coming 18 months backed by rising influence of AI-based solutions across verticals, according to a report by Intel.

Sector Wise Break up of Export Revenue(2017)	
IT Services	54.40%
BPM	22.20%
Software products & engineering services	21.40%
Source : NASSCOM	

Enterprise software size and trends

Enterprise applications market underwent transformation since most of the players pursued customers in the midsection of most of the verticals. While there was a time when enterprise apps' market had slowed because of the tepid spending by Indian organizations, it has gained pace and become a lot more vibrant. Growth of the overall enterprise software market stands as a testimony. This is after a long time when the growth has moved to double digits. As discussed, it is due to the new wave of startups in the enterprise apps space. New startups and emerging players have added spice to the market through their targeted, core applications which are easy to deploy and do not need big setups. These players are wooing customers with their innovative solutions claiming to solve the age-old process-related problems in large enterprises. Sensing the growing competition, the traditional players are coming out with options and acquiring companies.

The growth is much better than the previous year which witnessed merely 6%. Digital transformation has been the biggest reason behind this growth. Large banks moved to digital platform, in an attempt to optimize their services. In addition, retailers and e-tailers also made IT investments in the future technologies.

Some major trends witnessed in the India software market include: 1) SaaS adoption and development, 2) Open-source software (OSS) adoption, and its broader market implications, 3) Changing buying behaviours and purchasing styles associated with digital business and the digital India initiative of Indian government, and 4) Demand for specialized software vendors that can deliver on the digital business vision.

Indian ERP Market

The Enterprise Resource Planning (ERP) software remains the first choice for large enterprises as they are faced with multiple organizational challenges and have to deal with day-to-day business complexities. Unlike the previous years, the growth of ERP segment has gone further. Major verticals such as BFSI, retail, healthcare and manufacturing, mid-size companies embarked upon the ERP journey. While SaaS and cloud dominated the ERP segment, on-premise ERP did not vanish at all. There were companies which continue to invest in on-premise ERP solutions. One of the tyre manufacturers puts its money in the on-premise ERP recently. However, better licensing and pricing models on the cloud led software companies to tap the mid-size players. Players such as SAP, Oracle, Microsoft and others closely worked with their partners to deliver cloud-based ERP. Microsoft set up three of its data centers in the country in order to gain traction in the government.

CRM Market

Customer relationship management is growing rapidly across organizations. It is evident from the fact that several SMEs, SMBs and startups invested in SaaS-based CRM solutions. Large enterprises continued to invest in CRM technologies so that they can offer better services to their customers. E-commerce has been one of the frontrunners to invest in CRM. Even BFSI organizations continued their CRM investments.

Supply Chain Management

Delivery of goods is a big question. Many companies in the logistics,

FMCG, e-commerce and manufacturing put their money in the SCM solutions. Thus, Indian Supply Chain Management and procurement applications market sustained its growth with more than 15% growth. According to an analyst firm, the SCM software market witnessed robust growth through sustained application demand, as supply chain continues to be a key source of competitive advantage in driving business growth objectives.

Indian Business Intelligence market

The BI and analytics market has majorly been influenced by the development of mobile, information, cloud and social media technologies

India BI Software Revenue			
Segment	2016	2017	Growth
Traditional BI Platforms	94.7	101.1	6.79%
Modern BI Platforms	32.8	49.1	49.90%
Analytic Applications	22.2	26.5	19.74%
Data Science Platforms	22.9	30	30.91%
CPM Suites	33.3	38.2	14.58%
Total	205.9	245	24.40%

Source: Gartner

which are disrupting the market. Self-service analytics engines are disrupting the space as organizations are able to deploy and use analytics on their own unlike before when the traditional BI tools could only be handled by an expert in the organizations.

In India, there are several BI and analytics players. However, the market is led by SAP with a 26% market share, followed by IBM (23%), SAS (16%), Oracle (10%), Qlik Tech (3%) and Tibco (1%), among others. The BI market also reserves a great opportunity for vendors as this is largely a fragmented space where several players are active and trying to innovate with their applications.

Indian business intelligence (BI) software revenue is forecast to reach US\$245 million (in constant currency) in 2017, a 24.4% increase over 2016 revenue of US\$206 million, according to Gartner, Inc. This forecast includes revenue for BI platforms (comprising of traditional and modern BI platforms), data science platforms, analytic applications and CPM Suites. The data and analytics market is undergoing a significant change. Adoption of machine learning techniques for data management and analytics, the settling of hype around big data through more mature data storage, and processing and analysis solutions are a few of the changes.

Gartner also says the rapid shift to the cloud and hybrid data management through focused offerings, and the emergence of modern BI platforms, smart data discovery and self-service data preparation solutions, which are all fuelling the next round of investments.

Govt Initiatives To Drive IT Industry In 2019

The Government of India is going to explore new opportunities in various sectors such as providing BPO service from home, digital healthcare and agriculture to achieve the target of making India a \$1-trillion digital economy. Some of the major initiatives include:

"The Government of Andhra Pradesh is targeting to attract investments worth \$2 billion and create 100,000 jobs in the information technology (IT) sector in the state," stated Mr N. Chandrababu Naidu, Chief Minister, Andhra Pradesh.

Mr Manoj Sinha, Minister of Communications, Government of India, launched the project DARPAN – digital advancement of rural post office for a new India, for improving the quality and adding value to services and achieving financial inclusion for the unbanked rural population.

Mr Ram Nath Kovind, President of India, has dedicated four projects, such as Andhra Pradesh Fibre Grid, Andhra Pradesh Surveillance Project, Drone Project and Free Space Optical Communication (FSOC) to the people of Andhra Pradesh.

The Government of India is planning to set up Wi-Fi facility for around 5.5 lakh villages by March 2019 with an estimated investment of Rs.3,700 crore (US\$555 million) and the government expects to start broadband services with about 1,000 megabit per second (1 Gbps) across 1 lakh gram panchayats by the end of this year.

Going Forward

Industry body NASSCOM says the Indian software services export market is expected to grow by 7–9% in the coming fiscal. This prediction is in line with the industry body's 7.8% growth prediction by the end of March 2018. However, the firm says there looms some uncertainty pertaining to the work visa rules in the US, the biggest market for India's software export business.



Indian Telecom Services: Disruption Like Never Before

Within just a matter of 12 months, the country that appeared crowded with 12 telecom operators, suddenly shrunk to four, and the deck was reshuffled to make place for the new operators

The year 2017 was a monumental year for the Indian telecom industry. No industry in history was ever disrupted at a faster pace and shorter time as was the Indian telecom services industry last year. Mountains fell, earth trembled and giants that roamed a year back went to extinction when a new baby was born on this soil.

Reliance Jio, the world's biggest startup, and India's richest man Mukesh Ambani's telecom baby, was born in late 2016. With the launch of Jio services, India's telecom story was rewritten. The country's incumbent and biggest operators – Bharti Airtel, Vodafone India and Idea Cellular – were caught unawares, and they were yet to fathom what was there in store for them in the coming times.

Within just a matter of 12 months, the country that appeared crowded with 12 telecom operators, suddenly shrunk to four, and the deck was reshuffled to make place for the new operator. Many vanished from the market, and the others who survived, started counting days and staring at the same path, unless they do something new, different and absurd. They are forced to revisit their strategies, and, in most cases, follow the newcomer.

The Disrupter And The Disruption

Reliance Jio was launched in September 2016 and in less than 3 months, the company was able to acquire 50 million customers. The numbers doubled to 100 million within 170 days of it started offering services. And, the average subscriber addition per day was more than 6 lakh.

These are astounding numbers, by any measure, to disrupt any industry. When Jio launched Bharti Airtel, country's largest operator, had a user base of 250 million. At the end of 2017, Airtel's total subscriber base in India was 280 million and Jio has reached 160 million.

What Reliance Jio did in India has never happened anywhere in the world. The operator offered voice calls free for life to its subscribers. This was one master stroke to grab as much customers as possible at a shorter period, and, at the same time, break the ribs of its competitors – by

Industry Snapshot -Voice Services	
Total Subscribers	1190.67 Mn
Wireless Subscribers	1167.44 mn
Wireline Subscribers	23.23 Mn
GSM Subscribers	1162.20 Mn
CDMA Subscribers	5.24 mn
Teledensity	91.90%
Market Share of private operators	90.45%
Market Share of public operators	9.55%
Total PCOs	393,483
ARPU	Rs80.77
Source: TRAI	

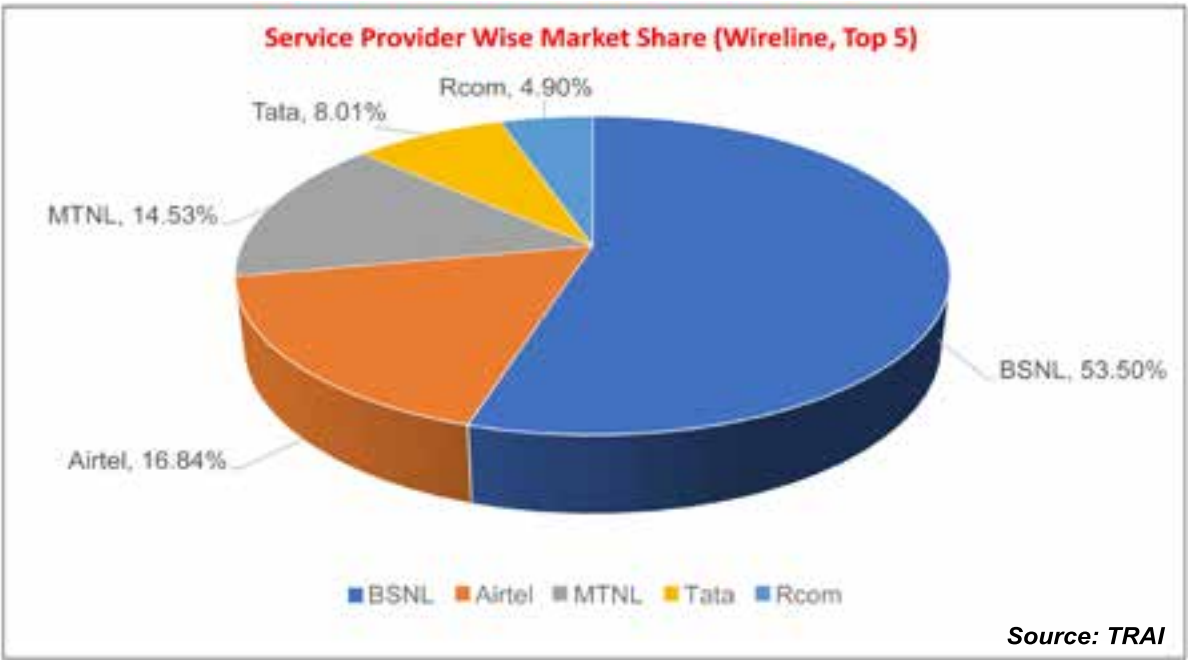
weakening their revenue inflow. The incumbents were still getting 75% of their revenue from voice calls! This was the first disruption.

The second disruption was crystal-clear tariff plans. Jio designed its tariff plans that are easy to comprehend and at the same time offer a fixed ARPU to the service provider. For example, by paying Rs.309, Jio offered free voice calls, unlimited SMS and free roaming. This made life easier for customers as users of both type – prepaid as well as postpaid – did not worry calculating their talk-time, cost of SMS or roaming charges – everything was free. On top of that, Jio offered 1 GB of high-speed 4G data per day for the entire month.

However, the biggest disruption was offering data services the way and the price that was hitherto unheard of. When Jio launched its services, data cost in India, be it 3G or 4G, was around Rs.250 per 1 GB. Jio, in a single stroke, brought down this price to 30 GB for Rs.300, or around Rs.10 per 1 GB.



Indian internet users, till then, were not used to this attitude. Data use was a luxury and a risky affair. You were set for a bill shock if you used data, without fully calculating how much you are consuming, with the prevailing data packages offered by the incumbent operators. That was the reason mobile data, despite having a huge demand, never took off in this country. India’s global ranking in terms of data consumption rose up from 150 a year back to the world’s highest data consuming nation within a year. All because of Reliance Jio.



And, Jio just did not disrupt the telecom services, it did the same to mobile phones as well. Despite India being the world’s second-largest smartphone market, there are around 500 million people who are yet to use a smartphone – a phone that can be used for data services. Affordability was the biggest hurdle for these half a billion people to own a smartphone and they were content with a feature phone. Jio wanted to disrupt that as well.

In the mid-2017, the firm launched its own 4G feature phone, JioPhone – a phone that looks like a feature phone, with physical key pad and a small display. The phone was priced at Rs.1,500, which, again, will be refunded to the buyer after three years of use. The phone is capable of offering almost all the data-related services. Jio offered all its services – free calls, SMS, roaming, etc – with a recharge of Rs.153, which was subsequently brought down to Rs.49. And as a hallmark, Jio offered 1 GB of 4G data per month to users within this tariff plan.

With this, Jio offered the complete package – free call and SMS services, enough data and an affordable smartphone. Customers did not find a reason why not to switch to the new operator. And when they did, it impacted the performance of the incumbent operators that they never expected.

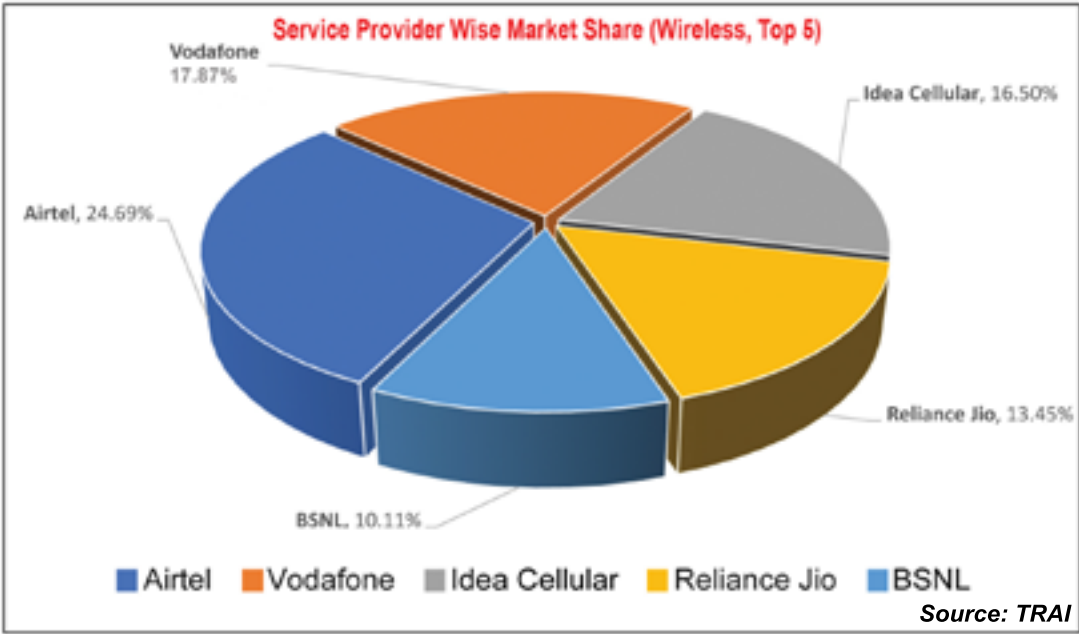
Merger & Acquisitions

Few quarters into Jio’s launch, the incumbents started feeling the heat. India’s largest operator’s net profit went down by 75%, Vodafone’s by over 60% and Idea Cellular posted loss for the first time in its history. Smaller firms, however, could not survive the blow and preferred to shut their business. Others, who did survive, decided to merge their businesses.

The firms that closed their operations in 2017 include Videocon, Quadrant, Reliance Communications and Aircel. Reliance Communications or RCom and Aircel, in fact, wanted to merge their businesses. However, all did not go well with their M&A plans. As both these firms were reeling under heavy debt – collectively over Rs.60,000 crore – they, individually, decided to call it a day and closed down operations.

The operators that treaded the M&A path include MTS, Augere Wireless, Vodafone, Idea Cellular, Telenor and Tikona. Bharti Airtel became the biggest player to take part in the merger and acquisition activity with acquiring 5 other operators. The firms it acquired include Tikona, Augere, Telenor, Videocon and Tata Teleservices.

But the biggest merger was yet to happen. India’s No. 2 and No. 3 operators – Vodafone and Idea Cellular, respectively, also decided to merge their businesses to wade through the tough competition in the market, created because of Jio’s entry. In January 2017, both the firms announced they are in discussions



M&A Activities of Indian Telecom Industry (Last 3 Years)		
Companies Shut Down Services	Companies Merged Or Acquired	Companies In Merger Process
Videocon in Gujarat, UP, MP, Bihar, Haryana	SSTL acquired by Rcom	Tikona with Bharti Airtel
Rcom closed voice services	Infotel With Reliance Jio	Telenor With Bharti Airtel
Aircel in Gujarat, Haryana, MP, HP, UP, Maharashtra	Augere Wireless with Bharti Airtel	Vodafone India with Idea Cellular
Quadrant in Punjab		Reliance Telcom with Rcom
		Airtel Broadband with Bharti Airtel
		TTSL with Bharti Airtel

Source: DoT

for a possible merger and by the end of the year, almost all formalities were accomplished including acquiring the required the approvals. The only thing pending is the nod from the Department of Telecommunication, and the closure of the deal can be announced in a quarter or so.

Service Provider Wise Subscriber Base	
Airtel	294.03 mn
Vodafone	212.73 mn
Idea	196.5 mn
Jio	160.09 mn
BSNL	120.35 mn
Aircel	85 mn
Rcom	34.30 mn
TTSL	38.55 mn
Telenor	41.91 mn
MTNL	6.96 mn

Source: TRAI

India, the second-biggest telecom market in the world, with more than one billion subscribers, will now have 3 major private operators – Bharti Airtel, Vodafone-Idea and Reliance Jio – and one PSU operator – BSNL. The other PSU telco, MTNL, operates only in two circles – Delhi and Mumbai.

Industry Snapshot

By the end of 2017, India had a total telecom subscriber base of 1.19 billion or 1,190 million. This includes 1,167 million wireless subscribers and 23 million wireline or fixed subscribers. Urban subscribers comprised of 688 million, whereas the same for rural areas stood at 502 million. Overall teledensity of the country touched 92% by the end of the year with urban teledensity at 168% and that of rural was at 57%. India's total broadband subscriber base reached 363 million by the end of December 2017, of which 345 million were on mobile broadband and 18 million were on fixed broadband network.

At the end of December 2017, Bharti Airtel was commanding a market share of 24.85% in terms of total wireless subscriber base, whereas Vodafone was having a share of 18.2%. Idea Cellular and Reliance Jio are placed at third and fourth position, respectively with market shares of 16.83% and 13.71%. BSNL, the only pan-India PSU operator, had a market share of 9.24%.

In terms of wireless broadband, Jio holds the highest market share of 44% with 161 million subscribers, whereas Bharti airtel has a market share of 20% with 69 million users, Vodafone with 52 million subscribers hold a market share of 14% and Idea Cellular with a total subscriber base of 35 million has a market share of 10%. BSNL is the fifth operator with a market share of 6%.

Financials

The financial health of the industry has become a matter of great concern since the entry of Jio to the business. Jio offered something free that used to account for 75% of the industry's revenue a year back – voice calls. The ARPU (average revenue per user) has come down to Rs.80 in December 2017 from Rs.117 a year back. The Gross Revenue (GR) and Adjusted Gross Revenue (AGR) of the industry have been on a steady decline since last September. For the December quarter itself, the GR and AGR declined by 8%. Overall, the Indian telecom industry is sitting on a debt pile of Rs.4 lakh crore by the end of December 2017.

The impact of Jio's entry was such that all these incumbent operators – Bharti Airtel, Vodafone India and Idea Cellular – have reported losses in their latest financial results. Ironically, Jio, in its third quarter, has reported profit of Rs.504 crore and is expected to better its financial performance in the fourth quarter.

Outlook

Going forward, in terms of financials, the picture does not seem to look any better in 2018, as Jio will continue to offer free calls and SMS services. The worrisome fact is that other operators have also followed suit and started offering free call services, meaning, revenue from voice calls would be down drastically or, may be nill, in the coming quarters. Competition in data pricing is getting tougher and tougher each day with operators bringing out new tariff plans to outsmart each other. And every time they bring out a new tariff plan, in most cases, it is cheaper than before – and the happiest in the world are the customers.

2018 will also see the final number of operators that would serve the country, most probably four – Airtel, Voda-Idea, Jio and BSNL. Less number of operators, and saturation in customer acquisition, also mean price of services would go up and ARPU might stabilize in the coming times.

Industry Snapshot - Data Services	
Total Internet Subscribers	445.96 mn
Narrowband Subscribers (<512 kbps)	83.09 mn
Broadband subscribers	362.87 mn
Wired internet subscribers	21.28 mn
Wireless internet subscribers	424.67 mn
Rural Internet Subscribers	132.03 mn
Urban Internet Subscribers	313.92 mn
Internet Density	34.42%
Average Cost of 1 GB Data	Rs 18.85

Source: TRAI

This year is also going to be significant as the government is planning to bring out the New Telecom Policy (NTP), 2018 any time during the second or third quarter. The NTP 2018 is expected to define how India should deal with the telecom business in the age of IoT, M2M, Artificial Intelligence and 5G.

Bank of Maharashtra's pursuit towards Total Digitization – A remarkably started journey

Bank of Maharashtra, one of India's major Public Sector Bank in the state of Maharashtra has always been at the forefront in technology implementation. With the changing customer profile, traditional customer relationships are getting converted into digital relationships as more and more customers are switching to Alternate Delivery Channels. Bearing this indisputable fact in mind, Bank of Maharashtra has been constantly embracing the state-of-the-art technologies and servicing its customers with the contemporary, competitive and innovative IT products without compromising on security.

The Bank's rich bouquet of IT products / projects include the following -

- MahaSecure (the Internet Banking solution with multi-layered and comprehensive security), a next generation secure digital banking app, based on REL-ID, a digital security platform from M/s Uniken). With phishing attacks constituting the major chunk of cyber threat in the contemporary banking arena, it is a noteworthy achievement to be stated that ever since the launch of MahaSecure in the year 2014 not even a single phishing attack has been reported to the Bank.
- MahaMobile (the Mobile Banking solution), which is one of the best mobile banking apps in terms of features and user experience apart from the conventional features of basic transaction banking, also offers customer friendly and well appreciated features such as Debit card hot listing, m-Passbook, Bill Pay etc. We are committed for the best customer experience and are improving the features on an ongoing basis.
- The Bank has recently launched Maha BHIM Aadhaar-pay, a product based on AEPS system (Aadhaar Enabled Payment System). AEPS utilizes the biometrics of a person in order to authenticate and authorize the transaction. Maha BHIM Aadhaar pay enables the merchant to use his/her smartphone along with a biometric finger print scanner attached as a POS machine. Close to about 30000 merchants are on-boarded by the bank. This digital initiative does not require consumer to have any gadget such as mobile phone/smartphone. Also there is no requirement of debit/credit cards.
- In a support to the less cash economy, we wanted to offer multiple options to the merchants and hence apart from the Aadhaar Pay, we are offering different types of PoS terminals including PSTN, GPRS, and / Mobile-PoS.



Ravindra Prabhakar Marathe
MD & CEO
Bank of Maharashtra

- The Maha UPI App is now providing very quick option for the customers for transferring the money in real time across the Banks.
- The Bank introduced more than 100 Bunch Note Acceptors at some strategic locations. With the encouraging response and in order to offer better flexibility to our customers, we are adding 75 new machines with Cash Recycler facility. With this now the customers can use the same machine for deposit of cash and also for withdrawal. The bank has plans to add more number of cash recyclers this year.
- More than 400 Self Update Passbook Kiosks (SUPPK) have been deployed by the Bank and we are receiving very encouraging response from the customers. The SUPPKs have added customer convenience for two main reasons, first being due to the widened service window and the second being absolutely no manual intervention is required once the passbook is put inside the kiosks. Bank has now plans to increase the coverage by adding more SUPPKs this year.

Future plans

- Green channel counter, an innovative step towards paperless 'Green Banking' for deposit, withdrawal and remittance transactions at branches

- Innovative Queue Management System that offers smooth service to walk-in customers for enhanced customer experience
- Banking analytics, or applications of data mining in banking, will help improve how bank segments, targets, acquires and retains customers
- In order to assure the defined and competitive Turn-around-time for the loans largely for the retail and MSME, the Bank has initiated steps for implementation of Loan Management System

Compliance

- Cyber Security Operations Centre under captive model with advanced tools such as PIM (Privilege Identity Management), FIM (File Integrity Management) is implemented
- Implementation of Bank's own EFT switch with Fraud Risk Management tool for the card transactions
- Bank also has plans to implement the Fraud Risk Management System that covers all the transaction channels

Global standards & Certifications

- The Bank has bagged the latest and the most coveted ISO 27001:2013 for its IT wing. This distinction is achieved by very few Public Sector Banks and most sought after by the rest.
- The Bank's card environment is PCI-DSS (Payment Card Industry Data Security Standard) certified by M/s Panacea Infosec (VISA Qualified Security Assessor).
- The Bank has also emerged successful in the VISA PIN Security Audit conducted by M/s Compliance Control, Russia. Bank has complied with all the requirements and observations. VISA Attestation of Compliance (VAOC) was awarded to the Bank.

Notwithstanding the above-mentioned IT products and services, the Bank of Maharashtra keeps exploring and exploiting the technology in its endeavor towards rendering many more such customer-friendly and secured IT products and services. With the entire banking industry aiming towards total digitization, the Bank of Maharashtra is progressing in right track in its pursuit towards the same. Well begun is half done indeed.

Going forward, many more innovative IT products are expected from the Bank of Maharashtra to serve its loyal customers.

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Chandrahas Panigrahi
CMO and Business Head
Acer India



Acer aims to deliver products tailor-made for customer needs



Brand Positioning vs. Marketing Tactics

Our focus is to deliver products that are tailored to fit the consumer needs. Our brand philosophy of 'Breaking barriers between people and technology' gives us a unique position in the customers' minds. Our customers have immense faith in Acer and they believe that our products are best at innovation and that too at an affordable price range. Our customers' constant belief in the brand has helped us achieve 'India's Most Trusted Computers Brand' Award in 2016.

Good Data for a Good Brand Strategy

At Acer, we have been meticulously referring customer data for our brand strategies. This approach has been offering us insights on the market, customer expectations and tastes. Bigger and better data has provided us the ability to see what was previously obscure progress operations, customer experiences and strategy. Using various digital and offline mediums, we have identified customers' need, their expectations towards Acer and basis that we have designed and planned our campaigns and strategies.

R&D driving Growth

Acer was one of the first few companies to realize the importance of transforming itself into a technology first business. The basic premise of the company is to create meaningful innovations that will enable enterprises to do more, do better and do fast in a simple yet powerful manner.

Over the years, Acer has traversed numerous, diverse horizons. Being a technology vendor, it has been ahead of the curve and has moved beyond just being a computing-only brand. Its brand philosophy of 'Breaking barriers between people and technology' and its strategy of 'progressive design' is constantly bringing to life bleeding edge engineering and design powered by R&D that resonates with changing consumer behaviors.



Route to Market Strategy

"Customers" and "innovation" are the two dynamic forces that have enabled Acer to respond to the market challenges. Going forward it will help us position our brand even better. In line with innovation, we plan to bring some truly path-breaking products to the market that will complement our existing line up. We see huge potential in convertible, thin & light computers and our strategy is aligned to serve the market needs.

Since customer service has a key place in our strategy, we plan to expand our retail and service center presence across the country by going to smaller and rural towns. The core idea behind launching these stores is to provide consumers with an immersive experience of Acer's vast range of products and services under one roof and provide many first time buyers a PC with an easy ownership experience, which will help to provide computer literacy and pushing India to be truly digital.

Acer is giving highest priority to quality in all aspects of its operations - from product design to manufacturing to after-sales service. Beside this, we also see new growth segments like gaming where we have a full portfolio of PC gaming products, which has garnered worldwide acclaim. The next 3 years will also see more adoption of IoT products and VR and we are well poised to address that market.

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India's first monitor with Quantum Dot Technology.

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PREDATOR X27

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Adobe believes in creating digital experiences for its customers

Sunder Madakshira
Head of Marketing
Adobe India

Cloud Computing driving Digital Transformation

Digitization has ensured that there is no dearth of cloud-based tools available for creating and delivering content, managing data, measuring performance, handling customer relationship management and sales force automation functions, supporting internal collaboration, and unleashing sophisticated analytics capabilities. Internet of Things as a technology is only going to exponentially grow in the months to come as more and more devices make way into the ecosystem.

Keeping in mind the shift from conversations to now everything being social media focused, the trend is moving towards more real time and customized solutions for consumers. Cloud computing will also play a major role in integrating information from all platforms that is available as and when consumer demands. Also keeping in mind factors like security and data breaching, cloud computing is bringing an agile and flexible enterprise framework for applications, services, and infrastructure. Adobe is the best example of transitioning from traditional desktop, perennially licensed software into a cloud-based subscription mode.

Brand Positioning vs. Marketing Tactics

Customer experience has become the primary differentiator for brands in this age of Experience Business. Brands must create highly personalized, engaging experiences at every digital touch point across the customer journey. We believe our brand position underpins the breadth and value of our capabilities that help brands deliver on customer expectations.

Data behind a Good Brand Strategy

As markets advance into the experience era, brands are turning to hard data to understand their customers better. Creating a 360-degree view of customer requires the ability to integrate different sources and types of data on a single platform. Understanding data related to customers should be an essential part of every company's digital strategy.

Data forms the core of almost every integral idea driven by Adobe. Although at times many organizations may feel that its cumbersome to ensure that customer data collection meets the highest levels of quality, but it is also the best guiding light towards understanding the customer in a better way and aligning solutions/ products accordingly. We believe in consolidating inputs that provide deep insight and allow our customers to make the best business decisions.

Keeping in mind the rapid evolution of digital marketing, the ability to effectively target consumers is the ultimate objective and this cannot be possible without the right set of data guiding the messaging and helping target the right audience. At Adobe, we believe in creating experiences and not just products for our customers. This becomes plausible only when we are backed by the accurate data. With accurate data, brands can leverage what they know about its users to improve both customer experiences and engagement Adobe believes in integrating what you know about your customers to fine-tune your marketing and create better customer experiences.

R&D driving Growth

India is an important innovation hub for Adobe and over time a lot of the company's products have been developed in its Indian R&D centers. Adobe's R&D is focused on developing product innovations that help businesses drive digital transformation and deliver amazing experiences for their customers. Adobe recently announced that it would set up an advanced artificial intelligence (AI) lab in Hyderabad to foster innovation. We are also reskilling our R&D engineers to help them be on top of the next wave of technology that includes AI and machine learning (ML). One of the key differentiators contributing to Adobe's success is the top-of-the-line intellectual property created by R&D, including Sensei, a unified artificial intelligence and machine learning framework which aims to provide more insights into customer data to improve their outputs.





Adobe helping brands go digital with new, innovative technologies

Sunil Kumar Mohapatra
Director, South Asia Region
Adobe



Future: Digital Ready

At Adobe we believe, understanding customer needs and aligning solutions to address people's need is a key aspect in making brands digital ready. Today's tech companies are under constant pressure to innovate to appeal to an increasingly complicated audience; the tech capabilities needed to meet these constantly evolving needs are themselves constantly evolving and the tech companies that succeed are the ones that evolve in sync. Smart utilization of technology to leverage human connect is the correct approach to innovation. Also customization of solutions to suit every customer's demands and needs is going to gain prominence. As digital becomes increasingly available, customer counts will only continue to rise and meeting their demand will be the key to a successful future.

Artificial Intelligence and Machine Learning are playing a very critical role in both the 'art' and 'science' of customer experiences. On the content side, new age technologies are delivering amazing new capabilities in products, that are advancing the experiences of people designing and creating amazing content. In tandem, these technologies are empowering brands with the ability to assimilate and leverage to deliver relevant and personalized experiences to customers – all based on the power of advanced analytics and beyond. Going ahead, we expect new age technologies to play a key role in helping brands build and drive compelling customer experiences, and drive increased efficiencies in organizations.

Partners bringing Value to Adobe

With businesses looking at transforming digitally to meet the demands of their customers, we at Adobe have strategically invested in our channel partner ecosystem to effectively reach out to the fast expanding market in India. Our partners are key to our success in the market, and play an important role in driving efficiencies as well as profitability. In parallel, customers are increasingly relying on the expertise of our partners to solve challenges unique to their business, and leverage Adobe technologies to stand out from competition. Together - our partners are repositories of tons of knowledge around industry trends, market requirements and best practices and in many ways, are leading the way on guiding businesses of all sizes on their digital transformation journeys.

Digital a part of everyday life

Adobe products have infiltrated nearly all aspects of business and daily life. Companies are investing in digital technology in order to better position their brands in the marketplace. Digital transformation has made its way to every aspect of our lives, especially work environment. Digital transactions, usage of cloud computing to ensure seamless work experience are all examples of how technology is helping create a more conducive and efficient work environment. Specifically, e-signature solutions are playing a huge role in digitization of traditional processes, making organizations go paperless, and most importantly, deliver increased efficiencies for both the workforce and workplace.

Era of Experiences

We are living in the most incredible time in history – it is the dawn of the 21st century renaissance, where art and science, led by human and machine are fuelling explosive growth and creativity. This is the era of amazing experiences, driven by the digital transformation wave world over. On the digitization front – India is truly, uniquely positioned due to a wide range of factors including its rapid internet penetration and mobile-first story, solid population of millennial, and most importantly, the government of India's focus on 'Digital India'.

Today, India has leap-frogged ahead of many countries in its use of mobile and digital, which is changing the landscape of business and the economy. India's commitment to advancing the use of technology, led by the government for citizen services, and brands for delivering amazing customer experiences, is commendable. Digital experiences have the power to transform every aspect of the lives of Indians, and Adobe is the only company that can help with every stage of delivering a great experience to them.





Aggressive Electronics serving the electronics manufacturing industry with new innovations

Anirudh Bharara

Managing Director

Aggressive Electronics Manufacturing Services
Private limited

Brand Positioning vs. Marketing Tactics

Aggressive Electronics is a provider of Contract Electronics Manufacturing Services specializing in high reliability and complex PCB assembly. Skilled in prototype to volume manufacture, Aggressive offers customers a turnkey solution designed to match their exact requirements.

We utilize some of the most modern electronic manufacturing techniques to ensure products are assembled and tested to the highest standards thus ensuring we operate as a low maintenance supplier to customers' business.

Aggressive Electronics, founded in September, 2004 caters to the needs of the growing electronics manufacturing Industry in India. The company has been in operation since then and has earned a name as one of the reliable Aggressive Electronics supplier in North India. Aggressive EMS is a part of Rosy Group who are which is pioneers in the Coils & Transformer industry.

To create a differentiating position for our brand, we follow the following 2 steps -

- Creating a new value curve for the customer
- Communicating effectively with the customer

It is important to consider the excessive influence that marketing has on developing business. We follow the go to market strategy in which -

- We define our target markets/customer so that we know exactly whom we need to address
- We do profiling of our target customer for better understanding their challenges and determine what expertise you provide to overcome them
- We position our brand in the marketplace as the best option for our target audience
- We define our service offerings in terms that address the unique needs of the niche market in which we have chosen to focus

Good Brand Strategy starts with Good Data

Data is the fuel for the digital economy and is at the core of driving insight-driven business transactions – from decision-making to cross-departmental collaboration.

Data-driven cultures work together to

empower all teams/departments working in the organization. In a data-driven culture, managers encourage employees to interact with data and take action and decisions. Teams/departments have the freedom to quickly take action, review, and respond to the results and help in developing the Brand and empower the organization.

R&D driving Growth

We are spending around 10% of our revenue on research and development (R&D). Researching and developing new products and services is a long-term success. We have a dedicated team working on developing new products and finding ways to improving the current ones.

Cloud – the new Reality

Today's economy and society is driven by data. The Internet of Things (IoT) is in full force, and the world is one of the connected devices. It not only opens entirely New Markets for New products (IoT based products like health band, Bluetooth Trackers, Smart home controlling device etc.) but also helps in increasing our manufacturing portfolio and volumes/revenues.

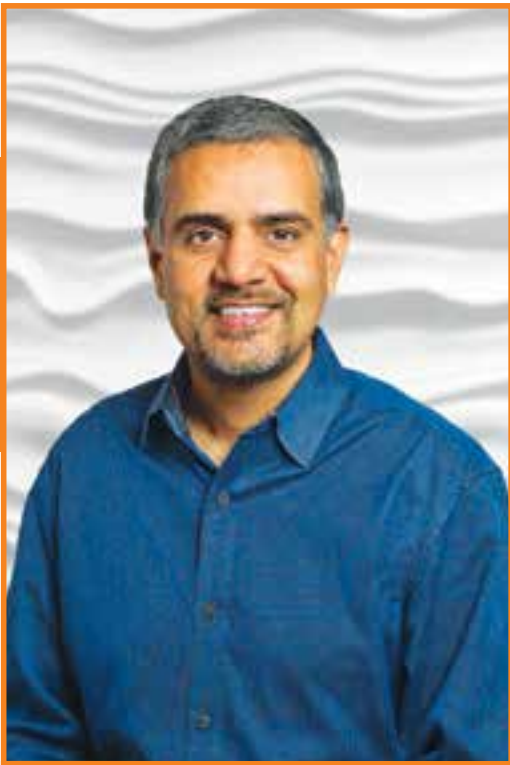
The transition from "Old Technology" to "New Technology" is accelerating at a faster pace, especially in Cloud. We can see exponential growth in cloud services based solutions in every aspect of an organization. Now-a-days we are using Single Document sheet over the cloud with real time access in multi user environment and can update data at any point of time without compromising on time. The Internet of Everything (IoE) will take the center stage which will be connected to the cloud.

Route to Market Strategy

Aggressive has added some new strategic points in our current GTM -

- Value for money proposition, where the customer will receive the value for the money of the services we are providing and he is getting
- Product/Service Management, where we can offer 360 Degree services with respect to the product.





Keerti Melkote

President and Founder, Aruba, a
Hewlett Packard Enterprise Company



Aruba leverages AI and Machine Learning to offer the best to its users

have evaded perimeter defenses. Enterprises can monitor the network, once a user or device is on it, and assign a risk profile by using extensive fraud detection techniques and usage analysis, this will act as an indicator of the potential risks that can be caused by a certain user, allowing for better hygiene of the network, and for early detection of potential attacks.



Brand Positioning vs. Marketing Tactics

Aruba was founded with the vision to enable mobility for enterprises of all sizes, and across verticals. This extends from universities and educational institutions being able to provide connectivity for their students and faculty, to enterprises empowering their employees and staff to embrace the next generation digital workplaces, to customer facing verticals like retail and hospitality. Our focus has been to ameliorate the complete wireless experience that users have, and provide them with seamless and superior connectivity. With campaigns such as Digital India pushing India towards a strong path of digital integration, and the influx of technology in multifarious sectors, the opportunity for India to embrace Wi-Fi and mobile technology is immense, and we are working with numerous organizations to enable this.

Good data for a Good Brand Strategy

As more companies are increasingly moving their businesses online, Cyber-attacks have grown more sophisticated in the last few years. Aruba's focus on security has, and continues to be, an inside out approach. Our focus is to ensure that when a user or device connects to an enterprise network, the connection is secure and protected from a network standpoint. This entails authenticating the user and encrypting the traffic, so that the data is safe.

We also implement Access Control Policies based on user identities or device profiles, to limit what can be accessed on the network, and thus ensure data privacy. In fact, Aruba's IntroSpect User and Entity Behavior Analytics (UEBA) use AI-based machine learning to spot changes in user behavior that often indicate inside attacks that

Impact of Digitization on Businesses

Artificial Intelligence (AI) and Machine Learning (ML) have seen quick and large adoption, and are definitely going to affect all aspects of our lives. At Aruba, we are focused on leveraging these technologies to deliver the very best for our users. Aruba's comprehensive Access Control Policies, coupled with Aruba's IntroSpect User and Entity Behavior Analytics (UEBA), which uses AI-based machine learning to detect changes in user behavior to enable early detection of attacks, can help companies keep their data and network safe. We also recently introduced NetInsight, an artificial intelligence (AI) based analytics and assurance solution for optimizing network performance. We firmly believe that these technologies will help improve the overall user experience by helping in analysis and maintenance of the networks.

R&D driving Growth

We live in the 'mobile era', and employees are completing work tasks using more devices than ever before. We are also seeing higher penetration of personal devices into the workspace, and this has made it necessary for enterprises to supply the network infrastructure, required to meet the mobility needs of #GenMobile - mobile-savvy users who rely on cloud-based business apps for every aspect of their work and personal lives. The #GenMobile needs flexible, fully wireless digital workplaces, with elastic networks that are secure and stable.

We firmly believe that the workplaces of the future will promote mobility and collaboration, by allowing users to remain untethered, and allow access to necessary business infrastructure, from anywhere and at any time. Aruba has been built with the idea of unplugging devices, and enabling a truly wireless world. Aruba's innovative technology ensures industry-leading performance, reliable connectivity and intelligent security to serve #GenMobile and harness the power of insights to transform business processes.



AMD addresses high-performance computing with a unique positioning



Vinay Sinha
Director, Enterprise Business,
Asia Pacific & Japan, AMD

Good data for a Good Brand Strategy

Data driven decisions allow us to be more dynamic and stay ahead of the competition by getting a tangible sense of the market realities. We have deployed systems and processes in our sales and channel funnel to track and collect regular insights around point of sale, market demand, customer sentiment, inventory etc. so that we can push promotions on right channels to reach our target audience. We share these insights with our business teams so that they are better informed when they meet a customer or plan a brand campaign.



R&D driving Growth

Innovation is the driving force for growth in any industry. To meet the growing workload demands of today's world, innovation is key and that is where R&D plays an important role. At AMD, some of our noted successes are a result of leveraging our unique technology assets, engineering talent, and IP to build differentiated, high-performance computing and graphics products.

A lot of our R&D work takes place in India where we have two R&D centers – in Bengaluru and Hyderabad. We aim to tackle tomorrow's problems today by paying attention to critical design and development of products that will further solidify our position as a market leader. We will continue investing in driving life-changing technology that provides seamless experience across immersive devices.



Brand Positioning vs. Marketing Tactics

AMD has been on a journey to transform the company into a product and technology leader, based on the growing demand for high performance computing and graphics horsepower. In 2017 we launched 10 different product families which have changed the market dynamics. With our Ryzen, EPYC, and Vega products, we are in the right markets and can deliver great products.

AMD is uniquely positioned to address high-performance computing applications with both CPU and GPU technology, and we have a large and growing TAM. In 2018, we expect to increase our momentum with the next wave of premium products. Our brand strategy is to effectively communicate this success story to our consumers and capture greater mindshare by communicating the value proposition of our products.

For AMD, our consumers are at the heart of the organization's marketing efforts and strategies. While we are consistently innovating, the inspiration to invest comes from our customers who desire high performance products at competitive prices. With over 200 system integrators, 80 motherboard partners globally and design wins from all top-tier OEMs, we have established ourselves with a strong marketing push. Such a marketing push, targeted at both large enterprises and medium enterprises, has resulted in increased sales and therefore, greater market share.

Route to Market Strategy

With each passing year, consumer demands are changing and with every product launch, an increasing number of people are seeing the tremendous value that AMD provides. In 2018, we will continue the momentum by focusing our marketing efforts to communicate the innovation we bring to customers through high performance PCs that offer outstanding value.

Additionally, we have strategically monetized our intellectual property through complementary licensing and specific partnerships that accelerate our growth. By launching 10 different product families in 2017, we have set the pace and want to gain significant mindshare for AMD in India in 2018. The focus this year will be in communicating the innovations that we are constantly bringing for the end consumer.





AMD POWER TO PROFESSIONALS

The world's top companies trust AMD.
Discover what AMD powered PCs can do for you

amd.com/power





Sridharan Mani
Director & CEO
American Megatrends India

AMI offering efficient solutions without compromising on security of customers

Good Brand Strategy starts with Good Data

American Megatrends believes in empowering our people with data and share their analytics of data towards their performance to take necessary steps to improve it.

Over the years at American Megatrends, we have automated the systems using our AMI Cloud Framework to collect the raw data digitally from sources without any manual intervention. We developed indigenous algorithms to process the data and share the analysis to decision makers to make informed decisions.

Each employee in American Megatrends receives notification on their KPI with the areas that they need to strengthen to contribute effectively towards the organizational goals.

Impact of Digitization on Businesses

Privacy is a significant concern today. With the recent instances of Data leakages from organizations considered to be legitimate in doing business, the individuals and corporates are worried about sharing and storing their personal information on public cloud systems. Hence, security and privacy is the key. Products and Solutions meeting the privacy concerns, compliance, regulations and security would be welcomed by the market.

Today's customers want efficient solutions that don't compromise their privacy and security. Customers want flexibility but not at the cost of data leaks.

Brand Positioning vs. Marketing Tactics

Customers have high trust on American Megatrends Products and Solutions as it makes to the bolt and nut of any Computing, IoT and Storage Systems.

In AMI, we emphasis heavily on providing secure solutions. From Design to Release, every single process is audited, validated for compliance and security. Our code goes through multiple reviews for meeting the compliance, regulations, standards and security protocol requirements. Hence, any customer procuring AMI solutions know that solution is time tested, validated and is secure.

We provide Secure Platform Solutions for OEM/ODM, Secure Things Solutions for IoT and Secure Computing Solutions for Enterprise Customers. Our marketing reflects how we do our business. Marketing should educate the consumers on how a particular product or solution is going to meet the needs of the customer effectively.

At AMI, we don't believe in gimmicks and our marketing reflects the strength and value of our solutions.

R&D driving Growth

As R&D is our lifeline and innovation remains our breath, we are continually innovating new yet first class solutions, globally. The customer needs, appreciation for our solutions and the market success is our driving force for growth towards abundant opportunities. Each of our products provide the best-in-class and tailored solutions pertaining to the needs of the customers.



 SnapVDI Secure Client

Route to Market Strategy

AMI continuously invests in making its products and services more rugged and secure.

We improved our offerings in storage by introducing the All Flash Array Series to have the data securely stored in-house with rich offerings such as inline dedupe and compression built within.

We provide Secure Computing Solutions with zero client. The desktop instances are hosted in the in-house private cloud and the access is secured and strictly controlled within the boundaries of the organization. Our Secure Computing solutions allow only these authenticated and authorized to securely access the requested infrastructure in the organization.

We have built a secure AMI Cloud-in-a-box. It is a secure cloud solution that has inbuilt AMI Cloud Framework to securely build cloud applications with NoSQL databases securely. The framework has built-in mechanism for authorization, authentication and access control.

Worried about **Data Leaks?**



SnapVDI Secure Client

A Solution Architected for '**Secure**' Computing.



Scales from 25 users up to thousands



"Ready-to-Deploy" solution



VDI quick and simple



Class-leading performance



Requires minimal infrastructure



Significant reduction in power consumption

StorTrends®

Performance Storage. Proven Value.

3500i



**Transform your business
with StorTrends
All Flash Storage Solution...**



SSD Tiering
& Caching



WAN Optimized
Replication



In-line dedupe
& compression



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Arcserve: A market-disruptive data protection firm
Specializing in breakthrough backup and availability solutions.

arcserve®

Nikhil Korgaonkar
Regional Sales Director India & SAARC
Arcserve

Data Protection Platform you can trust

Launched in 1990 as a product under Cheyenne Software, Arcserve became an independent organization in 2014 after separating from CA Technologies. It released the Arcserve Unified Data Protection (UDP), the first solution to deliver comprehensive backup and recovery across cloud, virtual and physical environments under a single pane of glass. Since then, Arcserve has continuously redefined data protection with a full range of highly efficient and integrated capabilities deployable on-premise or in cloud with faster restore, disaster recovery, high availability and archiving.

Since becoming an independent organization, Arcserve has witnessed 15 percent growth year-over-year (YoY), and now has a customer base of 45,000 end users in more than 150 countries and partners with over 7,500 distributors, resellers and service providers around the world.

Reducing complexity through Unified Data Protection Platform

CIOs are challenged by an unprecedented growth of data. According to experts, trends like mobility, IOT, social & digitalization will define the IT landscape by 2020 with data increasing to 44 zettabytes (44 bn TB). Multiplicity of sources producing data is adding to the woes of CIOs. In front of them is a heterogeneous & discrete environment that is churning out data continuously. Arcserve Unified Data Protection (UDP) platform helps CIOs tackle the issue of data proliferation with a single solution that delivers system resiliency across the entirety of cloud, virtual, and physical systems. The UDP platform is a single, scalable, comprehensive solution that eliminates the need for complex layers of backup and disaster recovery point solutions. The strength of the solution lies in its completeness, reduced complexity enabling ease of use through single web console that is accessible from anywhere.

It is a one-stop shop experience for clients since the solution can be deployed in multiple ways - as software, virtual or physical appliances, and cloud (or a variation of all). Arcserve appliances come pre-configured with the storage, compute, management software, UDP licenses and network cards to create operational efficiencies and further reduce complexity. Our public cloud support is also comprehensive, and offers the same complete protection whether deployed in a private or public cloud.

Route to Market Strategy

Arcserve is a 100% channel centric company. We always had a solid partner base in India that chose us for some of the prestigious accounts in the country. We offer the best incentives in our space to our partners and work very closely with them and customers to bring in value for all the stakeholders in the ecosystem. We also continuously invest in training new and existing partners on our suite of offerings. We have some of the largest distributors in the country who help us expand base with new partners. For our recently announced UDP Appliances in India, we have a new set of partners who are seeing some of the most lucrative incentives schemes.

Indian SIs and alliances form the second pillar for expansion. As the government sector is already in a digitalization hyper drive, SIs are playing a vital role in securing these projects by working with us. Another pillar is our state of art development and technical support center in Hyderabad that help us with consultative approach when implementing large complex solutions in Enterprise and Government space.

Marketing also plays a multi-faceted role in GTM strategy by developing existing customers, identifying new ones and working closely with channel partners. We cater specifically to mid-size, decentralized & enterprise businesses which often have small or overstretched IT teams that need an all-in-one solution that is easy to deploy and manage.



Success Story

One of the leading beverage manufacturing company in India was looking for a Backup solution to safeguard their SAP environment for Production and Quality control data of their processing units. They needed this critical data available on demand as part of their compliance. They specifically went with Arcserve because of the shorter backup and restore window offered by our d2d technology along with quick implementation offered by Arcserve UDP Appliance. In order to minimize loss of production data, they also went ahead with replication capability of UDP Appliance replicating critical data to the Disaster Recovery site. The solution also gives them flexibility to replicate the data in Public Cloud.

Arcserve UDP Appliance

A Powerful AIO Data Protection Solution

- ▶ Backup & Restore
- ▶ Replication
- ▶ Deduplication
- ▶ Cloud Gateway Appliance
- ▶ High Availability
- ▶ Tape Out



Arcserve combines its award-winning software with enterprise-grade hardware to deliver the most cost-effective backup and recovery appliances available. And, they're so simple to implement, they can be unboxed and deployed in 15 minutes.

arcserve®

Connect with us | Arcserve-India-Marketing@arcserve.com | +91 120 612 9852

Array Networks eyes the leadership position in hyper-converged NFV platform



Shibu Paul
Regional Director (IN, GCC & SEA),
Array Networks

- Determining how best to reach potential customers to make them aware of your products and to persuade them to buy them
- Creating marketing campaigns based on your determinations of the most effective way of reaching customers
- Confirming customer relationships via follow-up sales campaigns and loyalty programs & creating customer needs

Good data for a Good Brand Strategy

Data driven marketing has become a standard as it makes marketing more of science and less of a guessing game. Marketers have access to Big Data, analytics, and metrics to optimize campaigns, improve customer experience, reduce customer churn, and make better decisions.

At Array we ensure that our organization has access to the data that is necessary for accurately measuring ROI, and that it is not held in silos. We set specific, measurable, achievable, realistic, and timely (SMART) objectives; develop a cross-functional team that includes multiple teams including marketing and IT to support collaboration and break down silos; avoid casting the net too widely by tracking too many data points; frequently refresh customer and prospect contact data and then take full advantage of customer and prospect data.

Brand Positioning vs. Marketing Tactics

Array networks is transforming itself as a leader in hyper converged network functions virtualization platform. We want to take a thought leadership role in this segment. This year our brand positioning will be targeted more for innovation and how organizations can leverage on our award winning hyper –converged platform for Networking.

Our brand strategy will be that of innovation and thought leadership in hyper-converged network functions virtualization platform. Our brand promise will be to provide relevant networking technology solutions to our customers that will enable them to be effective in their business backed by our superior customer support. Our customers have been our biggest brand ambassadors hence our communication will have them at the core.

Our marketing efforts directly impact the business and help in -

- Determining the need for a product through consumer research and by observing and quantifying sales patterns of similar goods in the marketplace
- Modifying existing products or creating new products to match consumer wants and needs

Digitization is the new 'law'

We are witnessing a transformational era where organizations are evaluating the much hyped cloud services and trying to incorporate it into their IT strategy, with most enterprises looking at hybrid cloud solutions. Software everything is the new mantra, less hardware more software strategy are few of the directions.

Array networks has launched its new generation hyper-converged network functions platform to help organizations execute their IT strategy. We bring the virtualization into networking scenario without compromising the performance dedication resources like I/O, NIC, memory, CPU, and most critical SSL.

R&D driving Growth

Array has set up its R&D center in Bangalore to cater to the requirements of local Indian customers. We are investing in this center and it will become a key innovation center for us to develop products, features and enhancements.



Route to Market Strategy

We have positioned our brand to offer value for money, next generation IT networking & security solutions, enabling organizations to scale and make business available anywhere, anytime.



Agile
Lower CapEx &
OpEx

Like a
virtualized
server



Like a
dedicated
appliance

Simple
Guaranteed
performance

Network Functions Platform



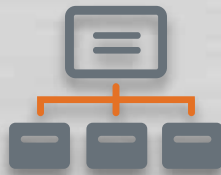
The Agility of Virtualization

Gain the flexibility of virtual infrastructure, with flexible sizing, functions, management and pay-as-you-grow consumption



Hardware-like SLAs

Reserved CPU, memory, SSL and interfaces per VA deliver hardware-like consistency and guaranteed performance



Simplified Deployment

Eliminate complexity associated with virtual and physical port mapping, CPU pinning, NUMA boundary settings and SR-IOV



Vendor-neutral Platform

Host Array application delivery and security virtual appliances, or virtual appliances from other networking and security vendors



Cost Efficiency and Value

Reduce costs associated with space, power and cooling, minimize hardware costs and drive efficiency via agile management



Adarsh Kaul
Marketing Lead,
India and SAARC - Avaya

Avaya strengthening its commitment for India market in 2018 with a strong brand strategy

Avaya has consciously made a commitment to shift towards open, agile systems that ensure customer success.

Our brand strategy to be customer focused at all points does not only reflect how we do business but it also drives it. Post emerging out of Chapter 11, our brand strategy is even stronger, we have transformed our business model, removed barriers to stronger customer relationships and embraced technologies essential for future growth. We are a customer driven brand and customers are at the heart of everything we do. We give our people the opportunity to get closer to customers and their changing needs. We are driving simplicity everywhere at Avaya. Our investment in technology will expand our ability to meet the transforming needs of our customers, while simplifying adoption. We are giving customers and partners the same capabilities that our R&D team has and the complete freedom to define and build their own user experience.

Good data for a Good Brand Strategy

Digital has changed the way industries function and this has had a huge impact on how organizations today look at branding, marketing, communications and every other aspect of their business. With digital solutions being adopted across all business functions, it is important to study data, make sense of it and take important business decisions based on analytics insights.

At Avaya, we believe customer experience enabled by data is the way forward. Our strategy is to ensure that we leverage Big Data to fine-tune customer experiences. In today's smart, digital world, big data has opened the floodgates to never-before-seen possibilities. It



has the power to course-correct potentially devastating outcomes.

R&D driving Growth

We have a strong focus towards R&D, especially in India. India remains one of our key R&D centres and a global innovation platform for Avaya. 45 per cent of Avaya's R&D already happens in India, with the company's latest communications platforms being built here. We have three key R&D centres in India and 30% amount of our products are built out of India. We aim to keep increasing our focus on strengthening research and development (R&D) in India as we believe that strengthening our commitment towards R&D will help us provide the best of solutions and services to our customers and drive a stronger force towards future growth and innovation.



Brand Positioning vs. Marketing Tactics

We at Avaya, are focused on deriving maximum tangible benefits from data by turning it into actionable results. We have clear agendas on what we hope to achieve or improve upon by using big data. We are poised to capitalize on market transitions and constantly spend on technology that improve flexibility and simplify the communication and networking tiers of IT.

Route to Market Strategy

2018 is an important year for Avaya. Last year, we emerged from Chapter 11 and in 2018 we became a listed company. As we emerged from Chapter 11, we have 300 million dollars extra in cash and we are going to invest heavily in strengthening our R&D capabilities across the globe, invest in emerging technologies and look at acquisitions wherever there is a right fit and synergy.

Our go-to-market strategy has been very simple – help our clients do what they do better. We are very uniquely positioned and have been able to integrate our solutions into the customers' infrastructure seamlessly and effortlessly over the years. With us, customers have the flexibility and agility to choose their own environment, infrastructure and existing technology and not worry about integration. We are constantly investing in training and skilling our partner community to help them grow and also help us reach out to a larger audience.

In 2018, we will continue with our commitment towards the India market, investment in cloud and other technologies as we evolve.



Sudhindra Holla

Sales Director - India and SAARC,
Axis Communications

‘Axis Communications building a safe, smart city with help of new technologies’

people worldwide and helping to meet the growing need for a smarter, safer world. We constantly strive to develop solutions enhancing reliability and quality. We are meticulous about our every aspect of quality. We care as much about our cameras giving you what you need as we do about making them robust and resilient.

In Axis, marketing regularly syncs up with sales to understand the business requirements and run various activities such as tradeshow, partner conferences, solution days, end user events, social media campaigns, trainings and webinars to educate our ecosystem of partners, consultants & customers. The role of marketing in large & medium business is to resonate the brand values and build strong and loyal partnership with distributors, channel partners and end customers by running multiple activities.

Good Data for a Good Brand Strategy

In Axis, good data is very important. As an organization, we do a routine check of our CRM and keep our records updated and secure with right tools and systems. We see data privacy and cybersecurity as important in the coming years, and that is why new legislation such as General Data Protection Legislation (GDPR) is regarded as essential. People appear to be happier to allow commercial organizations to gather, manage, use the data that we seem happy to share so freely, instead with the government and state bodies. But they are also increasingly aware and sensitive about how their data is used, and the ethical behaviour of those businesses they choose to deal with.

R&D driving Growth

We invest close to 13% of our revenues in innovation and developing new technologies for the medium and long term. Axis focuses a lot on Ease of Installation & maintenance which results in lower TCO. Our customers can optimize the security systems and gain business intelligence through Axis owned and 3rd Party Analytics. With Axis latest thermal cameras, you can detect, verify and take appropriate actions in every light conditions. Axis thermal cameras capture images based on heat radiating from people and objects. And our latest PTZ network camera with laser focus and Sharpdome technology is ideal for critical infrastructure, city surveillance and other places where constant focus on moving objects and fast-changing scenes is needed. We are committed towards building smarter and safer city through these new solutions.

Brand Positioning vs. Marketing Tactics

Axis is the market leader in network video. We invented the world’s first network camera back in 1996 and have been a pioneer in video surveillance ever since, increasing the security of millions of

Route to Market Strategy

At Axis Communications, we focus on security surveillance and remote monitoring. Our products and solutions range from network surveillance cameras, video servers, video decoders, video management software, and a full range of accessories. Axis solutions are built on open standards and have the distinction of having been integrated with more than 500 different applications, many of these related to building management and safety.

Though video surveillance was synonymous with security applications in the past, the digital sphere has opened a plethora of new business opportunities and markets. With the right combination of technologies, one can now predict environmental threats, fire hazards, chemical contamination and also human threats.

While India experiences a rapid economic growth, we see tremendous potential in the country for security solutions. We are keeping in pace with the market transforming from primarily analogue installations to IP. Axis sees great opportunities for its video encoders, network surveillance cameras and related solutions. Additionally there are very few players in the organized surveillance sector and they too are hampered due to lack of a consistent go-to-market mechanism.





For Barco, its customers come first

Rajiv Bhalla
MD, India & VP APAC, Operator
Experience, Barco Electronic Systems



Brand Positioning vs. Marketing Tactics

Most of our competitors focus a lot on product and technology in their messaging and brand positioning. The Barco brand has evolved (and is still evolving) towards an “outcomes” approach: we focus on the customer and their interaction with our offering; on how we make our partners and end-customers successful by providing them with the best possible product offering, combined with services and new business models.

The reactions, of our external audience on this outcome-based approach, has been really positive. They recognize the alignment within the company due to this congruent approach across all our messaging. We like to believe that this differentiating approach will pay off if consistently used, since, at Barco, the customer is of prime importance and we follow this as a genuine approach and not a simple marketing tactic.

We truly believe that marketing needs to reflect the soul of the company. For Barco the soul of our company is integrity and customer-first attitude. We work for and with our customers. Therefore candid feedback from the customer is required and will be taken into consideration as much as possible. The way we do business and the way we market our offering is by focusing on our customer and by delivering what they need to be successful. And then we make that happen by going the extra mile to make sure they can make their mark. It is not about Barco, it is about them.

Irrespective of the Enterprise type you are, large, medium or start-up, marketing starts and ends with who you are, what your vision is and what problem you are solving for your customer. How that is being executed can depend largely on the size of the business. A challenge for small businesses and start-ups is to make sure they have a campaign in mind rather than just shooting where they think something's moving. A challenge for a large enterprise is to make sure they keep a close connection between marketing and sales.

At Barco, we believe in leveraging data to drive insightful business decision making whilst driving enhanced customer intimacy. We empower our customers with inspired sight, sound and sharing solutions to help them in making meaningful connections. The same resonates with our mission statement that states “we enable bright outcomes by transforming content into insight and emotion”. For us, data is also about exploring new business and collaboration models and to better understand the market and co-create solutions. We increasingly communicate with customers to gauge their needs and strive to strengthen our bonds with our business partners and come up with always better, brighter, stronger technologies and products, packed with impressive features.



It is imperative for organizations to provide its employees as well as customers with solutions that help them make meaningful connections. For example, Barco's control room solutions help control room operators' gain a perfect overview of traffic/emergency situations so that they can act instantly when something happens.

R&D driving Growth

Barco's commitment to R&D is paramount. We spend between 8-10% of our revenue on R&D, which drives us forward in developing new and creative ways to solve problems and challenges that we see in the market. We do not innovate simply to innovate, but we rather focus on innovation that really matters – the kind that will make a difference in our customer's businesses and help them to achieve their goals.



Brightstar Sharpens its focus to Make SMBs Cloud-enabled



India is a crucial market presenting tremendous growth opportunities for Brightstar India Telecommunications Limited. Part of Brightstar (a fully-owned subsidiary of SoftBank Group) the Indian entity entered the domestic market after acquiring a majority stake in Beetel Teletech in 2014.

Driving a cloud-enabled business

2017 was an inflexion point for Indian IT and telecom industries. Brightstar capitalized on this change by making a strategic shift from “distributing & selling products” to providing solutions for its customer in India, thus successfully positioning itself as a new age solution providing entity. In view of the business opportunities on the cloud platform that enables new, complex business models, Brightstar has slowly started entering this domain to offer quality and innovative solutions

Supporting SMEs with the cloud model

As one of the biggest distributors in India, Brightstar is building on its capability and is focused in the mid-market to support SMEs for their IT needs and help them scale up as they grow. It is enabling SMEs in the tier 2 and tier 3 cities with the right kind of solutions and a very affordable price. Going forward, sensing that the upcoming growth for SMEs will be cloud, Brightstar is eyeing the \$2 billion+SMB could market by 2020. Brightstar is keen to deliver a service that matches the expectations of its customers’ OPEX model, without spending full Capex for expensive IT infrastructure or manage a big team to support it. Brightstar will bundle its cloud offerings with hardware/endpoints designed specifically to run cloud with the help of its 500 partners spread across the country and numerous partnerships with global brands.



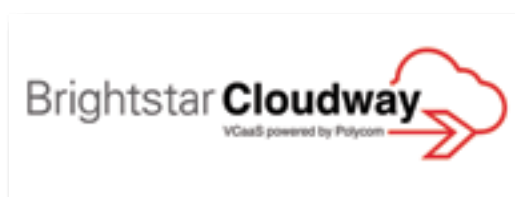
“Our strategic move of entering into the solution provider vertical was necessitated by the current business and market demands. We consider this as the right time to enter in the cloud domain with our own services. These offerings will help and support Brightstar’s entire partner/reseller community by providing them with more business opportunities. Going forward, Brightstar will continue to invest across businesses, systems and people to win in this market.”



to its customers. Brightstar chose to evolve itself further by launching its Brightstar cloud services portfolio. In line with the strategy, the company plans to launch a few service platforms in 2018.

Brightstar Cloudway- (the Video Conferencing as a Service with Polycom) and Brightstar Cloudqwik. (Contact Centre as a Service with Avaya’s IP office) are going to be the first two services in its immediate offering that have successfully completed the test market phase.

Brightstar India is structured into multiple business segments encompassing distribution, mobile handset and accessories, communication devices (including mobile broadband devices [3G data cards] and memory products), IT infrastructure products (including networking, servers and storage) and Enterprise solutions (covering key industry verticals of board room solutions, voice and data solutions and network solutions [last mile connectivity]). Adding to its current portfolio are a range of new services which bring immense value for customers and consumers alike, Financial services, Gadget Insurance and Buy back and Trade in.



Deval Parikh
CEO
Brightstar India



Zakir Hussain
Director, BD soft
Country Partner - Bitdefender



Bitdefender as a brand has earned its customers' trust

The online sales market is developing at a very fast pace. As a result most of the brands will need to re-structure their sales strategy. With the increased usage of internet across the nation, the access to enhanced speed, spells well for the software industry, allowing the customers download the licensing software digitally. Furthermore, with the increased usage of World Wide Web, the users will and can check hundreds of brands for their requirements enabling them to even view the reviews to make an informative and correct decision of his choice. We make goals for our campaigns as a part of our marketing strategies which in turn leads generation of plans for other campaigns in future.

Good data for a Good Brand Strategy

Along with an organised management, we have a systematic way of collecting data. As a good brand strategy, we always follow up analysing for further information, and consistently add the inputs timely. We strongly believe that data is a lifeline of every business, as it is the data which makes the base framework for any aspect to be built over and above. On the other hand, it also helps us stay connected with our partners and customers; be it through the formalised source of online or offline. Pertaining to that, we get to manage it structurally, in an efficient manner.

Brand Positioning vs. Marketing Tactics

The market at present is highly competitive with several brands; of which all of them are claiming to be steadfast for the same purpose. Bitdefender is a reputed and a trusted brand at the global platform and is acknowledged for its numerous reviews, giving it thumbs up in every round. It is also a brand that safeguards its customers' invested money, earns their trust and offers quality, which marks a difference amongst other brands in the market.

We are present in the consumer market, SMB and enterprise market as well. We also have a well-structured marketing plan for each of the markets, as well as for both online and offline campaigns for the awareness of not just the brand but for cyber-security threats too.

Marketing does reflect the progress in our business, since more the reach of the brand, more is the token of trust. Marketing plays the most crucial and noteworthy role in any business and be it any kind of marketing, every brand has to rely on that for extensive reach. Our role in marketing, besides awareness campaigns and executing schemes is with the product launches, which are carried out by our own marketing team. We believe that to succeed in large and medium enterprises and start-ups, executing schemes and plots is essential.



Route to Market Strategy

We are focussed on the SMB and the enterprise market. With Tier 1, Tier 2 and Tier 3 markets as our focussed consumers, our products are already well established across the nation. Be it the leading stores offline or the online portals including our official website, we are omnipresent on both platforms as a trusted and noteworthy antivirus software brand.

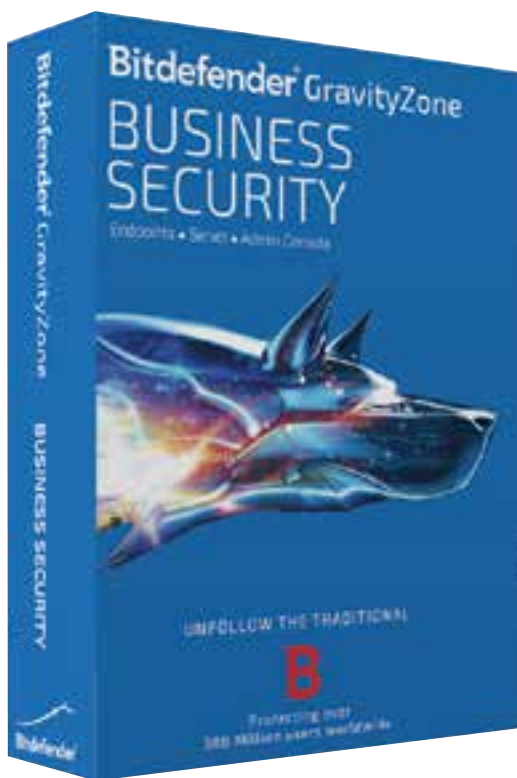
Bitdefender®

UNFOLLOW THE TRADITIONAL

Keep Your Business Safe Against Evolving Threats

With Security That Ranks First In Independent Tests

Bitdefender GravityZone Business Security



Why GravityZone Business Security ?

- Two-way firewall with Intrusion Detection / Prevention
- Search Advisor and Web filtering
- Antivirus and antimalware
- Data protection
- User web and application control
- Power user and Restricted user modes.
- Remote and local quarantine management
- Cloud console
- Endpoint Security Relay
- Device Control and USB scanning
- Network discovery and mass remote install option
- Email notifications
- Monitoring Dashboard and reports

“Bitdefender Wins An Product of the Year’ Award From “AV COMPARATIVES”



Superior protection without slowing down users
Demonstrated Bitdefender leading protection & performance help you minimize the risks of a security breach impacting your business or slowing down employees' systems.



Comprehensive protection and coverage
To ensure you get the best protection, essential features such as Web Filtering, User Control, Firewall, Intrusion Detection, or Device Control, are included with no extra charge.



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Canon
Delighting You Always

Commitment to Service: The Key to Delighting Customers Always

Kazutada Kobayashi
President & CEO, Canon India

At Canon India, regional penetration is the backbone of business expansion. Canon is committed towards regional penetration into tier 2, tier 3 and tier 4 cities by reaching out to every interested customer through its offline segment.

Canon's Service Strength

Customer service has been an important aspect of any company's sustained and long term growth. Canon India works in collaboration and for the upliftment of our customers, partners, employees and the community at large. Two core ingredients of the company's success are 'Innovation' and 'Customer Delight'. Owing to these, Canon leads the helm of innovation, with its expansive portfolio catering to the imaging industry. The company is renowned amongst the top patent holders, across the world.

Innovation has always been core to its DNA, which is explicit from the two decades of its legacy in the country. If we look back, unlike most of the other companies in Asia, Canon India started its journey with B2B and then built B2C over it, which now constitutes as much of a significant share to its business.

Customer delight being the foremost objective for Canon India, the company understands its customers and provides them tailor made solutions that are in line with technological advancements in the industry. Canon lays great emphasis on establishing lifetime relationship with the customers. They believe that while it is good to grow the customer base and achieve sales target, what helps a company's growth is its connect and relationship with its customers that evolves over a period of time. Hence, Canon's success is also driven by factors that influence the dynamics of a company's relationship with customers.

From input of images to output, Canon takes pride in taking care of the entire 360 degree offerings, starting with the camera, then image processing to printing of pictures. The commitment, skill and innovation to offer a complete solutions portfolio backed with a robust after sales and servicing network is what makes Canon's offerings unique and leading in the market. Canon is committed to delivering delight with an intention of multiplying smiles, and thereby continues to expand and excel in its services outreach to customers across the nation.

The company has 201 direct and indirect service networks in the country for its B2B division. In addition to guaranteeing a TAT for 2 hours for B2B customers, Canon boasts of conducting on-site home servicing for BIS (Business Imaging Solutions) consumers. In fact, the company secured a long term relationship with 82% of the BIS customers due to its effective after sales service.

Canon India has a helpdesk for its BIS division which is redefining quick fix solutions with instant support reach with just a call away. They also offer engineer and machine related support. While the 24*7 service Support is available in 3 locations, Canon offers Resident Engineers in 9 locations and machine operators in 16 locations.

Currently Canon's service reach extends to over 600 towns covering 17,905 PIN codes across India - which comprises of 300 Camera collection points, 16 Camera repair centres, 241 Printer repair centers, 262 Copier, Scanner and Large Format Printer Sales & Service dealers.

Canon's Retail Presence

Canon has retail stores across the country, widely known as the 'Canon Image Square' that provide a perfect amalgamation of our cutting edge technology and customer centric service. Advancing its Imaging stores to the third version, Canon has stepped into the new era of retail evolution.

The idea behind launching Version 3.0 of Canon Image Squares is to transform retail outlets into a destination, attracting customers to experience a whole new imaging revolution. The objective is to familiarize them with cameras and help them indulge in an extraordinary click-to-print experience with Canon's new-age technologies and software. Moving beyond just being a product store, the CIS Version 3.0 are 'imaging stores,' that would allow consumers to make memories and be allured by the magic of photography. Currently, Canon has 251 stores across 120 cities and envisions to expand to 300 stores by the end of 2018 to focus on promoting the culture of imaging in India.



Mr. Kazutada Kobayashi, President & CEO, Canon India and Mr. Eddie Udagawa, Vice President, Consumer Imaging and Information Centre, at the launch of third generation of Canon Image Square stores- CIS 3.0



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International benchmarks
You are in safe hands of AAI**

125 स्थान जहाँ भूरे
भा.वि.प्रा. के
संग उड़ान
**Destinations
to FLY with AAI**



AAI अपने वर्ग में
विश्व का सर्वश्रेष्ठ
सेवा प्रदाता
**amongst World's
Best Service Provider
in its respective category**



21

अंतरराष्ट्रीय हवाई अड्डे
(3 सिविल एन्क्लेव तथा
3 संयुक्त उद्यम हवाई अड्डे)
International Airports
(3 Civil Enclaves &
3 Joint Venture Airports)

+

08

कस्टम हवाई अड्डे
(4 सिविल एन्क्लेव)
Custom Airports
(4 Civil Enclaves)

+

77

अन्तर्देशीय हवाई अड्डे
Domestic Airports

+

19

अन्य सिविल एन्क्लेव
Other Civil Enclaves

=

125

हवाई अड्डे
Airports

For Cambium Networks, partners will always be a part of its growth story

Ron Ryan
Vice President Global Channels
Cambium Networks

India an important market

Cambium views the Indian market as fast growing with a large market opportunity, particularly with its broad partner community. In a short time, India has emerged as an increasingly important market for Cambium.

Cambium has over 200 people in its research and development centre in Bangalore and expects to open a local repair center in Bangalore. Cambium expects to continue to expand its focus on the India market and increase its resources in India.

Route to Market Strategy

Cambium, with its roots in the Canopy and Orthogon businesses acquired from Motorola, commenced operations selling through channel partners. Cambium has continued this focus on sales through channel partners, and currently more than a substantial majority of its business is done through channel partners.

By going to market through channel partners, Cambium has been able to leverage channel partners to sell a broad portfolio of products and services to end user customers. Cambium does not have the sales depth without its reliance on its channel partners, which has contributed to its success.

Cambium's initial focus on the WISP market (wireless internet service providers), influenced its initial development of its product portfolio. But the WISP market itself is extremely broad with thousands of ISPs across different markets globally.



Cambium introduced its cnPilot™ Wi-Fi product portfolio to cater to the home and the ISP segments of the market. Cambium is able to reach a new customer base with its new products, and is now adding new channel partners focused on its enterprise and Wi-Fi products. Cambium has also added cnReach™ IIoT connectivity to its product portfolio, and also sells into government projects, each of which may involve new channel partners. Cambium sells its solutions globally through its channel partners to wireless Internet service providers, enterprises and government agencies in multiple sectors, which requires a broad channel partner network to cover the market.

An effective channel program

Having a single channel program while selling products across multiple verticals is a big challenge. Historically, although the Motorola channel may have been focused more on industrial channels, Cambium focuses on wireless internet service providers, enterprises and government agencies. In order to manage the complex partner

channel required to address these markets, Cambium, has created a 2-step channel program in which it has a 2 tier channel; Cambium sells primarily to distributors who further sell to value added resellers and other resellers around the world. Cambium operates this 2-tier channel partner model across each of its target markets, industries and verticals globally.

Many of the resellers in this 2-tier channel model may be small companies; they may not have a large marketing budget. It is therefore important to these smaller resellers that the principal vendor such as Cambium provide them sales opportunities or work with them to find those opportunities.

Cambium addresses these concerns by trying to build a simple channel program, carefully listening to its channel partners and responding with channel programs that meet their needs. As Cambium tells its channel partners at annual channel partner conferences, Cambium wants its partners to make money, as long as they are focused on expanding the business lawfully.



Citadel believes in adding value to customers for its brand credibility



K K Shetty

Managing Director, Citadel Intelligent Systems

Brand Positioning vs. Marketing Tactics

Our brand positioning is based on the principles of finding value, creating value and adding value to our customers. As per our tagline “reliability in every connection”, we believe in building credibility by adding value to our customers. We are very much focused in delivering customized products and creating extraordinary customer experience by delivering Innovative & Reliable Connectivity Solutions. All these factors reflect in our brand positioning strategy and I believe this to be the key differentiation and key to our success.

Good data for a Good Brand Strategy

A good brand strategy, data and customer experience are our priorities at CIS. Data-driven marketing is recognised as the future and with the ever-increasing access to customer information, it is very important for us to evaluate the way we see the data. Good data comes from a variety of sources, from surveying consumers directly, to secondary sources on the web, or even measured device preference. With all of those information sources available, the absolute volume of data generated each day alone is incredible. As an organisation, we have our system integration and automation in place. And by implementing new marketing automation tools and technology in our strategy, we plan to spend less time searching and

combing through data, and more time using the results to refine and create high level, personalised messaging to build credibility of our customers and employees.

Our marketing and communications are aligned with our values – Integrity, Innovation and Teamwork. Credibility and value creation for our customers reflects on our marketing communication. It is extremely important for one to understand and appreciate the role of marketing in business. Having a good marketing strategy in place which will help in identifying your end-objective is crucial for any business. One must consider that the finalized output should result in productive sales revenue. However, as a start-up entrepreneur, it is important for you to focus on marketing by implementing different marketing strategies and finding out which works best for your business. It is ever-evolving and dynamic medium, so you should be ready to adapt to the changes and reap the benefits.

Digitization impact on business

Due to the digital transformation, we will see high density applications with less space used for optical fibre infrastructure in future. SMEs and large player will completely move into cloud storage services. This change will result in datacenters/hyperscale which will reduce cost and increase efficiency.

With the exponential growth in cloud services solutions, as cloud services increasingly become a de facto part of doing business, we expect data storage to grow exponentially in the coming years. To accomplish this, service providers will bring more datacenters and hyperscale datacenters with larger-capacity storage equipment.



Route to Market Strategy

Our go-to-market strategy will be to talk to the end customers directly, leveraging the good data available and its optimum utilisation. We will work with the right partner and provide local support to support engineering and customisation.



Check Point protecting its customers against fifth generation cyber-attacks



Check Point®
SOFTWARE TECHNOLOGIES LTD.

Prateek Grover
Marketing Manager
Check Point Software Technologies

Brand Positioning vs. Marketing Tactics

Today, the world is seeing the emergence of the fifth generation cyber-attacks which are played as large-scale, multi-vector mega attacks that inflict major damage on any business and its reputation.

As a result of this in 2017, Check Point launched “Check Point Infinity” - the first consolidated security across networks, cloud and mobile, providing the highest level of threat prevention against both known and unknown targeted attacks. And in early 2018, we also released Check Point “Infinity Total Protection” program that enables enterprises full use of all of Check Point’s security technologies protecting their networks, endpoint, mobile and cloud via an annual subscription based on the number of enterprise users.

Route to Market Strategy

We continue to focus on our new technologies and drive the message on fifth-generation cyber-attacks through all marketing channels. Our message is consistent globally; we have seen the leakage of advanced “weapons-grade” hacking tools that allows malicious actors to move and infect large numbers of businesses and entities across huge swaths of geographic regions. Large-scale, multi-vector mega attacks spark a need for integrated and unified security structures. In addition, through collaborative efforts between sales and marketing, the company is laser focus into bringing new customers into the Check Point family. We are also extremely committed to our research and development.



Good Data for a Good Brand Strategy

Check Point’s marketing is a data-driven function where we leverage on data from CRM and marketing automation platform, together with web analytics and historical data to build our marketing strategy. Regardless of the size of a company, marketing needs to be viewed as a business critical function and one that collaborates closely with sales in order for an organization to be successful and eventually thrive.

Security for the Cloud

As we experience the exponential adoption of cloud, we also see the rise of cyber-attacks on cloud services. Because traditional security approaches don’t fit with the dynamic nature of the cloud, businesses are left exposed to a whole host of new threats. To help our customers be secured while remaining agile in the cloud, Check Point CloudGuard supports a single-click and agile deployment model aligned with the dynamic nature of cloud services, making expanding your cloud services a breeze.



Check Point®
SOFTWARE TECHNOLOGIES LTD



STEP UP TO 5TH GENERATION CYBER SECURITY

THE FUTURE OF
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THREAT PREVENTION

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Citrix reinventing its solutions for a multi-cloud world



Makarand Joshi

Area Vice President & Country Head,
India Subcontinent - Citrix

Shift towards cloud based solutions

Given the way the technology ecosystem has been shaping up, cloud and cloud enabled SaaS apps will make their presence felt in 2018. If effectively aligned with those of analytical tools, robotics and artificial intelligence, the capabilities of cloud are immense. Having said that, what will slowly climb the list of priorities is the need to re-evaluate business needs and simultaneously implement technology to meet the desired outcome.

With security no longer being an after-thought, the adoption of multi-cloud is expected to increase significantly owing to its augmented security offering. Its benefits of improved productivity and agility will be the primary drivers of its growth.

With the constant need to evolve and stay relevant among competitors, most organizations are opting for integrated cloud based solutions. At Citrix, we understand this shift that our customers are looking for and are adapted to deploy our solutions according to their IT environments. We are focused at reinventing and simplifying our solutions to be used in a hybrid and multi-cloud world.

Enabling digitization and transformation

With digitization rapidly engulfing organisations globally, its impact across verticals, and influence on the economy is irrefutable. In the event of digitization becoming a necessity, Indian businesses are increasingly adopting newer practises and solutions that enable transition to a smoother, more intelligent model of operation.

In today's competitive landscape, where there is the need to constantly innovate in order to stay relevant, technology has played the role of a catalyst, and helped businesses better their offerings. With this, technology has not only established itself as the backbone of a company but also brought to surface skill-sets that were earlier unheard of. Awareness of this gap has driven businesses to invest in their employees' upskilling to ensure sustenance and growth.

With the dynamic ecosystem in purview, cloud and analytics solutions exhibit potential to bring a fresh perspective to product and service development. Understanding the advantages of cloud including efficiency and flexibility, and utilizing it optimally to further business objectives will become an important consideration. Furthermore, with copious amount of data available at ones disposal, analytical tools will play a critical role in deriving relevant insights that can help businesses make more informed decisions.





Yasir Yousuff

Head of Marketing, Asia Pacific,
Commvault

Data is at the core of everything that Commvault does

For us, marketing is a reflection of our strong commitment to our customers in terms of designing innovative product, fulfilling on our promise with great service and support across all countries that we do business in. The role of marketing in the business is to articulate very simply what our value proposition is to our customers and making sure we deliver on that. Our marketing communications are simple and consistent across the size of the business. We don't differentiate between small, medium or large clients in terms of our value proposition and our messaging. Ultimately, we believe that technology is an enabler.

Good data for a Good Brand Strategy

A brand is an emotional connection that customers have with a product. This is true to both B2C and B2B space. And in this digital age, data is at the core of informed business decisions. Commvault is a data driven organization and data is the core of everything that we do. Good data helps us understand our customers better, empower us to differentiate and deliver value propositions that help customers to connect with our brand better. This helps us to be perceived as a brand which is reliable, easy to do business with and delivering the brand promise in every interaction that customers have with us.

Digitization & its after-effects

Changing business models is one of the most significant trends disrupting existing mechanisms of how things are done. Born-on-the-web companies today are not encumbered by brick and mortar which helps them to read flaws, to replicate global business models and actually leap frog and come up with innovations across both B2B and B2C categories. However, digitalisation and business process transformation for service-oriented companies is helping to bridge the infrastructure gap and is making it possible for those customers who may not have bank accounts or credit cards but have a mobile phone or a mobile wallet, to enable them transact on the net and benefit from the e-commerce wave. This would not be possible in the traditional case. Digital transformations is bridging the divide to help customers have access and to take part in the digital economy which is far more inclusive.

The cloud is the new black and organizations are taking full advantage of this environment. Cost-effectiveness, efficiency and revenue growth are just a few benefits that companies can reap from the cloud, and it's no wonder that business leaders are moving towards a hyper-converged infrastructure.

But at the same time we have also observed growing symptoms of cloud FOMO (fear of losing out), where businesses jumped on the cloud bandwagon without a clear data strategy. This has often led to increased security and compliance data problems, and unfortunately, a lack of oversight into where data now actually lives.

Brand Positioning vs. Marketing Tactics

Commvault is uniquely positioned as a leader in data protection, both in terms of completeness of vision and ability to execute. This makes our brand different in many ways. For instance, we are both a technology innovator as well as a strong company capable of executing across technology, pre-sale, sales, customer service and marketing.

At Commvault, data is ingrained in the stories that we tell. We take a data-driven approach to enhance a customer's journey, through data-driven storytelling. There is an increasing amount of emphasis on the role that data plays in shaping audience development.





CommScope helping customers future - proof their datacenter investment

Meeting Datacenter needs

Bandwidth demand is exploding, while latency requirements are shrinking. To keep up with this trend, datacenters will need more fiber density, faster links and the ability to scale on demand.

CommScope helps customers to prepare their datacenters for higher bandwidth with our

Offerings for the Datacenter Space

CommScope provides a portfolio that includes multiple and complete lines of fiber and copper cabling; high-density racks, panels including the blanking panels in all IT equipment racks and ODF systems; cable routing and management solutions; and infrastructure intelligence platforms, including Automated Infrastructure Management (AIM) which offer better management for energy efficient datacenters.

Viewing the datacenter as a single interconnected ecosystem that exists within the organization may help complement datacenter managers' perspective on the challenges or opportunities. And so CommScope brings a more holistic approach to help datacenter managers in long-term planning, design and deployment.

High Speed Migration (HSM) platform. The HSM platform includes ultra-low loss fiber and connectors, ultra-dense connectivity, modular scalability and the automated intelligence to keep infrastructures agile, flexible and efficient.

It's a long-term strategy that can take the datacenter from where they are today to where they need to go tomorrow, no matter the migration path you choose.

Datacenter Growth drivers

Exploding demand for bandwidth is pushing datacenters in India to rethink their network infrastructure as they look to increase port count and fiber density, increase lane capacities, reduce latency and prepare to migrate to higher speeds.

The answer isn't just higher-speed fiber, more adaptable connectors or better patching and splicing solutions. It's all of them—engineered in concert and working together to deliver speed, simplicity and savings. An enterprise infrastructure must be able to support all of them.

To do that, the datacenter must be -

- **Agile and flexible:** Integrate easily into your existing network environment while

seamlessly adapting to new applications and unforeseen future changes

- **High density and minimum redesign:** Keep the growing fiber network manageable without compromising the signal performance required to support higher lane speeds
- **Cloud friendly and scalable:** Support capacity planning and deployment as well as strategies to reduce cost and complexity in the network

And this is what CommScope's HSM platform is offering—to help our customers to future proof their datacenter investments.



J N Mylaraiah

Director- Enterprise Sales
India & SAARC, CommScope



now meets next

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communications technology
with game-changing ideas and
groundbreaking discoveries

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Atul H Mehta
Chairman & Managing Director,
Compuage

Compuage looks at catering to the dynamic requirements of its consumers

Compuage with its deep understanding of Global and Local requirements, provides not just Sales & Marketing, but Technical & Pre - Sales Support, Financing, Inventory Management, Business Intelligence Tools, Supply Chain Expertise, Managed Services and more to its vendors as well as 10000+ VARs and System Integrators. Also Compuage caters to dynamic requirements of all Consumers, SOHO, SMB, Mid-size, Large Enterprise and Government organizations through VARs, System Integrators across various industry verticals.

The advent of Marketing technology in the form of websites, landing pages, PPC Campaigns, apps and now with robotics and AI coming into picture, we understand the importance of technology and are working towards the same in this fast paced environment. While we are putting our tech efforts in place, we also believe that these things still cannot replace human connect especially in the channel (our target audience) and so we are leaving no stone unturned in training and developing our employees and growing our 800+ employee network presence in 800 cities and towns in India and SAARC Nations.

Brand Positioning vs. Marketing Tactics

Distributors are often known as the ones not putting in much effort for building brands as their on, but we at Compuage believe that we are the brand behind the 32 brands which we distribute. To establish the same we make sure there is enough brand recall. We have our marketing strategies in place ranging from Email campaigns, Telecalling, Channel Schemes, Channel Partner Meets and more. Compuage had organized a Thailand trip for 1200 partners which was one of a kind and the largest partner meet the industry has witnessed so far. All this is possible basis our clear brand strategy.

Good data for a Good Brand Strategy

We at Compuage believe raw data is of limited value until it has been integrated with other data and transformed into information that can guide decision making. We are constantly working on consolidating our data and improvising our strategies regarding our sales support, partner retention and guiding us on our decision making.

Digital Transformation with Cloud

2018 will witness exponential growth in cloud services. The growth of infrastructure and platform as a service (IaaS and PaaS, respectively) has expanded the number of cloud solutions available in the public and private sectors. In 2018, we expect to see many more organizations take advantage of the simplicity and high-performance the cloud guarantees. We expect data storage to grow exponentially in the coming year.

R&D driving Growth

R&D has proven to be a valuable tool for the growth of our business, based on the collected data for better marketing of products. It has helped us to put our efforts in the right direction, which is providing an edge over the competitors. Moving forward this year we will have greater emphasis on our R&D to take necessary actions to stay ahead.

Route to Market Strategy

With Compuage being at the forefront of distribution of technology products and services, we have to take lead in adopting latest technologies and solutions. Compuage has an IT spend budget of about almost 7%-8% of the Company's profit.

Compuage's Business Verticals





Aditya Khemka
MD
CP Plus



CP PLUS: Revolutionizing the Security & Surveillance Market in India

Good data for a Good Brand Strategy

The only way that organizations can be empowered is through education and knowledge sharing. CP PLUS has successfully created a knowledge creation and sharing system where its employees, partners and system integrators can educate themselves about the brand's initiatives and latest technologies so that the end customer is able to make an informed choice and is satisfied.



Brand Positioning vs. Marketing Tactics

CP PLUS has secured the No.1 position in the security & surveillance market in India for 3 consecutive years. The company is also the youngest and the fastest to enter the global Top 4 and Asia Top 2 security & surveillance brands. CP PLUS has been the pioneer in revolutionising the way security & surveillance is perceived; demystifying the otherwise complex subject through knowledge & training and making security affordable and accessible to all. Our brand strategy and the associated campaigns also revolve around the fact that security is a fundamental need and that it should be accessible to all. We offer an entire range of products suited for professional as well as residential applications.

CP PLUS has always believed that marketing, when done right, can be one of the most effective tools to reach out to a target audience. Having leveraged marketing in combination with other educative and outreach mediums, we at CP PLUS have been able to simplify the complex subject that video surveillance is and thereby carve out a distinct brand personality. Also, contrary to the common notion, a hefty budget is not necessarily the way to successful outreach, rather the choice and balance of channels backed by a robust customer service & support.

R&D driving Growth

Not very long ago, facial recognition and analytics ruled the roost as revolutionary capabilities that would change the way surveillance is performed. Features such as trip wire, missing object, abandoned object; face recognition; etc. gave way to smart security.



With OEMs now dabbling with digitization and big data, future technologies will see an increased use of artificial intelligence and machine learning.

This thus brings us to the point that the security industry is indeed constantly evolving, and R&D is imperative to developing better products & services. Dedicated to bringing the best to its customers, CP PLUS has always invested in R&D and has also recently set up its own state-of-the-art manufacturing plant in Tirupati, Andhra Pradesh, which will house both manufacturing and R&D facilities.



Route to Market Strategy

As India's No.1 security & surveillance brand, we plan to continue working on delivering the best experience through better products and services, and explore new markets in the times to come. To address the growing needs of the diverse Indian market, and subsequent to the PM's initiative of Make in India, CP PLUS has set up its own state-of-the-art production facility in Tirupati, Andhra Pradesh to manufacture a wide range of security products indigenously.



Vivian Gomes
VP Marketing
CSS Corp



CSS Corp positions itself as a customer obsessed organization

Good data for a Good Brand Strategy

Since AI and analytics are the core of what we do at CSS Corp, we are naturally data-driven in terms of our own branding. As a marketing outfit, we lead the way in the organization by leveraging data in our decision making and also by promoting this message to all functions through various tools, internal communications and workshops. We use the same methods internally as we do with clients - supporting IT, customer support, and digital departments with information and insights that directly shape the brand strategies they choose and how they pursue them.

R&D driving Growth

We are betting big on innovation. We have built a community of passionate, diversified and vibrant individuals who are obsessive about customer success and cause positive disruptions at our customer engagements. CSS Corp's Innovations Labs act as an entry point for employees to access the digital technologies. It is a 70-member team with expertise in various technologies like TensorFlow, BigData, BigTable, Hadoop. Across the teams, you will find UX designers, cloud & automation specialists, extreme programmers, big data engineers, AI & NLP experts, data scientists as well as professionals from diverse fields like linguists, behavioral researchers, and domain specialists.



Brand Positioning vs. Marketing Tactics

Our brand positioning is unique. We are small enough to listen to our customers but big enough to reliably deliver. We have the benefit of thinking like a start-up, being adaptable and nimble, and take pride on our proven track record and ability to invest in emerging technologies. The leadership team we have been building over the last couple of years, is very focused in nurturing the culture of learning and openness.

We know our strengths and limitations and play according to those which gives stability to the workplace and workforce. That is what sets us apart from our peers in the environment and helps us build a robust brand strategy. Our branding and marketing strategy is not a tactic, it's a culture spread across our organization.

Our marketing is certainly a reflection of how we do business. The marketing function is tightly aligned to the culture of the organization. We are an extremely nimble company in every way and our culture is very collaborative. We work very closely with our SMEs, delivery teams, and leaders throughout to keep the campaigns and the content in line with the organization's strategies and results. We are also a customer obsessed organization.



Route to Market Strategy

We have a focused marketing approach driven by intelligence, data and research. Our strategies are built on four value pillars -

- Providing superlative customer experience
- Enhancing customer revenue streams
- Creating specialization of offerings and being best-in-class in what we offer
- Leveraging the best technology to create unparalleled operational efficiency

With these in mind, we are building a strong organizational culture that is aligned towards these values. And we are beginning to see strong results which will hold us in good stead for the future. Our solutions are resonating well in the market especially in industries like technology, media, telecom, consumer goods, healthcare and insurance.

CtrlS has become a brand to reckon with in the datacenter space

Sridhar Pinnapureddy
Founder and CEO
CtrlS Datacenters Ltd



Route to Market Strategy

Our sole objective is to gain the mindshare of our target customers – basically CIOs. This we achieve through meaningful conversations and engagements through both offline and online platforms. The conversations are aimed at understanding their business challenges, helping them address their most critical pain areas through right solutions for the right challenge. This truly helps them embrace the right technology to align with their business objectives.

Our path to success is enabling our customers and ensuring their business problems are overcome in the most optimal way.

Brand Positioning

CtrlS is India's first and Asia's largest Tier-4 datacenter and managed service player. We provided the industry best uptime SLA of 99.995% ensuring that all mission critical applications such as banking, stocks, insurance, enterprise resource planning, healthcare, ecommerce etc. are made available round the clock with zero downtime. Our single most objective is to ensure the business and related applications of our customers run seamlessly without any interruption whatsoever, which is why 15 of the Fortune 100 Global Multinationals and 25 of the ET 100 Companies in India bank on CtrlS to enable their mission critical applications.

Marketing surely helps connect the dots whether it is a Fortune 500 multinational, a small and medium enterprise (SME) or a Start-up by showcasing the right technologies for the right audience, segmenting and positioning the products/services to help resolve their pain areas such as cost, efficiency, productivity, availability etc.

The 3E's are key to successful marketing in the digital world - Educate (Creating awareness), Engage (Trials) and Encourage (To Buy).

Good data for a Good Brand Strategy

CtrlS is focused on enhancing protection of data, the most valuable assets of the knowledge economy. This is core of our strategy. All our efforts surround this very aspect. Our innovations,

processes, people, technology are aligned to ensure the customer data is protected and available through relentless efforts deployed by us.

Data should be translated to actionable insights. At CtrlS all data are collected across various touchpoints, like surveys, interviews and other sources to gain a deep understanding on the brand perception (credibility, perceived quality, intent to purchase, differentiation etc). The brand performance is measured through parameters such as retention percentage, share of wallet, customer life time value, NPS, references etc.

Lastly, we obtain insights in terms of financial performance of the brand through analysis of market share, brand valuation among others. This helps us analyse the performance of the brand and evolve an appropriate brand strategy.

Cloud – the new Reality

Customer behaviour has been changing with times. CIOs expect cloud computing to provide them an environment of speed of deployment, scalability on demand, all infrastructure and related tools on a pay as you use model. CtrlS has innovated the World's 1st Tier-4 public cloud and the World's 1st Tier-4 banking community cloud to provide scalable, secure and compliant services. Our ERP community cloud serves over 300 customers while our banking community cloud has enabled over 16 banks.

We therefore expect more and more enterprises will be embracing cloud technologies to ensure they focus on their core business and leave technology management to us.

R&D driving Growth

We have had 200 innovations in the last ten years. Our R&D teams have worked on many initiatives and as a result have introduced one of the world's first disaster recovery as a service (DRaaS) close to a decade ago – this has become a benchmark in the industry. Besides, we offer the lowest PUE in the datacenter industry and highest uptime SLA of 99.995%. Again this can be attributed to significant innovations in energy efficiency (we have had 80 innovation here).

Our R&D teams have designed the World's 1st Tier-4 public cloud (Brand Name: Cloud4C) and World's 1st Tier-4 Banking Community Cloud (Bank-in-a-Box) besides the ERP Community cloud. We stay committed to major investments in R&D to make life easy for our customers (namely CIOs and CISOs) to ensure their peace of mind so that they can work on strategies to align IT with business.

Tier 4 Data Centre facilities built on one million square feet space

Bangalore
Datacenter



Hyderabad
Datacenter



Mumbai
Datacenter



Noida
Datacenter



Tier-4 Facilities

1 million sq. ft. | 10000+ racks | Uptime SLA of 99.995% | Lowest PUE: 1.42
LEED certified Datacenters* | Carrier Neutral | Low TCO



Robbin Shen

Managing Director
Dahua Technology India Pvt. Ltd.



Innovation is the backbone of Dahua's cutting-edge surveillance products

Digitization impact on businesses

As everything will be integrated in a networked world in the coming years, digitization has spawned a variety of opportunities for the security industry. Automation, robotics, machine vision, deep learning, augmented reality and artificial intelligence will play an important role. Government's major initiatives such as 'Smart Cities', 'Safe City', 'City Surveillance', and 'Digital India' will warrant ample of security solutions. We will be introducing our new products and solutions for these projects and some more areas like hospitality, traffic control, education and retail.

This also brings us to the fact that a number of business activities will be taking the cloud route. They include Software as a Service (SaaS), Infrastructure as a Service (IaaS) and Platform as a Service (PaaS). Both public and private sectors will take advantages of the simplicity and high performance that the cloud guarantees. We will witness an increased storage capacity in cloud. Also, cloud will push the growth of Internet of Everything (IoE) in 2018.

Internet of -Small and Big- Things (IoT) and Cloud are going to play a vital role for business and daily life. As connected devices find more space in day-to-day lives, cloud usage will continue to grow. Also, adoption of hybrid cloud solutions will be on a rise as it enhances cloud's impact on organizations for unified access mechanism to control all data. Organizations will prefer a multi-cloud approach, with majority of enterprises migrating to the cloud at scale employing a multi-cloud strategy. More specifically, they will split their production workloads across more than one public cloud.

China and India will lead in cloud adoption in Asia Pacific. Furthermore, Artificial Intelligence will put a new spin on cloud.

R&D Driving Growth

Research and Development have been our backbone and forte. Dahua has been investing fairly consistently in R&D to come out with regular innovations and cutting edge- technologies. We will continue to do so in the coming years also.

Brand Positioning vs. Marketing Tactics

Our brand position is not similar to other brands in the marketplace as we are unique. We don't follow others but lead others. Our strategy is always customer-centric, driving home the message of our superior product quality, innovation strength and brand values.

Our marketing reflects our ethics, integrity, professionalism, our holistic approach and our customer friendliness. The role of marketing for us is to attract the attention, generate and grow revenue from our targeted customers. Consolidation of existing markets and expansion to new markets, dovetailing marketing activities with big events, communicating the brand values, regular interaction with customers, anticipating the market needs, initiating many customer related programs and activities, allocating proper budget to the various requirements, monitoring market trends and tapping the right media are some of the major prerequisites of marketing for us.

Good Data for a Good Brand Strategy

We have a very strict data maintenance policy which involves standardization of the information, categorization and cataloging, storage and backup system and easy retrieval whenever we need. Good data should be accurate, readably simple, informative and insightful.

The primary goal of good data is that it should be useful and easy in diagnosing problems so that solutions could be found in a short time. We have experienced data management professionals handling and managing our data in an efficient manner.





हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड

Touching Lives... Every Day... In Every Way...

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Archana Sinha
Geo Marketing Leader, India,
Dassault Systèmes

Dassault Systèmes aligns its growth and future with that of its customers

Last year, through our marketing outreach campaign - 3DEXPERIENCE on Wheels, we reached out to over 140 companies in over 90 days, showcasing futuristic technologies to numerous SMEs across 13 cities in 16 industrial hubs in Tamil Nadu, Karnataka and Maharashtra. Lastly, we also have an incubation program for our professional channel network for start-ups. We have a strong desire to help companies with solutions to build innovative products for the future. With our Center of Excellence in Karnataka and Andhra Pradesh, our vision is to support the State Government's initiative to build the workforce of the future by skilling them to be ready for the jobs offered by the industries.

Good data for a Good Brand Strategy

We at Dassault Systèmes provide businesses and people with virtual universes to imagine sustainable innovations. As the 3DEXPERIENCE company, we have designed our business experience platform – the 3DEXPERIENCE platform – to help our clients imagine, design, simulate and deliver these powerful experiences. Dassault Systèmes' collaborative solutions foster social innovation and expand possibilities for the virtual world to improve the real world.

Brand Positioning vs. Marketing Tactics

Dassault Systèmes uses its 3D software applications to transform the way products are designed, produced and supported, enabling businesses to craft delightful customer experiences. Our 3DEXPERIENCE platform offers unique collaborative applications embedded within the platform such as 3D design, engineering, modelling, simulation, data management and process management on the cloud and on premise; social communication, community building and ideation applications for collaborative innovation; 3D visualization, analytics and dashboarding for knowledge sharing and data-driven decision-making for communities. While other brands who are present in the segment might offer only specialized solutions for one segment, our endeavour is to empower our customers with digitalization by making our 3D offerings more accessible. Our strategy is based on the 3DEXPERIENCE platform and through it we connect the customer and their experiences by offering a holistic end-to-end solution on the platform.

Our marketing efforts are directly connected with the business. One of our core objective is to support the target verticals. They are aligned with the growth and the future of Dassault Systèmes in the country. We have more than forty-five VARs through our Professional Channel and Value Solution Channel to strengthen our offerings across the country.

We address twelve different industries such as Transportation and Mobility, Aerospace and Defence, Industrial Engineering and several others with our portfolio of brands for product design, simulation manufacturing, collaboration and analytics available on the 3DEXPERIENCE platform. Data and market opportunity in each of these verticals are critical for us and therefore we work closely with industry bodies and associations for these sectors.

R&D driving Growth

In 2016, we acquired 3DPLM Software with a talented team of more than 2,000 employees in India, working on research and development. They are fully part of Dassault Systèmes' global R&D and they contribute to our strategic 3DEXPERIENCE platform journey.



Route to Market Strategy

Enterprises are investing in huge capacities to accelerate development and commercialization of disruptive technologies across all verticals. The reason for this shift is that the young generation on the shop floor to design engineers to C-suites are also looking for new technologies to be ready for the future. They are looking at new virtual technologies like the use of Virtual Reality on the manufacturing shop floor that provides a virtual aspect of product design, simulation without investing and testing physical prototypes. This is where 3DEXPERIENCE platform and its integration with existing IT infrastructure with add on connectivity tools are helping our portfolio.



Dell uses insightful data and targeted messaging to deliver technologies



Ritu Gupta
Director
Marketing – Consumer & Small Business
Dell India

Marketing plans & strategy

Marketing is an integral part of any business as it provides direct access to target audience. Marketing by its very nature is dynamic. The role of marketing has moved beyond numbers and market shares to a more inclusive function that encompasses the skills of a strong business sense, critical thinking to point out data patterns and business insights and financial awareness to recommend investments that are made by a brand in any form of consumer engagement. To thrive in today's tightly knit business fabric, marketers need to keep abreast of the evolving trends in terms of consumer mind set, technological innovation and the transformation taking place in the industry. At Dell, the marketing unit builds on this knowledge and ensures a fine balance between the dynamic market and the consistency in the brand's promise to its consumers.



A Unique Brand Positioning

Dell believes in harnessing technology to the betterment of human lives. And that overall objective has won the trust of Indian consumers, as shared by The Trust Brand Advisory 2018. With this vision, we have evolved from being just a technology company to a conglomerate that offers end to end customer service – from edge to cloud. Though diverse in nature, what brings us all together is the underlying principle of placing our customers first and catering to their needs. At the crux of all the innovations and product designs that happen at Dell are our customers and their needs.

Dell's unified objective is not just customer acquisition but to build a seamless technology experience which enables our customers to achieve their goals. For us it is more about our consumer's looking to us each time there is a technology requirement. The faith our customers have shown in us powers the delivery of superior solutions and best-in-class services, followed by sustained visibility and active engagement. Active listening and engagement with consumers is a key ingredient to our brand strategy. These engagements fuel the objective

of delivering great user experiences and building enduring associations with customers, who in turn have reciprocated the same. They see us not as just as technology providers, but as trusted companions who enhance their productivity through technology.

Using Data for a Good Brand Strategy

A business is regarded successful when it delivers a compelling value proposition to its customers. A comprehensive brand strategy enables customers to wholly understand this proposition and in turn our brand. An articulately devised strategy not only builds the customer's trust, but also forges strong customer links with the brand. Such a strategy can only be devised through a combination of well analysed data that gives meaningful business pattern such as consumer behaviour and communications strategy that will deliver the message as devised.

At Dell, we build on this resourceful combination of insightful data and targeted messaging to deliver technology that can transform customers' lives.

Impact of Digitization on Businesses

To Dell, the first and foremost consumer is an individual who is looking to use technology to either create content or skill themselves. That is a true Digital Indian. Our efforts to raise awareness on adoption of PCs through our PC for education initiative - Aarambh, is a great learning for us and also the industry. Our products are well aligned to the needs of anyone who is a first time buyer or most evolved when it comes to being tech savvy.





Srihari Palangala

Director and Head of Marketing
Dell EMC India

Dell EMC helping its customers embark on their digital transformation journey

Good data for a Good Brand Strategy

The potential of data is unprecedented; by the end of the next decade, our processors will be 1,000X faster, our storage will be 1,000X denser, and there will be 1,000X more available network bandwidth.

For us, data is at the heart of all innovation and digital transformation efforts. We are leveraging data-driven transformations by providing proactive support to our customers in this area and also rely on this internally for enhancing our operations. Specifically for marketing, we constantly keep an eye on our marketable database which reflects contact-ability, frequency, propensity, engagement history, omni-channel experiences etc. It is an ongoing journey to maintain the data and derive the insights from it so that personalized messages can be delivered to customers.

R&D driving Growth

As a company, we are very committed to leading on the innovation front. Throughout the year, we are going to be investing \$4.5 bn into R&D (one of the highest in the industry) to help create products/solutions that will help our customers navigate through their digital transformation journey at a faster pace.



The India R&D team stands tall, contributing 60 percent to overall server systems management software with the grounds up engineering of the 14th Generation servers touching three key tenets of scalability, intelligent automation, and integrated security.



Brand Positioning vs. Marketing Tactics

A great brand strategy revolves around clearly articulating core competencies and aligning it with the brand's aspiration. One of the most crucial objectives for our products is their visibility on both platforms - digital and offline, while maintaining a healthy mix basis the product and solutions. Hence, we carefully consider this to be followed across the spectrum of the top tier and geo-expansion in various cities and towns, especially as digitization touches every corner of the country.

The most important factor is aligning branding with the unique value propositions and restoring stakeholders' trust at every level. We pride ourselves on offering the 'Best of Breed' products and solutions and always make technology conversations REAL by actively bringing customer references and cases forward to strengthen our position. We make sure we deliver to what we promise of being a Transformation Partner. Our message is that under one umbrella (Dell Technologies) we have a unique family of businesses to provide the essential infrastructure for organizations, build their digital future, transform IT and protect their most important asset, information.



Route to Market Strategy

From Artificial Intelligence to Augmented and Virtual Reality to Cloud Computing, the process of Digital Transformation has successfully made its way into enterprises across industries.

We at Dell EMC have invested a lot into an advanced technology centre, creating an ecosystem of labs and individual technology products built into architectures and transformational business solutions. We believe that cutting-edge business solutions will be an essential provider of an infrastructure of the digital future, supplying the channel and its customers with the technology they need to make advancements in every corner of the business world and society at large.

The Dell EMC partner program is also aligned with this vision. Our unified partner program is competitive, unique and is based on three tenets - Simple, Predictable and Profitable. For reducing the go-to-market time for our customers, we have specialized resources who can help configure faster.



Mandar Joshi
Head Channel Business,
Digisol Systems

Digisol wants to be recognized as the leading networking and wireless product brand

Providing best quality products is important, though imprinting the image of a brand on the minds of the customer is even more important, when viewed from a long term perspective. To promote the brand we are putting a lot of efforts in educating the channel community partners, distributors, SIs, etc because it is the channel partners who interact with the end customers. So partners play a big role in building the brand. In the coming year, our main objective will be to make the brand get established in the customers' mind firmly, so that they will be able to recognize the DIGISOL brand in association with networking and wireless products in particular.

Good data for a Good Brand Strategy

Good and precise data is really very critical for any good campaign. We do have access to leading market reports, as we have subscribed couple of industry reports which helps us to strategize our marketing and business strategy.



Brand Positioning vs. Marketing Tactics

Marketing plays a big role for the success of any enterprise in its attempt to reach out to its target customers, may it be consumers, small, medium or large enterprise. For us at DIGISOL, marketing has been a major job in promoting the DIGISOL brand in the large and medium enterprise space, especially after the introduction of the structured cabling product business. We have large range of both active and passive networking products catering to large and medium enterprise.

R&D driving Growth

R&D for DIGISOL is totally indispensable because we cater to IT, which is among the fastest changing industries in the world. So R&D is not only strategic or a means of moving up the value chain for DIGISOL but in-fact the very means of survival in today's intense competition in the field of networking.



Route to Market Strategy

This year we will undertake events across India for our channel community, where we will be having one-on-one interactions with our channel partners. Our main focus is positioning DIGISOL as a major brand in the mid-market segment. Once the partners are comfortable with our product range, quality, specs etc., we want to focus on brand awareness among the end customers. We want to position our brand as a value-for-money 'Made in India brand.'

We are one of the few companies who want to spearhead our government's 'Make in India' initiative. We have been in the manufacturing sector for the last 25 years and have always contributed positively to the Indian economy by locally manufacturing networking products.





D-Link is committed to enabling its customers with customized solutions



Tushar Sighat
Managing Director & CEO,
D-Link (India)

Good data for a Good Brand Strategy

Data is crucial to business strategy. Marketing objectives can be attained and measured with data driven marketing approach. With digital medium it is now easier for brands to reach out to its target demographic, and this in turn allows brand to offer customized customer experience, promote better engagement with TG, understand customer behaviour etc. D-Link has been actively working towards understanding the evolving market needs and enabling customers with customized solutions.

R&D driving Growth

With a vision to further secure and expand its network solution offerings, D-Link India acquired its long-term solution partner, Team F1 Networks in June 2014 as a wholly owned, but independently operated subsidiary. With this D-Link has integrated Team F1 expertise in developing software for our hardware.

With Innovation as the core mantra, our R&D team globally ensures that all our products are based on global standards and are user-friendly so that everyone can realize the benefits of technology. At D-Link it is our goal to nurture a truly customer-focused culture by providing service with a personal touch, regardless of whether the customer is an individual or a large corporation.

As an enabler of connectivity solution, D-Link is working with partner/system integrators at various level with both active and passive networking solutions on the Smart city project. Our Smart city vision encompasses a robust, seamless, scalable and future proof networking solution that is essential for a sustainable smart city ecosystem.

Brand Positioning vs. Marketing Tactics

D-Link helps both businesses and customers Connect to More. Our enterprise solution enables organizations to connect to their customers, while our consumer range lets people to connect to their friends, family and a plethora of experiences. D-Link continues to lead the networking industry with innovative products that provide high-performance and cost-effective products to deliver better connectivity, security, efficiency, and cost saving solutions for both home and offices. It is our endeavour to deliver the latest in networking innovation with best of service support, so that our customers can truly experience technology at its best.

Our unique positioning and brand reliability has helped D-Link retain the No. 1 spot in wireless domain. It is the spirit of 'Innovation' that has led to introduction of products that provide high-performance and cost-effective solutions to deliver better connectivity, security, efficiency, and cost savings for both home and office

We at D-Link realize the importance of a sound and effective customer engagement strategy. With our marketing campaigns we seek to extend our Innovative networking solution to the masses as well as business enterprises, and help differentiate the brand positioning basis the product and service offerings.

Route to Market Strategy

Since last couple of years, our focus has been on nurturing organic growth. We continue to lead the market with our Wireless & Switching solution, along with our end-to-end network offering. Recently we ventured into the CCTV segment and thereby expanded our existing surveillance product portfolio. Moving forward, D-Link with its extensive range of end-to-end CCTV solution is set to address the growing demand from Residential, SOHO, SME, Banking, Hospitality and other commercial establishments with its comprehensive solution based methodology.

Innovation is the core DNA of our existence, and D-Link persistently helps businesses and consumers connect to more. D-Link in recent times has introduced a host of innovative network solution, starting with 4G LTE (4th Generation Long Term Evolution), unlocked Dongles and Routers. D-Link has also announced the compatibility of our mydlink Wi-Fi smart plug with Google assistance, so that consumers can now control their mydlink Wi-Fi Smart Plugs from anywhere by saying "Ok Google" and asking the Google Assistant to turn the plugs on and off and opening up a world of possibilities for homeowners to manage their appliances.

In 2018 D-Link is committed to expanding its innovative solution offerings with products like whole home Wi-Fi systems, affordable home surveillance solution, enterprise cloud solution and much more.



D-LINK'S HIGH-PERFORMANCE AND EASY TO MANAGE END-TO-END NETWORKING SOLUTIONS

Offers latest technology for more durability and flexibility at affordable cost

Switching



Wireless



Structured Cabling



Network Storage & Security



Network Enclosure



11AC | FASTER WI-FI | FARTHER



CCTV & IP Camera



We at D-Link provide:

- End-to-End Networking Solution
- Feature rich in functionality, security & performance
- Low cost of ownership
- Local support staff
- Backed by D-Link world class support infrastructure



ECS focuses on customer's demands while designing its products

Rajshekhar Bhatt
Country Manager
Elitegroup Computer Systems

Route to Market

We design our products keeping end-customers in mind and we believe that our products have the features, specifications and certifications that are demanded by every vertical. We have all the key computing products desired by different verticals and organizations from mission-critical applications to daily basis computing and entertainment demands.

Brand Positioning vs Marketing Tactics

At ECS, we differentiate our products with better cost to performance indices. ECS is our parent brand. And in recent times with our focus on mini PC, which is further branded as LIVA, we have undertaken many activities to enhance our brand presence. We design products keeping customers in mind and offer them solutions based on their pain points and accordingly design our go-to-market and marketing strategies for our products, model and brand.

We believe marketing is the first impression which one needs to make to the outside world and that decides the end-clients. Right from product design to after-sales support, we believe in transparency which helps us to get the desired respect from all the partners, starting from the value chain to the clients.

of excess data and get de-focused from the real useful data. We want that data which we can put it to good use for growing our business.

Digital Transformation – An Opportunity

Digital transformation is a well-known concept in today's business environment. It holds many new opportunities to grow, both for enterprises and startups. It also helps to establish new branches of business and this is resulting in companies to embrace innovation, ensure effective customer engagement, bring in fresh ways of thinking, and empower a company to make well-informed decisions as a collective whole.

Also, the growing connectivity of people, machines, and businesses has changed market demands. In order to keep up and stay competitive, businesses must adjust to these demands by digitizing their processes and business models.

Taking a cue from the recent developments, ECS has over the years tried to come out with products which help India to progress in the right direction, be it supporting Digital India, Green Technology revolution, to name a few. With its superior design and products, it helps organizations save on infrastructure and energy consumption costs, and help India eventually grow.



Good Data for a Good Brand Strategy

Data is very critical in today's time. One needs to be clear and clever while using the data effectively. At ECS, we do not want a situation

R&D driving Growth

At ECS, we keep customers in centre stage and accordingly make our business plans for any new product or technology breakthrough. We have been able to achieve that with the help of our dedicated R&D Engineering team based at our Global Taiwan Headquarters.





Your Pocket-sized Mini PC



Tiny In Size, Big In Performance



Online Anywhere With
LAN/WiFi Options



System On/Off via TV/
Monitor Remote



World's Smallest 4K Pocket PC



Hassle-free Setup



Your Ideal Desktop/Media
Station Replacement

CPU
Intel® Apollo Lake SOC
Memory
LPDDR4 2GB / 4GB
Storage
eMMC 32GB / 64GB
Micro SD slot x1
(Max 128GB)
LAN
1 X Gigabit LAN

Wireless Network
802.11 ac + BT 4.1
USB
1 x USB 3.1 Gen1 Port
1 x USB 2.0 Port
Display Output
1 X HDMI Output
OS Support
Windows 10

Power Supply
Input: AC 100-240V
Output: DC 12V, 2A
VESA Mount
75mm & 100mm
Dimension
70*70*31.4mm
Weight
260g



Compact Size



4K Ready



HDMI



Win 10



RJ45



Wi-Fi
BT 4.1



SD Card



HDMI-CEC
Remote On / Off



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Tushad Talati
Director Brand & Communication,
Epson India

Epson contributes to creating a better world with ground-breaking products

With a strong focus on digital, Epson constantly analyzes data to understand how consumers are responding and use the information to fine tune what we do. We also look at the conventional market research for our offline communication. At Epson, we also use customer data in order to develop new products that solve the problem consumers are facing.

R&D driving Growth

Creativity and technological innovations are core to Epson. We at Epson are creating new value with the aspiration of creating a better world and becoming an indispensable company by bringing value to customers in the form of ground breaking products. We have a long history and expertise in printing, visual products, wearables and robotic technologies and have invested in improving these technologies through our R&D efforts.



We created the world's first compact, light weight digital printer, the world's first quartz watch, and the world's first photo-quality inkjet printer, whose successors are a cornerstone of the Epson of today. Each of these products was developed from the ground up by Epson engineers who aspired to bring certain value to the world or create products that would benefit people's lifestyles.

Some of the widely accepted technologies that was born out of our R&D team are **Micro Piezo technology**, which is the backbone of every Epson inkjet printing system; 3LCD Technology that has enabled Epson to maintain its grip on the top spot in the global projector market; our **robotics technology** which is widely used in electronics, automotive, food, and medical industries and are created to perform countless other tasks. For a company like Epson, whose businesses revolve around its core technologies, research and development projects are crucial, but it is also extremely important to strategically use the intellectual property that emerges from the R&D process.



Brand Positioning vs. Marketing Tactics

Epson's positioning is completely distinctive from its competition. Our positioning and our strategy is derived from our various products which are unique and from our business and communication objectives which are also very distinct. We see ourselves as an exciting technology and lifestyle electronics brand with innovative products that help you get more out of life and business. Key customer benefit cues like Profitability, Productivity, Expression, Value (savings), Convenience and Joy are unique to our brand in this space. For each of the product categories we have a distinctive positioning, which ties in with the overarching position for the brand. All our strategies are then aligned to meet the positioning objectives set for the brand.

Good data for a Good Brand Strategy

As Deming once said, "Without data, you are just another person with an opinion".

The role of Data is becoming more and more valuable in today's world and it's not just a useful piece of information anymore. Consumer behavior, market trends, purchase patterns etc. have become very dynamic and it's not possible to take business decisions unless companies are collecting and analyzing data.

Route to Market Strategy

Today Epson is the No. 1 brand in most of the segments it operates in India. We are the leaders in Inkjet printers, projectors, photo printers, Point of Sale printers, dot matrix printers, robots and other segments. We want to continue to build ourselves into a brand that flows seamlessly into our customer's lifestyle through our affordable technological innovations. In 2018, our go to market strategy will be driven by the industry defining products (like our InkTank printers) which will set the benchmark in quality and innovation for others to follow- products that are designed keeping consumer needs in mind and an expansive range of products that will cater to every segment possible. Our brand building efforts will be built around these fantastic products.

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For service - 1860 3000 1600 (9AM - 6PM) (Mon - Sat)

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SMS EPSON
TO 58558

*Conditions apply. *Prices are subject to change without prior notice. *IDC Asia Pacific Quarterly Hardcopy Peripherals Tracker 2017 Q4. Volume and Value Market share of A4 Inkjet Printers and MFPS. *Total Colour Cost Per Print - 18 Paise (CMY) + 7 Paise (K) = 25 Paise. Cost Per Print (CPP) is calculated based on quoted Page Yield for Black (4,500 pages) and Composite (Cyan/Magenta/Yellow - 7,500 Pages) ink bottles, and MRP of Epson genuine ink bottles. Quoted yields are based on the ISO 24711/24712 patterns of mixed text and colour graphics with Epson methodology. Quoted yields are based on the replacement ink bottles purchased. Part of the ink from the included bottles is used for printer startup so yields could be lower than those of replacement ink bottles. Actual yields vary due to reasons including images printed, print settings, temperature and humidity. Yields may be lower when printing infrequently or predominantly with one ink colour. Ink is used for both printing and printhead maintenance. All inks are used for both black and colour printing. Quoted CPP applicable for L130, L310, L380, L385, L485 and L565.



Govind Rammurthy
MD & CEO
eScan



eScan wants to be the preferred security partner for its customers

invests significant resources in order to align its branding strategies to be data-driven. In line with this, every part of the buying experience of channel and/or customer is recorded and tracked, and, co-related with any branding or communication activity being performed. This helps us to create more efficient and productive strategies for any specific region or market segment.

Impact of Digitization on organizational security

IoT, Ransomware, Banking Trojans and Crypto Currency mining malware will dominate 2018. These growing and complex cyber-attacks would warrant much desired proactive security solutions that are designed based on AI and Machine learning that will help in tracking the patterns in real time and mitigate the risks. The rampant growth in digitization has created an uneven security threat due to sudden growth in user bases, and organizations have not been able to ramp up their security solution to secure their networks. This is evident from the recent spate of data leakages from large banks, to ecommerce and food related sites.

Brand Positioning vs. Marketing Tactics

We will continue to invest significant time in staying ahead of the technology changes and trends to provide real-time security solutions for our customers from any kind of cyber threats, be it the emerging threats involving IoT or sophisticated malware attacks, such as ransomware or any other kind of emerging threats. As a part of our Vision 2020, we want to be a brand leader among IT security products and solutions in India, and will realign our channel and product policies to accelerate growth.

Though online marketing is growing, our offline channel market is still the largest, due to the consultative mode of buying behavior for technology products in India. The users normally purchase from a trusted source to ensure timely support and service for their devices. Our channel partners are well versed with our products and solutions, guiding consumers with the right product and thus ensuring higher customer satisfaction.

Good data for a Good Brand Strategy

Every progressing organization, in today's world, needs to work its marketing and branding strategies around data that pertains to buying patterns of customers. Needless to say, eScan also

R&D driving Growth

With over 2 decades of being a pure-play IT security solution provider, eScan is well poised among its global peers owing to our strong R&D team. We as the security solution developers, have been continuously building and strengthening our technology that use the latest Artificial Intelligence to IoT based specific solutions that will be ready for the next wave of change in IT adoption. With our prolific R&D processes, eScan is today chosen as the preferred security partner by enterprises for our agility to provide customizable security solutions for small to large enterprises.



Route to Market Strategy

Our marketing strategy is multipronged - to acquire new customers through customer awareness and engagement. Our eScan Channel Program includes dedicated training programs for partner sales and technical teams. Our research team works round the clock to provide solutions for the growing cyber threats, be it a ransomware or APTs.

As our product strategy, we have solutions available across Enterprises to Businesses and SOHO segments. This helps us to address the market across the segment and capture top of the mind recall as well as be one the preferred partner for enterprises with customized solutions and provide real time protection to corporate and enterprises.



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FREE Online Technical Support



Total Protection for Business with World's 1st unique Anti-Ransomware Technology

Enterprise Endpoint Protection & Mobility Management

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eBackup

NEW



**Remote
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Piyush Somani
Founder, CMD & CEO
ESDS Software Solution Pvt. Ltd.

ESDS' R&D Capabilities & Exuberant Support Makes Your Today Future-ready

Unique Brand Positioning

ESDS is uniquely positioned amongst the Cloud Service Providers as the only one with Vertical Auto Scaling, which is essential for Enterprise Applications and Databases. Moreover, our brand position is also defined by the Exuberant Support we provide for the solutions we deliver to our customers and partners. Our pay-per-consume 5-minute billing and the concept of Community Cloud for Banks, SAP HANA, Government customers, Enterprises, Startups is what differentiates us from the rest.

Our distinctive concept of Community Cloud has transformed 280+ Banks, 80+ Government organizations, 60+ Manufacturing companies and 50+ Enterprises in the last couple of years. Our R&D team had first introduced the concept of Vertical Auto-scaling with Artificial Intelligence at the VMM level in 2010. Today, this distinguished technology has received prestigious patents from US and UK. The fact that almost 90% of the Fortune 1000 companies haven't yet moved on Public Cloud for their B2B workloads proves that B2B Enterprises stand in need of Vertical Auto-scaling.

Good People Strategy = Great Brand Strategy

A good brand strategy for ESDS begins with our people. Our vision statement of 'Building Lifetime Customer Relationship' starts from our people. Happy people within the organization create happy customer outside the organization. Though our Future-focused Technologies have driven our growth, all that could not have been possible without our Exuberant people.

Today, our services and support directly or indirectly impacts lives of 300 Million people. We also expect to make a positive effect on more than 1 Billion Indians in the near future with our Technology and Exuberant Support.

Cloud – The Reality Today

Customers, gradually, are realizing the importance of partnering with the right technology vendors in the market. They have moved from 'Why Cloud' to a 'Why Not Cloud' (cloud-first) strategy. However, their apprehension towards adopting the right cloud strategy still continues. A cloud strategy that has worked for a B2C Digital Enterprise doesn't work for a Bank. Similarly, what works for a Startup, which is rooted in Public Cloud, doesn't work for a large B2B Enterprise. ESDS understands the challenges associated with cloud adoption and we help our customers with our Multi-Cloud and Hybrid IT expertise.

ESDS has now launched 'ESDS Blaze', a suite of services with easy options to save both costs and time to market. It will help blaze through the new technology adoption and help companies transform digitally. With AI, HPC, Analytics, Big Data and IOT leading the way forward, these offerings will continue to leverage the multi-cloud and multi-dimensional scaling benefits made easy by ESDS.

R&D – Driving Growth

We are one of the top cloud service providers to focus heavily on R&D with more than 10% of our revenue dedicated to this domain. We are also starting an additional R&D center in Bangalore which will continue to focus on innovations in AI (DL & ML), HPC, Big Data, Analytics, IOT and Multi-Cloud. The team here will closely work with the partner ecosystem and research on creating the world's most unique and advanced innovations. These innovations will focus on solving our customers' current and future problems, enabling them to succeed in their digital transformation journey. ESDS' solutions will enable building future-proof and future-ready digital enterprises. The ESDS way, driven by research and innovation, is to deliver value to customer by staying on top of the rapidly evolving technology landscape.

Route to Market Strategy

At ESDS, we have invested our time and energy in creating unique industry-specific community clouds. These not only can scale multi-dimensionally, but can also quickly adopt to our digital transformation practice to incorporate agility in handling business problems. This has resulted in a huge differentiation for ESDS in the market place and has led to multiple large strategic wins for us this year. Multidimensional IT optimization solutions, loaded with in-house security tools and lowest pay-per-consume billing makes ESDS the most preferred cloud partner.



ESDS DATACENTERS with a wide range of solutions,
your trusted partner in **DIGITAL TRANSFORMATION** journey!



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eMagic

Enterprise & Network Management System

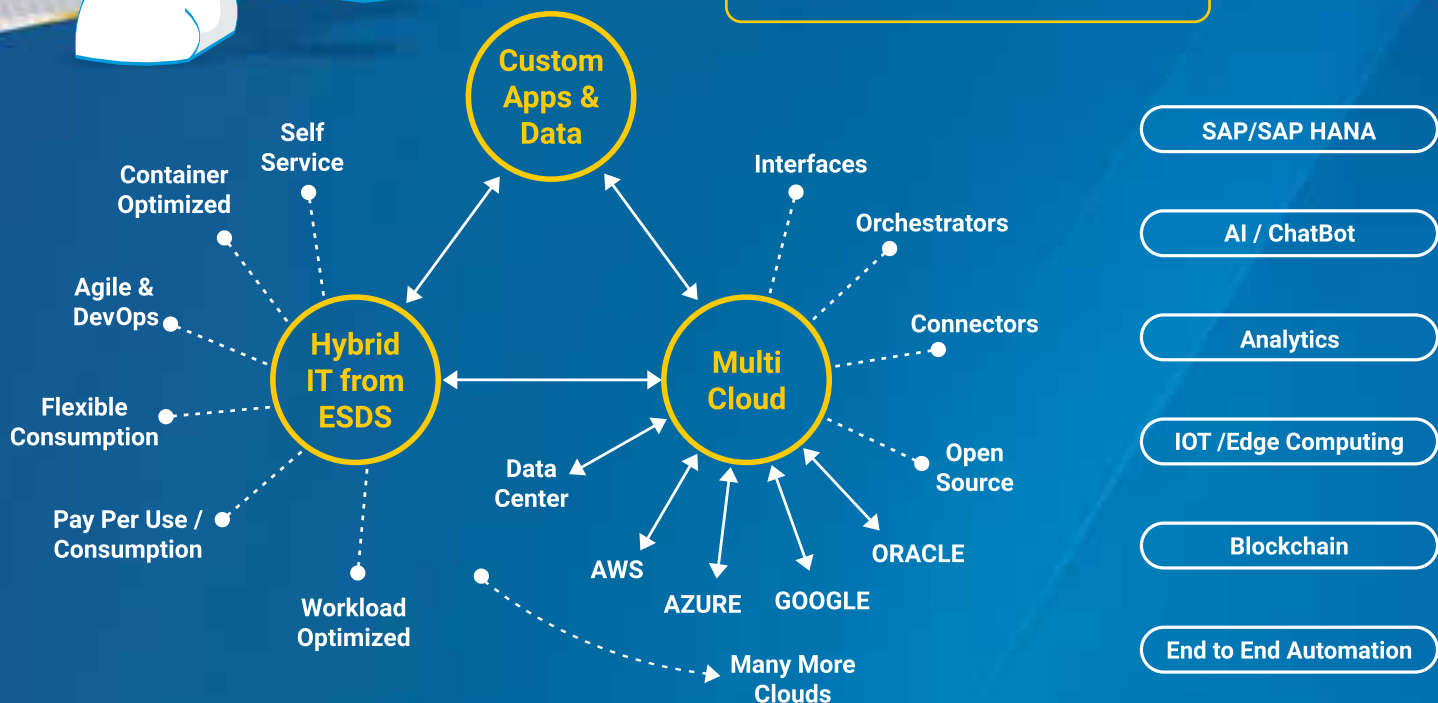
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NOC/SOC

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Colleen Langevin

CMO

Epicor Software Corporation

Epicor is keen to grow its local customer base for a larger brand presence

Good data for a Good Brand Strategy

At Epicor, we believe that it is important not only to have access to large amounts of data but also to use it to understand how the company is performing and what challenges need to be addressed. Whether it is for gaining a deeper understanding into customer behaviour, levels of wastage or spending patterns, with access to the right data at the right time, managers can be in a much better position to quantify what is working and what is not. Being able to effectively process and analyse data is the key to improve decision-making and initiate insightful actions to help drive business growth.

Modern ERP solution should and can deliver the ability to access the information needed whenever and wherever required, 24/7. Whether through web browser, smartphone or tablet, there is no need to wait for IT or finance to create a report; the analysed data should be available on demand, on a self-service basis.

R&D driving Growth

We have technology centers around the globe, including a large facility in India. The center is already successfully enhancing not just product development but also professional services, customer support, IT, marketing and finance— all functions across the company. The India Technology Centre is a key enabler to the company's continued growth that is part of our global strategy.

We are continuously innovating and enhancing our industry-specific solutions, including our key manufacturing product, Epicor ERP.

Brand Positioning vs. Marketing Tactics

We are well positioned in India to be an alternative to major global ERP vendors who are often perceived as inflexible by customers, and to smaller vendors in terms of long-term viability. We offer the best of both the worlds to midmarket companies. While we compete directly with the other leading global ERP vendors, our total cost of ownership is considerably less, thereby providing faster ROI to our customers, as evidenced by the recent total economic impact study conducted by Forrester.

We offer industry-specific solutions for the manufacturing sector. Epicor is focused on developing software that is geared for the midmarket and easy to use. While other larger vendors focus on the very high-end enterprise, we identified the gap in the midmarket, our traditional sweet spot.

The right technology can help organizations respond to customers faster and better market their products. The best way to do this for organisations is to analyze the current state of all systems, from procurement, production, warehousing, logistics, and marketing, to sales and service, and assess these systems for their ability to put the customer at the centre of business operations. Businesses should also assess systems for their ability to provide and act on insights, and work in real-time, while connecting with other areas of the business.



Route to Market Strategy

Supporting our business strategy to drive a culture of customer-centricity, growth and investment is our priority. As part of this, we want to ensure that all of our go-to-market efforts across products, marketing and sales are aligned to create a consistent customer experience and deliver upon our brand promise that enables customers to easily get fit for and act on growth.

In India, we recently announced a distribution partnership with Redington India, to reach out to customers faster with Epicor solutions. The partnership is part of the strategic plan to grow the local customer base.



Shrikant Shitole

Senior Director and Country Head
for India, FireEye

FireEye intends to build an immersive experience for its offerings to customers

Digital Transformation with Cloud

The world of cloud computing is definitely tempting and we have seen some of the largest companies starting major cloud initiatives. Outsourcing infrastructure can bring in quicker movement and cost savings, which will further encourage cloud adoption in majority of businesses.

However, this can also bring additional security risks since many organizations don't have the same visibility into their cloud infrastructure as they do on premise data systems. Attackers will follow data into the cloud, whether it's financial information, medical records or something else.

Since we expect to see an uptick in threats to cloud systems, it is important for Indian organizations to become more alert. They must have situational awareness, must natively protect their cloud environments and ensure that there is some high-grade detection method at the back office.

Brand Positioning vs. Marketing Tactics

FireEye knows more about what threat actors are doing than anyone else. We are often turned to as a source of insight in the industry. Our intelligence analysts, incident responders and malware analysts provide thought leadership. We are focused on simplifying and unifying our offerings by executing clear and simplified branding, packaging and pricing. We also want to focus on building immersive and connected experiences across digital and analogue channels.

Marketing at FireEye is an enabling engine for business. Our marketing strategy focuses on building awareness, driving thought-leadership and creating demand in the market. The goal is to consistently be in the consideration set with our customers and reframe mindset towards FireEye's thought leadership and unique innovation cycle. We also work closely with our partner ecosystem to drive relevant conversations and programs.

Good data for a Good Brand Strategy

At FireEye we are continually transforming data into actionable threat intelligence. We collect data from a network of 16 million sensors around the world, and collect insight on the front lines of today's cyber conflicts. Beyond this, we have over a decade of tagged and labelled cyber threat data that comes from unique sources around the world.

R&D driving Growth

FireEye's identity is based on the fundamental belief that hands on expertise and intelligence, combined with innovative technology, provides the best means to protect our customers from cyber threats. Innovation is at the core of what we do and the driving force for our growth. This innovation cycle cannot exist without our experts embracing the technology we build as their own, and our product teams embracing the world-class expertise provided by our frontline teams.

We have heavily invested in R&D and have a significant R&D presence in India to deliver the future of security. Our R&D presence in India covers a wide range of security domains, from securing network traffic, to securing endpoints including mobile, to data stored in the cloud. We have an organization full of top security experts who are constantly building the future of security.



Route to Market Strategy

We are establishing FireEye as an organization that can provide visibility at all levels and help boards understand the criticality of shifting from compliance to risk. We are positioning FireEye as the preferred choice for cyber security, highlighting our unique value proposition to integrate frontline experiences and threat intelligence.

We have spent over a decade building and refining an "all-source" global cyber threat intelligence capability that includes unparalleled knowledge repository, machine intelligence, campaign intelligence and adversary intelligence. No other security player can provide all these together.



Fitbit - An Emblem of Healthy and Active life

Fitbit- The sum of our life

Whether it's our first effort of walking to work or running to the last mile, between the first ties and finishing lines lays the fitness. Every bit of an effort counts and makes a big impact in people's life as fitness is the sum of our life. This is the core idea on which Fitbit was built on.

We are a passionate team dedicated to health and fitness who are building products that help transform people's lives. While health can be a serious business, we feel it doesn't have to be. We believe you are more likely to reach your goals if you are encouraged to have fun, smile, and feel empowered along the way.

Fitbit helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals. A wearable brand, Fitbit designs products and experiences that track and provide motivation for everyday health and fitness.

Fitbit products are sold in over 45,000 retail stores, in 86 countries around the globe. Powered by one of the largest social fitness networks and databases of health and fitness data, the Fitbit platform delivers personalized experiences, insights and guidance through leading software and interactive tools, including the Fitbit and Fitbit Coach apps, and the Fitbit OS for smart watches. Fitbit Health Solutions develops health and wellness solutions designed to help increase engagement, improve health outcomes, and drive a positive return for employers, health plans and health systems

Fitbit for All

Knowing one size does not fit all in health and fitness, our wide variety of connected health and fitness devices enable tracking fitness at every level – everyday, active and performance. We empower our users to set their own health and fitness goals and give them the

tools to help improve their performance to meet and exceed those goals.

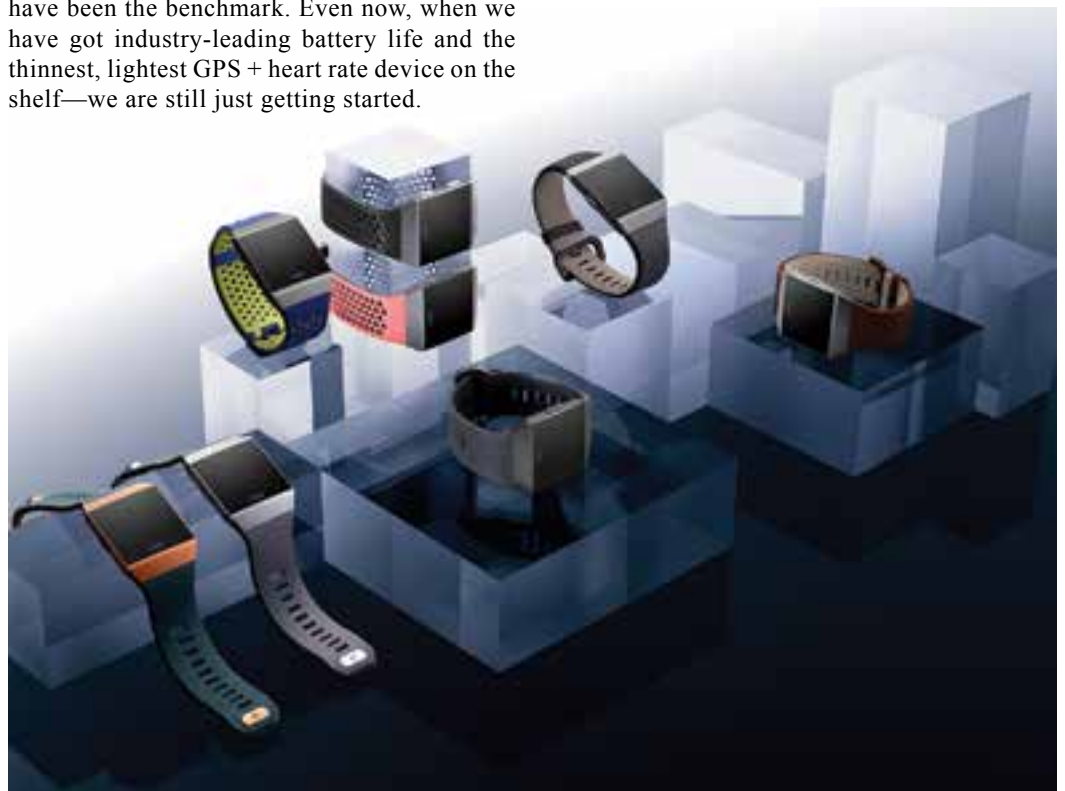
We had recently unveiled Fitbit Versa, a modern, intuitive smartwatch at an approachable price. Fitbit's lightest smartwatch offers a comfortable design and a new dashboard that simplifies how you access your health and fitness data. Advanced health and fitness features like 24/7 heart rate tracking, onscreen workouts, and automatic sleep stages tracking meet smart features like quick replies on Android, wallet-free payments, and on-device music – all with 4+ days battery life.

The Forerunner

We were the first in the category, the first to introduce automatic, wireless syncing, and the first to provide an open API. Our algorithms have been the benchmark. Even now, when we have got industry-leading battery life and the thinnest, lightest GPS + heart rate device on the shelf—we are still just getting started.



Alok Shankar
Country General Manager-INDIA
Fitbit Inc.



The X Factor

Fitbit has created a solution, the Fitbit platform which enables people to be more active, exercise more, sleep better and manage their weight. What sets Fitbit apart is its fun and accessible branding strategy, its large and engaged community, its product design and intuitive software, its broad compatibility across platforms, its broad range of devices and its global distribution reach.



Andy Stevenson

Head of India,
Turkey and Middle East - Fujitsu

Fujitsu directing its focus on delivering focused solutions to Indian customers

Good data for a Good Brand Strategy

Fujitsu recently commissioned an annual brand awareness study to research the extent to which customers are able to recognize our brand. Results are analysed and ensuing actions are integrated into our Brand and Marketing strategy.

As a technology partner to thousands of organizations around the world, we are working with new digital technologies to open up new possibilities. We understand the power of using the right data to better inform our decisions, influence future activities and deliver success. It is part of our DNA that is reflected in our own activities.

Impact of Digitization on businesses

We believe that human centric innovation will be a major trend. The customers as well as the market is changing in terms of adoption of technology. There is indeed a real drive in terms of digitization. The industrial era was all about specialization of skills and individuals to a very narrow sphere. However, we are no longer in the industrial year but we are in a year of hyper connectivity. Co-creation will be at the centre of this new wave – working with partners and customers to design solutions that truly innovate and change people's lives and businesses.

Furthermore, the key to ensuring achievement of a real business value is to make the transition to cloud. The cloud is evolving rapidly and organizations need a partner who can help them take advantage of those advances. There will be a steep rise in adoption of both public and private clouds with large enterprises throwing greater focus on public cloud, and they are looking more and more at multi-cloud strategy. The spending on enterprise cloud will also increase exponentially, and the central IT team's role will shift to governance and brokering of cloud.

R&D driving Growth

Fujitsu is fully committed to research and development. Whether it's a small targeted initiative or a wholesale re-imagining of an operation, Fujitsu ensures that our solutions are geared towards helping enterprises achieve their specific goals. We have been investing around \$2.2bn a year in R&D to make sure we can deliver the tools required.

Brand Positioning vs. Marketing Tactics

Fujitsu's brand strategy is in line with the company's vision of a "Human Centric Intelligent society". Our brand supports this vision and is encapsulated by our unique promise of "shaping tomorrow with you"; we help businesses and society to build better futures and we do this by combining the expertise of our customers & partners with our own to deliver the best possible outcomes. Our positioning is also completely different from other brands. We are the Japanese global ICT company, with a strong commitment to local service; we have the ability to commit to customers in a way that's responsive. Our customer relationship is owned locally, respectful of the local culture. The essence of our brand is integrated into everything we do as an organization - from our marketing communications, our products and services and the customer experience.

Marketing is no longer just another aspect of business but an integral part of it. The success of the organization is dependent on marketing to a great extent. Marketing helps the organization understand what the consumer needs, and create solutions accordingly. While an organization can't create the need for a particular item, via marketing, but it can definitely create awareness and desirability towards owing the product.

Route to Market Strategy

Fujitsu has great solutions in each of the verticals – Automotive, Manufacturing, Defense, BFSI and others. This year we are motivated to get some of the focused solutions to India.





Rajesh Maurya
Regional Vice President,
India & SAARC, Fortinet

Fortinet places a strong emphasis on partnerships to help mitigate risks

In doing business, Fortinet believes there is a need for an ecosystem of partnerships to help mitigate risk. Our Fabric-Ready Partner Program includes more than 40 of the biggest networking, server, operation systems, and internet companies. The organizations work together to ensure different technologies, whether they are security products, networking solutions, or applications, integrate harmoniously to secure the whole infrastructure.

Our marketing strategies reflect this strong emphasis on partnership and collaboration that we apply to business. Fortinet runs on a 100% channel model which means that our partners (including distributors and resellers) are an extension of the company. We are constantly creating marketing and enablement programs specifically designed to drive demand. Fortinet field marketers, for instance, are constantly exploring new partnerships and alliances with other companies with overlapping interests such as cyber security, application and SDWAN security, among others.

R&D driving Growth

The Fortinet Innovation Centre in Bangalore is the company's largest R&D facility outside North America. Fortinet's DDoS Research Labs at Hyderabad R&D Center works very closely with our R&D center HQ at Sunnyvale, CA, USA.

Fortinet is building its next generation platform for FortiDDoS devices, for which the India team worked on doubling the performance and enhancing the feature-set.

Fortinet's FortiGuard Labs Global Security Research and Services constantly analyze the threat landscape and delivers original research, including discovery and responsible disclosure of zero day vulnerabilities as well as rapid signature updates to provide practically instant protection from new and emerging threats.

Brand Positioning vs. Marketing Tactics

Fortinet is a global leader in broad, integrated and automated cyber security solutions. We have 3,40,000 customers globally who trust Fortinet to secure their networks. This strong brand positioning has been built over the years with our innovation in technology, investment in support infrastructures and threat research to provide 24/7 security updates.

To begin with, Fortinet is 100% focused on security and technology is at the heart of our strategy. Fortinet technology has been developed fully in-house from Day 1 and the company has total control over the design of its products, making no compromises on quality, performance and reliability. Our solutions are continuously enhanced with the latest technological innovations to remain at the forefront of the industry in terms of functionality and performance at the best price.

Fortinet has been awarded over 400 patents, with 300 patents pending, and has more product certifications than any other security appliances vendor. Fortinet's commitment to continued innovation is exemplified by the recent evolution of our Security Fabric architecture with the release of FortiOS 6.0, the world's most deployed network security operating system.



Route to Market Strategy

Fortinet's customer base is broad; we have Fortune 500, mid-market companies, and small business clients. Each business has specific needs and requires a different approach to network security.

Our goal is to enable our partners to transform the security of their customers, enabling them to safeguard their evolving network requirements. We provide our partners with the security technology and support they require to deliver the industry-leading protection and value-added services that enable their customers to successfully and confidently deploy their digital transformation strategies.

HOW CAN YOU INCREASE SECURITY WITHOUT ADDING COMPLEXITY?

ORGANIZATIONS TODAY REQUIRE

networks that can support their digital business. Your network may be agile and fast, but with legacy systems, managing your security has become complex and time consuming.

Fortinet is the only company with security solutions for network, endpoint, application, data center, cloud, and access that work together, sharing common functionality and threat intelligence. This collaborative and intelligent security fabric provides you with powerful, integrated end-to-end protection across the entire attack surface.

Fortinet reduces your risk exposure so you can get on with business.



FORTINET SECURITY FABRIC
Adaptive end-to-end network security



Ashish P. Dhakan
MD & CEO
Prama Hikvision India



Hikvision Unveils New Brand Slogan “See Far, Go Further”

Over the years, Hikvision has grown to become a global enterprise. Advanced engineering and a passion for innovation has empowered Hikvision to lead the security industry market with state-of-the-art surveillance products and solutions. Dedicated to the advancement of technology and excellence in manufacturing, we are proud to be the “First Choice for Security Professionals”.

With an extensive product line and highly effective solutions, Hikvision always adds great values to its partners, customers, and end-users. We will continue to equip our customers’ various needs in security and business development through our accumulated expertise in AI and video technology. From our original slogan, “First Choice for Security Professionals”, to our newest one, “See Far, Go Further”, Hikvision maintains its path toward excellence.

Impact of Digitization on Businesses

There is a shift happening in the digital marketing space as new best practices are replacing old ones. With new trends entering the marketplace, companies need to pay attention or they may be forced by the wayside. With the need to become more visible and reach more customers, the digital marketing of tomorrow offers advancements in emerging technologies as consumers demand a more integrated experience.

In this context e-commerce has been yet another big trend that is driving the online market space as a credible platform to introduce new products and solutions.

Digital Transformation also presents the best opportunity to become the enablers of the business, drive innovation, and to be proactive in shaping the future and opening doors to new possibilities.

In the world of cloud computing, Hikvision’s AI Cloud is the latest innovation. It offers a highly efficient distributed computing network incorporating the advantages of both Cloud Computing and Edge Computing.

R&D driving Growth

We at Hikvision have a long term commitment towards R&D and innovation. Today, Hikvision has a large R&D team and state-of-art manufacturing facilities; both allow Hikvision’s customers the benefit of world-class products that are designed with cutting-edge technology. As a further commitment to its customers, Hikvision annually reinvests 7% of its revenue into R&D for continued product innovation and improvement.

Brand Positioning vs. Marketing Tactics

Hikvision’s brand positioning approach to the Indian market is very much customer focused. Everything that we do is customer centric.

We are leading from the front to deliver innovations and value added service to our customers. We are also making big ticket investments in the marketing initiatives and training programmes.

Our marketing strategy is in sync with the business objectives and future roadmap. We have deep insights about the Indian security market and end-user community, which forms the core of all branding, marketing and communications activities. We keep tab on the evolving trends and new developments to stay relevant to the market.

Good data for a Good Brand Strategy

We at Hikvision believe in an integrated brand strategy designed to suit the local market ethos and cultural sensibilities. A credible industry specific database is an integral part of branding and marketing resource. We keep churning the data compiled by our pan India marketing initiatives and end-user engagement programmes.

Route to Market Strategy

Our go-to-market strategy for brand positioning is very much customer focused. Our corporate values, includes dedication to clients’ success, value oriented, integrity and down-to-earth, pursuit of excellence.

Hikvision enables its customers and partners to use its technology more intelligently -- enhancing the logic, accuracy, and effectiveness of their decision-making. We empower our customers with the winning edge, propelling them further along in their path to success.

We believe that seeing better leads to better understanding, and better understanding leads to better decision-making, helping everyone achieve their goals and creating sustainable development far into the future.





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See Far, Go Further



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-  HOTEL SOLUTION
-  CITY SURVEILLANCE
-  BANKING SOLUTION
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Prima Hikvision India Pvt. Ltd.
2nd Floor, Siddhivinayak Arcade, Akurli Cross Road No.1, Near
Kandivalli East Station (Fatak), Kandivalli East, Mumbai 400101, India.
Tel: +91-22-28469900
Web: www.hikvisionindia.com



Sales
+91-22-2846 9944
sales@pramahikvision.com



Technical Support
+91-22-2846 9999, 3322 6060
support@pramahikvision.com



Marcom
+91-22-2846 9953
marcom@pramahikvision.com



RMA Support
+91-22-2846 9977, 3322 6070
rma@pramahikvision.com



Som Satsangi
Managing Director - India,
Hewlett Packard Enterprise



**Hewlett Packard
Enterprise**

HPE committed to delivering solutions that enable growth for its partners and customers

Good data for a Good Brand Strategy

Every organization today is operating in an information-rich, constantly connected world to better understand existing customers, reach out to potential leads and build their brand. However, to fully benefit from the power of data availability, they need to synthesize the information provided, extrapolate insights, and facilitate the flow of information. To synthesize information, organizations need to capture data fast enough, irrespective of its source or form, and complete analysis quickly. They also need, anywhere access to information, and the ability to protect that data.



Brand Positioning vs. Marketing Tactics

Hewlett Packard Enterprise is a three year old brand with 75 years of history and innovation. The company was born in Nov 2015, and we have successfully established our new brand and logo, the green element. In India we have been fortunate to be associated with customers across industry verticals and public sector organization for more than two decades. Our journey has been one of “partnership” with our customers, and the ecosystem of IT channel partners.

As a company we have three core values – partnership first, bias for action and innovators at heart. We stay as close to these values as possible when we work with customers and partners. The pace of change in technology is not easy, and the speed at which change is occurring in every industry is stunning.

We live in a connected world, and marketers need to explore more efficient ways of reaching customers with a message. However, they must analyse the large volume of data at their disposal and use the resulting information to improve the targeting of messages. It is also imperative that the marketing teams are aware not just about how consumers are engaging with their products but also where, when, and why.

R&D driving Growth

HPE is committed to bringing Memory-Driven Computing technologies to the market place as we believe memory will replace the processor at the centre of all technologies including datacenter, edge, microsystems, and supercomputers. This move will benefit various areas of computing such as analytics, AI, and machine learning, thereby unleashing new opportunities for problem solving and innovation across industries from healthcare and transportation to city services and retail.

Recently, we unveiled HPE Superdome Flex, the world’s most scalable and modular in-memory computing platform that enables enterprises of any size to process and analyze massive amounts of data and turn it into real-time business insights. In fact, Stephen Hawking’s Centre for Theoretical Cosmology will leverage HPE Superdome Flex to search for clues that could unlock the secrets of the early universe.

In the IoT space, HPE and ABB announced a global alliance to jointly develop, market and service digital industrial solutions that will enable customers to tap into new IoT opportunities and equip industrial applications with intelligence at the edge.



Route to Market Strategy

Being a channel-focused organization, our partners are at the forefront of how we go-to-market. Moreover, we are committed to innovating new, collaborative solutions that enable growth for the company and our partners. We are better positioned than any other vendor in the market today to achieve this because our solutions are powering the seismic enterprise IT shift taking place worldwide.

As the most predictable and profitable program in the industry, HPE Partner Ready Program’s requirements and benefits are aligned to the specific needs of a partner’s business model and offers a globally consistent framework for the regions to tune for market needs. Additionally, our Cloud28+ initiative brings together a community of regional and global commercial and public sector organizations with the common goal to remove barriers to cloud adoption imposed by the fragmentation of the market.



Infor serves its customers with solutions that matches the evolving business trends

Ashish Dass

Vice President and Managing Director,
South Asian Subcontinent, Infor

Brand Positioning vs. Marketing Tactics

Infor is a leading provider of industry-specific cloud applications with more than 16,000 employees, over 90,000 customers and 71 million users of Infor Cloud in more than 170 countries. We believe that with the market dynamics compelling businesses to strategize and react faster, there lies a huge void across industries, to which smarter technologies can play an important role.

We have a three-pronged approach as part of our strategy in India. It involves new customer wins across multiple industries, a laser sharp focus on innovation to deliver purpose-built software for cloud, and a robust partner network. To facilitate software, we have created an internal creative development group called Hook & Loop. It is driven by a group of fashion designers, who know how to make the end product look good and are driving our digitization initiative.

Impact of Digitization on Businesses

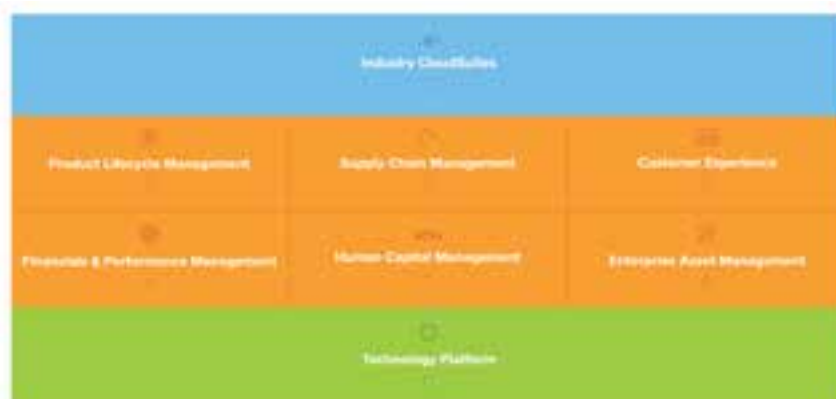
India is riding a new digital wave which is disrupting business models and transforming every industry. Digital technologies are changing at an exponential pace, and in this context, partners help give us on-ground insights on the evolving market dynamics.

Digital transformation has led to the emergence of new breed of customers, largely impacting their behaviour. Accessibility to emerging technologies such as AI and ML has led to rising expectations from customers. Having said that, enterprises are starting to incorporate cloud as a core IT infrastructure. The changing technology landscape, volatile economy and dynamic business needs have further bolstered the growing adoption of cloud by enterprises. We believe that cloud computing will continue to emerge as a champion supported by other emerging technologies such as AI, ML.

Keeping the current technology and business trends in mind, Infor is also channelizing its efforts towards AI. We have launched Coleman, an enterprise-grade industry-specific artificial intelligence platform designed to augment work, automate business processes, and advise users in the enterprise. Much like Infor CloudSuite that marked the first industry-specific ERP suites in the cloud, the introduction of powerful AI into business applications through Infor Coleman marks another milestone achievement in the evolution of enterprise software. In addition to Coleman, Infor has introduced 176 new products in the last 12 months to match pace with the evolving business trends.

R&D driving Growth

R&D plays a crucial role in the developments at Infor and we have invested around \$3 billion in R&D in the past six years. We have in place a Center of Excellence at Hyderabad which houses about 2,200 team members. The Hyderabad CoE supports global as well as India operations and we are working on customers like Boeing, Ferrari, from our India CoE. A lot of our application development happens from India; so in a sense you can call it 'Made in India' solutions. Our Philippines R&D center also reports to the India CoE which is another 2000 people. We have a good 4500 people in the Indian subcontinent who are not just developers and R&D guys, but they are also implementation consultants. So we have our own services arm which is called ICS (Infor Consulting Services).



Route to Market Strategy

With the growing need for enterprises to address ever increasing customer demands, it has become a prevalent fact that technology solutions address their unique issues. Infor understands that every industry has a different need and approach, and "one-size-fits-all" is no longer good enough. Hence we incorporate purpose-built solutions to cater to various micro-verticals. By providing specialized applications catering to the specific needs of our target industries we try to minimize the time to value for customers.

Another key focus area for Infor in 2018 is the SMB sector. Infor is looking to cater to this segment in India.

Additionally, Channel Partners play a critical role in supporting our overall strategy, and Infor is focused on building and delivering best-in-class products to help partners build a sustainable and profitable business.



Manoj Kanodia

CEO

Inspira Enterprise India



Inspira transitioning from a traditional to the digital approach to meet its business goals

Our marketing strategies are now getting much focused, as we have now started working towards the future of marketing concept i.e B2ME. All our marketing communications are getting personalized to an extent that would positively impact the decision maker of any organization.

Good data for a Good Brand Strategy

We have been consistently validating our database by regular profiling through various online and traditional marketing mediums. Apart from this, the visitor's data generated on our website is analyzed further to help build brand communication online. We have now started positioning our brand basis on the data generated through social listening.

Inspira Enterprise has subscribed to Data profiling portals which helps in building new dataset in the existing database. We have now aggressively started working on Data analytics that helps raw data turn into meaningful and useful insights, which helps us in predicting our user behavior and their expectations from Inspira Enterprise.

Brand Positioning vs. Marketing Tactics

Marketing plays a formidable role in shaping of business strategy and its success. Right from building the brand to promoting its service offerings in the market and positioning the brand as the industry expert, all marketing activities are strategically executed.

At Inspira, we have decided to strengthen our digital marketing communication for the coming year with a clear focus on brand positioning along with our COEs (Center of Excellence). Marketing strategies like content marketing, social media, search engine marketing & search engine optimization play a crucial role for successfully building the brand Inspira.

Building strategic content around Networking, Unified Communication, Security, Cloud, Blockchain, smart city & Healthcare Solutions in our COEs, would help us to reach the relevant target group.

Apart from organizing events with OEM Partners, Inspira focuses on digital marketing. The key objective is to promote the brand, build preference, engage with customers and increase sales through various strategic digital marketing initiatives.

R&D driving Growth

Inspira partners with world leading OEMs who invest heavily in R&D rather than just the box selling. With the latest technological advancements it becomes imperative to stay abreast with the changes happened in the last few years. Cloud and SDN offering has taken a giant leap in the current era. Inspira has launched its Security Operation Center at Navi Mumbai. It is offering its Cloud services and Managed Security services (SaaS) to all organizations from large to medium scale. We have moved from Old-school delivery to more of a work-flow based delivery model. With standard requirements, we have structured work-flow based tool to enable delivery across our COEs (Centers of Excellence) – Networking, Cloud, Security/ SOC, Unified Communication, Blockchain, Smart City & Healthcare Solutions.

The work-flow assets have helped us to build comprehensive checks & balances to deliver error free service, where all the information captured and assets to be delivered to the customer are reviewed and tracked. We believe in services and have the ability to go beyond providing a platform and design holistic solutions for our customers.



Route to Market Strategy

At Inspira our marketing strategies have refined over time; we have now moved from traditional marketing to digital approach in reaching our business goals. The traditional approach of organizing events for existing customers and new customers in association with OEM partners, will be followed by digital communication to engage them further.

We are more focused in our approach now and have designed GTM strategies basis on the target industries. Inspira Enterprise marketing communications are now completely focused on Account based marketing, which will be replicated on all our social media platforms.



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WELCOME TO THE WORLD OF IT

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Communication



Security / SOC



Cloud



Blockchain



Smart City



Healthcare

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Ingram Micro driving IT adoption with the help of latest technologies

Diego Utge

Senior Vice President & Chief Country Executive – India, Ingram Micro

A growing IT industry

With technology driving the next level of innovation, Ingram Micro believes that the coming few years will be very exciting for everyone in the IT ecosystem. With the acceptance of digitization and anywhere access to information with mobile devices and consumerization of technology, the customer is the king and he is driving all the technological innovations.

As a market leader we will play an instrumental role in driving IT adoption within India by bringing in the latest technology offerings through our robust partner ecosystem.

Future Plans

Ingram Micro's core strategy will always be to focus on enhancing the success of its business partners. Apart from this, our focus will be to expand our footprint into Lifecycle Services, Cloud and Professional Service's businesses. We are the largest technology distributor in India and globally, providing sales, marketing and logistics services for the IT industry worldwide.

Going forward we would like to consolidate our leadership position and continuously expand into new service lines and add more product lines as per partner requirement.



Route to Market Strategy

Ingram Micro helps businesses fully realize the promise of technology by helping them maximize the value of the technology that they make, sell or use. With our vast global infrastructure and focus on cloud, mobility, supply chain and technology solutions, we enable business partners to operate more efficiently and successfully in the markets we serve.

We will be having solution based approach to our partners, with clear focus and strategy on each business vertical. We will continuously expand our relationship with our vendors and partners by adding value to our relationship and solutions we offer to our partners.



Prakash Mallya
Managing Director, Sales and
Marketing Group - Intel India

Intel driving the fourth industrial revolution by building next generation technologies

effectively using M2M learning to make nimble business decisions, the solutions that hold potential for India, and Intel's commitment to make that happen.

Impact of Digitization on Businesses

As the country is moving aggressively towards digitization and transformation, Intel sees tremendous opportunity in the growth of cloud and datacenters, which makes India a strategic region for our growth, contributing significantly to Intel's technology and product leadership. Perhaps our biggest asset is our dual ability to develop a full suite of hardware, from robots to drones, as well as define the network infrastructure built on cloud and datacenters, upon which these technologies operate.

Intel expands the boundaries of technology to make the most amazing experiences possible. Our leadership under the datacenter group business in India pivots on high performance computing (HPC), artificial intelligence (AI) and cloud & analytics. In India, we see potential in the BFSI, telecom, and e-commerce sectors, across HPC, big data, and Internet of Things, all of which are complementary to AI. In fact, there is already an uptake in the HPC segment among the academia and local customers, including the National Stock Exchange, and cloud service provider NxtGen. Last year, we hosted the India edition of our global AI Day, to showcase the companies that are

Newer technology disrupting existing technology

Digital transformation is driven partly by technology and also by the evolution of customer behaviour. The technology market in India is witnessing a sea change with the advent of new-age technologies like artificial intelligence, big data analytics, IoT, as well as digital-first policies like GST and the 5G proposal. We are building the next generation of these technologies, which puts us in a unique vantage point to help drive the future of the country's fourth industrial revolution.

Given our presence at the edge and at the datacenter, we can ensure a seamlessly integrated and secure IoT environment combined with our processor capabilities. With our expertise and assets, we are venturing into artificial intelligence, 5G, IoT, HPC and smart wearables, all powered by cloud-connectivity, to enhance the value proposition we bring to our consumers here through Intel architecture. Hence, Intel is uniquely positioned to deliver insights from data, which in turn is driving innovation, releasing new services and businesses back into the Indian economy.





Asoke K. Laha
President and Chief Executive Officer,
Interra Information Technologies

InterraIT making use of cutting-edge technology to understand customer behaviour

Marketing plays an essential role in the success of large, medium enterprises, and start-ups in the country. Start-ups like Flipkart and behemoths like Tata Group spend an enormous amount of money on online advertising, print ads, and customer engagement campaigns to promote their brands. Without marketing, they would not have attained the stature they have in the country otherwise.

Good data for a Good Brand Strategy

Terabytes of data are produced by users, customer communities, suppliers, and vendors every day. This needs to be put to good use. With so many forms, posts, reviews, videos, and feedback at our disposal, we should be able to make better decisions. This deluge of data clouds the most relevant data points and we tend to lose sight of the biggest business challenges that are relevant to our brand. The solution to this problem lies in big data. Data driven strategies, backed by big data technologies, help brands establish competitive differentiation in the market.

We, at InterraIT, utilize cutting-edge technology at several levels to understand customer behavior. We have been using big data and analytics based tools to generate better insights. We also use advanced marketing automation platforms to understand, manage, and measure customer behavior and patterns at multiple touch points. This has helped us remarkably improve our brand awareness and customer messaging across different marketing mediums.

In essence, I would say that decision makers should invest in targeted efforts to source data, build models, deploy advanced analytics, and use the insights generated to transform their organizational culture.

R&D driving Growth

InterraIT has already made considerable investments in emerging technologies and has built advanced CoE (Center of Excellence) for Digital Technologies at our Noida campus. Also, we have groomed technical personnel and developed strong competencies in the field of IoT, cyber security, embedded systems, data analytics, and Cloud to enable implementation of latest technologies

Brand Positioning vs. Marketing Tactics

Interra Information Technologies operates in a highly competitive and disruptive technology marketplace. Even though we position ourselves as technology experts in emerging technologies such as AI and IoT, our services and brand positioning are at times similar to some of our competitors due to the highly competitive nature of technology business.

To stand out from the crowd, we build niche capabilities like Supply Chain Management. This helps us promote our brand directed towards specific customer segments and build brand recognition. At InterraIT, being customer-centric is embedded in our culture. Customer orientation is the key part of our overall marketing strategy and company's messaging.

We stick to having a consistent brand voice and care for our customer as much as they do for their own business.



Route to Market Strategy

With the fast paced technological changes, businesses have to rely on a broader portfolio of advanced technologies like – Machine Learning, Augmented Reality, Cloud Technologies and robotics. We, being the leading technology solution provider, are also early adopters of emerging technologies and have the responsibility to bring these technology solutions to the market to re-define not only our own processes but to help our clients re-define their business models as well. This remains the key part of our go-to-market strategy.

With our strong global experience supported with an advanced CoE (Center of Excellence) for digital technologies, we have lined up investments for the next league of technologies – Crypto-currencies, Artificial Intelligence, IoT and disruptive financial technologies to enhance our service offerings in line with the changing business demands.



Iris Global eyes to outgrow its competitors by excelling in all its business lines

Himashu Chawla
COO & Technology Lead
Iris Global

Brand Positioning vs. Marketing Tactics

A Brand is built brick by brick by adding value to customers and not via adverts alone. We believe customers are our best advertisement and we value word of mouth, since they have the power to influence and generate mind share towards long term success of the company as regards competitive advantages. We focus on operational excellence, deliver value with trust and integrity in our actions.

We will continue to grow our business ahead of the markets and in a decent double digit on a YoY Basis for the next 3-5 years and aim to achieve accelerated bottom line by March, 2019 and excel in all lines of business including mobility, cloud, productivity with a special focus on Opex solutions. We have best in class product partnerships and team to address customer needs and requirements. We aim to have in excess of 95% retention scores on our customers with our efficient services and attention. We continuously measure the performance metrics such as CSAT, ESAT, PSAT on periodic basis and this gives us proactive inputs to continuously improve our services levels.

Good data for a Good Brand Strategy

Empowerment of our team/s is fundamental to our core philosophy since we are a start-up in IT Services and Technology Integration domain covering SMEs, Mid-sized companies and large enterprises.

Iris Global Services aim to profitably grow our business by adding superior value to our

customers and eradicate their business pain using technology. We primarily focus on Mobility, Intelligent Cloud Solutions, Productivity solutions such as Field force automation, HR Automation, CRM solutions besides systems integration and network integration services to customers on PAN-India basis.

We are building the “Iris Innovation Alliance” which has the domain competence to deliver digital solutions and offer best in class technology services to meet the customer needs in today’s competitive era.

R&D driving Growth

We would be leveraging Iris Innovation Alliances to add value to customers. Besides, this we also train and develop our team’s competence on periodic basis. We believe that a start-up like us can best leverage R&D of our partners since that is the most viable option in today’s fast changing technology witnessed in recent time. It is prudent to invest time towards customer enablement and that we continue to do by providing best customer experience in everything we do in our day to day interactions with our customers.

Customer experience is essential to success of our company since that generates repeat business and recurring revenues as regards annuity business as well. Our leadership team also mentors our team members, and we also invest time and money for continuously training our sales and support team besides back-end support team to improve skills and domain competence for serving our customers better.

Route to Market Strategy

Our GTM strategy is to build sales traction, participate in new IT projects with our cutting edge solutions, acquire new customers, retain existing customers by serving them well and working together with our technology solutions partners to co-create success in FY 2018-19. We will also increase our feet on the street meaning we will hire salesforce for building traction across verticals in major regions like NCR, West and South, among other regions and territories.

We will also focus on building business for our new product introductions like Alibaba cloud solutions, Ruckus-Arris. We closely work with Samsung Mobility, Acer, Dell, HP, Engenius, WACOM, Microsoft to offer best in class solutions within the ambit of our GTM strategy.



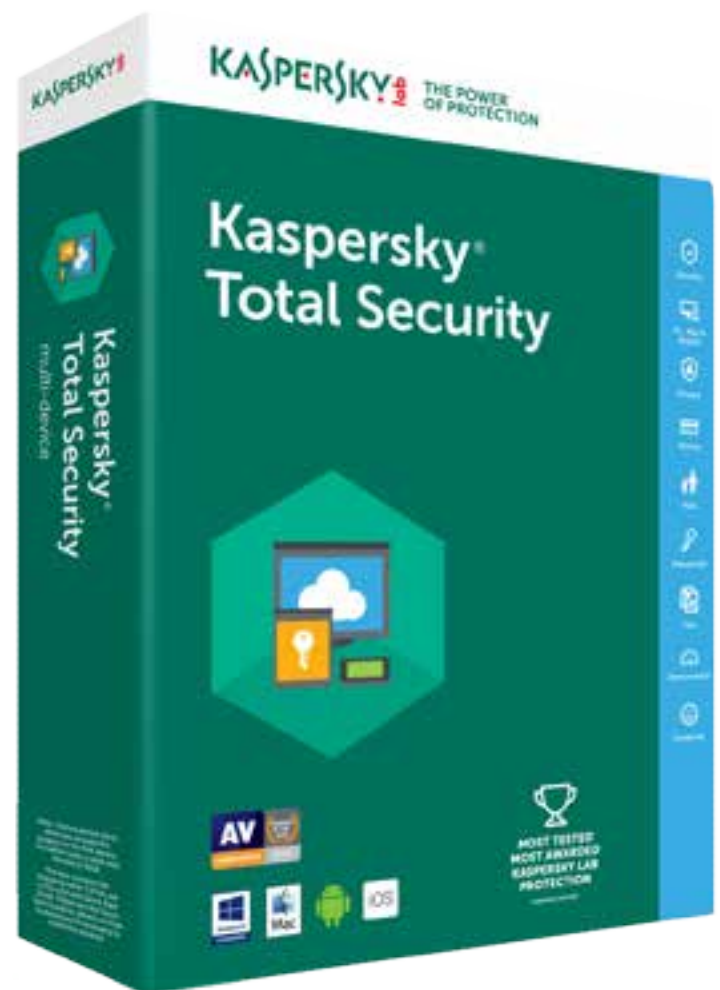
Shrenik Bhayani
General Manager,
Kaspersky Lab (South Asia)

Kaspersky Lab positioning itself as a strong player in the security intelligence space

Cloud is the new Reality

Cloud computing is growing rapidly as we can see the enterprises and businesses are getting their work done faster and better. The term Cloud covers several aspects such as Cloud Storage, Cloud Computing or Cloud Security. Kaspersky's Security Network (KSN) is a cloud based service helping us as a vendor to get a better understanding about emerging threats, while offering better and faster protection to our customers.

There are customers who like to share data or save backups outside the company. This data can get encrypted on the local machine and then transferred to the cloud. In case of Cloud Computing, the data gets processed on the providers' machines and thus it can't get encrypted. The benefit of all those services is that they scale smoothly up and down. This flexibility makes it easy to hire new people or offering new services, without the need of buying new hardware or hiring new system administrators to take care of the additional hardware.



R&D driving Growth

Kaspersky Lab, as a security vendor offers not only solutions for infrastructure protection, but also security intelligence, an expertise used for the implementation of most sophisticated projects all over the world.

This is only possible due to the R&D that goes into Kaspersky Lab products and services. Our Great team (Global Research and Analysis Team) that is based in Russia is what makes Kaspersky Lab the brand that it is today.

Brand Positioning vs. Marketing Tactics

Kaspersky is a brand that has the power to be uniquely understood, appreciated, and valued by consumers in a world of ever-expanding choice. And that is a power far beyond mere words.

The best brand managers understand that they aren't responsible for protecting mere words, symbols, and sounds. They are responsible for delivering on the fundamental promise of any brand—that each customer's experience will meet or exceed the last.

Brands are not, therefore, static creatures. They rise and fall on the collective experience of their consumers. And while nostalgia may insulate some brands from their missteps, change is a constant that all brands must weather through innovation and evolution.

Marketing is one of the most important tools a business works on. For large and medium enterprise business, marketing plays a crucial role; the roles include Product positioning, Launch & Enablement and GTM. Marketing works closely with the other segments of business such as sales, operations, research & development, finance and human resource to ensure the feasibility of marketing plan.

Route to Market Strategy

Kaspersky Lab has been among the top 3 leading security companies in India, both in B2B and B2C. It is quite a significant achievement considering that we have been a late entrant into the Indian market. We are a 100% channel centric company and conduct our business through channel partners. We have seen an extremely good growth from a select group of partners, which we collectively refer as Dedicated and Focused partners. And that is what we think is a good brand strategy.

We make sure to train our partners time and again, providing them with all the information they need to have when dealing with the customers. The main people who talk about the brand to the end consumers should be well known about the brand. We also do keep having channel partner meetings as a way to keep our partners updated on the data.

True Cybersecurity for Enterprise

Make security a cornerstone of
your corporate IT strategy

Threat Management and Defense

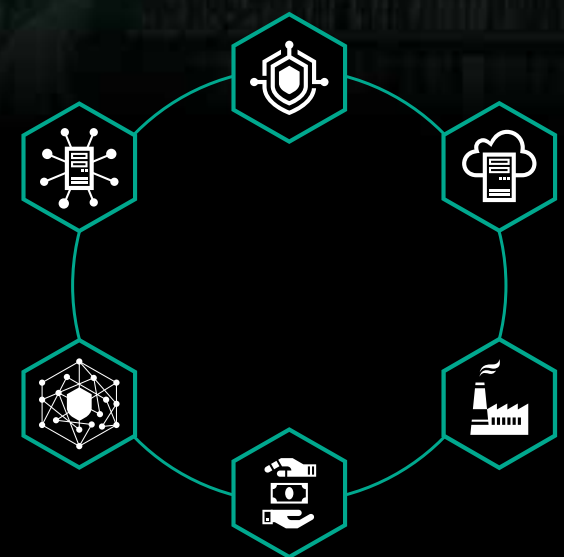
Discovering and mitigating the risks associated
with advanced threats and targeted attacks

Endpoint Security
The leading multi-layered endpoint
protection platform, based on
Next Gen Cybersecurity technologies

IoT Security
All-in-one security specifically
designed for IoT systems

Hybrid Cloud Security
Borderless security engineered for
your hybrid cloud environment

Industrial Cybersecurity
Specialized protection for industrial
control systems



Fraud Prevention

Proactive detection of cross-channel fraud in real time

Kaspersky Lab's new enterprise portfolio – supporting your digital transformation journey
with next generation protection, full visibility & seamless manageability.

For more details, email us at sa-corpsales@kaspersky.com



Vishal Parekh

Marketing Director,
Kingston Technology and HyperX India

Kingston leveraging the success of HyperX to strengthen its presence in the market

Success of a business lies in its ability to market itself efficiently. For us, there is a fine line between 'Great Marketing' and 'Waste Marketing' and that line is 'Execution'. Be it a small or a large corporate, the approval is based on a good idea but its execution makes it stand out and drive sales. Even for our brands, we could create the vast demand due to the multiple campaigns we run with customers and with the channel partners. It is important for our potential customers to be aware of our best-in-class products and services.

Good data for a Good Brand Strategy

Today data usage is beyond imagination, be it with individuals, corporates, enterprises and even governments. Right analysis and interpretation of data does help empower the brands in the direction of success. We have been in the industry for over 30 years and being the market leaders globally for so long, we are privy to a lot of industry data. That, combined with our rich experience, enables us to understand information and create meaningful strategies that help cater to our customers better. Not only in terms of building the brand but this also helps us to improve our service quality to customers. We at Kingston believe in empowering our partners with such valuable information that may help them.



Brand Positioning vs. Marketing Tactics

Both Kingston and HyperX brands are well positioned in the industry. We do not strategize based on competition but based on our goals and customer requirements. Our marketing efforts have set industry benchmarks in terms of engagement, creativity and visibility. As an innovation driven brand, we spend energies towards exceeding our own previous standards and try to create an excitement for our customers. Moreover, our superb product quality and after sales service helps in backing our efforts to sustain leadership.



R&D driving Growth

Kingston Technology and HyperX are well known in their own niche areas. We spend energies in R&D to improve our products and services for both brands with innovations and creativity to benefit our customers.

We believe in listening to our customers, our partners and the industry with a plethora of platforms, and we try to incorporate them in our products. Like for our HyperX gaming product line up, we even have professional gamers to assist in designing or fine tuning the products. We have seen success in this kind of outreach and will continue to do so to bring interesting new products.

Route to Market Strategy

Kingston completed three decades of success globally in 2017. Over the years, Kingston has been named in the top 5 spots in terms of market position, revenue and work culture. We have always dealt with business from the consumer or the end user point of view, which gives us an edge in the market. Our GTM strategies involve a lot of information from our channel partners and end consumers. Our priorities are multi-fold and aim at maintaining our position as one of the best lifestyle technology brand, a position we have held for well over a decade. Our sales and marketing strategies directly or indirectly cater to major market segments including B2B, B2C, B2G, Gaming and others. We also work towards empowering our partners with the best products, with valuable market information and best-in-class service.

L&T Technology Services eyes to become the global leader in engineering services

Dr Keshab Panda

CEO & Managing Director,
L&T Technology Services



Brand Positioning vs. Marketing Tactics

LTTS is the only Indian pure play company of its kind to offer Engineering Research & Development (ER&D) services and solutions to all major industries viz. Transportation, Industrial Products, Telecom & Hi-Tech, Medical Devices and Process Industry. This gives us a very unique positioning in the ER&D space. On the strategy front, LTTS emphasizes on the following elements—

- **Customer Focus** - We put customers first and partner with our clients to deliver peerless business outcomes. Our flexible engagement models are shaped for customers' convenience to meet the Key Performance Indicators (KPIs) needed for business

- **Leveraging cross-innovation for R&D** - With a multi-sectorial presence enabling Cross-Pollination of ideas, we are continuously building on our strengths in products, processes, and technologies to deliver differentiated engineering solutions.

- **Multi-vertical industry expertise** - We possess multi-vertical industry expertise and target a broad spectrum of services in all the segments of our business.

Good data for a Good Brand Strategy

L&T Technology Services (LTTS) has always been meticulous when it comes to building and implementing a brand strategy and our innovation-led approach has been relentlessly driving us forward on our journey to become a global leader in Engineering R&D services. Client experience and data analysis have always been at the centre of LTTS's brand strategy to steer the growth trajectory.

LTTS has carved out a deliberate plan of action to focus on and mine the top 30 global customer accounts which hold strategic importance for the company. We also track dozens of organizations across parameters like big contracts, financial profiles, agility, stakeholder's value, ISV, digital play, operational excellence etc.

Impact of Digitization on Businesses

As the evolution of next-gen technologies like artificial intelligence (AI), big data, mobile, cloud computing, Internet of things (IoT), 3D printing and robotics shape the new digital world, every industry is witnessing disruptions. More prominently, IoT is gaining traction at a rapid pace. Increased penetration of affordable devices, combined with cloud computing, analytics and rising consumer expectations are driving the rapid growth of the IoT market. Also, the growing influence of AI and its integration in various industries will pave the way for LTTS to innovate new products and solutions that will leverage AI capabilities integrated within the hardware.

Although at a nascent stage of adoption, the value proposition offered by AR and VR technology seem promising too. As these technologies mature over time and their appeal becomes mainstream, it will enable us to amplify our digital engineering offerings and solve complex engineering problems.

R&D driving Growth

L&T Technology Services has built a culture of innovation, where being inventive is a part of every job and also key to career growth. Over the years, sustained investment in R&D has led to the creation of several unique engineering solutions, which we have patented. LTTS has filed 300 patents which include customers owned patents as well as patents filed exclusively by LTTS.

LTTS counts as its customers 48 of the world's top 100 R&D companies. In order to become a creator of disruptive technologies that will help customers be ahead of the curve, we have taken a strategic decision to invest for our future growth across four transformative areas; we call them the four pillars of modern day Industrial Digital Evolution. The four technology areas where LTTS will focus are digital engineering, smart manufacturing, perceptual engineering and pervasive technologies.

Through these technology pillars, L&T Technology Services will be relevant today, tomorrow and the day after and become the global leader in engineering services in the years to come.





Lenovo sees itself as a disruptor in the market

Good data for a Good Brand Strategy

Today we are living in the age of data. On one hand, we are piling up mountains of business data, on the other, organizations are trying to utilize the data insights. These are 2 different business actions. However, most organizations are struggling with both – either integrating the data & insights or deriving meaningful actions from the data.

At Lenovo DCG, we look at 3i approach – Intelligence, Intensity and Intent to empower our organization with data insights.

Route to Market Strategy

Lenovo positions itself as a disruptor in the market – as a brand with no legacy; we are focused on providing solutions to enterprises basis their “real need”. We are positioned to be more of a strategic partner for businesses and help enterprises to harness the power of the “intelligence revolution” and create a strong technology foundation that supports transformative capabilities such as data analytics, high-performance computing, hybrid cloud, artificial intelligence and machine learning.

We are focused to empower our customers to solve their most challenging business problems and become digital disruptors in their own industries.

Vivek Sharma
Managing Director,
Lenovo Global Technology India

Brand Positioning vs. Marketing Tactics

In organizations, lines have blurred between the business, technology and marketing functions. Today, a true business leader can either be a CEO or a CIO or even a CMO, who has deeper sense of integrating business strategy with technology & marketing. Marketing needs to be a frontier in digital transformation of the organization and own the end-to-end customer journey in the organization.

The hot trends that we see will be AI & Analytics, which would be key pillars towards success.

At Lenovo, we believe adoption of AI and Machine Learning are essential for organizations in their journey towards digital transformation. Machine Learning enables higher efficiency and predictive capability to augment human abilities that will change how we manage enterprises. Analytics of dataset also present huge opportunities as data is the World’s newest resource. With various forms of data – at rest, in motion, structured, unstructured, internal, and external; the value grows. The current systems are unable to keep pace with the ever growing data. Top performing organizations confront this reality by taking a fundamentally different approach to architecture, tools and practices.

Lenovo has a rich portfolio of big data reference architectures with each of these ISVs to meet the needs of progressive organizations.

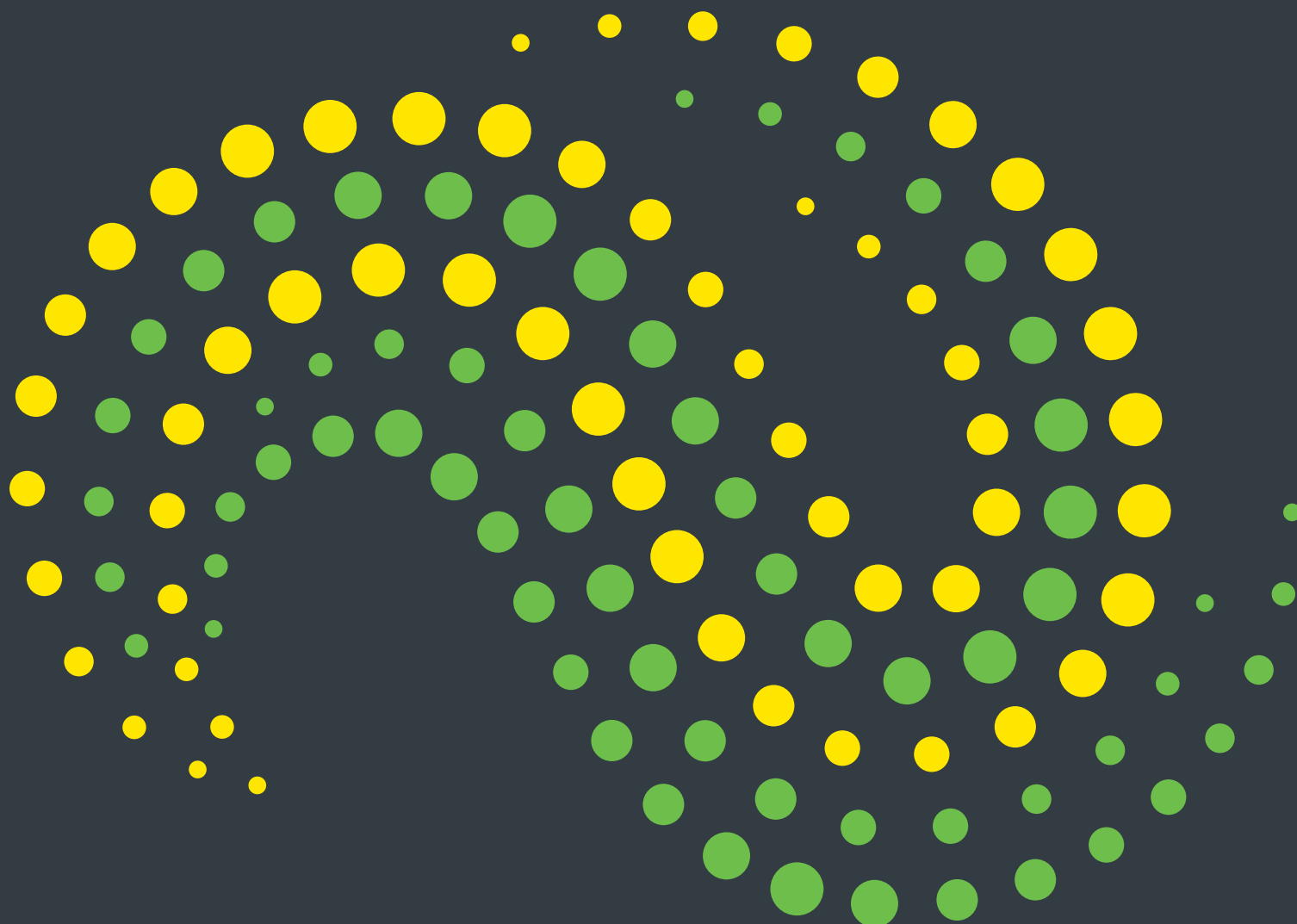
Impact of Digitization on Businesses

We have started seeing digital transformation across industry verticals. If you look at the F100 organizations, 60% of them have already initiated their Digital transformation and we can see that the numbers will move to 80% by 2018. Most of the organizations have started seeing **double digit revenue growth** through the process and digitalizing their products and services. We gauged the huge opportunity and started seeing the important need of IT architecture to be transformed in order to accommodate the growing digital initiatives of our clients. Gradually, clients started approaching us to partner in their digital journey and transform their legacy IT into a digital ready IT platform.

For this, we have an “inside out and outside in” strategy and align our solutions accordingly.

Inside-out thinking reflects focus on processes, systems, tools, and technology products that are designed and implemented to bring more efficiency, reduce cost of delivery, process optimization, agility, performance, and enable faster time to market.

Outside-in thinking means that you look at your business from the customer’s perspective and subsequently design processes, tools, and products and make decisions based on what’s best for the customer and what meets the customer’s needs.



ThinkSystem ThinkAgile

The data center
you'll need
tomorrow is
already here

It's called the future-defined data center,
featuring Lenovo ThinkSystem™ and ThinkAgile™
infrastructure and software-defined solutions.
Integrate easily with open standards-based
management. Scale capabilities as needs dictate.

Different is better

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LG SPEARHEADING THE AFFORDABLE, ENERGY EFFICIENT DISPLAYS

Brand Positioning vs. Marketing Tactics

Just like any other consumer facing business, the marketing function plays an integral role for LG especially in understanding the emerging needs of today's consumers. That is why at LG, we have integrated the 4Ps of marketing with the 4A's: Awareness; Accessibility; Affordability; and Availability. In simple terms, this ensures that we never rest on our laurels when it comes to developing innovative products and solutions.

Our commitment to purpose-led marketing and innovation has resulted



LG gram

us in becoming the number one brand in 2017*. Furthermore, the 'Make in India' initiative by the Indian government acts as a catalyst in furthering our commitment to developing products in India for the Indian consumers. For instance, we currently manufacture in India 80 per cent of all our PC monitors available in this market, and this is in keeping with the growing demand for this product in India.

That's not all. LG is also spearheading the creation of an ecosystem for gaming, whilst making substantial investments towards trends that shape the future of displays thus satisfying the demands of newer class customers.

Good Data for a Good Brand Strategy

Any great brand captures the perception of a customer class that the brand's attribute satisfies. Identifying such customer class requires dipping into data, and with a diverse cultural background in India, mapping our customers. As having stratified our portfolio by end user vertical, we keep updating the data on our customer databases. We have modelled our strategy on existing customer pool, and use data to project changes in their usage paradigm. It is integral to our vertical focus.

Impact of Digitization on Businesses

As India digitizes, the biggest opportunity/disruption we see is in healthcare. LG has launched Medical review monitors with many firsts to their credit. The 27inch 4K surgical monitors are class leading. Previously such monitors were available in 32inch and the sizes above were prohibitively expensive. When LG launched in 27inch, we have hit the affordability part in this field; incumbents are scurrying through with their plans. With better viewing experience, the quality of diagnosis will improve and health providers shall stand to gain just as the patients.

Again we have come in a big way into the education sector where we offered 20inch IPS high-grade panels for ICT at school projects. No stakeholder in ICT projects ever gave a thought to wide viewing angle, true colour and high brightness for such projects in their RFPs. LG has started a movement in quality for such projects and shall keep disrupting for betterment of end users. Having been investing in India for 20 years, we continue to work like a start-up that is also aligned to national goals. Cloud offers unprecedented



Sanjeev Mittal,
Product Head - IT, LG



Medical Monitor

opportunities. Disruption is everywhere and in this environment companies need to keep capex low, keep sustainability high on agenda while bringing workplace efficiencies. LG is spearheading the introduction of larger, energy efficient displays. We are going to be a part of cloud by launching Thin Client PC, commercial notebooks, while also consolidating our outreach to masses, SME through PC on Monitor. We will give more value for same price and that is what we call is being affordable.

R&D Driving Growth

Our commitment to retail, commercial and System Integrator channel has been the bedrock of our brand. The channel realizes this and therefore we are LG - Number One



Gaming Monitor

INNOVATIONS THAT GIVE AN EYE TO IMAGINATION

Widest spectrum of LG IT Monitors & Projectors

Superior range of high-performance, feature-packed monitors and projectors for designers, photographers, gamers and other professionals who need more room for bigger ideas.



UltraWide™ Monitor



4K UHD Monitor



IPS/LED Monitor



Workstation Monitor



LG gram



UST Laser Projector



UST LED Projector



HD LED Projector



Nano Projector



Logitech working towards simplifying the lives of its customers



Ashok Jangra
Cluster Category Head
India & SWA, Logitech

Marketing needs to have a heart and a soul to it, and only then will your audience respond to it. Time and again, we have seen the wonders marketing can do for any business, irrespective of the scale and size. The onus is on us to keep innovating, keep breaking the clutter and keep giving our consumers a reason to invest in us.

Good data for a Good Brand Strategy

It is undisputable that at the heart of a good strategy lies good data. With time, an increasing number of organizations are realizing the power and importance of data. Data has the capacity to create an environment of empowered employees that is conducive to innovation. At Logitech, we encourage everyone to be data-driven; the focus is on taking informed, smart and evidence-based decisions. We also focus on breaking the silos of data to ensure transparent, collaborative and decentralized teams. Only in such a backdrop can data drive insights that help deliver real value to the consumers.

R&D driving Growth

At Logitech, we realise the value of both innovation and catering to the needs of the evolving consumer, and that is precisely what the driving force behind all our products is. An immense amount of research and development goes into every single product at Logitech, with a single motive – to simplify the lives of every individual.

Carrying the same dedication and vision forward, we will continue investing in research and innovating to deliver the best.

Brand Positioning vs. Marketing Tactics

Built on a vision to transform the way people interact with consumer technology, Logitech as a brand has always worked towards understanding the needs of our customers and how they use their devices. Basis that, we focus on delivering richer, more productive and fun experiences to them. So, it is much more than a marketing tactic; it is about living and breathing what you stand for, and imbibing the value you wish to create for others across every layer of the organization.

An organization's marketing strategy is entirely reflective of their way of doing business. Very rarely can one be detached from the other. Everyone wants to drive maximum business and create value for its consumers. And the only way to do that is to form a relationship of your brand with the audience. In the absence of that, the people view your brand as an entity, and not as one they relate to or care about.

In our opinion, the sole purpose of marketing is to humanize the brand in the minds of the people. Today, we have reached a point where the importance of marketing is no longer questioned. The real question is how to deliver value for the brand with that marketing, because it cannot afford to be just transactional in nature. With every industry becoming increasingly cluttered, the audience today is seeking more than just products and services.



Route to Market Strategy

At Logitech, we have always been focused on innovation and quality. This year as well, our aim is to deliver the best experiences for our customers through our products. With design at our core, we wish to transform the way people interact with consumer technology and the digital world.

logitech®

savex

CRUSH IT

Present Like Never Before.



reddot award 2017
winner



SHOW IT

Magnify and
highlight
areas of focus



QUICK RECHARGING

Get 3 hours of
presentation time after just
one minute of charging



TIME IT

Vibration alerts
for better
time management



SPOTLIGHT

Presentation Remote

Go to www.logitech.com/en-in/product/spotlight-presentation-remote to explore more.
For enquiries email – marketing@savex.in

Works with Windows®, Mac, PowerPoint®, Keynote®, Google Slides, PDF, Prezi.
Connect Spotlight via USB receiver or Bluetooth® Smart.



Ganesh Jivani
Managing Director
Matrix Comsec

Matrix aims to be a world leader in innovative telecom and security solutions

Marketing has always been a driving force behind sales and profits. The Matrix marketing team is dedicatedly working towards market research, analyzing product movement, identifying new target markets and working on new ways which ultimately increases business opportunities for us and our business associates. We understand that customers trust a brand first and then the product, and hence our team is investing time in activities that can position us as a world leader in innovative Telecom and Security solutions. We aim to include webinars, social media branding, carefully categorized email distribution and insightful videos in our marketing mantra for 2018.

Good data for a Good Brand Strategy

Matrix owns a legacy of refurbishing its product portfolio. We as a company keep a close eye on the movement of each product to get a brief insight of the market structure, customer's requirements and change in their needs as well. We tailor our branding and marketing strategies based on this data and spread word in the market accordingly.

Impact of Digitization on Businesses

Digitization has certainly become the key to drive business because of its benefits of swift execution of business processes and improved accessibility of information exchange. Increased security and retention of information makes digitization a lucrative option for businesses. Since digitization plays an active role in information storage, entrepreneurs will use the same to the fullest for offering customization and personalization to the customers. Optimum usage of the information will be done to reduce customer lead time and indeed widen the loyal clientele.

R&D driving Growth

40% manpower of the Matrix is dedicated towards research and development activities. We started in 1991 as a manufacturer of world class Telecom solutions and our legacy speaks that we have released latest solutions at regular intervals. As time passed, we also came up with innovative Security solutions with two prominent branches – Time-Attendance and Access Control solutions and Video Surveillance Solutions. Matrix R&D has a team of professionals who are zealous and enthusiastic about carrying the wheel of technological advancements ahead and coming up with industry specific solutions.

Brand Positioning vs. Marketing Tactics

Matrix, a leading manufacturer of Telecom and Security solutions believes in creating differentiation in everything, whether it is product differentiation or positioning. We aim to draft a strategy while anticipating customers' needs and market trends. We will be focusing on improving our reachability on the online platforms by being present exactly where the customer is searching us. We will be producing and floating content, be it in the form of video or text explaining new features and applications of our latest products and solutions.



Route to Market Strategy

Our go to market strategy for financial year 2018-19 adheres to the mission of Matrix to offer differentiation in every kind of service we provide and every product we deliver. This year our prime focus will be on widening our reach in the international market. We have exhibitions, enterprise solution meets, media advertisements and more in our roadmap. With brief insights of the market, customer requirements and their preferred media, we will unleash the potential of digital marketing and enhance our reachability in different channels.



Microsoft is building AI systems to amplify human ingenuity to improve businesses and society

Rajiv Sodhi
General Manager,
Partner Ecosystem, Microsoft India

When Bill Gates and Paul Allen founded Microsoft over 40 years ago, their aim was to bring the benefits of computing to everyone. Today, Microsoft is aiming to do the same with Artificial Intelligence (AI) with the aim of “AI in every software”. Our focus is not only to build AI capabilities into our most popular products and cloud services, but also to make them available to our partners to help them build their own AI-powered products.

Microsoft is working with its partners to build solutions using Microsoft AI, machine learning, cognitive services and IoT platform. In India, Microsoft is working with 650 partners to use these Microsoft services to build solutions in healthcare, education, agriculture, retail, e-commerce, manufacturing and financial services, which is helping in improving lives and transforming businesses.

Using AI

The Microsoft AI platform offers services, tools and infrastructure making AI development easier for developers and organizations of any size, and in any geography. Microsoft partners and customers in India are using and/or offering AI-based solutions across scenarios including customer segmentation and lifetime value assessment, demands forecast, multifactor customer identification system (face, biometric and speech), omnichannel analytics, fraud detection and credit risk assessment, and remote monitoring amongst others.

Some of the examples of Microsoft AI infrastructure deployment are as follows -

- Microsoft's AI, cloud computing, machine learning, satellite imagery and advanced data analytics are empowering small farmers to increase their crop yield, and in-turn their incomes. Farmers in Andhra Pradesh and Karnataka get text messages, delivered in Telugu and Kannada, on when to sow their groundnut crops; farmers in Telangana, Maharashtra and Madhya Pradesh receive automated voice calls that tell them whether their cotton crops are at risk of a pest attack, based on weather conditions and crop stage. These AI-based sowing advisories enabled by Microsoft have resulted in up to 30% higher yields for these farmers.

- Forus Health, a technology company with the mission to eradicate preventable blindness through innovative solutions has partnered with Microsoft to integrate AI-based retinal imaging APIs into Forus Health's 3Nethra devices. This will help Forus technicians identify eye fundus images as well as disease conditions better, in-turn enabling early identification and treatment for problems like diabetic retinopathy.

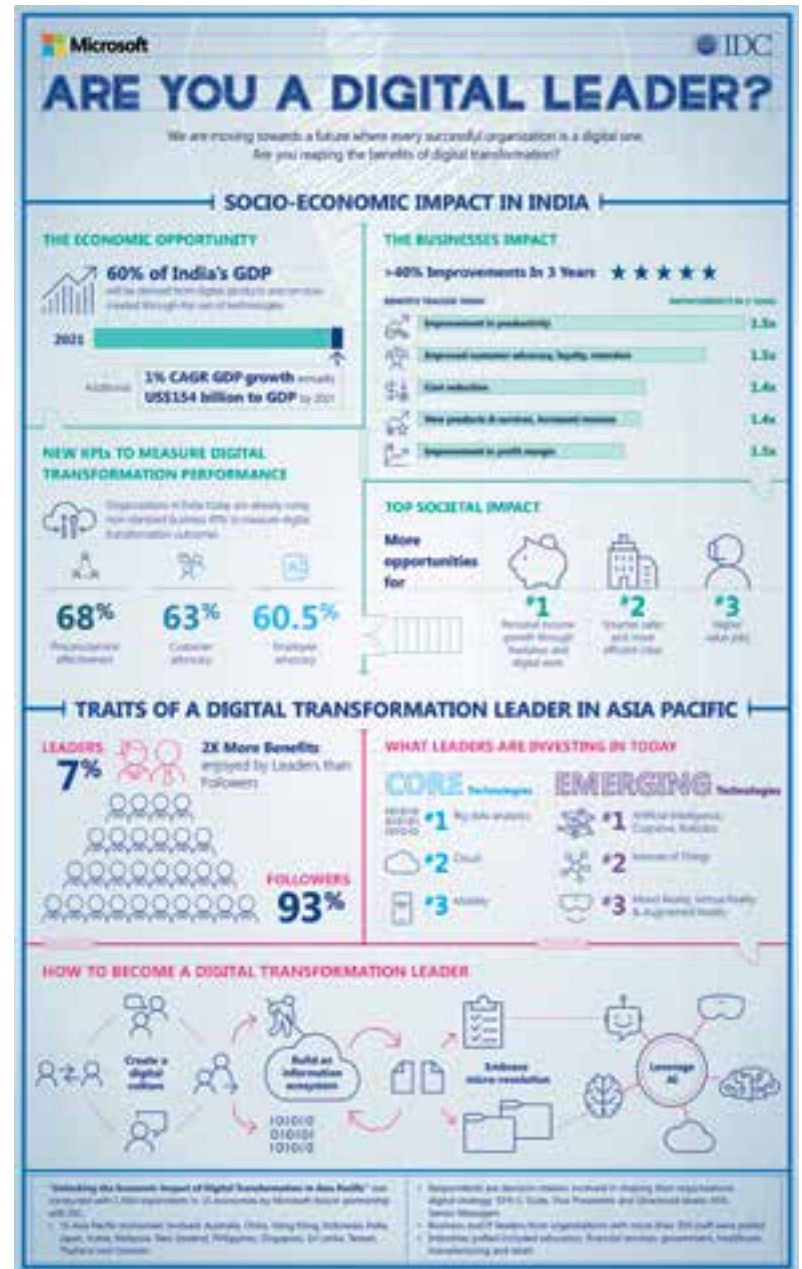
AI for all

Microsoft has also been enabling every person and business in India to benefit from digital services, by using Deep Neural Networks and machine learning to vastly improve the accuracy of language translations. Today, Microsoft products support text input in all 22 constitutionally recognized Indian languages, and the Windows interface itself supports 12 languages. Language translation is now available to all Microsoft users, whether they are using the Microsoft Edge Browser, Bing Search, Bing Translator, or even Microsoft Office 365.

In addition, Microsoft helps upskill partners using trainings and hackathons on AI, machine learning, Microsoft Bot framework, cognitive APIs and machine learning. Microsoft also provides practice resources for partners to help them develop new in-house capabilities and reach more customers.

Microsoft in India is also enabling digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

Microsoft offers its global cloud services from local datacenters to accelerate digital transformation across Indian start-ups, businesses, and government agencies. In 2016, Microsoft opened one of its eight Cyber Security Engagement Centers in the country, to address security needs of both public and private sectors.





Parag Amalnerkar
Director Marketing - NetApp India,
South Asia & ANZ

NetApp is empowering customers to change the world with data

Marketing is the headlights of an organization. So, the onus is on marketing to anticipate how the market behaviour is likely to change in the near and long term future and plough that back in the organisations thinking, so that our innovations and our ability to address the market needs are tailored to retain the advantage we have over others.

We have offerings which are tailor-made for various different segments. Therefore our measuring would vary by segments. The positioning doesn't change but the value proposition and the targeting is distinct. Because the buying behaviour of each of this segment is different, our marketing plans therefore are devised accordingly.

Good data for a Good Brand Strategy

Our core vision is to empower our customers to change the world with data and make them data-driven. In line with our mission for the external market, our internal marketing framework is also data driven.

Brand Positioning vs. Marketing Tactics

Fundamentally, the objective of any brand is to differentiate itself from the competition and we don't think our brand is similar to the other brands in the market place. In the current technology market, while there are several players who are addressing the same geography and segments as us, we remain the only player to have identified data management as our core expertise. We primarily focus on this core area of our expertise while letting the ecosystem take care of other requirements. With data at the core of everything we do, our positioning is quite distinct and focussed unlike any other player in the market whose portfolio offerings and focus scale a larger spectrum.



The starting point for a data driven marketing organisation is to continually assess the performance of initiatives and campaigns, gather insights based on data and re-calibrate; so that the ability to engage audience and transform them through the buyer journey becomes more effective. We have in-house experts who are constantly measuring the effectiveness of our marketing performance. We deploy cutting edge tools to make us

data driven. As a company, we are getting more active on the social front through social listening, so that we can track customer sentiments on real-time basis and respond to them in a manner that addresses their requirements.

R&D driving Growth

NetApp launched its India Global Center of Excellence (GCoE) in January last year to further strengthen its commitment towards R&D. It is the largest R&D centre outside of the US and is already playing a vital role in driving innovation locally. With a 12,000-square-foot datacenter and an engineering laboratory, employees can access the latest and most sophisticated technologies across the world. The India R&D center has been focusing on aligning skilled sales and tech resources to serve both enterprises and SMEs alike. The innovation curve for India is attaining maturity with 280 awarded and 500 filed patents. Our mission for India includes expanding the NetApp line-up of Data Fabric solutions and services, which will maximize control and improve the secure movement of data across the hybrid cloud.



Route to Market Strategy

The year has seen some dramatic shifts as digital transformation has become a key criteria in all industries from BFSI to healthcare, from large enterprises to start-ups.

At the BFSI front, banks are digitally transforming and we are helping our customers in their transformation journey, given our expertise. We have partnered with some key banks including Kotak and ING Vysya in India. NetApp has helped State Bank of India with 25,000 branches, 59,000 ATMs, 600,000 POS machines and a reach of 500 million customers, undergoing digital transformation and becoming Data Driven.

INTRODUCING NETAPP HCI

ENTERPRISE-SCALE HYPER CONVERGED INFRASTRUCTURE



Break free from the limits of today's hyper converged infrastructure solutions to deliver guaranteed performance, increased agility and easy automation.



Enterprise Cloud

Accelerate self-service and private cloud infrastructure deployment with hyper converged infrastructure.



Web Infrastructure

Address demanding web needs with a scalable, easily automated hyper converged solution.



Workload Consolidation

Use a single hyper converged infrastructure solution to run multiple applications with guaranteed performance.

NetApp is the leader in data insight, access and control for hybrid cloud environments. We provide organizations across the globe the ability to manage and share their data across on-premises, private and public clouds.

NetApp, together with our partners, has a full range of enterprise-class solutions that customers use to modernize their infrastructures, build next-generation data centers and harness the power of hybrid clouds to accelerate the application of data. Unlike others, NetApp is pioneering a Data Fabric approach that allows infrastructure experts, cloud architects, developers and CIOs to easily and securely unite and manage data across the widest variety of environments.

This freedom is empowering NetApp customers to change the world with data.

To know more, visit www.netapp.com/hci
or call us at +91 120 6712932.

NetApp®
Data Driven



Marthesh Nagendra
Country Head India & SAARC,
Netgear

Netgear continues its legacy of offering a wide range of networking products

Switches & offer best in class PoE switching solutions from 56W to 1440W. Our 10G product portfolio is vast and offers flexible solutions to meet the requirements of all customers.

NETGEAR Insight APP is again a new revolution in IT for Small & Medium business. It's a Device and network management APP. With Internet access becoming cheaper in terms of prices, which has enabled consumers and SMEs to move towards cloud based solutions, NETGEAR presents its ReadyNAS solution that offers unlimited snapshots, Thin Provisioning, Cloud Managed Replication, Real time anti-Virus and Encryption. Our NAS solutions perfectly fit into the growing needs of SMB/ SME's.

Good data for a Good Brand Strategy

India is one of the fast growing markets in the world with a broadband internet growth of 45% YoY. Cheaper data requires reliable devices to provide Internet access to Businesses and customers. Our award winning routers and Access points fit well to these requirements.

Data is doubling YoY. We achieved triple digit growth on NETGEAR Desktop and Rackmount solutions. Multiple devices, cheaper internet requires better Coverage and more security. NETGEAR Orbi Wi-Fi systems provides max Wi-Fi Coverage and complete parental control for your mobile devices

Brand Positioning vs. Marketing Tactics

NETGEAR is a US based firm, established in 1996. It's a B2B Enterprise and the products are widely distributed in more than 200 countries. At NETGEAR, we turn ideas into innovative networking products that connect people, power businesses and advance the way we live.

For more than 20 years, our innovative networking solutions have continually expanded the outer limits of speed, connectivity and intelligence. We connect the world, whether it be people to people, people to things, or things to things, both inside the smart home and outside in the mobile world.

NETGEAR offers end-to-end active networking solutions which are Reliable, Easy to manage and at Reduced costs. Our Switches & Business wireless comes with true lifetime replacement warranty.

NETGEAR is the only vendor which offers wide range of solutions in both Retail and Commercial business. We hold #1 position in Plus

R&D driving Growth

NETGEAR invests significant percentage of its revenues towards R&D. We are first to come up with Mesh Networking tri-band router, Range extenders, 10-G plus switch and recently the lag-free gaming router. Our software interface is one of the best in the industry and provides tremendous flexibility to manage the customer's Network & data remotely at ease.



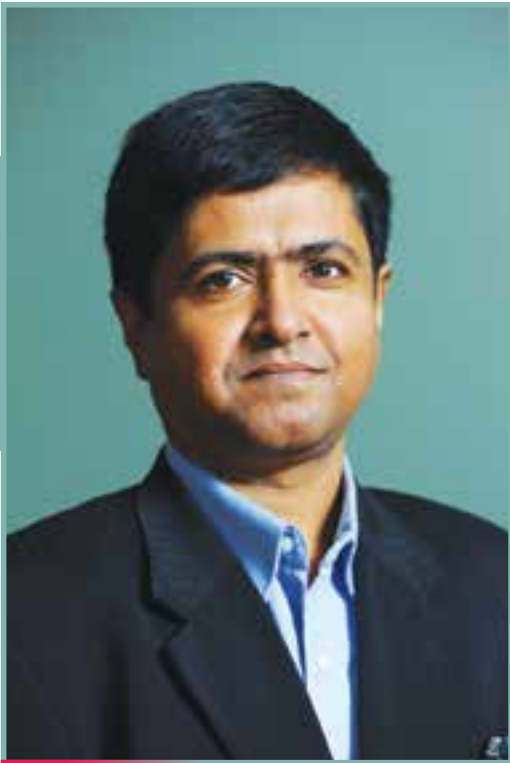
Route to Market Strategy

This is our 18th year of operation in India and we have catered to all industry verticals which include Aerospace, Agriculture (see also Agribusiness), Fishing, Timber, Chemical, Pharmaceutical, Computer, Software, Construction, Defense, Arms, Education, Energy, Electrical power, Petroleum etc.

Some of the prominent names include, Wipro, Honeywell, Siemens, AIIMS, ESI Hospitals, Taj Hotels, IOCL, BPCL, Gujarat Ambuja, TCS, TATA ELXSI and many more.

We are directly or indirectly present in 22+ Cities and working closely with 100+ partners in all major cities. NETGEAR has great field strength which helps the partners to design and deploy Networking solutions at the customer premises.

We train and encourage partners to sell high-end stuff which brings them more profits. We will continue to build on our existing customer base and expand to newer ones. We also have demo centers in selected cities which enable partners to touch, feel & work on our wide range of products. NETGEAR products are one of the best in the industry and our efforts will also be to take this product line to newer cities by increasing our partner base.



Prasenjit Roy
SVP & Chief Marketing Officer – Netmagic
(An NTT Communications Company)

Netmagic is a one-stop shop for its customers' multi-cloud needs

Solution Provider who can act as a one-stop shop for needs pertaining to Multi- Clouds. Today, we are pioneering multi-cloud based Hybrid IT Services for Delivery and Management of complex IT environments including multiple Public Clouds, Private Clouds, Captive DCs and third-party Colocation.

Any business and its marketing strategy should revolve around the consumer/buyer to be a success. This is a make-or-break necessity for most businesses, be it established ones, medium enterprises or start-ups. The marketing programme of any business should be a healthy mix of different forms such as website development, public relations, print and broadcast advertising, design and printing for all print materials, trade shows and other special events.

Marketing, when done right and through the right channel, can increase awareness about the brand among consumers and increase visibility. Not just this, it can help develop a “we” bond between the consumer and the product.

In order for a marketing strategy to be successful, it must be multi-faceted, realistic and implemented consistently over time. The messaging should be focused on developing awareness of your brand and on building trust around that brand.

Brand Positioning vs. Marketing Tactics

In India, the adoption of cloud for mission-critical workloads is tremendous. Netmagic has adopted a Multi-Cloud strategy, multiple clouds with dedicated set-ups and we are able to manage this seamlessly with a common front-end for customers as well as we are able to monitor, provision, and manage all the workloads of cross-multiple clouds. So for this, we not only provide our cloud services, but also partner with some global cloud majors to ensure that customers are offered a seamless experience.

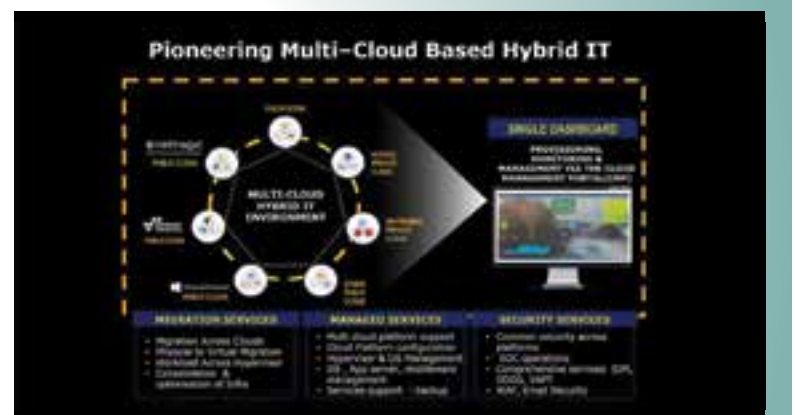
We are the only end-to-end infrastructure

Good data for a Good Brand Strategy

We strongly agree that a marketing strategy driven by good data is crucial to success in a hyper-competitive global economy. A data-driven brand strategy builds on insights gained from analyzing big data, collected through consumer interactions and engagements, and using this to predict future behavioural pattern. This further helps in offering a more personalized experience to users, an approach we adopt at NTT-Netmagic as well.

Netmagic aims to be a one-stop shop and offer the complete stack, which includes connectivity. The parent company NTT Communications (NTT Com) is a leading global provider of connectivity solutions. Its datacenter business is growing and it will soon add two more datacenters to its portfolio.

With a highly experienced team of professionals, Netmagic has been nimble, agile and moves fast to respond to the bespoke needs of its customers. It has been flexible and always innovating. The Company offers unique services for co-location and infrastructure management. Not surprisingly, the demand for its services and data centers grew at a rapid clip, and it had to build more data centers.



Route to Market Strategy

There is a continuous demand for a resilient and scalable IT Infrastructure backbone in this digital era. Netmagic has a rich history of evolving itself ahead of the curve to meet the dynamic requirements of our clients' businesses. Our strategy is to accommodate this demand and ensure that our network service offering and datacenters enable our ICT clients with rich IT infrastructure for maximum connectivity and enhanced productivity. We are coming up with two new upcoming hyperscale high-density datacenters in Mumbai and Bangalore, and these datacenters will be operational this year. With these two new datacenters, Netmagic becomes one of the largest datacenter service providers in India.



NVIDIA sees a big potential in deep learning for transforming businesses into an AI enterprise



Vishal Dhupar
Managing Director, South Asia,
NVIDIA Graphics

In today's fast moving digital world, new opportunities have opened up for marketers, especially around engaging prospects and customers in content based communities, expanding outreach via social media virality and focussed portals, bloggers and influencers. All of these are part of NVIDIA's marketing strategy, built on top of the strong product and platform offerings we provide.

Good data for a Good Brand Strategy

NVIDIA is advancing GPU computing for deep learning and AI at the speed of light. We create the entire stack, and make it easily available in every computer, datacenter, and cloud. NVIDIA is focused on innovation at the intersection of visual processing, AI and high-performance computing. From real-world data, GPU-accelerated software algorithms can learn to recognize patterns that are too complex, too massive or too subtle for manually coded software. GPU deep learning is the computing model companies will use to transform their digital business into an AI enterprise.

Impact of Digitization on Businesses

NVIDIA sees immense potential for deep learning in India while keeping parallel programming at the heart of this trend. Market Analysis pegs that the Deep Learning Market will globally reach \$18.16 billion by 2023 from \$3.18 billion in 2018 and most of this growth is attributed to the increase in deep learning applications across industries like media, finance and retail in countries like India.

R&D driving Growth

Globally, the NVIDIA AI Labs (NVAIL) are testimony to our commitment towards R&D efforts. The world's top researchers are pushing the boundaries of artificial intelligence at the NVIDIA AI Labs. Our NVAIL program helps us keep AI pioneers ahead of the curve with support for students, assistance from our researchers and engineers, and access to the industry's most advanced GPU computing power.



Brand Positioning vs. Marketing Tactics

NVIDIA believes in delivering value to our customers through PC, mobile and cloud architectures. Vertical integration enables us to bring together hardware, system software, programmable algorithms, libraries, systems and services to create a unique value for the markets we serve. We have adopted a platform and network approach to reach out to a large audience. It started by producing a GPU (graphics processing unit) computing platform for PCs, games and then generalize the platform, opening it up to the right markets.

A key element of marketing is to understand the end customer's profiles and needs in order to ensure how the brand's value proposition meets these needs. Customer engagement while meeting the needs of the prospects is an essential part of the marketing strategy, which in turn ties in together with the company's overall business objective.



Route to Market Strategy

Our business has evolved from focusing primarily on gaming products to broader markets, and from chips to platforms and complete systems, thereby expanding our avenues in the market. We leverage our partner network to integrate product features, performance, price and timing of new products for our platforms. We have a robust solution architecture team with industry knowledge to support the competitive and complex design win process.

We believe that the depth and quality of our design support are key to improving our partner network's time-to-market, maintaining a high level of customer satisfaction and fostering relationships that encourage our end customers and partner network to use the next generation of our products within each platform.



OBOPAY continues to be a part of the digital revolution that is sweeping the fintech industry

Shailendra Naidu
CEO
OBOPAY

Route to Market Strategy

The bottom line of our go-to-market strategy is simple; developing a niche market for our products and solutions. OBOPAY is positioned as a knowledge entity focused on providing best-in-class technology solutions & consulting services in mobile payments for various industries, including banking, telecom and distribution. Our uniqueness lies in our strengths. We are present in 4 out of 5 top mobile money market. We process 11% of the global mobile money transactions every day, 3 billion plus transactions with zero variance case, our platform also has multi language capability: English, French, Spanish, Arabic, Swahili, and many Indian Languages. Our branding and messaging aligns with our USP and clearly communicates how we are different from our customers.

Brand Positioning vs. Marketing Tactics

The fintech brand positioning revolves around two pillars which is common to most players. OBOPAY's brand strategy is defined to understand what the market and customer requirement is and communicating clearly the uniqueness that we bring to the table. With a decade of experience in the fintech space, thought leadership is the disruptor image we have positioned ourselves to achieve. We try to understand what exactly the customer is looking for.

We believe in delivering the simplest solutions to solve the greatest business problems of our clients. Our presence in 4 out of the top 5 mobile money markets is a testimony to our experience. In our business, we see everything we do externally as marketing, a reflection of who we are. From how we presented our organization to the clients, to how we communicated in emails is all part of marketing. We are very clear in communicating who we are and our marketing efforts across various platforms has helped us create the niche brand image differentiating us from other players in this space. All our marketing efforts have been successful in communicating the value we bring to the market.

Good data for a Good Brand Strategy

Digital revolution in the Fintech sector is powered by data. After introducing a new brand identity and repositioning last year, we have consciously built a brand strategy driven by the organizational vision of continuous improvement and being future ready. As an organization we believe data is an intrinsic part of improvement, decision making and smooth process flow.

The OBOPAY analytics team is constantly working on data which not only keeps our clients informed about their business processes but also empowers them to draw insights and help in making informed decisions. As a young Fintech, our core strength lies in our ability to embrace technological advancements, especially in the field of data. Incorporating use of Machine Learning in development, analytics and day to day learning has helped us achieve the status of a variance free platform and business solution, powering one of the largest payments ecosystem.

R&D driving Growth

At the heart of OBOPAY's culture is innovation and we believe in continuous commitment towards R&D. Machine Learning and Artificial Intelligence now play an integral role in many phases of the financial ecosystem. OBOPAY's research and development team is constantly thriving to streamline operations and provide better customer experience through deep learning.

In near future, our focus on incorporating ML/ AI into various processes will better equip us as an organization in reducing the processing time, increase levels of automation and offer game changing insights to stay ahead of the competition.






Richard Morgans
Group CMO - OnCam

OnCam believes in a personalized marketing strategy to build its customer connect

So, when one of our customers find one of our companies, products or services that they like, they happen to tell others. So, the lesson is clear, instead of saturating the airwaves with marketing messages, we should instead be focusing our efforts proving our claims to build trust, encourage repeat buyers and grow loyal brand advocates. Our tried and tested proof points in B&B include references, customer testimonials, videos, certifications, awards, research, trials, feedback, unique technology features, product reviews and statistics etc.

Good data for a Good Brand Strategy

There is a wealth of data at the centre of every business. It is the lifeblood of companies, delivering insights and intelligence on the company as a whole. We are becoming increasingly connected with the physical and digital worlds that are moving closer together. This is, and will continue to provide marked benefits for businesses and consumers alike.

From a marketing perspective, we have invested heavily in an automated marketing system to capture the data fed in to salesforce and to track every time a potential customer 'touches' or interacts with the company. In this way, we are able to provide a more personalised level of engagement that is reflective of our brand positioning.

Brand Positioning vs. Marketing Tactics

Identifying a USP is ever more important in today's B2B markets. It is no longer enough to just have a good product or service to sell.

I believe we are seeing a shift of focus from market-level 'disruptive' differentiation, to a new era of more personalized, and individual differentiation. Customers are starting to question what does this brand do for 'me' and 'my business', rather than being interested in claims about how we are revolutionizing their whole sector. This personalized differentiation has enabled us to build our ONVU Tech brand on a bedrock of quality and integrity that is reflected in every aspect of our brand promise.

There is a large and growing number of people using alternative channels to become better informed, contribute to discussion and become better colleagues and citizens. We have a phrase you will often hear within any of the ONVU Technology companies, it is 'empathy led tech'. We take time, both within marketing and at a sales and operational level to understand the issues our customers are facing.

R&D driving Growth

Investing in R&D per-se is never going to drive innovation. You have to create climate for innovation to grow and succeed, and this means defining a core set of values which are the 'emotional currency' of our brand. Having these values helped us establish a sense of purpose and direction and play an important role in B2B decision-making, by creating an opportunity for our customers to connect with our business on a non-rational level. Our own culture has helped us to hire some of the most talented people in the industry and has given them an environment to do their best work.



Route to Market Strategy

A balance must be struck – the C-suite must embrace new technologies at the right time in their journey. The early adopters may risk jumping in before they can walk, and the risk averse might completely avoid its benefits altogether. That's what makes new technologies so exciting, as long as they are applied with more than careful planning. Empathy is also needed. Without empathy, protecting the well-being of staff and the needs of customers may not be factored in from the start. Business is a social effort – we are working by, with and for the people after all.

Protect the moments that matter

The power stays on



The power behind competitiveness

As the CIO of a hospital, I spent most of my working life in fear of a breakdown or accident in our data center that would put patients and lives at risk. My responsibilities meant that I had to miss some of the most important moments in my own child's life to protect the lives of others.

Since I suggested our hospital adopt Delta Datacenter Infrastructure Solutions, my fears have all but vanished. Delta's impeccable power supply and cooling control systems are reliable and efficient – I can now maintain our servers with ease.

Thanks to Delta, I'll never need to miss another precious moment with my child.



Datacenter Infrastructure Solutions



UPS Solutions

Delta Mission Critical Infrastructure Solutions - Your most trusted partner.

www.deltapowersolutions.com



Smarter. Greener. Together.



ONE Broadband committed to enhancing customer experience through its services

Yugal Sharma
CEO - ONE Broadband & IN
Entertainment India

Brand Positioning vs. Marketing Tactics

The Home Broadband Market is essentially a “Churn” market with different ISPs vying for the same urban customer and not focusing on growth markets across India.

ONE Broadband wants to create a brand promise to our valued customer which is based on “Customer Responsiveness” and is a Pro-active response to the customer’s needs. To achieve the same, the entire organization is aligned to the Brand Promise. ONE Broadband has invested in the backend Technology and the tools required to deliver the same.

Customer centricity is key to business and marketing is no different. We believe that the Role of Marketing is to represent customer needs and turn it into a business opportunity. Marketing is also about a brilliant story telling that feels personal to the customer.

Good data for a Good Brand Strategy

Successful brands will build their brand strategy with the aid of data, to make decisions that identify and fulfill customers’ need. The key areas include Data analytics, Qualitative research and Digital. A brand that can leverage the data in to insights which will in turn offer value for its customers will be successful. As an upcoming complete solution provider, ONE Broadband is emphasizing on all of the above key areas.

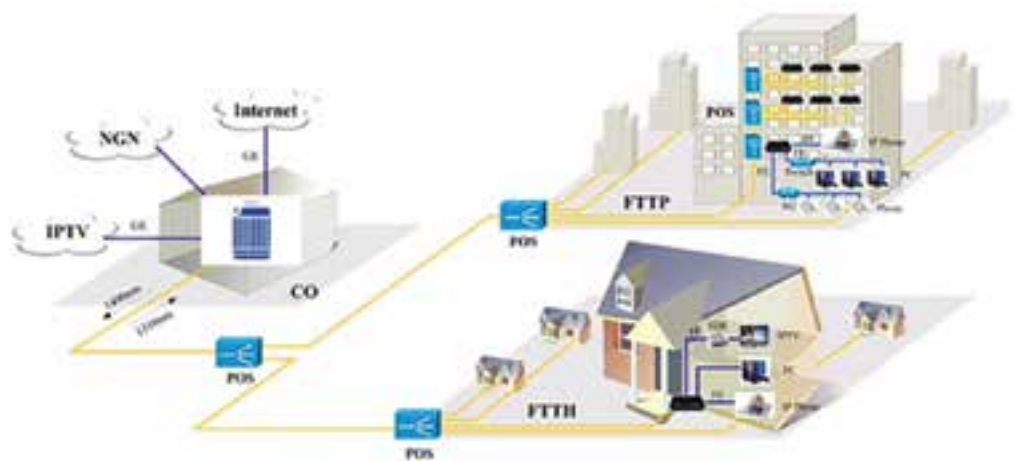
Impact of Digitization on Businesses

With the explosion in mobile data, the country has been propelled in to the next orbit as data costs become more affordable and consumption of internet increases. As the customer moves towards an increasing consumption of Digital Content, it is imperative to align the products or solutions to suit the new usage pattern. For eg, Live TV as we know it today will completely transform in to an OTT like experience. This gives an opportunity to service providers to come up with creative products and solutions wherein Data is just the pipe and revenue is from the content. ONE is looking to introduce a bouquet of services over a High-Speed Fiber Optic connection.

R&D driving Growth

We are committed to investing in any development which enhances the experience of our end customer. The experience starts right from where the customer gets to know about our Brand to the entire life cycle of the customer that includes Ordering, Service Fulfillment, Service Usage, Service Assurance and Payments.

We are continually upgrading our Core and Access networks, Proactive Management systems to ensure seamless and high-quality experience for our customers.



Route to Market Strategy

Today, a customer has multiple wires coming in to his home for Video, Voice and Data service for which he has to approach multiple service providers for the same. We are coming with a whole gamut of services which will be delivered over ONE strand of Fiber in the customer’s home including but not limited to Broadband, voice, TV and OTT services. The connected home is the foundation of all IoT enabled services.

To top this, a converged CRM will allow the user to experience and manage the services from anywhere, anytime on any device. Service experience can be “Uberized” through a mobile app giving the control to the end customer.

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Leveraging new technologies is the business strategy of today's enterprises

Srikanth Doranadula

Sr Director & Head Alliances & Channels,
Oracle India



Emerging Marketing strategies

Business growth and development are highly dependent on how an organisation's marketing strategies align with the business objectives. A good mix of traditional marketing programs with digital campaigns is essential in driving customer awareness, demand generation and business closures. They apply to large firms, as well as SMEs and start-ups alike. The only difference that sets them apart is their acquired level of business maturity.

Technology and data are taking centre stage in influencing marketing strategies – whether it is providing insights about consumer behaviour through analytics, or helping businesses to tailor the user experience. AI and IoT driven CX innovations are now allowing companies to anticipate customer needs based on location, weather and even mood, to drive meaningful proactive decisions at the moment of truth. Large, medium enterprises and start-ups are faced with many challenges, but they should focus on newer technologies to deliver exceptional customer experience.

The phenomenal transformation we are witnessing in almost everything around us today is being fundamentally driven by technology. We are living in an age when, enterprises that are not leveraging the business potential of new technologies while developing their strategy roadmap will find it hard to survive. Over the past year, emerging technologies like predictive analytics, blockchain, chatbots have taken centre stage.



Good data for a Good Brand Strategy

Enterprises around the world use Oracle to accelerate and transform their core business. Oracle is a peerless technology brand built to connect with our 400,000 plus global customers through clear voice, modern design and engaging digital communities. Across myriad industries and over 100 countries, Oracle is empowering organizations to thrive in a world that is more digital, connected, and competitive than ever.

The Oracle brand was launched with our secure, scalable databases that ushered in a new paradigm in computing. Today, Oracle ranks #17 in Interbrand's Most Valuable Global Brands with a brand valuation of \$26.5 billion. Our position has consistently climbed for more than a decade. This is a direct reflection of our own transition to a digital-first and customer-centric company, building a team of unparalleled talent relentlessly focused on customer success.

Impact of Digitization on Businesses

We are living in dynamic times where nothing is permanent except change. Technology, without any doubt has been playing a fundamental role in today's transformative world. It is changing at such a rapid pace that organizations are finding it difficult to keep up. At the same time, evolution of consumer behaviour is also a matter of great concern for organizations across sectors.

Chatbots will be one of the key technologies that will be found in every organisation's strategic

customer experience (CX) roadmap in the coming year. From next year, increasingly sophisticated conversational platforms will be developed; creating chatbots that will feel completely natural to talk to - replacing the currently, relatively unsophisticated interfaces. There will be a growing number of specialised 'intelligent bots' that will interact and learn from each other – something all marketers, CEOs, customer service specialists need to be prepared for.



Blockchain technology will develop more and will be used by a wider range of industries other than just for crypto-currencies. The emergence of enterprise-grade blockchain cloud services will help to bridge the skill gap. Blockchain will find usage in any business and any industry, where there is need for a set of records to be shared across multiple trading partners, individuals or business entities like in financial services and supply chains.

The common thread between all these trends is the application of technology in day-to-day life. Technology will continue to change how we work, consume services and live our lives.





Reliability in every Connection

At Citadel Intelligent Systems Ltd. we provide customized Fiber optic interconnectivity solutions. With over 250 years of rich industry experience, we are committed to collaborate with our customers to deliver customized fiber optic interconnectivity solutions for Harsh Environments, Enterprise Datacenter & Hyperscale Networks, Telecom Networks, Convergence & Smart City solutions and Security & Surveillance systems.

Strategic Alliance with America Fujikura Ltd

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For Business Inquires: Sales@cintellisys.com, sales@afl-cis.com

www.cintellisys.com



Palo Alto Networks preparing its customers for the digital age

K P Unnikrishnan

Sr. Director Marketing, APAC and
Japan - Palo Alto Networks



Brand Positioning vs. Marketing Tactics

A brand is one of the most valuable yet intangible business assets of a company. In this era of digital and social media, brand building has acquired a new breadth. Brands today can be built and broken at an astoundingly fast pace. In addition, the brand experience must be reinforced regularly through various channels so that it remains top of mind and there is better control over how the brand is being perceived

in the market. Brand building must be an ongoing journey, with the right strategy to define, build, monitor, measure and protect the brand throughout.

Palo Alto Networks strong customer reference program is another example of how we are working with end users to showcase their prevention based cyber security infrastructure. We are seeing a tremendous interest in the area of cyber security as organisations seek to improve their preparedness. Palo Alto Networks is advising and helping businesses deploy safeguards around the cyber pitfalls in the digital age. Our customers are increasingly relying on a prevention-based security infrastructure with our Palo Alto Networks Security Operating Platform

effective strategy to target those who have a high propensity to buy. We track repeat purchase patterns and the lifetime value of customers, which in return, give us a pretty accurate picture of future buying behaviours. Data also allows us to predict next-best and nurturing activities to improve pipeline win rates, conversion efforts and to avoid churn.

R&D Driving Growth

Research and development is essential in our efforts to stay one step ahead of cybercriminals and help businesses prevent cyberattacks. We are constantly innovating to help our customers to continuously implement best practices to enhance their cybersecurity posture. The newly launched Palo Alto Networks operating system, PAN-OS version 8.1, and the updated version of our Next-Generation Firewall (NGFW), have been designed to operate reliably in extreme environments. Combined with our Application Framework, these capabilities continue to position us as market leaders.

Since 2017, the company has not only announced a slew of new product launches but has also entered formidable tie-ups. We have entered into a global agreement with IT leaders, such as Accenture, Amazon Web Services, Microsoft, Proofpoint, PwC, Splunk, Tanium and VMware, and collaborated with leading service providers in APAC.

Route to Market Strategy

We are constantly innovating to keep our technologies relevant to all of the business verticals that we serve and operate in. We are in our third evolution as a business, extending our automated approach through the Palo Alto Networks Application Framework. With the Application Framework, we are ushering in the future of security innovation, reinventing how customers rapidly access, evaluate and adopt the most compelling new security technologies as an extension of the Palo Alto Networks Security Operating Platform they already own and operate. It is a culmination of over a decade of security disruption, providing customers with superior security through compelling cloud-based apps developed by Palo Alto Networks and today's most innovative security providers, large and small.

Good Data for a Good Brand Strategy

Data has become a powerful and strategic enabler for businesses. However, we are facing a data deluge from various channels. We need to cut through the clutter, and know what to look for and how to apply those learnings to business.

Palo Alto Networks use data-driven insights extensively for our marketing activities. With predictive analytics, we are able to discern the buying cycle of prospects and build a highly



Sarthak Seth
Chief Marketing officer
Communications, Panasonic India



Panasonic mobilizing new business opportunities for the digitized culture

Brand Positioning vs. Marketing Tactics

The heart and soul of every business success lies in its leadership and overall marketing capabilities. They all resonate with the holistic idea of brand development and recall. The biggest shift being witnessed in today's marketing world is the depth of research consumers are willing to dive into before making their final decision over buying a product. In categories as diverse as electronics, financial services, and healthcare, consumers are increasingly ignoring push marketing, preferring instead to use the Internet to research products and decide which ones to buy.

Large and medium enterprises are companies who have the strength to invest in marketing activities beyond the conventional and powerful word of mouth practise. This however should further be accompanied with different and relevant marketing initiatives and should resonate with the brand's identity.

Although India has a long way to go towards completely digitizing itself, it has however remarkably accepted the concept and the opportunities it brings with it. With the exponential growth of IoT and digitization, connecting everything, securely and seamlessly, has become a true art. What is required, is for the industry to enable architectures that allow for convergence of a growing array of access technologies, end devices, sensors, software layers, analytics and solutions to come together. The enabling of such processes will open the gates to several new opportunities for emerging businesses within the new technological domain.

We at Panasonic India have been working continuously towards mobilizing new business opportunities within the digitized culture. We successfully installed Panasonic Toughpads within 3500 UP police cars under the 'UP 100' project to assist the police with the automation of FIR within their entire system. Under the government's smart city project we have triumphantly been able to deploy security and surveillance cameras in cities like Panchkula, Gurugram, some parts of Haryana and Uttar Pradesh as well.

R&D driving Growth

Panasonic is accelerating product innovations by leveraging developmental capabilities nurtured in India and have collaborated with TCS for our innovation centre in Bangalore. This will help us to bring together Panasonic's research and development efforts under one cohesive umbrella. We will invest INR 240 crore over the next five years in the centre.



We have also collaborated with TATA ELXSI for the establishment of an R&D centre in Bangalore, which will develop technologies such as artificial intelligence and robotics from India for its global operations and help in product designing in local product manufacturing. We also invested INR 115 crore for the setting-up of a refrigerator factory and have plans to set up a factory for Air Purifiers as well.

Prysm: Re-inventing large format display & digital workplace technology

GB Kumar
Vice President
India and APAC, Prysm

PRYSM®

Brand Positioning

Prysm is driving a new era of digital transformation and enterprise agility. Our solutions are streamlining employee productivity across enterprises along with our digital canvas based collaboration solutions. Prysm application suite enables teams to explore all their data, content, applications and tools on hyper-visual digital canvases - which ignites innovative thinking, drives decisions, accelerates productivity and transforms presentations into experiences.

At the same time, Prysm understands that the collaboration needs of today's enterprises and trends that are impacting those needs are very important.

Prysm's digital workplace platform can be deployed on existing touch-screen displays. For a premium experience, Prysm offers visually stunning LPD display solutions that cater to a variety of business implementations. Prysm Laser Phosphor Display (LPD) tiles have almost imperceptible touch latency and render high-resolution 6K, realistic images that are sharp and bright — even in ambient light. Its solution offering has three key components - Touch display, software and cloud.

The collaboration software also works with third party displays, laptops and mobile devices. The collaboration solution is cloud-based user subscription model.

Good Brand Strategy starts with Good Data

Prysm offers a unique and an innovative environment, enabling its users to access various content and data at the same time. Robust, yet easy to use due to its intuitive user interface, Prysm Digital

Workplace makes business teams more efficient from the first meeting. The differentiating factor for us as compared to our competition is three-fold - Constant Innovation; Extensive Product Portfolio and Experience.



At Prysm, anything we do, the experience moves along from meeting rooms to huddle rooms to a laptop or mobile phones. We provide a standardized experience across form factors. We offer a platform that allows the users to do all of this, from video conferencing, applications, live sources to content sharing on the same platform.

Prysm helps connect people rather than technology by incorporating digital tools to simplify employees' daily process and objectives for driving better experience, simplicity and connectivity, to produce the best possible results.

R&D driving Growth

Prysm has been innovating and delivering new technologies and solutions in the collaboration space since its inception. We are re-inventing solutions to create a diverse portfolio of hardware and software solutions

to support customers of all sizes. Prysm offers enterprise-grade digital canvas solution, designed for individuals and teams to share content and drive decisions – across virtual and physical spaces.

The company's recently launched new line of Laser Phosphor Displays - Prysm LPD 6K Series includes the world's largest interactive, single-panel display, and eliminates the concessions required with other video walls. Available in a stunning 190" or 135", it excels as a solution for digital signage, up-close interactive use, and everything in between. The multi-point touch and durable polymer display surface deliver an unrivalled interactive multimedia experience in enterprise, retail, and public environments.



Route to Market Strategy

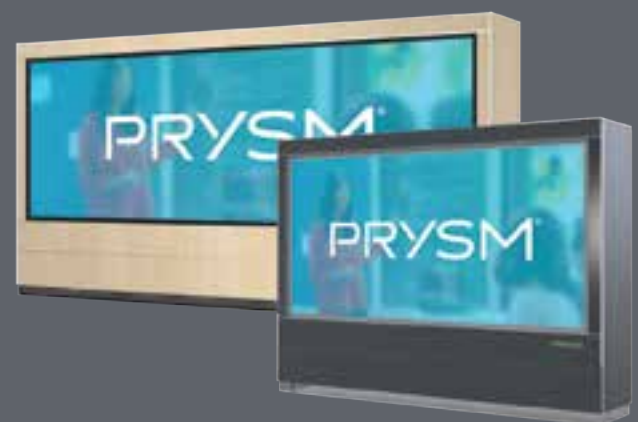
Prysm offers path breaking LPD (Laser Phosphor Display) 6K displays with sizes varying between 117" till 300". The use cases are many including Board Rooms, innovation rooms, Operations centers, training rooms and Customer experience centers. These displays can be touch based and are engineered for collaboration. Prysm is aggressively recruiting distribution and channel partners to scale the business in India. Prysm's solution offering has three key components: Touch display, software and cloud. LPD 6K is the world's leading display product for single-canvas, immersive experience. The collaboration software also works with third party displays, laptops and mobile devices. The collaboration solution is cloud-based user subscription model.



PRYSM®

Make an impact with the world's largest, interactive, single-panel display

The Prysm LPD 6K Series is the most advanced, immersive, and versatile video wall solution on the market. The energy-efficient, bezel-free digital canvases are available in 190" and 135" to elevate experiences for briefing centers, high-value collaboration spaces, and interactive digital signage.



LEARN MORE AT [PRYSM.COM/LPD-6K-SERIES](https://prysm.com/lpd-6k-series)



PayPal today stands for Safety, Security and Convenience

Anupam Pahuja

Managing Director and Country Manager India
PayPal



Route to Market Strategy

PayPal's go to market strategy is very clear - we are going with the strategy of security, safety and convenience. This is my brand strategy not just for India but for the rest of the world too.

A promising brand strategy

I feel India is a country where we believe three things are very important to people - one is safety, second is security of their money and third is convenience to do the transactions. So, our brand PayPal is all about safety; your money is always safe with us. So if you are making a payment to somebody and you do not receive the goods as promised, PayPal will refund the money, irrespective of the person to whom you have made the payment is a fraud.

The second thing is security; right now you can see in India lots of websites are getting hacked and lots of accounts are being stolen. But you can be rest assured that PayPal is the most secured payment system in the world and it brings security to its customers. We never share your financial details with the merchant, which means that we never give the merchant your credit card number or any other confidential details. Because the merchant don't have your credit card details, they cannot commit any fraud.

The third aspect is convenience; with PayPal you are able to send and receive the money as a merchant in a matter of hours. You don't have to go through a lengthy process. Everything is digitised and everything is available at one place. We ensure that our customers can send and receive money online in a matter of minutes in contrast to the traditional way earlier when transactions used to takes days or months. So safety, security and convenience is our brand's ethos and that's where we stand today.

Brand positioning wise, PayPal is one of the top brands in the world. In a recent brand study that was done, we have emerged as one of the top 20 brands globally when it comes to financial services.

Today customers in India have figured out how to move money from one person to another; everybody is doing it thus making transactions easy and convenient. But the important factor is managing the risk of moving that money. Who takes that risk? PayPal does it; what we are bringing to India is the ability to manage the risk associated with moving and managing your money. We have a 180 day return policy, which no vendor has in the country at this point of time.

So that is one of the key underline factors of what we are bringing to India. The second part of the story is all about the Indian payment system. While making a transaction, you have to wait for an OTP to come in which is too time consuming. So we tried to reduce that friction from the system.

R&D driving Growth

The largest development centre of PayPal is in India; we have close to 1500+ highly skilled technologists working here That is the largest development centre we have outside of our headquarters. We also have an incubation centre in India where we incubate companies out of Chennai and Bangalore. We have incubated around 15 start-ups in the Fintech space in India over the last two years.



Architecting the digital future...



Debmalya Dey Roy
Vice President - Sales & Marketing,
Pi DATACENTERS

Pi DATACENTERS Is Poised To Be The Digital Transformation Partner For Enterprises

Good data for a Good Brand Strategy

As a datacenter and cloud service provider, we operate in a \$2.2 billion space, where the transformation is driven by the market dynamics and market sustenance for the enterprises. We are looking at a market size of \$ 4.1 billion in next 18-24 months in the same space.

We have a 3-pronged strategy for the data generation, that supports the knowledge needs of the entire organization. The data IP that the entire organization brings in, our association with industry forums like NASSCOM | CII | TIE and our analyst relations with firms like Gartner, Forrester etc., give us access to relevant data and analytics at national and international levels.

There is a relentless market intelligence engine that runs at the backend, which cuts across all the above sources and resorts to primary research and analytics, in exceptional cases internally.

Brand Positioning vs. Marketing Tactics

From the very inception, our brand positioning has been based on bringing a disruptive wave in the space of datacenter and enterprise cloud, while redefining customer experience, in the Indian market. Hence, a brand positioning similar to the legacy players in the market-place would defeat the purpose.

Our brand strategy is developed on four key elements - exemplary integrity, uncompromised ethical standards, environmental friendly in delivering quality services and respect for our stake holders. All these add up to deliver customer experience, as we decisively position ourselves as the IT infrastructure and digital transformation partner for our customers.

Firstly, our choice of location of presence in Tier -2 cities instead of the metros, secondly the scale of our datacenter(s) and last but not the least, us being Uptime Institute TIER IV certified, has created a niche for Pi as a brand. Our brand positioning addresses the business needs of today's enterprises in terms of having a scalable and flexible IT infrastructure which is deployable with no or minimal disruption for customers yet delivering operational excellence and cost optimization.

Route to Market Strategy

Pi's marketing strategy is directly aligned with our 'go to market' strategy, which revolves around 4 pillars namely enterprise customers, alliances, industry relations and employee branding.

We find ourselves just rightly positioned in this space, being Asia's largest Uptime Institute TIER IV certified datacenter and with our enterprise cloud class platform Harbour1®. We also see ourselves strongly positioned as a partner of choice for global enterprises setting shop in India both in terms of availability of scale (up to 5K rack capacity enroute to 20K racks by 2019), infrastructure flexibility & maturity (being software-defined datacenter), continuous availability (being Uptime Institute TIER IV), connectivity over multi-gig redundant route fiber network, significantly lower TCO (being strategically located in Tier II city) and ease of road and air connectivity to all major business hubs across the country.



R&D Driving Growth

Pi has heavily invested into technology assimilation and re-engineering and has developed the state of the art, Research and Development center 'Pi Labs'. 'Pi Labs' based at Pi's global headquarters at Amaravati (capital region of Andhra Pradesh). It focusses extensively on research around unified computing, network virtualization, application networking & acceleration and cyber security mechanism.

Being a next-generation service provider, we have been able to forge strategic alliances with industry technology leaders and hence, have access to pre-beta technologies from them, at 'Pi labs'. This gives us ample avenues to test heterogeneous platforms across security, network, compute and storage space in advance viz a viz others in the same space. This eventually gives us the early mover advantage, wherein we are ahead of the curve, partnering our customers at the inception of their transformation journey.

We would continue to invest heavily in research and development, around our core, as well as integration of artificial intelligence and machine learning to our larger story. This would bolster our branding and positioning in the industry, re-defining customer experience in the space of datacenter and enterprise cloud space, while fueling the customer's business growth.



Minhaj Zia
Vice President, SAARC & SEA -
Polycom India

Polycom is well-positioned to support India's digitalization

players are digitising their classrooms in the country and they are using video conferencing technology to ensure that they develop their students as global citizens by giving them access to remotely connect with the best trainers across the globe. This is helping us enable equal access to quality education.

- **Other sectors** – Cement and steel companies are expanding significantly in India as there is a focus on revamping the country's infrastructure. This is a huge opportunity for us to provide video conferencing solutions as a lot of coordination and communication is required between teams in different locations. Apart from this, we are also seeing good adoption of our solutions in the financial sector.

Business Opportunities & Trends

As the country accelerates its focus on digitisation, there is a huge opportunity for Polycom to provide technology that drives ease of access to critical services, increase productivity, and bring in increased opportunities for less urbanized regions.

Some of the trends that we are witnessing includes:

- Today, customers are focused on increasing the productivity of their workforce to reduce costs and enable their people to come together as dynamic teams, no matter where they are located. This is contributing to the growth in adoption of collaboration solutions among enterprises.
- With the improvement of our broadband infrastructure, India becomes more digitally inclusive and we can expect to see a jump in demand for collaboration solutions like high definition video and digital content sharing that were previously unavailable.

Digitization transforming the Industry

India continues to go through digital transformation bringing significant change to almost all aspects of our society – from how business transactions occur, the way people communicate, to the way people receive critical services like healthcare to how students are taught. This is providing Polycom with great opportunity to provide solutions that help people connect better and in turn, is helping expand access to healthcare, government and education services to citizens.

- **The Government sector is rapidly adopting video conferencing solutions** - government is an important adopter of Polycom solutions. The government's infrastructure is being expanded and several government agencies are now using video conferencing solutions to coordinate with their peers in different locations. Many courts and justice systems in the country are also using collaboration solutions to increase efficiency and productivity.

- **Healthcare sector** - India is having the key demographics and geography that can leverage the full benefits of video conferencing in healthcare sector. Large travel distances, traffic congestion and increasing pharmaceutical manufacturing provide an environment that can truly benefit from the use of video conferencing technology. Also, the doctor shortage in rural areas has resulted in increased demand for healthcare services regardless of where people are located. Polycom's telemedicine solution allows clinicians to provide a high level interaction patient care regardless of location. High definition video, along with our ecosystem of telemedicine providers allows organisations to provide diagnostic quality care from a distance.

- **Polycom solutions is enabling equal access to quality education** - both public and private sector

R&D teams driving growth

We firmly believe that our R&D team is essential for our long-term success. In India, we have a R&D center in Hyderabad – this R&D hub carries out global innovation development, as well as localization for India market; they focus on creating very core audio/video algorithms for sensing what is critical to optimizing each meeting experience – i.e. speaker tracking & framing, meeting and meeting device analytics. They are also working on things like facial recognition, adding in AI capabilities to our cameras, and leveraging natural language processing.



Polycom EagleEye™ Director II - Polycom EagleEye™ Director II adds a life-like look and feel to virtual meetings. Designed for teams to focus on the people in the room, not the technology, this latest solution quite literally lets the camera do most of the work! Meeting participants no longer need to worry about managing the meeting using cumbersome remote controls. Instead, the camera frames and zooms in on active speakers allowing for more natural conversation and greater interaction among participants, enabling them to see facial expressions and body language more clearly.

Polycom Pano – The Easiest Way to Share Content at Work - Polycom Pano is the easiest way to share content at work. Now anyone in a business meeting can share up to four streams of simultaneous content side-by-side, from any device, without the hassle of juggling cables, pucks or dongles.

Customers can simply connect Polycom Pano to any display to enable wireless content sharing from PCs, Macs, tablets, and smartphones – even live video. Pano includes built-in security safeguards that limit sharing to the target monitor and that protects the content once a meeting is concluded.



R&M serves local connectivity needs with its high performance solutions



Gaurav Ahluwalia
Managing Director
R&M India

Brand Positioning vs. Marketing Tactics

R&M is a leading provider of connectivity solutions for high-quality communication networks since 1964. The solutions are compelling in their ability to deliver excellent availability and effective network operations in the sectors of LAN, Public and Datacenters.

We have an annual revision process of our strategy and roll it out in so called 'strategic programs' which are revised monthly. The core values of the R&M brand are quality, innovation, customer focus and customer service. In its target markets, R&M enjoys very different levels of brand awareness in different categories. It is rated highly for trustworthiness (quality, professionalism, reliability, competence) and for customer focus.



R&M follows a 360-degree marketing approach to succeed in the India market.

Product innovations at R&M

The trend towards higher-performance connectivity was confirmed in the R&M 2017 financial year -

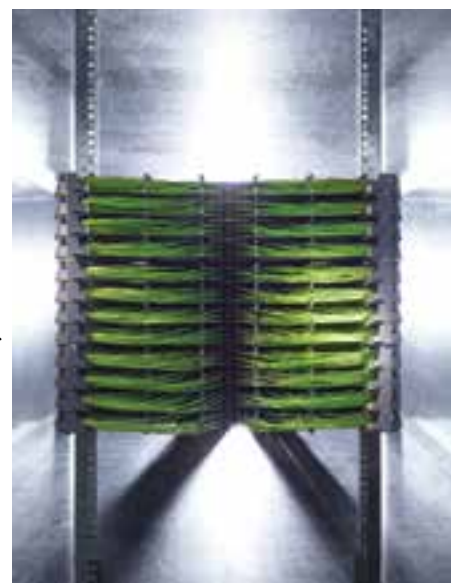
- New local data networks are currently being planned primarily for the use of 10 Gigabit Ethernet. Slower solutions are gradually dying out. Copper cabling with Cat. 6A/Class EA or Passive Optical LAN (POLAN) is bringing the transmission capacity required for the future into today's offices. More and more functions for smart buildings are also being incorporated into data networks. These include Power over Ethernet to supply end devices with power and LED lighting, for intelligent building demands, surveillance and much more. R&M provides high-end and mid-range solutions here.
- The data center market is breaking record after record. The hyperscale data center sector is experiencing particularly colossal growth. Hyperscale providers are already working with transmission capacities of over 100 Gbit/s and are aiming for 200 or 400 Gbit/s. Data centers of this magnitude require automated monitoring, using systems such as R&MinteliPhy.
- Carriers are increasingly investing in the FTTX rollout. They are looking for compact, flexible, scalable, and cost-effective cabling solutions for public networks, in order to achieve their aim of blanket fiber optic networks in manageable steps. The R&M range meets these customer requirements.



R&D driving Growth

Aside other factors, innovation is one important cornerstone for a sustainable growth of R&M. Developing future proof products that suits our customer needs and being always upfront with the newest technologies is vital for our customers.

R&M spends a reasonable amount of its expenditures for R&D and will continue doing so and increasing the global development footprint for a better understanding of the local needs.



Route to Market Strategy

With a complete range of primarily shielded and unshielded Copper and fiber systems, R&M targets the medium to high-end segments of the market. This range is supplemented by monitoring systems, with the aim of offering customers complete, high-quality solutions in the LAN, datacenter, healthcare and public connectivity segments.

The R&M freenet cabling system is ideally suited for use in hospitals and homes, thanks to its modular design, proven quality and reliability, and its functional diversity. R&M has designed special solutions catering for the specific requirements of patient rooms (antibacterial cabling range: R&MhealthLine) and treatment rooms (alvanic separation of data lines: R&MsafeLine). R&M differentiates itself via the high modularity and tailored functionality of its product range, which bring many advantages for customers when it comes to the planning, installation and subsequent expansion of their systems. With the R&M Qualified Partner Program (QPP), high quality is guaranteed.

Innovation is the key mantra behind Radware's strong product offerings



Terence Ying
Vice President APAC
Radware

of mind. Hence marketing becomes even more important in this digital era. Radware believes in sharing knowledge and information with our customers, prospects as well as our partner community and it reflects in our thought leadership marketing.

Good data for a Good Brand Strategy

Data is the blueprint of any organisation's growth strategy and it is essential to have a strategy around the data itself. It helps you plan for future.

We have a robust CRM in place to help us with collection of key customer and market data, which not only helps us understand our customers' network but also their IT requirements of present and of coming years. This enables us to add value to their business and be their extended IT arm.

Impact of Digitization & cloud on Businesses

Digital transformation increases data & connectivity and expands the opportunities for data storage, data security and cyber security. The Next-gen solutions around data protection and availability are the need of the hour and Radware is actively working on introducing advanced products and solutions in these domains.



Nikhil Taneja
Managing Director-India, SAARC &
Middle East - Radware

Brand Positioning vs. Marketing Tactics

Radware's brand positioning is above par in the market place and we are considered the top player in cyber security market in India today. Our energies are concentrated on thought leadership and strengthening our channel, rather than on advertising. All our marketing dollars are spent judiciously in positioning Radware as a leader in the segment.

For organisations of any size marketing is equally essential to either increase or retain the mindshare of the customers. Out of sight is out

Route to Market Strategy

Corporates are investing in commercialization of disruptive technologies but at the same time most of them pay less attention to securing their mission critical data, leaving them vulnerable to attacks and breaches.

At Radware, our GTM would be to go all out and educate these start-ups and organisations about the importance of application security and availability, to be able to succeed and have a competitive edge. We will be using the right marketing vehicles to achieve our goals.

As per Forrester research, the total global public cloud market will be \$178 billion in 2018 and will continue to grow at 22% CAGR. More than 50% of global enterprises will rely on at

least one public cloud platform to drive digital transformation and delight customers.

Today most of our customers are no longer questioning whether the cloud is right for their business or not. They are busy deciding how soon and how much they can invest on the cloud. There is a growing dominance of cloud application and development platforms and their role in revolutionizing new business models across enterprises today and it will continue to grow in the years to come.

R&D driving Growth

Innovation is in our DNA and we will continue to strengthen our cyber and application security offerings in the coming years by coming up with the most innovative security solutions with the help of R&D. To achieve this we have doubled our investments into R&D, opened many scrubbing centres including one in India. We have taken the evangelization path - educating, training and initiating discussions with end users to better understand their challenges and come up with innovative solutions to address them. This reflects in our commitment to R&D and addressing application availability and security challenges faced by our customers.





APPLICATION SECURITY THREATS ARE EVOLVING **IS YOUR WAF KEEPING PACE?**

Radware's Cloud WAF Service delivers adaptive web application protection for both on-premise and cloud-based applications. It provides full coverage of OWASP Top-10 threats and automatically adapts to evolving threats and protected assets.

For more information, visit www.radware.es.



Radware India

241, Okhla Industrial Estate, Phase-III
(DSM Building), New Delhi-110020
Tel: +91-11- 41648514/ 6/ 7/ 8



For enquiries, please contact:

Amitabh | Cell: +91 886 000 4283

Email: amitabh@rahinfotech.com



RAH Infotech believes in delivering value to channel partners and customers by way of new technologies

Ashok Kumar
Managing Director
RAH Infotech

Route to Market Strategy

We are indeed witnessing a trend where corporates and venture capitalists are investing in bringing disruptive technologies into the market. As a True VAD, we are on a constant lookout for disruptive technologies which promise to propel digital transformation and data security to new heights. We are in talks with many such OEMs to make sure we bring these technologies to India to enable our partners and customers to benefit immensely.



Brand Positioning vs. Marketing Tactics

With many new entrants entering the segment and heightened competition, the value seems to have lost its charm in Value Added Distribution. At RAH Infotech we always strive to steer away from the mundane and position ourselves as a true VAD.

Our GTM is stitched around the Value we add to our partners, customers and our OEMs which is much beyond the mediocre marketing. While it is good to

have marketing tactics in place, a brand is recognised for what Value it delivers to its stakeholders and we concentrate all our energies in delivering that Value.

Marketing is a key component of any business plan and both sales and marketing should go hand-in-hand for any business to be successful. At RAH Infotech, sales and marketing teams work in close coordination to ensure success of all sales, inside sales and marketing programs which result in better RoI.

Organisations of all sizes must possess a robust marketing engine to excel in business. With the world going digital, it is imperative to take marketing too on the digital path.

Good data for a Good Brand Strategy

Good data for us is having a good market intelligence and a versatile CRM platform which helps us get better insights about the market and our customers and prospects. In the recent past, we have heavily invested on solutions that deliver the market and competitive data as well as on a CRM platform which provides insights into our customers' buying patterns apart from helping us be in regular touch with them.

Leveraging new Technologies

As a VAD focused on adding value to our partners and customers, we are at the forefront of studying and introducing new and advanced cutting edge technologies in India which help our customers embrace digital transformation in an effective manner.

We are closely monitoring the technologies in Cyber Security, Data Management, Artificial Intelligence, Machine Learning, IoT, Predictive Analytics and Intelligent Apps and are looking to sign up new OEMs to add more advanced solutions to our offerings that make a difference to our partners' revenues and our customers' IT infrastructure and security.

Software as a Service (SaaS) paved way for financially attractive and flexible options for businesses to try early cloud services. According to a 2016 survey on cloud services from Cisco, 2018 will see SaaS solutions as the most highly deployed cloud services across the globe. We will see businesses focused on simplifying operations and providing easy access services to their customers will move towards integrating SaaS, IaaS and PaaS into their business processes.

As the adaption of cloud services increase, we can expect data and cloud storage to grow exponentially. With this, businesses will have equal emphasis on securing the cloud infrastructure.

R&D driving Growth

With new IT challenges cropping up every other day, it is very essential to associate with OEMs and technology partners who invest substantial part of their revenues in R&D to strengthen and future-proof their solution offerings. As a True VAD we pick, choose and associate with technology partners who are focused on innovation and R&D.



Networking

Information Security

DR/DaaS/Back-up

Wireless/WiFi

Cloud Computing/
Virtualization

Connecting & Securing your World ▶

RAH Infotech is into the business of providing comprehensive information management solutions. We are a technology distribution giant, that along with our world-class business associates provide cutting-edge technologies to organizations of all sizes. Today, we are India's fastest growing value added technology distributor providing IT Infrastructure solutions and holistic technology consulting services in the areas of networking,

information security, backup, disaster recovery, wireless communications, cloud computing, virtualization and data center management.

We are curious to know how we can add value to your business. Please call us on +91 80108 55000 or drop us a mail on sales@rahinfotech.com or visit us at www.rahinfotech.com and allow us to visit you soon after.

Our Technology Partners:

Acronis

actifio

Cambium Networks

exinda

FAT Pipe

ForeScout

F-Secure

gemalto
security to be free

Hillstone
NETWORKS

Infoblox
CONTROL YOUR NETWORK

ipswitch

KEMP

MikroTik

Quest

radware

RAPID7

SANOFI
Disaster Recovery Management Software

SECLORE

SOTI

Stratus

WINMAGIC



Rashi Peripherals betting big on Deep Learning, AI and Digital Marketing

Rajesh Goenka
Vice President, Sales & Marketing
Rashi Peripherals

Data management plays a very important role in any organization. We at Rashi Peripherals, duly recognize the importance of data in our day to day business operations. We have made a significant amount of investment in the technology and resources for robust Data management. We implemented SAP in our system almost 11 years back, and today it is the most robust backbone for our channel strength. All our 50 branch offices and service centers are well connected through this system enabling the seamless exchange of information that facilitates fast decision making.

Going the Digital way

Distribution of cutting-edge technology solutions will remain a prime focus of the business, however, we are now stepping out of our boundaries and exploring new business avenues in the software space. We are also supporting the Government's various Digital initiatives and working closely with the agencies on projects like Aadhar Enrolment kit, Digital signage etc. We are also betting big on various education projects. We have recently stepped into Deep Learning & Artificial Intelligence and are heavily promoting related solutions.

Component					
Peripherals					
Personal Computing					
Enterprise					
Mobile/ Smartphones					

Route to Market Strategy

Rashi Peripherals is always at the forefront in terms of embracing disruptive technologies and implementing the same into our business processes. We have been consistently upgrading our IT backbone to keep ourselves aligned with the rapid pace of technological transformation in the business. Acknowledging the potentials of the digital, we have developed various online platforms and Apps that give our partners and end users up-to-date information about our products, its features, pricing, and availability.

It is very important for us to keep our field representatives up-to-date on the market conditions. We make efficient use of platforms such as SAP and Google Docs to keep our more than 300 Sales Champions spread across pan India updated on product portfolio and also assist them during the entire sales cycle. This efficient deployment of digital means into our work processes in order to enhance productivity has enabled Rashi Peripherals to have one of the most efficient distribution structures in India.

Driving Growth

Rashi Peripherals will continue to invest in Marketing and processes, which improve business efficiency. We are committed to introducing cutting-edge technology in the Indian market and ultimately improve partners' profitability. At the same time, we will not compromise on the product quality and brand name. We take a lot of honor to say that today millions of users and thousands of channel partners keep faith in our brands despite cheaper products being available in the market.

Brand Positioning vs. Marketing Tactics

Value addition has always been at the core of our business philosophy and we have established ourselves as the most admired value-added distribution powerhouse in the industry. Channel engagement and Channel nourishment have been our biggest differentiation in the market and that is how we are nurturing Rashi Peripherals. Our pan India presence and sales in more than 750 towns and cities and a robust channel ecosystem of 9000 plus partners are our strong pillars of business and we will continue to bet on our core competencies with a clear go to market strategy.

Rashi Peripherals is the only distribution company, which gives a lot of emphasis on the marketing activities. In fact, we are known in the industry for our innovative marketing campaigns. We were the first distributor to launch several unique marketing programs such as local Pre-Sale and Post-Sale support, roadshows and TFTs for partners, promotion of DIY PCs, Make in India, Digital India etc. which received a lot of applauding in the industry.



RASHI PERIPHERALS

**“THE NO 1 VALUE ADDED
DISTRIBUTOR IN INDIA”**

SOURCE CRN

**“FASTEST GROWING
DISTRIBUTOR IN INDIA”**

SOURCE CHANNEL EMEA

Redington adopts a customer centric approach while aiming for more growth

2018 - a year of growth

In the year 2018, Redington is in the process of transitioning from a Value Added Distributor to a Solution Oriented Distributor. We intend to add solutions/services capabilities that can be offered by our partners as their own assets.

We are also developing capabilities and infrastructure that would completely transform the way partners and vendors conduct business with Redington. It would be fully digital, seamless and technology driven, minimizing human interaction at transactional levels.

We definitely aim to become more and more customer centric in our approach. For us “customer” means partners.

Changing role of partners

Our partners face increasing challenges and competition when dealing with customer-retention. The customers are looking at increasing value from our partners to offer them business outcome based solutions. They are also looking at our partners to help them decide on the best technology that is most appropriate for their customized needs.

We recognize that many of our partners are looking at us for helping with skill-sets and knowledge that will allow them to approach their customers with a more solutioning based approach, from concept to implementation stage, followed by professional services, thus forming a stronger bond with their customers. We therefore plan to develop capabilities that our partners can leverage to offer all-round services to their customers.

In the era of disruptive technologies, the role of each and every player in the ecosystem is going through a change. A channel partner has to not only convert an enquiry into a successful buy, but is now actually expected to play a more meaningful role in the customer’s technology ecosystem. With effective use of Big Data and Analytics, partners can play a very important role in helping his customers maximize the business outcomes.

Skilling the workforce

At Redington, recruitment and trainings are being increasingly targeted towards Pre-Sales, Technical Sales, Consulting, Solutioning, Implementation and Managed Services skill-sets and capabilities.

These technically skilled resources will act as the extended arms for vendors and channels partners for prospecting, demonstrating, offering, implementing and managing Technology solutions of our partners’ customers. All partners would not necessarily require all the skills and resources on offer. They are free to decide where Redington’s resources would be of optimum use to them.

Support from OEMs continue

Our vendors continuously challenge us to upgrade our skills and offerings so that we can be effective partners for them as they aim to take their products and technology to the customers. They help us with trainings and enablement and often run specific programs that reward us in one way or the other for adding to our technical skill sets in their technology/product domain.



P S Neogi
Joint COO
Redington

From vendors we would request continuous support in helping us upgrade our skills and once such skills are internalized and demonstrated, we seek support towards utilizing those resources and infrastructure for incremental and higher value business. Our earnings from such skills and infrastructure necessarily needs to be commensurate so that we can keep investing continuously in keeping ourselves up-to-date on the technology.



Collaboration | Simplicity
Know-How | Adaptability
Trust | Objectivity | Transparency





Innovation and Disruption forms the core of Sterlite's brand positioning

Manish Sinha
CMO - Sterlite Tech



Route to Market Strategy

We have invested heavily in disruptive technologies. We have three world-class innovation centres. One for research in optical communications, another for cabling and implementation solutions and the third one for network design and management. We are developing new solutions and have patented 189 such solutions till date.

Our go-to-market strategy is to share these developments with our business customers and governments. We regularly share updates and case studies with them. The most effective tool is our collaborative technology exchange and ideation sessions titled TechSpark with our key customers. We are also working closely with our partners on a 'partner-platform' to co-develop solutions.

We have been regularly sharing ideas in trade journals and webinars on digital platforms. We have participated in events and tech forums to make our customers and partners aware of our technical advances and learnings.

One of our core brand positioning is Innovation and Disruption in technology to achieve our purpose. And our go-to-market strategy is to share this very openly with our partners in both online and offline forums.

Brand Positioning vs. Marketing Tactics

Sterlite's brand positioning is driven by our purpose. We are here to - Transform Everyday Living by Delivering Smarter Networks. Hence, our positioning is fundamentally different from others in the market.

We are the only silicon to software player in the world, which means that we are one of the seven manufacturers of semiconductor grade glass that goes into building fibre optics. We know how to build world-class cables and have 189 patents that demonstrate our technical leadership. We also do real implementations of networks in the toughest terrains of the world - from the Himalayan Mountains to the business streets of crowded cities. To top it all, we manage command and control centres and run billing solutions for Communication Service Providers (CSPs). We also ensure that the best smart city and smart village solutions are made available to citizens. And we have a presence in 100+ countries.

Our brand strategy is built on this sincerity to serve and the urge to technically disrupt. We communicate on digital mediums. We first connect directly with our key customers and reach out to organisations and events with the right DNA to share our story. We have been recognised as a major fast mover in the network space, where we have transformed from an optical communication product manufacturer to the smarter network provider of the world.

Good data for a Good Brand Strategy

At Sterlite Tech, we believe in data as the core driver of decisions. Along with a strong purpose and relationship with our customers, we leverage data to drive our brand positioning.

Our brand positioning is inherently about driving innovative and disruptive solutions for designing, building and managing smarter digital networks.



We see the world in data. And in our company, we see every element of our brand with data analytics. Across our organisation, we see media outreach, customer satisfaction, organisational readiness, and network uptime - all types of results in data-driven scorecards. It is a core culture in the company, as we try to solve the complex and keep it simple with data.

R&D driving Growth

We are a technology company. R&D is our most important investment. We have three world-class innovation centres and have a full-fledged R&D team with tens of PhDs and focus on photonics, network design and even a few who are focused on a post fibre optic world. We believe that the future of technology has to be created by us as R&D is our main focus area.





Sunil Jose
Country Leader
Salesforce India

Innovation is at the center of everything that Salesforce does

Good data for a Good Brand Strategy

We live in a digital era, where data is the new currency. Data of all kinds is pouring in from everywhere these days, just waiting for someone to collect and analyze it. Fortunately, for businesses like ours, collecting, managing, and analyzing massive amounts of unstructured data is what platforms like Salesforce do best. From a sales perspective, it helps us qualify leads, ensuring a better customer experience and higher customer retention after the close. Leveraging data effectively helps in breaking down silos, encouraging transparency in the organization. We use our platform to ensure all data can be shared across every channel and function. As a result, each department can work collaboratively, sharing data and insights that can be used to formulate strategies that are more unified and better focused on achieving business goals.

Luckily, social networks and other web traffic already produce a lot of data. Leveraging this data to create a 1:1 personalized journey for our customers helps us see how everything we do affects our customers.

Brand Positioning vs. Marketing Tactics

Founded in 1999 in San Francisco, Salesforce is today the #1 CRM Company in the world with more than 30,000 employees worldwide. Since then we have changed the way enterprise software is delivered and used, changing the industry forever. With Salesforce, companies can create the environment that employees need to sell faster and get more done.

At Salesforce, we have built a culture of trust. Our culture makes us one of the most innovative, admired, and best places to work in the world. We inspire each other and the industry through our values. At Salesforce, we believe anyone can be a trailblazer -- developers, administrators, sales leaders, marketers, even CEOs. It's our mission to empower people to blaze their own trails. We want to inspire and enable people to change the trajectory of their lives and their business, and then to celebrate their successes.

Salesforce Marketing Cloud helps businesses personalize marketing at scale driving engagement and reaching customers with relevant messaging, while listening, engaging, publishing, and analyzing data from over a billion sources and then harnessing it to create content, commerce, and advertising that's more relevant and effective.

R&D driving Growth

We have been successful by keeping innovation at the center of everything we do. Salesforce has democratized enterprise technology — making the Cloud, Mobile, Social, IoT and now Artificial Intelligence available to all companies, regardless of their size. By consistently delivering powerful, innovative technology tools to all our customers, we have empowered them to work smarter, make decisions faster, and connect with their customers in entirely new ways. What continues to impress me is that despite our rapid growth, we still innovate like that small start-up - for instance Einstein our AI tool has democratized AI making it available to all. Additionally, Dreamforce, our annual conference is a showcase for discovering and getting inspired by what's new, and is packed with opportunities that will help businesses identify and learn about technologies, enabling them to innovate, succeed, and stay ahead of competition.



Route to Market Strategy

Salesforce believes in putting the customer at the center of every experience and interaction. This is true across products, sales teams, and service, because true and real marketing isn't a siloed responsibility anymore. People expect a 1-to-1 relationship with your brand. We are living in the age of the customer. Our focus will be on how companies can help their customers at the center of their business and arming them with the tools, apps and technology to make that a reality.

BLAZE YOUR TRAIL WITH THE WORLD'S #1 CRM

We're for the innovators, embracing today's smarter world, solving problems, and transforming companies. We're for the trailblazers!

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The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

salesforce





Kunal Aman
Head Marketing
SAS Institute India

Artificial Intelligence will be the big game-changer going forward

Brand Positioning vs. Marketing Tactics

At SAS, we believe curiosity is the heart of human progress. And our unwavering vision since the past 40 years has been to transform a world of data into a world of intelligence. Our singular focus and deep expertise combined with our industry experience sets us apart from our peers in this space.

SAS is committed to developing analytics software that delivers tremendous value to its customers and one of the key reasons that we remain a leader in analytics is because of our strong emphasis on listening to customers and adapting to their changing needs. By virtue of this, we are able to come up with innovations such as SAS Viya, an open, cloud-ready analytics platform. Even in the space of Machine Learning Solutions, SAS earned the highest scores in a recent analyst report across all three categories: current offering, strategy and market presence.

SAS recognizes that analytics can make a difference in the world, and since its commencement, SAS is committed to help making this change not only to help corporates but also to solve humanitarian issues around poverty, health, human rights, education and the environment.

Data playing a big role

As Marketers today, we have access to unprecedented amounts of data and at SAS, we have been relentless in our efforts to foster a data-driven culture that relies on analysis to develop, execute & measure our initiatives.

Our Marketing organization leverages data and analytics to understand behavioral trends of our prospects and customers to create relevant content and individualized experiences for them. The central idea is to draw an ideal journey that's not only meaningful to the customer, but also reinforces the thought leadership position of our brand while being valuable to our organization.

By leveraging the capabilities of various SAS analytical tools, we have effectively transformed ourselves to be in a strong position to strike a balance between art and science, and are able to provide insightful direction and attribute marketing investments to business success.

R&D driving Growth

SAS investment in R&D has always been an integral part of the SAS overall strategy. Year after year, SAS invests almost twice the industry average into its R&D to build products that allow our customers to anticipate opportunities and gain efficiencies in their operations. We have invested almost 26% of our revenues in R&D in 2017

Looking ahead, SAS is investing heavily in Artificial Intelligence, Cloud and IoT and will continue innovation in its core focus areas, including analytics, visualization, data management, customer intelligence, risk management and fraud intelligence. Moreover the company has also invested in The SAS Platform- a simple, unified architecture to ensure easy deployment on the cloud.



Route to Market Strategy

From a GTM perspective, SAS will continue to focus on our 5 Areas of Growth - Risk Management, Customer Intelligence, Advanced Analytics, Data Management and Fraud Intelligence.

We will continue to emphasize industry-specific solutions relevant to India, building on our strong foundation of analytics and data management technologies. Traditionally, the uptake has been very high in the BFS sector as they were the most mature industry when it came to tech adoption. This was followed by Manufacturing; however with the Indian Government increasingly pushing for a cashless economy to increase transparency in the system & demonetization being one of the significant steps taken, there is a great shift happening towards the digital platform.

In alignment to how we see the future of analytics evolve, SAS has launched Viya, which helps minimize the time between early-stage analytical exploration and the end result of business value.

In a world that's more connected than ever, SAS is also making the Internet of Things even smarter with SAS Analytics for IoT that covers the full IoT analytics life cycle.





Inspire the Extraordinary

Are You Ready to succeed in the Analytics Economy?



Artificial Intelligence | Machine Learning | Cognitive Computing | IoT

Data can have an extraordinary impact on the world, from humanitarian issues to complex business challenges. With this year's theme on Inspire the Extraordinary, you can only expect speakers with extraordinary influential aura who have leveraged cutting-edge analytics to achieve extraordinary outcomes.

Join us at SAS® Forum India 2018

India's largest analytics event, where leaders take center stage.

Date: Tuesday, May 15th 2018

Time: 8:30 am to 5:30 pm

Venue: Renaissance Mumbai Convention Centre, Powai, Mumbai

For further information :

Ms. Desere Pereira

Desere.Pereira@sas.com

Register: www.sasforum.com/in

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THE
POWER
TO KNOW.

**SAMSUNG**

Samsung continues to break barriers and create new milestones



Ranjivjit Singh
Chief Marketing Officer
Samsung India

2017 – a great year

Year 2017 was a record year for Samsung India, and 2018 will be much better. We continue to be the market leader in India by a distance and through our innovations, trust and love of our consumers; we will sustain and consolidate our leadership in the smartphone industry.

In 2016-17, the revenue from mobile phone sales stood at INR 34,300 crore (\$5.5 billion), growing 27%.

Early, this year we launched our flagship product - Galaxy S9 and S9+ in India, which have received extremely positive response from consumers. Last year, we launched our flagship smartphone Galaxy S8, S8+, which has broken records. In the second half of 2017, we launched Galaxy Note8, which has seen a huge demand. The success of Galaxy Note8 has vindicated consumer trust in us.

We continue to innovate for consumers to make their lives better through our 'Make for India' innovations.

An ever-growing Channel

Over the last 22 years, India has grown and Samsung has grown with the market. We trusted in India, in its ability to expand and innovate. Samsung saw an opportunity here and listened to consumers and developed meaningful innovations that made their lives better.

Over these years, Samsung has built strong partnerships across the country. Today we have the largest retail and distribution network with 150,000 retail partners and around 2,000 Samsung brand stores spread across the country, including the world's highest operating brand store at Leh.

R&D driving Growth

We entered India in 1995 and within a year we

established our first R&D centre at Bangalore in 1996. The R&D centre in Bangalore has today grown to become the largest R&D centre for Samsung, outside Korea.

Today, Samsung has two manufacturing facilities, five R&D centres and design centre and over 70,000 employees. Samsung R&D centres in India work on global products as well as develop India-centric innovations here under its 'Make for India' initiative.

Samsung's 'Make for India' initiative started in 2015, and one of the first products under this initiative by Samsung's R&D centres in India was the ActivWash washing machine that integrated a sink and a water inlet with a top-loading washing machine.

The popular S-bike mode and other innovations like Ultra Data Saving mode are part of Samsung's mid-segment Galaxy J Series smartphones that today make a third of the smartphone market in India.

Brand Positioning vs. Marketing Tactics

Samsung India's key to success is innovating for customers. We follow the same strategy while designing all our campaigns, and have placed customers at the centre of all our campaigns.

All our campaigns showcase the brand ethos of Samsung - helping communities and also caring about consumers at every step and bringing in innovative technologies to solve real life problems.

In the last year or so, Samsung India has launched several heart-warming campaigns such as the Samsung Smart Class campaign and the Samsung Technical School campaign, which talked about women empowerment while the Samsung safe India campaign encourages people to use their mobile phones responsibly while on the road. Under the customer service initiative, we launched 535 fully equipped customer service vans, and resident engineers. This is ensuring timely service to consumers in the remotest corners of India through a ramp up in the Samsung service network, from 2,000 to over 3,000 service points.

Running successful CSR campaigns

Samsung runs its citizenship programs in three broad sectors—education, skilling and healthcare and each of these sectors have flagship programs running. All our CSR programs are aligned with government of India's plans of uplifting citizens at the bottom of the pyramid by providing quality education, healthcare, skills and job.

Samsung Smart Class was launched in 2013 in association with the Navodaya Vidyalaya Samiti and is available at over 500 Jawahar Navodaya Vidyalaya schools run by the Ministry of Human Resource Development, Government of India.

For skilling manpower, Samsung India currently has 22 Samsung Technical Schools in partnership with the Ministry of Micro, Small & Medium Enterprises (MSME) and Departments of Technical Education in different states.

In the healthcare space, Samsung Smart Healthcare program provides innovative healthcare products such as digital ultrasound, digital x-ray and accessories to government hospitals across to country.



Savex living up to its name of being a company with high ethical standards

Raunak Jagasia
Director
Savex Technologies

A wider presence

Savex, founded in 1988 is a leading ICT distributor and with revenues of over Rs 10,000/- crores in FY 18, figures amongst the Top 3 ICT Distributors of India. Headquartered in Mumbai, the company with warehouses in 43 locations, sales presence in 86 cities, a sales force of over 400 and 7000+ partners in 700 cities makes it a first choice distributor for many vendors in India.

Route to Market Strategy

As a company, Savex is never shy of making investments! We have enabled our 400 plus sales force long back with apps on their mobile which gives technical specs of the products they are selling with a comparison of competitors, accounting history of partners, live feed of CNs etc. which help them close sales quickly and efficiently. Logistics is another area where we constantly strive to better ourselves by adopting new strategies and technology in becoming nimble and efficient. We are constantly reinventing ourselves, seeking new markets and reskilling our employees so as to be relevant in the new digital world and in the process improve our operational efficiency.

Brand Positioning vs. Marketing Tactics

Savex is recognized by partners and vendors as a company which has very high ethical standards, clear policies and works in a very transparent manner. Having completed 30 years in the Indian ICT Industry, the company has won many awards which are a recognition of this fact and also that we can do business in a highly competitive field with total business ethics and transparency.

Savex is exclusive with many vendors in many categories and/or geographies and drives the sales jointly with the vendors. Savex has been very successful in the SMBmarket that is a fast growing category but requires a dedicated approach, whereas for large enterprises, it's more about deal structuring and providing a longer credit cycle. For startups, the approach has to be providing technical support, both pre and post sales and then helping them with funding from NBFCs as generally banks are hesitant to lend to start-ups.

Good data for a Good Brand Strategy

We recognized the importance of data many years back and implemented our ERP (from the Swedish company IFS) in 2007. Over the years, this has undergone version upgradation, including GST. It's very important for a distribution company like us that works on a high volume and a low margin model to be in total control of Inventory and Receivables. Hence, over and above the ERP, we have our Business

Intelligence (BI) Software which helps in the order planning and tight inventory management. The ability to extract intelligence is a key differentiator for Savex as we grow and expand. We have also made data available the field on their mobiles to ensure they have the right data when they interact with customers.

Impact of Digitization on Businesses

Savex has products in the entire spectrum of ICT requirements, be it a \$1000 Laptop or a High Performance Computing (HPC) system worth several million Dollars. We are very well entrenched in the Consumer and SMB segments and are expanding our offerings by having tie-ups for Device/Infra as Service (DaaS/IaaS). We are now focusing to scale our Enterprise and Software divisions as we feel with our country's push on digitization, these markets will present an opportunity. We are also looking at AI and IOT.

R&D driving Growth

Savex has partnered with vendors who are the best of breed in their respective domains. These vendors have an extraordinarily high spend on R&D, thus enabling them to churn out winner products year after year, giving Savex access to the latest cutting edge technology products. With our 30 years experience in the ICT field and a strong engineering profile of the top and middle management, Savex is able to significantly contribute by giving valuable feedback to the vendors on where to focus their R&D budgets.



Seagate addressing rising surveillance demands with smart, safe storage solutions

Brand Positioning vs. Marketing Tactics

The year 2017 has been good for Seagate in terms of new products that were launched such as the 12TB IronWolf, BarraCuda Pro drives and SkyHawk AI hard disk drive. Since we are experiencing a massive increase in the volume of data to be created, a total of 163 zettabytes (ZB) by 2025, Seagate's IronWolf and BarraCuda Pro 12TB drives are designed to address the growing media storage needs. It will also include augmented reality (AR), virtual reality (VR), 4K resolution and 360-degree videos and offer scalability for the future with increased space and speed.

SkyHawk is the first drive created specifically for artificial intelligence (AI) enabled video surveillance solutions. Building on Seagate's 10-year track record of delivering surveillance optimized storage performance, SkyHawk AI provides unprecedented bandwidth and processing power to manage always-on, data-intensive workloads, while simultaneously analyzing and recording footage from multiple HD cameras.

Good data for a Good Brand Strategy

2017 was a great year for Seagate in reinforcing its strength in cloud and big data analytics market, announcing strategic cooperation agreements with Baidu and Tencent Technology. Seagate and Baidu's pact renews an existing agreement between the two firms signed in September 2014, which further strengthens their cooperation for big data analysis and advanced storage system development and implementation. With its agreement with Tencent, Seagate and Tencent will carry out an all-round and in-depth cooperation covering products and technology, and will work together to drive market development activities.



Bob Yang
Vice President
Seagate Technology

Route to Market Strategy

In 2018, Seagate's focus will be to continue developing innovative technologies such as shingled magnetic recording (SMR), Helium and heat assisted magnetic recording (HAMR) to build high capacity HDDs that address the needs of our enterprise and hyperscale datacenter clients who are looking for scalability, reliability, and performance.

These innovations enable companies to gain more control over unstructured data, store vastly more information and retrieve it more quickly than ever before without expanding the storage footprint in the datacenter.



Earlier in 2017, Seagate also sponsored an IDC whitepaper, Data Age 2025 which predicts that data creation will swell to a total of 163 zettabytes (ZB) by 2025. This study indicates that the decade centered around the conversion of analog data to digital is being replaced by an era focused on the value of data; creating, utilizing, and managing 'life critical' data necessary for the smooth running of daily life for consumers, governments and businesses alike.

Impact of Digitization on Businesses

The storage capacity demands are growing at a high speed. In recent years, we have seen significant growth of data creation and consumption, including the enterprise cloud market. Seagate is focused on developing the best-in-class drives and storage solutions to solve our customers' most critical business problems as their storage workload gets heavier than ever before.

Seagate has been continuously building cloud-specialist partner base, providing comprehensive training sessions and seminars as well as working on co-marketing programs. Seagate will continuously educate partners about new opportunities and carry out regular training on the products and technologies that we are introducing, so that they are able to maximize their results by offering best and optimum storage solutions to their customers.

R&D driving Growth

We are witnessing constant growth in the surveillance market. With the country's focus on smart cities and the rising need for greater safety and security, the emphasis and relevance of video surveillance is constantly increasing. As a pioneer who developed the industry's first surveillance drive about a decade ago, Seagate has been committed to provide smart, safe and secure storage solutions that is best optimized for surveillance applications.





Smart. Safe. Secure.

SkyHawk™ is built to keep systems in the field longer and reduce the need for post-deployment support. ImagePerfect™ firmware enables multi-stream, write intensive workloads for SDVR and NVR delivering reliable video image integrity and reduction of frame loss in 24x7 recording usage.



UP TO
10TB
STORAGE

180
TB/YEAR
WORKLOAD

NVR
READY

UP TO
64
CAMERAS

ANTI
TARNISH

RV
SENSOR

24/7



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SECLORE

Protecting Information the Last Mile with Innovative Data-Centric Security

Rohit Oberoi

Director Channel - India, Middle East & Africa, Seclore Technology

Best of Breed Data-centric Security

In this digital era, where organizations are collaborating externally more than ever before using a variety of technologies, Seclore is enabling our partners to offer a flexible, best-of-breed approach to deploying a data-centric security solution. By protecting information wherever it travels with granular, persistent usage controls, organizations are able to rapidly close security gaps and address regulatory compliance.

The data-centric security platform seamlessly integrates discovery of sensitive documents, data classification, granular protection, and usage tracking to ensure adoption and maximize agility.

Securing Sensitive Information Wherever it Travels

External collaboration will become a standard business practice for enterprises of all sizes. As outsourcing, cloud services, file sharing and the use of mobile devices continue to proliferate, the business agility and productivity gains of external collaboration will become even more pronounced. In every seven minutes a sensitive file is shared outside the organization's perimeter. Without protection at the file level, however, this rise in external collaboration means that enterprises' most sensitive information is increasingly at risk.

As a global leader in Data-centric security, Seclore delivers an integrated solution for data classification, discovery, rights management and usage tracking, enabling organizations to protect their information within and beyond the enterprise, on work or on personal devices or in the cloud – whether the data is in use, at rest or in transit. With Seclore, organizations can confidently embrace the benefits of external collaboration with the confidence that their sensitive information remains protected.

Driving Innovations in Data-centric Security

Since launching the Enterprise Rights Management solution in 2010, Seclore has been the global innovation leader in Data-centric security. We have continued to focus our R&D on delivering the innovation needed to deliver on our mission of being the most advanced, most secure and most connected data-protection solution in the market.

In 2012, for instance, Seclore released the first connectors for DLP and ECM applications, enabling automated protection of documents as they are discovered and downloaded. In 2016 we were the first to achieve native 'anytime' support, protecting any file on any device and any OS. In 2017, Seclore was again the first to market with fully agentless Rights Management.

Our ongoing commitment to innovation has also resulted in a unique library of pre-built connectors for ECM, EFSS, CASB, ERP, DLP and other applications and systems. These connectors offer automated protection of documents as they are discovered shared, downloaded and shared.

Additionally, a focus of our R&D efforts is to help organizations stay compliant with the growing number of data privacy regulations that impact organizations doing business worldwide, whether they are based in India or in other countries.

With Seclore's built-in data tracking and reporting capabilities, as well as real-time alerts of unauthorized access attempts on data files, organizations can close security gaps and ensure compliance with regulations such as GDPR, NIST and NYDFS.

Impact of Digitization on Businesses

The digital transformation that India is experiencing further accentuates the need for India-based organizations to protect their sensitive information using Data-centric Security including discovery, data classification, rights management and usage tracking. As business processes become driven by digital exchanges, external collaboration will rise along with the risks of data breaches and leaks. Indian companies can embrace external collaboration while controlling these data risks, with the advanced, data-centric security from Seclore. Furthermore, Email Security is going to continue to remain an important area of focus. Securing this most common form of communication is critical to most organizations, while still maintaining the highest standards of usability to drive user adoption.

Seclore's new products and solutions have made it easier for users throughout the organization to protect information, with a streamlined user experience, effortless protection of documents and content shared via e-mail and user-friendly, agentless capabilities.

With big data and analytics driving today's world of data-driven decision making, we will continue to enhance our new enterprise dashboard to make it even easier for administrators to identify risks and potential threats.

Protect Your Collaboration with Seclore

The Most Advanced, Secure and Automated Data-Centric Security Solution



Looking to better orchestrate how you discover, classify, protect, and track sensitive information? Check out Seclore Data-Centric Security.

Our open data-centric security solutions have the ability to seamlessly classify, enforce, track and remotely modify who can view, edit, copy, screen capture, print and redistribute any type of file. Users can also control which devices a document can be viewed on and even for how long. Documents secured through Seclore can be viewed through a browser or a light-weight client application, making use of protected documents easy, even for external collaborators.

Seclore has developed robust pre-built connectors for dozens of critical business applications, allowing data-centric security to be added seamlessly to existing business systems like ERP, DLP, DCM, EFSS and Email. Our rich SDK and APIs make it easy to add data-centric security to other enterprise systems. A unique policy federation capability enables organizations to easily map existing access policies with granular usage controls, simplifying administration and automating protection.

By automatically attaching usage control to files as they are downloaded, shared and discovered, Seclore is able to protect 60% more documents than other players in the data-centric security space.

Learn more about how you can better orchestrate data-centric security to protect your collaboration. Contact **Rohit Oberoi** at rohit.oberoi@seclore.com

SECLORE



Hwei Oh
APJ Marketing Director
SonicWall



Brand Positioning vs. Marketing Tactics

The SonicWall “creatures” are unlike anything the market has seen before. They are unique, powerful and impactful. And each are tied to a specific solution area, so there’s a consistent global experience for customers, prospects and partners alike.

Supporting this effort, our tagline — “Fear Less.” — empowers customers and prospects with the confidence to re-focus efforts on their core business because they are safeguarded by SonicWall.

Careful use of the SonicWall brand elements and devices, including logo, colours, imagery and typography, along with the brand voice and other elements of the system help unify and establish SonicWall in the market.

Good data for a Good Brand Strategy

The SonicWall brand identity is the total of all

Route to Market Strategy

Being a 100 percent channel company, SonicWall leverages its brand to deliver cybersecurity solutions to a range of verticals, including healthcare, education, retail, government, enterprises, and small-and-medium-sized businesses.

We provide our partners with access to a fully-automated marketing engine called Overdrive that offers powerful demand-generation campaigns, event development and an in-depth Resource Center to help them stand out in today’s competitive cybersecurity industry. This platform also ensures that we keep the SonicWall go-to-market messaging consistent and helps to maintain the integrity and strength of our brand.



SonicWall delivers automated breach prevention through product innovation

our touchpoints across all channels through which we communicate. This includes everything from web elements, email communication and social media efforts to the user experience (UX) within SonicWall products.

From a data standpoint, SonicWall designers use best practices to simplify and streamline user interfaces (UI) within products to ensure that functionality is simple and intuitive.

Central to all of these touchpoints are the brand’s defining elements, which are the key components for an integrated and distinctive brand that drives how we speak to and empower customers.

Impact of Digitization on Businesses

The Internet of Things (IoT), along with other trends such as cloud, virtualization, machine learning and software-defined networking are driving the growth of the network security market. Security technologies are increasingly delivered as virtualized products or through the cloud as a hosted service.

There is an enhanced focus on automated breach prevention for ease of use and single-pane-of-glass management across deployed solutions that share intelligence and provide relevant analytics for actionable insights. Understanding these trends, SonicWall developed the Capture Cloud Platform to tightly integrate security, management, analytics and real-time threat intelligence across the company’s full portfolio of network, email, mobile and cloud security products.

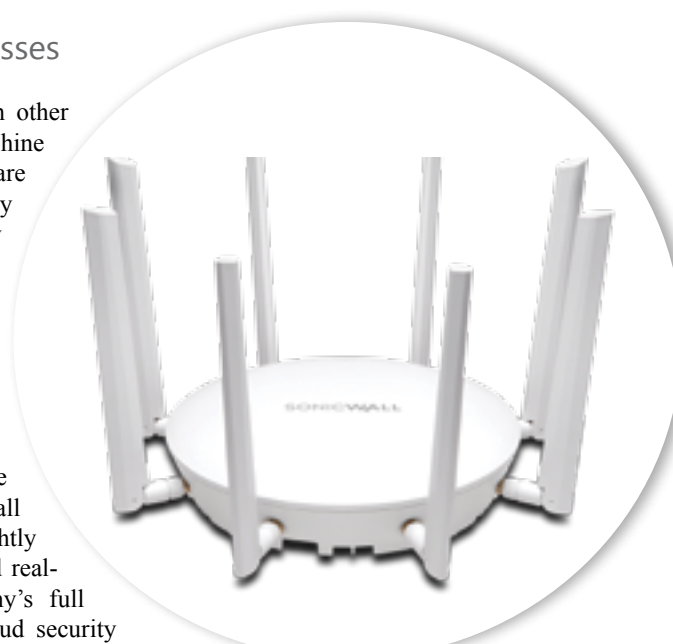
This year, SonicWall is focused on delivering a holistic solution that simplifies the headaches of managing and optimizing an untold number of point solutions and services. The cloud makes that possible. The SonicWall Capture Cloud Platform combines the global security intelligence of the Capture Threat Network with the cloud-based management, reporting and analytics of the Capture Security Center and the multi-engine Capture Advanced Threat Protection cloud sandbox. This approach enables our complete portfolio of high-performance hardware, virtual appliances and clients to harness the power of the cloud.

R&D driving Growth

In the last year alone, SonicWall delivered new products and services at a never-before-seen pace. Many of these products focused on cloud connectivity, application security, virtualization and integrated management.



Coupled with SonicWall’s deep experience in machine learning and artificial intelligence, our advances in cloud technology, plus the patent-pending Real-Time Deep Memory Inspection (RTDMI) technology, allow the company to quickly extend this value to partners and customers. SonicWall will continue to do so with future innovation in threat detection and prevention.





INNOVATE MORE. FEARLESS.

If security fears are limiting your organization, SonicWall can liberate you. We moved beyond threat detection by engineering real-time, proactive breach prevention, stopping cyber attacks before they start.

Contact SonicWall Team Today :
India@sonicwall.com

Key Highlights from SonicWall 2018 Cyber Threat Report



Use of SSL/TLS encryption-68%
of internet traffic is SSL/TLS
encryption in 2016



Ransomware decline-72%YOY
decline in Ransomware attacks



Processor Threat & IOT Memory
regions are the next key
battleground



Unique types of Ransomware
-101%increase in unique
ransomware variants



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Sophos striving to make security simple for its customers

Sunil Sharma
Managing Director Sales
Sophos India & SAARC



Brand Positioning vs. Marketing Tactics

Sophos maintains a single brand promise – security made simple. It is a key differentiator when it comes to Sophos developing next generation synchronized IT security solutions and it's key to our go-to-market strategy.

We at Sophos believe that while security should be simple to manage and deploy, it should also work together as a system by sharing threat intelligence in real time and effectively protect businesses from malware threats. In a crowded marketplace and within increasingly diverse IT environments, we concentrate on making life simpler for the end user without compromising security.

The cyber threat landscape is ever evolving and IT security products have to stay connected with it to handle them better. Similarly, marketing needs to be coordinated and aligned with business goals and deliver the brand philosophy. At Sophos, making security simple is a serious business and we strive to communicate this message in our marketing communications. Marketing if aligned well with business goals can help organizations of all sizes to achieve their objectives.

Good data for a Good Brand Strategy

Our marketing strategies are always backed by the sound knowledge of data. Our in-house state-of-the-art, SophosLabs process real-time data on top malware threats that we can effectively leverage and integrate with our marketing tactics.

We also ensure that marketing is an enabler to the business and that all the money that is being

put into building a brand visibility delivers a meaningful return on investment. That is why it is essential that marketing decisions are backed by strong data analytics. The team of experts at Sophos is continuously making decisions backed by data to drive business growth

R&D driving Growth

Sophos is doing something that has never been done in the IT security market. We are succeeding at being a leading provider of both end-user and network security. Sophos believes in developing products backed by market knowledge and technological expertise. Over a period of time, we have either acquired technology or invested in research and development to meet the growing IT security requirements. Our group's research and development expenses increased by \$18.2 million, or 18.3 percent to \$117.8 million in the year-ended 31 March 2017. This reflects the significant investment made in new and enhanced products released in the period and an ongoing focus on product development.

Our state-of-the-art cyber security research team – SophosLabs, provides real-time protection for more than 260,000 Sophos customers worldwide. Using the most advanced data science technologies, our machine learning-based analytics system processes millions of suspicious emails, URLs, files, and other data points at light speed to deliver a comprehensive threat and malware analysis. With facilities on three continents, the team of researchers work around the clock to discover and prevent unknown threats, investigate edge cases, examine trends, and fine-tune Sophos products for maximum defence.



Route to Market Strategy

The real magic of Sophos is to make the complex simple. We develop sophisticated, next-generation technologies, and then take it a step further to make it usable by IT administrators for whom security incident response is just one of the many tasks they have to perform every day. And it's a task that can't wait due to the speed and invasiveness of today's attacks, a response must be fast and effective. We will continue to make predictive security powered by deep learning capabilities, simple for our customers.

As a 100% "channel first" company we will also focus on enabling and empowering our 2000+ channel partners across India and SAARC that highlight our brand ethos to simplify and synchronize IT security for their customers.

STOP RANSOMWARE WITH SOPHOS INTERCEPT X

Everything you need to know to stop ransomware.

67% of Indian organizations
were hit by ransomware in the
last year.

91% were running up-to-date
endpoint security at the time of
the attack.

Protect against Ransomware with CryptoGuard

The proven CryptoGuard capabilities in Sophos Intercept X block ransomware as soon as it starts trying to encrypt your files, returning data to its original state.

"Intercept X stopped all ransomware attacks we tested against it in seconds." - ©ESG Labs

"Since deploying Intercept X we've had zero ransomware infections." - ©Flexible Business Systems

For more details visit www.sophos.com/intercept-x

Tel: +91 79 66216838

Email: indiamarketing@sophos.com



V.K. Bhandari
Chairman
Supertron Electronics Pvt. Ltd.

Supertron Electronics successful in carving its niche in the competitive IT market

Good data for a Good Brand Strategy

We have been established in the market for the last 25 years and have created a niche for ourselves and has been able to grow more than the industry growth. As a strategy we position ourselves as a value added distributor and act as an extended arm for the vendors. We are present both in the consumer and the commercial space with our product and solution offerings. In the consumer channel we create demand for the brand through our reach and for commercial we have our technical team who can focus on corporate customers and help our channel partners to position with the right pitch. We are completely an indirect organisation and is focused on channel development and demand generation.

Impact of Digitization on Businesses

Digital transformation has still a long way to go. The digitization effort will require a collaborative partnership between private and public players, and a combination of supply-side and demand-side solutions. On the supply side, it will take



innovation, co-investment, and standardization to lower the costs and spread the risks among industry players; on the demand side, the digital spend propensity of households at the bottom of the pyramid must be expanded by increasing the overall ability and willingness of people to spend on digital products and services and that eventually will increase the opportunity.



Brand Positioning vs. Marketing Tactics

With a wide and deep network of 11,000 retailers across 57 locations in the country, manned by trained and passionate workforce, Supertron empowers global brands to exploit the full potential of the Indian market. Supertron has a robust presence across all formats of business including traditional retail, modern trade outlets and online marketplace. Its long association with the heartland of the Indian marketplace empowers brands to make an informed choice in product selection, pricing and distribution strategy. Adding to this is an immense wealth of goodwill earned with years of ethical and transparent business practices. Supertron enjoys a long running relationship with most brands like Dell, Samsung, Seagate, Acer, Zotac, Xerox among others.

Effective marketing is key for all organization to ensure that we address the right customer base. At Supertron we drive it through direct and indirect marketing. We work closely with our partners to ensure the products are positioned and pitched to the right customer in the SMB and enterprise space. We have our own end customer facing technical team to give support to partners to position the right products to SMB and corporate clients.

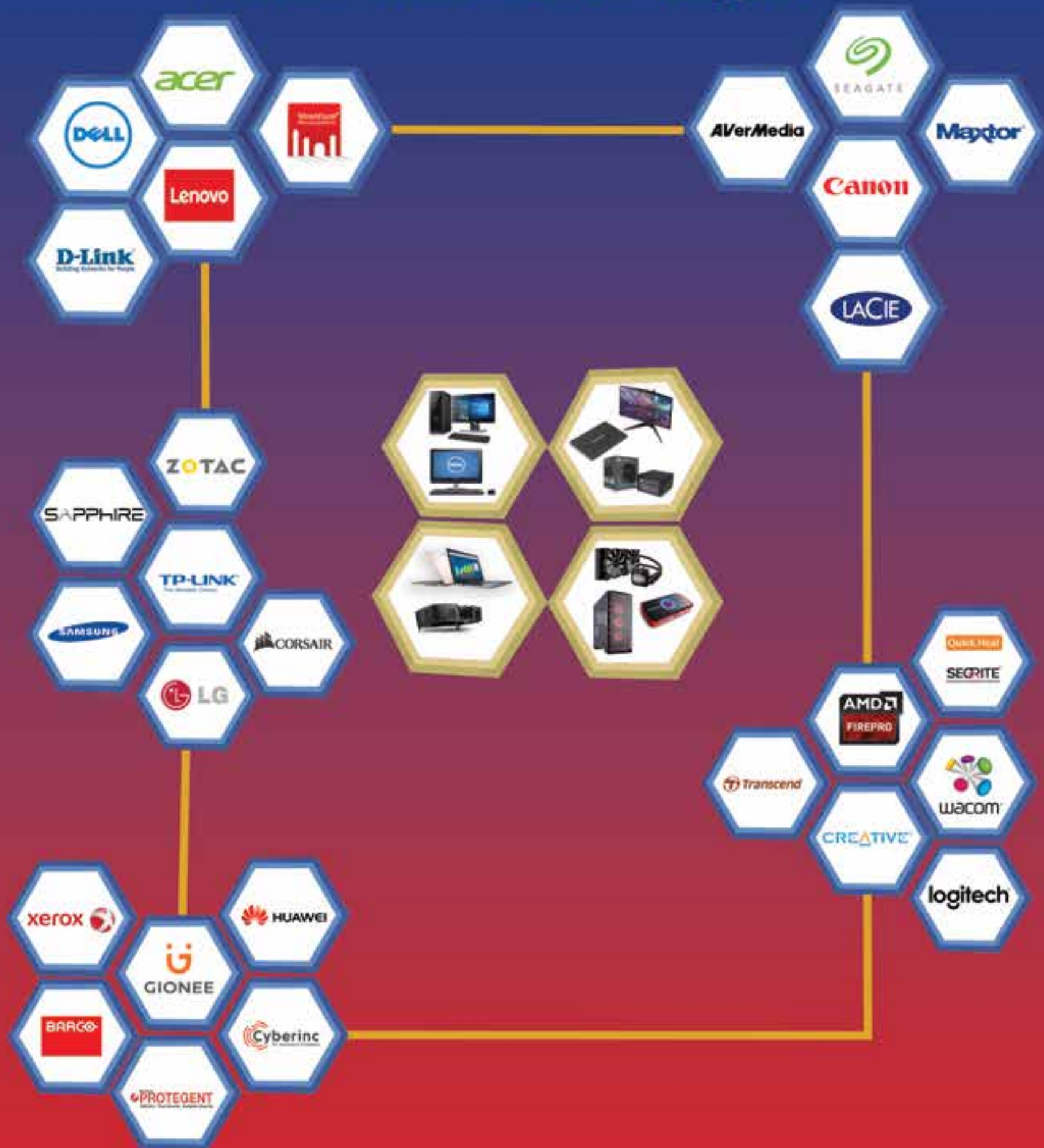
Software as a Service (SaaS) opened a flexible and financially attractive door for businesses and consumers to try early cloud services. The growth of infrastructure and platform as a service (IaaS and PaaS, respectively) has expanded the number of cloud solutions available in the public and private sector. In 2018, we expect to see many more organizations taking advantage of the simplicity and high-performance that the cloud guarantees.

As cloud services increasingly become a de facto part of doing business, we expect data storage to grow exponentially in the coming years. To accomplish this, service providers will bring more datacenters online with larger-capacity storage equipment.

IoT relies on machine to machine communications, data, processes, and how humans communicate with everything in their environment. Cloud computing will play a significant role as the IoT develops into complex systems and will aim at simplifying all interactions.



25 years of Global Alliance, National Network, Local Support



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SUSE leverages the power of Open Source to make the most out of data



Rajarshi Bhattacharyya
Country Head
SUSE India, Srilanka,
Nepal & Bangladesh

aspects of any company today. An abundance of data is being produced on a daily basis but you have to filter out the useful data for your organization. Presently, the size of the data is ten times more than what it used to be a decade ago.

At SUSE, we constantly strive to utilize the most of the open source technology and have products and solutions for effective management of data and other resources. Our R&D team is constantly helping us in producing the maximum outcome from our in-house data productions as well as empowering other organizations in the successful management of their resources.

Impact of Digitization on Businesses

We believe that we have tremendous opportunities around digitization for SUSE in India. With the Government's initiatives such as 'Make in India', 'Digital India', we are beginning to be looked at as an IT consuming country rather than an IT service delivery country across the globe. With the Government focusing on digital transformation, the Indian IT sector has gained maximum out of these initiatives. Today, India is one of the fastest growing economies in the world and will soon become the largest smartphone penetrating country. This high growth will require systems and processes that will make SUSE globally competitive and qualitatively much superior in terms of the existing products and services that are available in the market in the global region. We are well- prepared to leverage this opportunity as a technology provider.

Brand Positioning vs. Marketing Tactics

SUSE has a completely different brand positioning for its products and solutions. We follow our in-house marketing and brand positioning strategy to reach out to our prospective customers. We at SUSE, work closely with our client's management, stakeholders and customers to analyse and condense gathered intelligence into descriptive messages that embody the company and brand's meaning. We know the importance of determining the brand positioning before reaching out into any other aspects.

At SUSE, we are not only confined to traditional marketing strategies, but we are well adapting to the latest market trends and opportunities. We have seen the growth of digital marketing and also utilizing the prospects of social media. As social media has evolved and has become an important part of the consumer experience, we are one of the early adopters of social media platforms and digital marketing tools. Our regular webinars, WebEx sessions and other digital tools have a massive reach and we are utilizing these tools to reach out to our prospective customers.

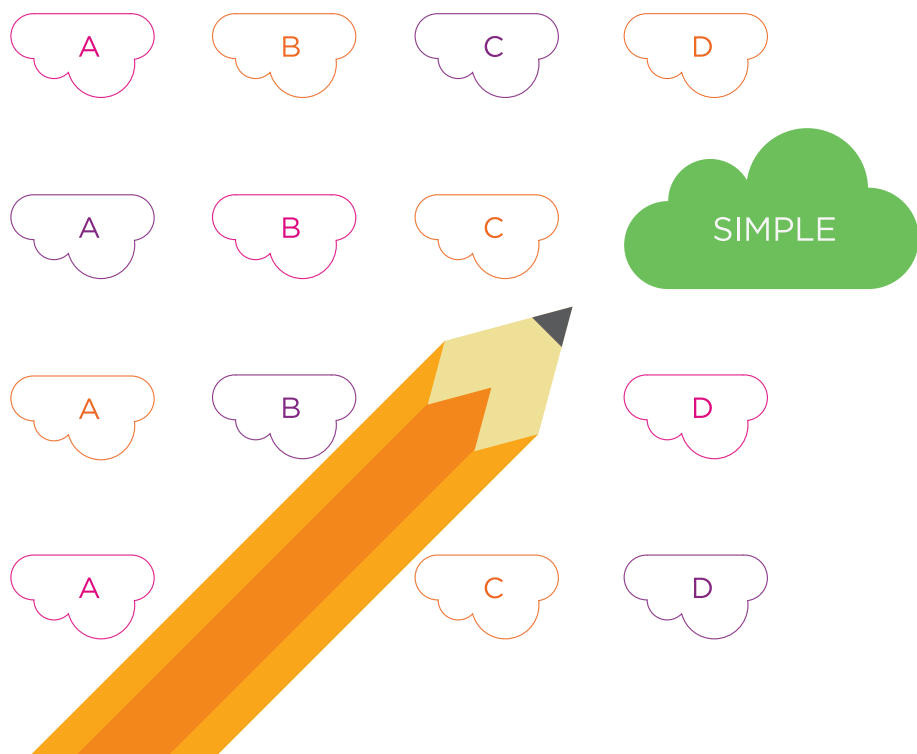
Good data for a Good Brand Strategy

Data has become one of the most important

R&D driving Growth

Around 60% of the employees at SUSE are from the R&D centre. This is evidence of the fact that R&D is of utmost importance to us. There is a punch line we use – 'We Adapt, You Succeed'. We put in a lot of focus and effort in R&D so that our products continuously evolve and help customers to mitigate business demands and prepare them for future.

We have our R&D centres in Germany, France, USA and China.



Route to Market Strategy

We are a 100 percent channel-driven company and our channel partners are the key to our success. They are valued the most inside the organization. We have separate teams for managing large, medium, and small channels. We maintain a well-defined tiering system among our channel and have a wide network of both tier-1 and tier-2 partners to cater to the needs of various markets and customers. In India, we have collaborated with 70-80 partners and it's a constantly growing network. Channel expansion has great strategic importance to our business.

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Stratus helping bridge legacy systems with new technologies

Nick Nindra
Regional Vice President
Sales and Services, Asia Pacific
Stratus

Key Market Trends

The first key trend that we see is that an increasing number of workloads are being considered as 'mission critical'. This is a result of businesses embracing the digital enterprise and there is an expectation from their customers to remain "always-on".

It is also noticeable that the cost of unplanned downtime is also on the rise. This issue has a wide range of ramifications, from revenue loss to customer dissatisfaction, legal ramifications, and sometimes financial penalties.

In APAC it is observed that though businesses start developing a dependence on IT but the overall IT budgets are not increasing. Availability solutions tend to cost much more, and with diminishing budgets it adversely affects the purchase and implementation of such HA or FT solutions.

high availability and fault tolerance into the hardware layer through our proprietary components. We then provide a suite of software solutions that complement the world of distributed computing which, not only has HA or FT, but possess an element of disaster recovery for virtually any infrastructure. All this takes place while staying true to our core propositions of having solutions that require no changes to existing systems. The solutions are quick and easy to deploy.

with their legacy systems and yet allow them to fully leverage on the capabilities of IIoT. Most modern businesses approach this new digital era by focusing on increasing their capabilities in their IT departments. It is the safest approach, but also the costliest approach. What we would be advising to these businesses is to re-shape their mindset and to explore areas where the implementation of self-maintaining, edge computing servers could reduce their overall IT expenditure, while empowering the OT personnel to achieve greater efficiency and productivity.



India Market for Stratus

Stratus' strategic approach to doing business in India has been well received to date. We continue to foster strong relationships based on customer trust, helping us increase our reach across many industry verticals. In 2017, we experienced an increase of 300% increase in our sales enquiries and our

involvement with both enterprise customers as well as government organizations has seen a significant increase as a result. We are predicting another strong year for our business in India and continue to align our resources with market needs which are based on accurate forecasting measures. We remain encouraged by the actions of the Indian government who have been supportive and embracing technological advancements in every vertical, including government led initiatives for better and smarter infrastructure for citizens. The Indian market has been, and will continue to be, a strategic growth area for Stratus as dependency on applications and ensuring high availability increases.

Concern areas for Decision makers

The universal problem that concerns IT decision makers and CIOs has not changed for a long time and the fact is that all implemented systems will age. As a result, the replacement of these systems can be risky, costly and time-consuming. There will always be a need for solutions that can work seamlessly with existing applications and systems, and yet simple enough to deploy and is pain-free to maintain.

Our availability solutions are comprehensive. We start off by building

New Technologies impacting Business

The common point among the new trends is data. With the push for smart cities and intelligent robots, we see massive amounts of data being collected at the source. The ability to leverage on that massive amount of data will be key to optimizing business processes, increasing efficiency and productivity. However, the cost and technical know-how involved in upgrading their legacy systems is often the biggest obstacles that these businesses face. We provide the bridge to that, by having solutions that can still work



TCIL building a digital infrastructure for a New India

A Seshagiri Rao

Chairman and Managing Director -
Telecommunications Consultants India Ltd (TCIL)

Vision of CMD

TCIL shall move up the value chain from a simple IT infrastructure service provider (Projects Organisation) to a Digital Enablement organisation in the country. With its core competencies in the fields of Telecom and IT, it shall work as a single stop solution to Ministries and PSUs for providing all Digital services such as Smart cities, SWAN Networks, Cybersecurity solutions, ERP solutions, Datacenter related services and Health and Education services. It shall work as a trusted organisation between Govt. and PSU. AS the country is full of resources TCIL shall provide the right mix of Government and private sector expertise selected through an open process to deliver the best output.

The Journey

Set up in 1978 by the Department of Telecommunications (DoT), Telecommunication Consultants of India (TCIL) is a wholly owned Government of India Schedule, a Mini Ratna Enterprise engaged in consultancy and Turnkey project execution in the fields of Telecom, IT and Civil & Architecture. The organization today, is an IS/ISO 9001:2008 and ISO 14001:2004 certified, the only profit-making Telecom PSU under the Ministry of Telcom with operations spread across the world.

Today, having completed almost 4 decades, TCIL has a renowned and respected name

across the globe. The organisation has planned, guided and executed traditional wire-line, Hi-tech wireless, Satellite and IT projects in over 70 countries across the world. In India, TCIL's inland consultancy divisions have worked across various sectors including Transport, Irrigation, Oil & Gas, Power, Fertilizers, Education, Defense and Security and many more. TCIL has diversified its operation and has been executing turnkey projects for Power Transmission, Rural Roads and Civil Construction. The organisation has been implementing projects in latest technologies like FTTH, VOIP, 4G etc.

With the approach of providing delight to Clients, the organisation offers a full spectrum of end-to-end services. With the customer in the core of everything they do, the organisation is always open to customising offerings supported by an adaptable workforce that works as per the specific requirements of the customers. Right from implementing telecom infrastructures to telecom consultancy to building Tele-education and Telemedicine networks, and e-governance networks, the organisation has developed expertise and experience across several service areas.

The organisation has also exhibited

outstanding operational strength over the years through implementation of best practices across the organisation.

In India, the organisation has worked with respected names like India Post, Indian Railways, Indian Navy, Indian Army, Ministry of Home Affairs, MTNL, BSNL, NTPC and many more. The organisation is working with several governments and private sector organisations across Asia, Africa, Europe and America.



Jyothsna Pai
Global Head, Marketing
Tally Solutions Pvt Ltd



Tally – a trusted business advisor for SMEs

Using Data for a Good Brand Strategy

Data and customer insights have been at the core of our brand and product strategy, enabling us to constantly innovate and simplify SME accounting and compliance needs in a dynamic market environment. Our experience with SMEs (Small and Medium Enterprises) spans 30 years. The last 3 decades have seen enormous changes in Technology, the advent of the digital era, and even 2 major Regulatory changes in indirect taxation - VAT and GST.

Every touch point we have, be it our network of partners across the country, our customers, digital assets, social and customer care responses, each continuously provides us with rich data and insights that help us understand the pulse of the market, using which we develop products that delight. This is in addition to the consumer researches we invest in to generate market insights on various parameters including usage habits, attitude, adoption, satisfaction, and segmentation.

Impact of Digitization on Businesses

Digitization provides a great opportunity to create engagement with customers in multiple ways -

- Reach new customers that traditional channels could not reach
- Greater scope for engagement and virality
- Trends like Big data and a connected world that provide great opportunities in simplifying the

life of an accountant and an SME owner through connecting suppliers to customers, banks to businesses and also ease connectivity between Regulator (GSTN) and the business. Tally is soon looking at further simplifying an SME's life through its array of connected solutions.

Brand Positioning vs. Marketing Tactics

For Tally, a brand is not just an advertising campaign but an experience that we deliver to our customers. Tally is the country's leading business software provider, adopted by 1.5 million businesses. We have partners and customers who have been with us since the company's early years. When you have such a strong support and faith from your customers, the brand strategy needs to go beyond just selling your product and invest in educating and guiding customers, and ultimately giving back to the businesses who have made you successful.

Transitioning to the GST regime was a tough period for SMEs. Tally's key role as a brand was in engaging with SMEs through over 7000 GST camps across the country and educating them to understand GST and stay prepared to change. We also provided free webinars and engaged on social media and through blogs for a larger outreach.

We believe in the power of simplicity: our brand, our product, the way we sell and service our customers, all reflect this core. This has enabled us to be adopted by businesses large or small.

Marketing plays a key role to position a brand and create relevancy in a customer's life. And a powerful brand is made more successful by its loyal users by becoming its advocates. We are happy that Tally enjoys this status and are grateful for trust bestowed by millions of businesses globally. A successfully marketed brand also ensures that it constantly innovates not only on product and experience front, but also in the way it uses its channel mix and messaging to remain preferred in a changing environment.

R&D driving Growth

Innovation is at the heart of our technology and has also been responsible for the impact our products and solutions have created. With our future roadmap of connected solutions, R&D is our core focus over the next few years. We have recently begun research operations as a specialized function. We have also institutionalized cloud operations to build and strengthen our GSP infrastructure to begin with and the foundations of our connected technology roadmap in the time to come. Mobility is also key on our radar and we have a dedicated team to walk the journey towards mobile solutions. All in all, we are looking at SMEs from a 360 degree view point and innovating with technology to make their lives simpler.

Tally.ERP 9
is the ideal choice for e-Way Bill management

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Sundaresan K
Country General Manager
Tech Data Advanced Solutions India

Connecting the World with the Power of Technology

marketing activities, we help partners drive increased demand, build pipelines and deliver solid returns on their investments.

Good data for a Good Brand Strategy

When Tech Data acquired Avnet's Technology Solutions business, developing a solid brand strategy was an important part to ensure that the combined business was successful. We formed a global brand committee and launched a brand project which analysed the strengths and weaknesses of both sides of the business to help us shape our future strategy. A key part of the project was launching a research initiative encompassing surveys of our employees and customers as well as in depth interviews with our key vendor partners. This extensive data was then used to benchmark our brand reputation, determine the direction of our brand strategy, and uncover how we could better serve our customers and vendor partners.



Brand Positioning vs. Marketing Tactics

Each brand is unique in the way they position themselves. At Tech Data we choose to focus on our strengths including our next-generation technology solutions, our ability to drive business transformation for our customers and growth for our customers and vendors. We supported this with our promise of integrity, expertise and excellence.

Tech Data's marketing team is focused on driving enhanced results for our customer and vendor partners. This encompasses creating innovative programs and services focused on high-growth markets that help partners grow their businesses, and driving demand creation and lead generation initiatives which enable partners to unlock new revenue opportunities. No matter what size a business is, it's about understanding that business, identifying the right technology and vertical markets, and using this knowledge to develop strategies that help partners grow as well as move into new technology and vertical segments. Through close alignment of sales and

Impact of Digitization on Businesses

Digital transformation is creating immense opportunities for businesses today. Some of the key technologies include data and analytics, Artificial Intelligence, the Internet of Things and next-generation security. Businesses in India are leading the charge by embracing these technologies to transform their businesses, becoming more efficient & agile and driving high-growth opportunities. A great example of this is the government initiative in place to establish 100 smart cities around the country, powered by IT and delivering next generation services, processes and ways of living to residents and companies. With government investment to the tune of \$1.2 billion, smart cities are the future for the burgeoning urban population predicted to reach 800 million by 2050.

R&D driving Growth

We are continuously focussed on driving innovation and transforming our business so we can better serve our partners. This takes on the form of investing in next-generation technologies, strengthening our end-to-end portfolio, transforming digitally and optimizing our global footprint. Research and development plays an important role in determining our strategy, uncovering what is working and not working, and helping us to evolve and ensure that we deliver the best possible service and outcomes for those we do business with.

Route to Market Strategy

For Tech Data, disruptive technology presents us with some exciting opportunities. From emerging technologies like IoT and analytics to changes in consumption models, these trends change the way we operate and open the door to new revenue opportunities for Tech Data and our partners. As we evolve our business in anticipation of what's next, our brand evolves too. Our big conviction is connecting the world with the power of technology; providing the most comprehensive datacenter and next-generation technology solutions and services along with in-depth, expert guidance.



YOUR WORLD IS HYBRID



THE INFRASTRUCTURE PLATFORM FOR DRIVING BUSINESS OUTCOMES

Your right mix of hybrid IT is infrastructure that's secure, software-defined and composable, giving IT the flexibility, agility, speed and control they need to deliver at the speed of business. It fuels the unique apps and data of your enterprise today, and gives you the ability to say yes to the challenges of tomorrow.

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Trend Micro committed to providing cutting-edge security to a connected world



Nithya Krishnan
Director, Marketing – India & SAARC,
Trend Micro



Brand Positioning vs. Marketing Tactics

Trend Micro has maintained a leadership position in the industry for nearly three decades. Companies and individuals have put their trust in us for a good reason: we are a leader in hybrid cloud, endpoint, and network security. Our brand positioning and overall brand strategy embody our corporate ethos - to remain highly innovative, despite our sheer size – keeping pace with technological change to consistently deliver advanced threat intelligence and protection.

In this highly global and digitalized world, our cybersecurity solutions work together to seamlessly share threat intelligence and provide a connected threat defense with centralized visibility and investigation to secure organizations in a connected world.

Trend Micro lays huge emphasis and importance on how marketing will help the ecosystem, especially our channel ecosystem, in enabling them to effectively deliver and operate competitively, with the clear objective of enhancing the overall experience of our end-customers. We consider our channel partners an extension of our organisation and our marketing efforts reflect the same.

Marketing to us is a key enabler in achieving business objectives and goals for any organisation, whether it's an SMB or a large enterprise. It is not a mere function but an intrinsic component of the company's overall scheme of things.

Good data for a Good Brand Strategy

Data is of paramount importance to our business and we pride ourselves in analysing data real-time to generate insights, which enable us to serve our customers better, whether it's in terms of our product & solution offerings, our GTM strategy or our communication outreach aimed at our various stakeholders. We opine that if an organisation wants to have a competitive edge over others, they need a combination of best-in-class data collection and interpretative skills. When all these factors come together, as in our case, it makes the brand more meaningful, different and salient, thereby predisposing customers to choose us over competition.

In a highly connected and digital world, marketing tactics based on behavioural metrics are the most powerful when combined with demographic, psychographic and attitudinal data.

R&D driving Growth

Trend Micro has invested heavily into manpower, growing our team size three times in the last three and a half years, with separate teams for government, large enterprises and commercial business. Our major investment is in engaging and developing different categories of channel partners in India. We are building a big team for the channel, which includes channel sales, channel technical and channel services. There are channel partners who are doing large sized infrastructure projects, there are pure-play MSSP (Managed Security Service Providers) partners, and there are large cloud service partners.



Route to Market Strategy

'Innovation' is at the core of everything we do. The company is well invested in cutting-edge technologies, investment in R&D etc., to cater to the burgeoning enterprise market. We have in fact launched a \$100 million corporate venture fund last year, to nurture a portfolio of start-ups in emerging tech markets that are developing ideas in hyper growth markets such as the Internet of Things (IoT).

We are one of the most critical partners for AWS, Azure and VMware in India and we work hand-in-hand with them to offer customers a seamless offering. The Trend Micro Hybrid Cloud Security solution, powered by XGen, provides the broadest range of security capabilities available to meet the application and data security needs while helping one achieve compliance. With the Trend Micro Hybrid Cloud Security solution, integration with the leading CSP platforms and developer tools makes it fast and easy to deploy.



Trust Value Service
Third party
End to end
Service Provider

Prakash Katama
Chief Executive Officer



BUSINESS SOLUTION
creative, Productive,
innovation...



Installation & Demo



Break Fix



Preventive Maintenance



Value Added Warehouse



Last Mile Validation



Remote Tech Support



Call Center



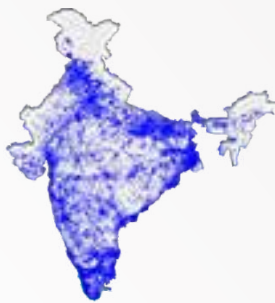
Managed Service



E-Waste Management



Care Pack



15,000+ Pincodes serviced
[Out of 19,000 pincodes in India]

86% Tier 1 cities covered

85% Tier 1 cities covered

The X-Factor

TVS Electronics was founded in 1986. With its 30+ years of industry experience, TVS-E comes as a one stop solution for all technology needs of a business with a wide range of services offerings via delivery models like exclusive and, multi-brand outlets, onsite support, PUDO and repair & refurb factories. The state-of-the-art facilities and process controls ensures quality deliverables. And being in the business for a long time, we understand customers pulse better than others.

Deep penetrated market presence in India with our partner network comprising 4000+ authorized dealer partners and 200+ authorized service partners covering 80% unique pincodes in India, TVS-E has built an enviable market reach for products sales and service in India.

A customer-centric approach

TVS-E has recently forayed into the consumer electronics/durable season services and has emerged as the only organized player in this space. A customer rating of 4.5/5 for our engineers in peak season is a testimonial on our field force.

Significant scale up In terms of infra (to build and support products across the country), IP Protection and ability to track every call/ticket and engineer via digitally integrated mobile platform has boosted our B2B relationship to a large extent.

We will continue to create technology-based products and services to help businesses progress through customer focused solutions.

Customer Delight Our Mission...

The principles of continuous improvement of the quality of our products & services while relying on close customer contact & internal development through the absorption of the most modern technologies available, which has allowed us to be one of the leaders in each of the sectors we operate in (Thermal Printers, label Printers and Barcode Scanners).

150+ Walkin
Stores
1200+ Field
Experts

2 Repair
Factories

Serving 1.5 L+
Customers
Every month

Trust Built for Quality Over
30+ Years

MP-280
Mobile
Thermal Printer



Barcode Scanner



Cash Drawer



Thermal Printer



Label Printer



Pole Display



Cash Register



Payment Devices



TP-C4515 STAR

Industrial Grade Touch POS
and accessories for your billing desk



Sanjay Sehgal
VP, SMB & Telco,
TP-Link

TP-Link believes in bringing out future proof products into the market

overall marketing plan including factors like Client Profiling and their product needs, referral marketing, continue sales follow-up for closure of business lead, finding the right resource and time for effective marketing, leading to a profitable brand marketing.

Good data for a Good Brand Strategy

Knowledge on customer buying process, influences, purchase behaviour, loyalty are key strategic advantages for both the organization as well as its partners. At TP-Link, we analyse these at a deeper level and build our GTM strategies around these parameters and focus on delivering innovative solutions to the market.

Impact of Digitization on Businesses

Transformation is a growing trend in India with lot of companies focussing on IoT and Smart Home Devices. This transformation enables them to be competitive with technological advancement. The ease of availability of data in the market has changed the customer's approach from voice to data at one's fingertips by finding solutions over the internet. We have launched products in the Smart Home segment, including Smart Bulbs, Smart Switch, Smart Plug which enables our customers to control these products over their smartphones. These helps in meeting the changing trends in the market.

Brand Positioning vs. Marketing Tactics

TP-Link has always been a step ahead in terms of innovation and technology. In this dense market, TP-Link strives to roll out products which are future proof and are Reliably Smart, providing a connected lifestyle to our customers.

Marketing is everything you do to make your product more visible, more desirable and more profitable. We at TP-Link believe in developing an

R&D driving Growth

R&D plays a very crucial and an important role which contributes to the sustainability of business. R&D provides a platform to companies for creativity, innovation and success in an ever changing market.

We at TP-Link strongly believe that R&D helps to a great extent in speeding up the growth of an organisation, introducing breakthrough products in the market, which further empowers us to have a competitive edge in the market.

AC500

- AP load balance
- License-free management
- Dual-link back up for management safety

CAP1750

Hardware controller based access point

JetStream 8-Port Gigabit L2 Managed PoE+ Switch with 2 SFP Slots T2500G-10MPS

- Gigabit PoE
- Enterprise Level Management
- Advance QoS

5GHz 300Mbps 23dBi Outdoor CPE CPE610

- Passive PoE Adapter supports
- Pharos Control - Centralized Management System

EAP225 / 245

- Captive Portal
- Load Balance
- Gigabit Port*1
- Free Software

Software Controlled Indoor Access Points



Wi-Fi THAT GOES THE DISTANCE

11AC Wave 2 Makes Wi-Fi Go Further

AC 1200

Wireless MU-MIMO Gigabit
Indoor/Outdoor Access Point

EAP225-Outdoor



MU-MIMO



Band Steering



Captive Portal



Beamforming



Passive / 802.3af



Free Controller
Software

2.4GHz: 200m*
5GHz: 300m*

Detachable Omni
MIMO Antennas

Specially Designed
Weatherproof Enclosure for
Outdoor Environment



Supports IP65



*T&C Apply



TP-Link India contact person:

Chanderkant Sharma	Mob : +91 9811049874 / Email : chanderkant.sharma@tp-link.com
Raminder Singh	Mob : +91 9704575432 / Email : raminder.singh@tp-link.com
Bhushan KR Saxena	Mob : +91 9717474061 / Email : bhushan.kumar@tp-link.com
Mohit Maheshpuria	Mob : +91 9819987178 / Email : mohit.m@tp-link.com
Sunil Nair	Mob : +91 9611113909 / Email : sunil.nair@tp-link.com
Yogesh Pawar	Mob : +91 9004401802 / Email : yogesh.pawar@tp-link.com

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Vertiv wishes to create a distinctive brand imprint in the minds of consumers



Dr. A.S. Prasad
Head, Product and Marketing –
India, Vertiv

Brand Positioning vs. Marketing Tactics

Vertiv aspires to be the number 1 brand when it comes to critical technologies, vital applications and datacenters. The idea is to identify and attempt to “own” a marketing niche for the brand, product, or service using various strategies including pricing, promotions, distribution, packaging, etc. The aim is to create a distinctive imprint in the customer’s mind so that the customer associates specific and desirable with your brand that is distinct from rest of the marketplace.

A strong brand is irreplaceable as the battle for consumers deepens day by day. It has become of great importance to spend time investing in researching, defining, and building your marketing strategies. Eventually, a strong strategy reflects on how a business functions.

A brand is a foundational piece of marketing communication and one do not want to be without it. Branding and marketing are tactical and one uses the brand to present it in front of its consumers. That’s why both branding and marketing carry a great deal of importance within a business or organization.

Route to Market Strategy

The cloud continues to evolve in 2018. This year, companies will have higher expectations for the business outcomes from a more intelligent and optimized cloud. According to Gartner, “a multi-cloud strategy will become the common strategy for 70 percent of enterprises by 2019.” As organisations grow increasingly wary about being tied to a single legacy solution, evaluating and implementing a multi-cloud environment can determine who provides the best performance and support for each situation.

Good data for a Good Brand Strategy

The first step to empower an organisation is to establish a company’s metrics for success. If you know what you are assessing, then you can determine how to collect data, which is the next step. Given the developments in technology over the last decade, collecting vast amounts of data is relatively easy. It’s what your organization does with data, however, which defines the culture.

Impact of Digitization on Businesses

We are witnessing an era of disruption. With technology progressing and evolving at a faster rate, organizations too are witnessing an evolution. With availability of big data coupled with a wide variety of digital marketing channels, it offers substantial opportunity for marketing professionals.

But with almost every organisation investing in such technologies, it has become easier to lose sight of the individual consumer in an effort to reach out to masses. This is where partnerships and services come into place. Before investing into technologies, it has become crucial to analyse the impact it will have on the audience both internal and external. With threats becoming more prevalent, the onus lies on the organisation to invest in the right product.

R&D driving Growth

Vertiv’s market leadership has made us one of the largest dedicated datacenter company in the world. India is one of the key markets for Vertiv. Understanding the importance of R&D, we have formed a center in Thane, Maharashtra, with competencies extending to Power, Electronics, Embedded software, DSP controls, refrigeration & air conditioning, etc. We currently have 29 Branch offices across the country and 5 zonal headquarters with more than 90 exclusive Business Partners and 1000+ Value Added Resellers nationwide.





Veeam helping customers to realize their digital transformation journey



Sandeep Bhambure
Managing Director-India and SAARC,
Veeam

challenge in managing and moving data securely across multi-cloud infrastructures. Veeam is the leader in Availability infrastructure and provides the complete solution to equip customers on the journey to intelligent data management for the always-on enterprise.

Multi-Cloud is the reality today

Availability is no longer a choice, it has become a fundamental expectation of a digital enterprise. Multi-cloud strategy is a reality today and more enterprises are adopting IaaS and SaaS than before. Building availability into robust cloud-based solutions from the inception should be a top priority for CXOs. In 2018, we expect enterprises to increasingly rely on the cloud to deliver agility and scalability, as customers and partners increase the demand for data protection and availability needs.

R&D driving Growth

Veeam is laser focused on innovation to deliver solutions that addresses the demands for the always-on enterprise. Furthermore, Veeam has pioneered a new market – what we call Always-On Availability for organizations of any size and is radically improving on how data is managed. With this approach, Veeam wants to eliminate the fundamental shortcomings of traditional approaches to ensure reliability, increase the value of data protection, elevate disaster recovery to the next level and reduce cost.

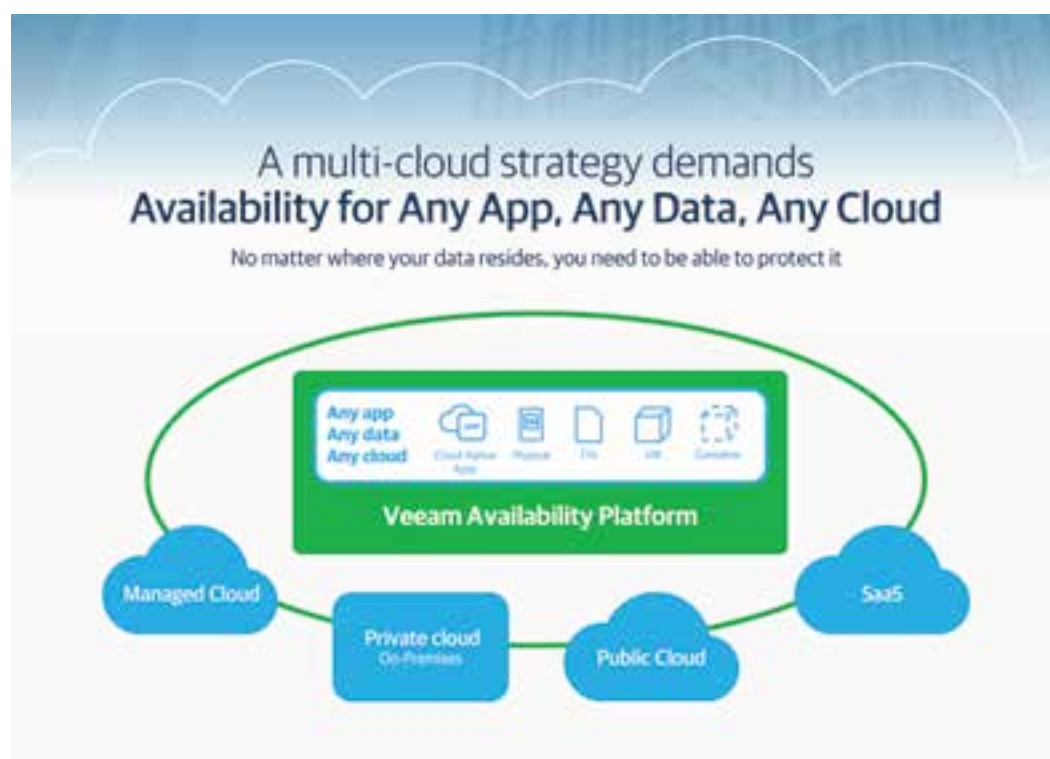
Brand Positioning vs. Marketing Tactics

The 'Digital India' initiative and adoption of emerging technologies like cloud computing are disrupting traditional business models and transforming industries. This digital evolution is forcing organizations to ensure that their applications and data are available across multi-cloud environments.

Veeam's Availability solutions for any app, any data, any cloud are designed for organizations to respond faster to changing business needs, achieve multi fold advancement in efficiencies and gain agility to introduce new services faster. Enterprises are receptive to implementing innovative solutions in their new business initiatives.

Good data for a Good Brand Strategy

Always-on data availability is the new expectation from today's enterprise. In this context, data is the engine of digital transformation and currency for business growth. However, the sheer volume of data generated today poses a massive



Route to Market Strategy

Veeam is setting a new industry benchmark with its Availability solutions and is partnering with enterprises to realize their digital transformation strategy. To enable this, Veeam has positioned itself as a 100% channel focused and is committed to supporting and driving partners for continued success.

Additionally, as a leading provider of Availability solutions, our strategy this year is to provide a complete platform to make data self-managing, ensuring business continuity, reducing risk, and accelerating innovations for our customers. Our partners will have a unique differentiation in the market-place, as the ones supporting innovation and transformation for their customers.



Vodafone Business Services continues to drive customer engagement through digital technologies

Monalisa Sahoo
Senior VP, Marketing
Vodafone Business Services India



organization, Vodafone is increasingly adopting the digital way of working with its stakeholders – both internal (employees) and external (customers, vendors, etc.). These digital processes help empower the stakeholders, thereby fostering efficiency and transparency. One cannot help but stress on the importance of adopting digital systems, the key outcome of which is data and insights. At Vodafone, we are embracing data and insight-based decision making to improve customer experience and brand engagement.

Digital Transformation with Cloud

Brand Positioning vs. Marketing Tactics

Customer is at the center of Vodafone Business Services' brand strategy, and we take pride in industry-first innovations for engagement with our customers. Brand strategy for us goes beyond just traditional brand and communication elements, to content and experience led initiatives, and digital first experiences. Since Vodafone Business Services serves customers across the spectrum of large enterprises to SME, start-ups and the Government sector, we have a segmented brand engagement approach for each. Also we take pride in embracing digital and innovation for brand engagement, be it through marketing automation, digital insight tools, AI based engagements, to name a few. Our customers are evolving in this digital era, and we continue to push the envelope for our brand engagement which is driven by insights, impactful creative and powerful content, and digital technologies.

Our marketing most definitely reflects our way of business, because we build it around our customers and their success stories, that we have had the privilege of enabling. The role of marketing obviously differs across organization sizes. If we consider start-ups, marketing would be driven towards laying the foundation for the organization's future. With an SME, the focus would shift to scalability of the overall marketing effort. Last but not the least, marketing for large enterprises would be driven towards disruptions and innovations, and bringing them to the consumers before other players.

Good data for a Good Brand Strategy

In today's competitive scenario, data-driven marketing is the way forward for every organization. A well thought-through, robust marketing strategy is built on insights derived from tonnes and tonnes of data obtained through the application of smart technology tools. As an

India is on the cusp of a digital revolution, which will spread across the economic spectrum, from agriculture, rural-commerce, healthcare, education, financial & other services, manufacturing to infrastructure development. With the success of emerging technologies and platforms such as digital, artificial intelligence, robotics, IoT, cloud and analytics, there is an increasing adoption of newer models delivery and engagement which are applicable across industries.

Cloud is one of the most important growth engines for businesses in India today. One of the primary challenges that businesses, especially SMBs, SOHOs and mid-market businesses face today in procuring and adopting cloud, is finding the right cloud-solution and the right deployment and support partner for the same. Vodafone Business Services has aligned its cloud strategy keeping these challenges in mind, to build a cloud portfolio designed and built primarily for small and medium businesses. We have set up a first-of-its kind B2B cloud marketplace, called the Vodafone CloudStore (www.cloud.vodafone.in) in India, which is a fully integrated single window for businesses to discover, purchase, deploy and manage their cloud services.



Route to Market Strategy

Vodafone is catering to the increasing demand of new age services like cloud, IoT, security and analytics, which are applicable across industries. We have graduated from just providing basic connectivity to offering total business solutions for enterprise customers and bring with us a wealth of experience both across industries as well as geographies.

Vodafone's solutions in the automotive and telematics industry help enhance vehicle performance and support wireless communication between the driver, vehicle and the surroundings. Wireless Payments provides a host of secure, point-to-point connectivity solutions that power financial transactions for wireless sales systems.

Our key target sectors with tremendous growth potential are - Automotive, Energy and Utilities, Consumer Electronics, Industry/Manufacturing; others include Health, Security, Smart Cities, and Smart Home.



OYO



OYO has more
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business leads

Vodafone's Digital Engagement Platform

OYO was able to identify and communicate with customers effectively, improving lead generation by 250% and creating long-term revenue growth.

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Western Digital.



Vivek Tyagi
Director - Business Development,
Embedded & Enterprise, Western
Digital Corporation - India and South
Asia

Big Data and Fast Data

As the whole nation is being digitally empowered, online transactions are documented and archived for future references. There are terabytes of data being generated, and the task of storing, managing and analyzing them is no less than humongous. This essentially means that enterprise storage is majorly built around data itself.

There are two types of data –Big data and Fast data. Big data, as the name says, is data that is generated in huge volumes for companies to manage and analyze. Western Digital is now building large capacity hard drives for archival storage solutions for datacenters. Fast data is essentially data that needs to be stored and retrieved instantly - like data for automated driving or IoT devices. Data of this kind is time-sensitive and needs to be quick-responsive. Access and analysis of the same is powered by edge analytics. For this purpose, Western Digital offers the rapidly growing Solid State Drives (SSDs) with the flash, compatible for laptops and tablets.

Huge amounts of data areas are much of a bane as it is a boon. Many CIOs in India are looking for economical options without harming the operational efficiency or, in the long run, profits. However, there is absolutely no room for quality compromise. Western Digital's helium-filled drive under the HGST brand is a great solution for these issues because it has a low operating temperature, consumes low amounts of rack space, and is powerful and dependable at the same time.

When it comes to object storage, Western Digital's product, launched in 2017, saves the day with capacities ranging from 500 terabytes to 50 petabytes to store and access large chunks of data.

AI to pose data storage challenge

As artificial intelligence is making its way to our living rooms, we will see technology being data-powered. Be it IoT, drones, automobiles - name it, and the cornerstone for it is data. Initiatives like 'Digital India' and 'Make in India' campaigns, BFSI, healthcare, and entertainment are also key sectors which requires cutting-edge data storage solutions.

Data may be the new oil. In the coming years, the tech war will involve data and the challenge is going to be on storage and manageability. With the extensive use of Artificial Intelligence in our everyday lives, companies are eyeing at getting their hands on the latest technologies on data, analytics, mobile and social. In this context, it will be good to analyze the Indian data storage scenario.

Cloud + Flash technologies

When cloud technology came into the picture, it was the next big thing in storage. Nevertheless, with rapidly changing technology, we now have hybrid storage options - where part of the data is sent to the cloud and part is accessed on premise. This combines cloud and flash technologies - to cater to the needs of both big and fast data respectively. This hybrid model is thus an integration of various data needs.



Looking for a hard-working storage platform or server for your enterprise?

Look no further.

The extensive line of HGST-brand enterprise platforms and servers from Western Digital offer speed, capacity, performance, and durability, enabling organizations to make the most of their data.

Count on our solutions to empower your organization.



2U24 Flash Storage Platform
960GB to 7.68TB SSDs; Up to 184TB
Up to 4.7M IOPS, 23GBps; <1ms latency.
For scale-out flash file servers, Hyper-V,
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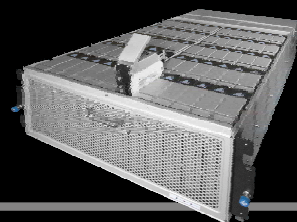


Ultrastar® Serv24-HA
Up to 24 NVMe™ SSDs for up to 184TB
Ideal for software-defined storage
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Ultrastar® Serv24
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5 Year Limited Warranty

For more information visit www.hgst.com/products/platforms



Khalid Wani
Director – Channel Sales India,
Western Digital

Western Digital®

Western Digital addressing the growing surveillance needs with its offerings

on surveillance part of smart cities. During the survey we identified the requirements and best practices of surveillance with reference to smart cities.

Good data for a Good Brand Strategy

A couple of years back, no one could have predicted the importance of storage in everyday lives of consumers. However, there has been a drastic change in how the storage and surveillance sector has evolved from then. We no longer rely on floppy disks but have moved to more advanced versions of hard drives and flash-based storage. As emerging technologies such as IoT become more and more common, the demand for storage also increases with them. Even on the consumer end, the increasing adoption of smartphones, growing internet penetration and 4G rollout have intensified the demand for more advanced storage solutions.

And to keep up with these increasing demands, storage technology has undergone massive developments. Storage has come a long way - from dual drives, a category of storage created to address the demands generated by the increase in smartphone adoption, to flash storage, a recent innovation in storage technology that combines high performance and efficiency within a compact size to store and manage increasing volumes of data.

Impact of Digitization on Businesses

As India takes a step towards digital transformation through initiatives such as Digital India, and AADHAR, there has been a continuous growth in content generation. Every day the amount of data getting generated, accessed and worked on continues to increase, especially with the growth of the smartphone market, the expansion of the gaming industry and technologies such as 4K coming forth. We aim to address these growing needs of consumers through continuous innovation and by coming up with better storage solutions.

The SanDisk iXpand flash drive for instance is one solution that enables iPhone and iPad users to easily free up space on their device. We also have a range of internal SSDs and HDDs, including WD Black HDD, WD Blue SSDs and WD Black SSD to name a few that adhere to the growing needs of the gaming industry and provide them with a seamless gaming experience. The all-new My Cloud Home storage device plugs directly into your Wi-Fi router at home, so you can easily save, organize and control all your digital content in one central place and wirelessly access it all from anywhere.

On the enterprise side of the business, we have been working towards coming up with solutions related to big and fast data, and these solutions cater to the growing storage needs of almost every sector.

R&D driving Growth

Western Digital has always considered R&D as an important core of our business and we continue to focus on it. In India, our employees in the Bangalore R&D centre is working to come up with many innovative solutions. Majority of these teams have been focused on consumer flash storage. Apart from that our R&D centre also focusses on enterprise storage technology and embedded flash storage as well- which is primarily storage used inside cell phones and tablets. Along with this we also have teams that are working towards developing client-side solutions as well.





Going Paperless is the new mantra for Xerox

Balaji Rajagopalan

Executive Director
Technology, Channels &
International Distributor Operations
Xerox

Brand Positioning vs. Marketing Tactics

Xerox has been innovating and delivering new technologies and solutions that transform how people work. We are innovators, inventing and re-inventing solutions to create a diverse portfolio of hardware, software, solutions and services to support customers of all sizes. We are focused on leading innovation in automation, content management, digital communication, analytics and printing, which differentiates us from our competition.

For a company like Xerox, which has been able to impact minds across all geographies, marketing plays an even more crucial role. We believe that the relevance and applicability of Digital Marketing in a Business to Business domain has increased manifold over the last few years. Marketing in Xerox is constantly evolving and we are using new digital marketing tools for lead generation, customer acquisition and thought leadership. In fact, one of our offerings to our channel partners is the Partner Portal which provides direct access to our sales and marketing tools, analysis and research materials to help them run events more smoothly.

New Business Roadmap

Xerox is currently investing in new business solutions and applications that help improve productivity and simplify the work process for a number of sectors, focusing mainly on the banking, health, hospitality, telecommunications, and government sectors. Managed Document Services (MDS) continues to be one of our main offerings. With the help of next generation services, we aim to maximum effectiveness, security, mobility and overall cost reduction.

We are focussing on using IoT to digitize

imperative assets and processes which will not only help growing our business but also increase operational efficiency, and deliver exceptional experiences to customers.

This year we focused on the Tier 2 and 3 cities and the government's digital initiatives of enhancing availability of electricity in smaller towns. We also are in line with the government's plan and believe that digitization is touching each aspect of our lives. The MFPs also allow businesses to go beyond printing, scanning, faxing and copying, and gives channel partners the tools they need to capture new recurring revenue streams.

We are also heavily investing in introducing innovative technologies to help organizations take the paperless path. Going paperless not only improves efficiencies and brings transparency at workplaces but it also helps in creating a truly "green" work environment by nearly eliminating paper, printing, shipping and other document handling costs.

R&D driving Growth

Research and innovation are a critical element of Xerox's strategy and research in such areas as artificial intelligence, computer vision, machine learning, ethnography, inkjet and digital printing. Digital manufacturing will continue at our famed Silicon Valley based Palo Alto Research Center (PARC, A Xerox Company) and at the Xerox Research Center of Canada, as well as engineering for product development in locations throughout the globe

Xerox strives to maintain its R&D investment in proportion to revenues and together with our joint venture Fuji Xerox, we invest approximately \$1 billion annually in research, development and engineering.

Route to Market Strategy

A completely channel driven company, Xerox has been the pioneer in launching the "After Sale Service Concept" for office automation in India. With the largest engineering team, Xerox Service Operations, in fact have been a benchmark for the industry which evolve with the changing customer requirements to further enhance the overall value proposition. Moreover, customer loyalty has always been the strongest pillar of growth for Xerox.

Our solutions help customers save money, automates steps, boosts productivity, and improves document security and environmental sustainability. Our ConnectKey-enabled devices feature simple and secure on-the-go capabilities, cloud connectivity, and access to productivity boosting features and apps that transform traditional printing devices into smart, connected workplace assistants.

Additionally, the main focus behind our design and pricing strategy has always been to cater to all types of organizations and ensure that they are able to save upfront costs. We help everyone choose the solution (hardware & service) that best fits their needs, at affordable costs. Xerox focuses on giving its customers premium quality products with excellent cost saving options.





“We are looking at an immersive opportunity in the enterprise segment; hence we have introduced our Mini PC with Quadro Graphics power for different enterprise verticals like multimedia, high resolution image rendering, CAD etc. We are looking forward to have more products in coming time.”

Deepak Gupta,
Country Manager - ZOTAC



A fast growing market

Zotac has grown 100% in the year 2017, which has set up the platform to introduce more products in the Indian market. We can see India growing at a very fast pace and so we have to be in time to grab the opportunities.

The world is slowly moving towards artificial intelligence and deep learning. Graphics is the key driver for it and we being a graphics card manufacturer, Zotac has to have the products for all the segments, either for gaming or enterprise.

New technological innovations in 2018

ZOTAC is a pioneer in the field of technology and is engineering innovative products with an enhanced desktop performance. MEK1 borrows 10 years of engineering mini know-how to be one of the smallest desktop gaming PC and still utilizes industry standard components for powerful gaming performance.

MEK1 is our flagship product to cater to readymade gaming PC. We have introduced it in April and thereafter getting a very good feedback from the gaming community. The small formfactor design with full desktop component is making it a beast for the segment.

MEK1 is equipped with ZOTAC GeForce GTX 10 Series and is based on NVIDIA Pascal architecture. It is the most sought after solution to play all of today's AAA PC Gaming titles.

ZOTAC Q Series

ZOTAC has announced the world's first mini workstation powered by NVIDIA Quadro graphics. The new ZOTAC Q Series include Quadro GPUs up to the powerful P5000 model with 2560 CUDA cores and are available in three major configurations (QK5P1000, QK7P3000, QK7P5000) and in two distinct designs.

The ZOTAC Q Series leverages the ZOTAC Mini PC's sleek and stylish design, without compromising the industry leading graphics performance. From stunning industrial design and advanced special effects, to complex scientific visualization and sophisticated data modeling, the ZOTAC Q Series transforms the challenges of today into successes of tomorrow.



PUSH THE LIMIT

Q S E R I E S



The all new ZBOX Q Series are the world's first NVIDIA® Quadro® graphics with Pascal™ architecture powered Mini PCs. From the Original Mini PC Creators, we continue to pioneer and innovate in integrating big and powerful technologies, normally found in larger desktop systems, into much smaller footprints that still resonate big and powerful. The potential to create on a scale only available with NVIDIA Quadro in the smallest of form factors, is only bound to the power of your imagination with the ZBOX Q Series Mini Pcs.

PEERLESS INNOVATION. LIMITLESS CREATION.



ZBOX-QK5P1000



ZBOX-QK7P3000



ZBOX-QK7P5000



ULTRA
HD



802.11 AC
WIFI



HD
AUDIO



SDXC CARD
READER



DUAL
GIGABIT LAN



Lenovo™

Powerful 'Thin and Light' ThinkPad



Lenovo launched its newest line up of ThinkPad laptops, the X1, X, T, and L series with 8th generation Intel Core processors. The premium business laptops come with the latest security features across Fingerprint reader and Facial Recognition. Lenovo has also added a physical webcam feature as an added layer of security.

Different Innovates Better

Key Highlights of the ThinkPad Series:

- Thinner and Lighter designs with 8th Generation Intel® Core™ processors across the line-up
- Comprehensive Portfolio of Commercial Notebooks with the expansion of the Yoga convertible form factor in ThinkPad L series.
- Broader support of Facial Recognition for Windows Hello.
- Introduces all new ThinkShutter physical webcam cover for camera security confidence
- Extensive support on match-on-chip fingerprint reader with anti-spoofing technology that authenticates log-in credentials and helps safeguards your data,
- USB Type-C power adapters and Ports across all ThinkPad models. New mechanical Side Docking option for effortless docking and key-lock security
- Enhanced viewing experience with an HDR Display on premium series
- Rapid charging of battery: 80% charging in an Hour.

According to Rohit Midha Director, Commercial Named Accounts, Lenovo India , “The new “ThinkPad X”, “T” and “L” series along with the premium “X1 Tablet”, “X1 Carbon” and “X1 Yoga” feature the thinner & lighter designs. We have also introduced all-new “Yoga” form factor in the L series and an HDR screen in the premium series. The devices come with enhanced security and reliability innovations such as physical webcam

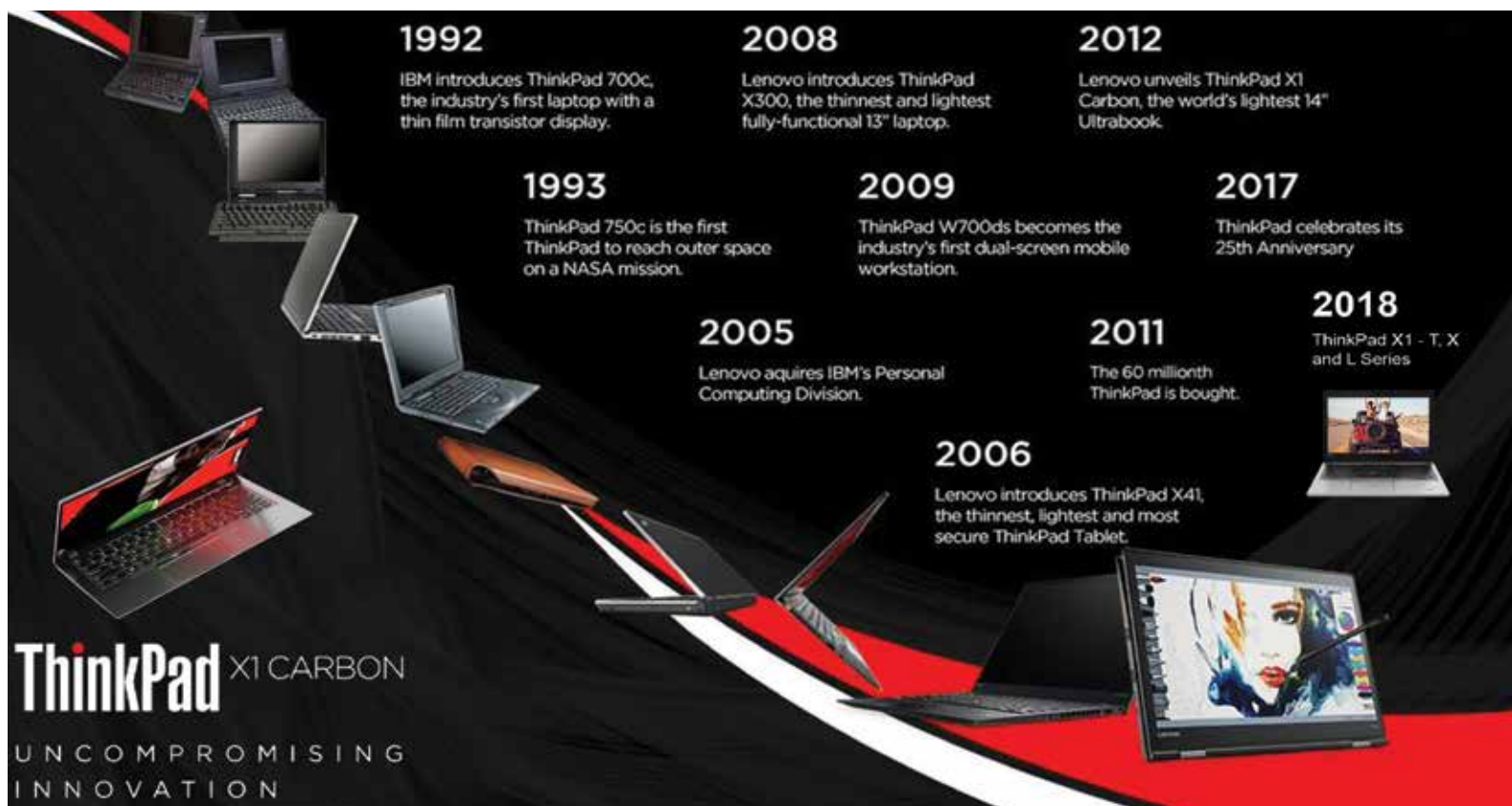
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60,000 EMPLOYEES

CUSTOMERS IN 170+ COUNTRIES

231 ON THE GLOBAL FORTUNE 500 LIST

covers. There are USB-Type C power adapters for universal charging and additional Type C/thunderbolt ports. There is also a new side mechanical dock for better stability and lon-



ger platform life. With the new Intel processor coupled with the attributes of our 'Think' product, the latest range is well-equipped for the mobile workforce of today and tomorrow.

Customer centricity has always been at the center of organization. The way digital transformation is happening in last couple of years the amount of digital technologies, compute capacity etc that are available – the entire thing has been brought to the forefront.



The biggest thing on transformation is the customer centricity. Gone are the days when everything was working on silos but now from manufacturing to the end product getting rolled out into the sales side of it, to get that customer 360 degree view everything needs to be integrated and that is where a lot of data, computing needs, high security is coming in. So the core essence lies on the customer centricity which is moving the transformation.

Somnath Mukherjee
Vice President - IT, CRM Services India

Vijay Sethi
Chief Information Officer
Hero MotoCorp

THINKING //
OF BUYING A //
LAPTOP //

THINK ONLY //
ThinkPad //



ABHIJIT CHATTERJEE



ADONI GURURAJA RAO



AMIT JAOKAR



AMITABH MISHRA



ANAND RUHELA



ANIL RANJAN



ANIL SHARMA



ANJAN DEB



ANUBHAV RAJPUT



ARVIND KUMAR



ASHOK CHERIAN



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BADAR AFAQ



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LOKESH VISHNOI



MAHESH PATIL



MANISH GAUR



MANISH SINHA



MANOJ RANA



MEETALI SHARMA



MEHERIAR PATEL



MILAN KUMAR



MILIND RAJHANS



MILIND VARERKAR



NAVEEN GULATI



NIKHIL KUMAR NIGAM



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VILAS PUJARI



VINOD PANDEY



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VIRENDER JEET



VISHWAJEET SINGH



VIVEK AHUJA



YASHPAL SONI



The cyber threat environment is intensifying dramatically. Concerns about the misappropriation of financial and personal data, while important have been supplanted by the spectre of an even larger and more devastating threat. Management teams will be pressed, as never before, to address concerns from data protection authorities, supervisory boards and journalists about their state of preparedness.

According to the study, currently 85 percent of firms surveyed said they would increase the budget their company allocates for digital transformation by next year, with 37 percent indicating the increase would be by 10 percent or more. Further findings from the study include the following -

- Retail outperforms other industries across all three categories, setting the standard for creating innovative, digitally-driven customer experiences.
- Banking firms are ease-of-use leaders, yet they face investment challenges, including slow economic growth, low interest margins, increased regulation, and changing consumer expectations.
- Healthcare companies traditionally lag behind other industries in adopting business technologies that help with customer engagement. This is tied to intense regulatory requirements leading to a significant focus on security of customer data.
- Insurance organizations are just beginning to digitally transform as the complexity of products and services, legacy technology reliance, and risk-averse cultures all affect how fast insurers can move forward with their digital transformation journeys.
- Telco firms are shifting to customer-centricity, driven in part by low customer satisfaction and disruption caused by over-the-top (OTT) providers.
- Media companies have the most ground to cover in digital transformation. They also represent the group least likely to increase investment in digital transformation.

The study also recommends that firms be customer obsessed by building visions for winning over executive stakeholders, establishing baselines to build digital transformation roadmaps, and putting innovation at the heart of their firms' cultures to ensure greater digital transformation maturity.

Most of the companies are preparing to make digital transformation a priority, they have a long way to go before achieving any kind of mastery over the multiple disciplines required to effectively innovate. Firms that are obsessed with their customer's experience can achieve significant operational efficiencies and put innovation at the heart of their respective cultures and are the ones that will see the greatest benefits from digital transformation. In today's business climate, with industries being disrupted at every turn, companies must be able to quickly change their products and processes to take advantage of new market opportunities. As the study finds, improving digital maturity will be key to meeting the changing needs of customers in an evolving marketplace.

KEY TAKE-AWAYS:

In the age of the customer, empowered, demanding customers can exercise more choice than ever before in deciding which companies will earn their business, and which will fall by the wayside. To keep up, firms must invent or reinvent their businesses with technology at the core, or watch customers defect as their markets are disrupted. To move forward on digital transformation, firms must evaluate their current capabilities, and then plot a path forward accordingly. Furthermore, firms must move soon to keep up with the fast pace of digital change. In the age of the customer, firms must adapt or be swept aside.



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MAHAPATRA



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'CXOs need to join hands to create an un-fragmented IT industry'

Commitment as a Tech Head

Leaders of business at whatever level they are cannot be risk averse. They have to take risk while deciding. Sometimes leaders try to take calculated risk or risks of short term with properly placed risk covers, but while doing that, we fail to look the sharp edges of a start-up culture. Ideally, in every organization, there must be some business units, which should be in a start-up mode. When I say start-up, it means a risk mode with lots of youngsters willing to pledge their work and wisdom on it. Reward for such units should also be high, not in terms of salary, but future ownership of that unit. Many successful products have come out from this model of start-up.

For a growing economy, we Indian organizations primarily have to invest our time and resources into building innovative products/services through this start-up model.

Experience Cell

One cannot learn swimming by reading a book, and not knowing swimming is not out of luck. One can always dive into deep waters. How much the CXOs are able to challenge their people and help them to gather knowledge, and work around it, is what the challenge is and should be. Another challenge is, finding people who are intelligent, dedicated and brave enough to put their life into it. Having insights to various industry problems help CXOs to solve their problem, but this I see as grossly missing.

It is very difficult to retain the team once they get trained well enough. So whoever perfects the art, to keep finding, hiring and training new people 24/7 will lead. We at C-Zentrix heavily hire fresh engineers/marketing/ sales personals and keep motivating them and training them. Failure is an option but not trying repeatedly is not an option.

Key Priorities

I agree that hiring specialists is very important. We also hire specialized people. They help the team to overcome challenges faster and rekindle the confidence. At C-Zentrix, our IT priorities are on building AI and Blockchain team. Since we are also looking at the overseas market, our intent is to find people around those markets who have the best know-how of the locals.



Abhijit Chatterjee
CIO
Czentrix

“For growing economies like India, Indian CXO's should share and care more than what we are presently doing. Just because of competition on both domestic/International fronts, we tend to confine our knowledge base to ourselves. Unless CXOs join hands to create this industry, we will fundamentally remain fragmented. Corporates should come out from a vendor-consumer relationship and move towards a mutually benefitting relationship.”



Adoni Gururaja Rao
Director - IT Services -
Telenox Technologies

“Our investment plans will be based on customer requirements as most of our projects are customer driven and specific to the customer. Also I believe our IT landscape is strong enough to continue with our existing customers.”

'Our investment plans change as per customer requirement'

Commitment as a Tech Head

In the current scenario of security concerns and automation, the role of CIO/CTO has a bigger responsibility in all the lines of business to infuse growth in the organization. The role of the CIO/CTO is more important to build the confidence of a customer in the organization thus enabling the growth in the organization.

Experience Cell

I agree to a certain extent that people skill is a major challenge that we face. People skills in today's world are very important. The lack of knowledge is due to the bad education system which is not gearing up to the industry standards. Also the needs of people are changing fast and everyone is looking for a quick growth in terms of finance rather than in terms of knowledge. As CIO, it is very much necessary to inculcate the value of knowledge to the team and share our experiences with the team and provide them confidence. Also I believe the volatility in security of the job is not allowing employees to reskill themselves as they are under work and personnel pressure

Key Priorities

Most of our projects are customer centric and accordingly our investment plans change as per the requirements of the customer.

Adaptability to Organizational Changes

To a certain extent I do agree that the IT landscape should be dynamic and flexible, but I believe the foundation of the landscape should not change.

‘Cyber security using AI will be a major focus for us’

Commitment as a Tech Head

As a CIO, my job is to show how new technology can address an organization’s needs, both now and in the future, how it can help develop our business and achieve growth and at the same time ensure staying ahead of the competition. Most importantly, a CIO can be effective in his role, if a clear establishment between the IT and corporate functions of an organization is set.

Experience Cell

We are very fortunate to be a part of this evolving “Digital World” and get chance to use upcoming technologies for betterment of our business processes. The world has moved so far that everything is available on your fingertips and obtaining knowledge/information about any technology is not a big deal anymore. You just have to have a team which is hungry to learn and adopt. Rest all is myth.

Adaptability to Organizational Changes

In general, IT-led innovation transforms businesses in three distinct stages - building a lean business, shaping an agile business, and driving business innovation. Building a lean organization means integrating, and standardizing IT systems and business processes for optimum performance. While lean practices focus on the speed, quality, and cost of operations, the agile organization focuses on the speed, quality, and cost of change to those operations. Determining an innovative business is done by creating dynamic, flexible, and aligned business processes and supplementary systems. In a responsive value chain, IT systems, business processes, and information sources must be set up in such a way that they offer multiple options for new requirements.

Investment Plans for FY 18-19

Two combinations shall play a major role –

- Improve agility and responsiveness - To remain competitive, we need to be able to respond quickly to marketplace changes and customer demand. Using analytics to better understand customer experience, we need to be able to adapt products and services, marketing programs, and other elements based on what we learn.
- Accelerate product development/innovation - Digital disruption has accelerated product lifecycles and significantly reduced barriers to entry in many industries.



Amit Jaokar

EVP – IT

Choice International

“Technology is the backbone for any business and the most important factor when it comes to captivating the business to newer heights. Any business that fails to invest in its IT infrastructure becomes incompetent and eventually starts losing out to competitors. With this in place, all levels and functions of an organization can be focused on growth, positioning your business for success.”

‘Understanding technology and people skills are the two pre-requisites of a CIO’

Unique role of CIOs & CTOs

I believe CFOs, CIOs, CTOs, and CDOs have a unique perspective because they have visibility to all business units. They have a big picture understanding of business strategy, investment strategy and the strategic focus of business. No business can grow unless it spends on technology in a strategic way. Therefore, the initiatives that a CIO, CTO or CDO is working on, provides a great snapshot of where the company is headed.

Technology skills

CIOs have to be good in both (a) Understanding and articulation of technology, and (b) People skills. They cannot have just one of the two; they need both skills if they want to influence organizational strategy and grow the organization and also themselves. In addition to these skills, CIOs must also have other skills such as adaptability and public speaking, but the above two skills are most important.

Adaptability to Organizational Changes

I do agree that a CIO needs to ensure that the IT landscape remains dynamic. I would also like to add that the CIO or CTO needs to be able to articulate what he or she is doing. I have often seen that CIOs and CTOs are doing very well and working very hard, but the rest of the organization is unaware of the impact of their work. That needs to change. CIOs and CTOs need to learn the skills of always selling their story judiciously, so that they can convey the message without appearing to be bragging.

Investment Plans for FY 18-19

For 2018-19, my focus is to modernize IT while building digital capabilities such as IoT, analytics and dashboards. We want to make sure that our current plants are digital from end to end. Our focus areas are: (a) reducing costs, (b) increasing revenue, (c) improving customer and employee experience, and (d) improving health, safety and environment.



Amitabh Mishra
Chief Digital Officer
Vedanta Resources

“We are planning to invest in AI technologies such as chatbot and digital twins, as well as new technologies such as Blockchain, in order to enable business to use the most powerful tools available and move the business forward.”

‘Empowering the technical team with emerging technologies should be the focus’

Commitment as a Tech Head

In this fast moving digital age, if we have to stay in competition than we will have to react proactively and understand the changes happening in the business operating model internally and globally and respond to them strategically by adopting the right set of technology to meet the business needs.

Experience Cell

Today everybody in the organization is discussing about new technologies such as Mobility, Data analytics, Cloud, IOT, Artificial Intelligence, blockchain etc. At the same time, the increased demand and complexity of business is leading towards a critical skill gap in the technical stakeholders. The existing technical team needs to have the expertise of the latest technologies and understanding of technical solutions. If you see the current business landscape you will find that only 10 percent of the total employees focus on emerging technologies; in the coming years we may expect that to grow from 10 percent to 40-50 percent of the total employees of the organization.

Key Priorities

In 2018 while taking forward the journey of Digital Transformation in the organization, we have created the roadmap around Cloud computing, Data Analytics, Mobility, IoT, employee collaboration, Social media & digital customer experience and implementing IT Security with strong checks and control for protecting business Data and IT Assets in the organization. The current initiatives of digital transformation are undertaken in the organization to reshape the entire core network backbone and work on cloud and software defined wide area network capabilities.

Adaptability to Organizational Changes

Globally organizations approach IT in a very systematic and well thought out manner using the concept of an IT blueprint. We also believe that to achieve cutting edge performance target, we need to transform the flexible and dynamic IT landscape which supports the entire business operations. A key enabler to this transformation is the creation of an IT Strategy that has industry standard processes and is proven in delivery business process efficiencies. However technology alone will not achieve the business goals, it is also through people that business and much of the operational performance improvement will come through.



Anand Ruhela
Head – IT,
Kwaliti Limited

“We will be focusing on accelerating the design phase by building on the process. We will also be focusing on IT Analysis to implement a Business Application solution framework that will bring in benefits driven integrated approach that can deliver sustainable results. It will also address the key dimensions of people, process and technology for such large initiatives.”



Anil Ranjan
Head-IT
Macawber Beekay

“Information Security is a very hot topic now a day. There needs to be an organization policy which is approved and forced by top management. But there is no separate vertical/budget for Infosec (information security) and so an IT Head/CIO has to take care of that as a CISO with an IT person without having proper skill. If there is any security lapse, blame comes to the IT Head/CIO, though it's responsibility of all, from top level to bottom level.”

‘A CIO’s role does not pertain to just running day-to-day IT functions’

Commitment as a Tech Head

Macawber Beekay being a family-owned business decision making happens very fast. That decision may be a choice of business owner's only or may be a choice of IT Head/CIO, but in both the cases IT Head must have to suggest all the best available solutions with the objective of revenue growth rather than simply running IT functions. It involves buying technology that can address an organization's needs both now and in the future.

Experience Cell

We do face challenges of people skills. It's not that skill is not available in the market, but the problem is to hire multi skilled and efficient candidate in limited budget and to retain that candidate for long time. Sometimes team member is of owner's reference and not skilled as per requirement, but we still have to keep him in our team.

Whenever we have to implement a new technology, training is made mandatory by OEM or their partner. But problem comes when after the OEM/Partner training someone leaves the organization. In that case we only have option of hiring a trained person and that's challenge.

Challenging situation comes, if there is an IT Consultant who has his own IT Business and is trusted by the owner. In this scenario suppose IT-Head/CIO suggests any solution as per business requirement and that's in real cheapest and best solution but the consultant does not agree to it as he is not seeing his profit in that solution, and owner do not want to give go ahead without consultant acceptance.

Key Priorities

As my company is in power sector and in manufacturing which is not doing very good at present, we set priorities and plan the investment by keeping this in mind, which should not be just getting the cheapest solution on board, but a solution that can address our organization's needs, both now and in the future. We have on-premise datacenter and using cloud services also. Our upcoming new investment plan can be for storage, Network device, cloud based services and BYOD.

Adaptability to Organizational Changes

We have hybrid solution (Cloud + On-premise). In my opinion Hybrid solution is the best solution for well-established company that has well managed on-premise datacenter. In my opinion, at least for established business who do not want to change their existing application and have on-premise well managed datacenter, hybrid strategy should be the way forward.

'A dynamic IT landscape demands a lot of investments'

Commitment as a Tech Head

The key to making an impact as an IT leader is to come to the table as a business leader who happens to be running a technology team, rather than purely a technologist waiting to receive requirements to fulfil. IT is no more a supporting function but now it is looked upon as a business enabler that should be used for enhancing business revenue, profit etc.

Experience Cell

It is really a difficult challenge especially in an end user organization to keep the IT team trained on latest technology. We work with our IT partners on newer technologies to deliver initiatives and embed our teams along with partner teams to execute projects and in the process pick up the nuances of new technology.

Key Priorities

We are not authorized to divulge details on our investment plans and priorities due to company policies but our priorities are in line with industry trends and our investments are aligned to our priorities.

Adaptability to Organizational Changes

It is easy to say but very difficult to adopt an IT landscape which is dynamic and flexible as it requires lot of investments. The only key to success is to go and adopt opex/cloud model and bring desired flexibility & agility for delivery of infrastructure to support business.

Investment Plans for FY 18-19

We are heavily investing on further enhancing our information security, digitization, digitalization and creating a digital value chain especially around our manufacturing facilities.



Anil Sharma

**Chief Technology Officer Lead –
AMENA, PEPSICO INC.**

“The key to making an impact as an IT leader is to come to the table as a business leader who happens to be running a technology team, rather than purely a technologist waiting to receive requirements to fulfil. IT is no more a supporting function but now it is looked upon as a business enabler that should be used for enhancing business revenue, profit etc.”



Anjan Deb
GM-IT (CIO)

The Great Eastern Shipping Co

“We will be focusing on basic AI, AR utility, blockchain technology usage in ocean logistic domain, enhancing Mobile Apps usage and cyber security enhancement. We already have significant usage of Mobile Apps and have a plan to extend its usage in all functional areas.”

'We look forward to a technology driven shipping industry'

The Shipping Industry (Ocean Logistics) is where I belong to at the moment. It is a slow runner in comparison with other industries as far as technology adoption is concerned. The industry is still not IT driven at the moment. But there is a seeming change that is sweeping across the industry and it is subsequently moving slowly to adopt new technology. The biggest bottleneck however is the poor and unreliable connectivity over sea. In the world of connectivity, there are improved solutions now coming up. But no way is it close to industries like BFSI, FMCG, Mfg., pharma etc., in terms of the technology driven environment.

The business still does not feel the need of involving IT in its strategy and growth. Of course, this is in context to the Indian Shipping Industry. There are significant transformations happening in this area in other advanced countries.

We look forward to the technology driven shipping industry, may be 5 years down the line. So, all in all, the board is yet to feel the importance of CIO and how he can influence the business growth and strategy

Experience Cell

We are not in a plan to create an in-house expert on new technologies. We have a small research team that works on new upcoming technologies, in terms of understanding the concept, finding out usability in the organization and also finding out the external expertise to make it happen in the organization. For example we are implementing chatbot and experimenting the usability of AR (Augmented Reality) in our ship's equipment maintenance process.

Key Priorities

We are experimenting on AR which we think will be very useful and will make huge impact on the business of huge cumbersome ship maintenance work. We are also evaluating blockchain technology to find out the suitability of our business usage in ocean logistics world.

Adaptability to Organizational Changes

It is an absolute fact that in this extremely dynamic scenario of technology changes, in terms of new tech and upgrade of existing technology, IT needs to be fully flexible to quickly adopt the current technology. The technology architecture plays a significant role at the time of designing any solution. This will remain all the time with IT and they need to give huge focus on the flexibility of adopting new technology.

'A CIO is seeing a transformation from technology driven to a business outcome focussed role'

Commitment as a Tech Head

In today's fast changing enterprise world, CIO is a blend of Executioner, Enabler and Strategic partner for business. Right from engaging with stakeholders across the value chain to executing end to end business operating model, all is the remit of responsibilities for a CIO. The span of responsibilities can range from ensuring products get to market faster (end to end automation), generate newer business models (cloud based delivery & consumption) and channels for revenue (e.g. data monetization, API based models etc.). The CIO needs to ensure that he/she wears the appropriate hat and dawn the characteristics which are an amalgamation of a technologist, chief revenue officer, chief compliance/security officer, a digital marketer and many more.

Experience Cell

Emerging tech areas like IoT, Blockchain, Cyber Security, Digital etc. are fairly new and have seen surges of adoption across industries. Hence skills within the incumbents is a key challenge for any CIO to address for initiatives that go to realms beyond the business as usual. CIOs are becoming more critical to the overall business strategy. So if the role of a CIO is changing, the skills needed to deliver are also changing and these need to get deep rooted within the organization.

Another approach that CIOs take is partnering with forums and industry tech bodies for enabling in house talent and teams. This is sometimes done using innovative approaches such as "Hackathons".

Key Priorities

IT Priorities are focused around key business drivers and outcomes which are – innovative product offerings, differentiated customer experience and faster time to market. Our key IT technology priorities will include journey towards Hybrid cloud, Digitization across the value chain leveraging mobility, Bots, collaboration technologies, Omni channel journey for customers and partners.

Adaptability to Organizational Changes

Ensuring availability of a flexible, cohesive and integrated process and technology ecosystem is a core responsibility for a CIO. A few years back CIOs were setting up a robust middleware or Enterprise Service Bus for the enterprise, now the dimension has gone beyond the boundaries of organization since key to growth is setting up and enabling an integrated organization ecosystem which includes industry partners.



Anubhav Rajput
VP and Head of Information
Technology, Max Bupa

“The contours of IT budgets are seeing a dramatic shift. Each CIO is focused on variabalizing the IT budgets and align it to business agendas so that true cost models for IT can be assessed and aligned to individual business initiatives. Irrespective of the lifecycle stage, the penultimate model for IT spend is going to be linked directly to business initiatives which are aimed at digitization, customer experience, newer innovative offerings and faster time to market.”



Arvind Kumar
GM – IT
Elior India

“As a CIO I feel that we must focus on current and expected business roadmap and align the team towards that. A CIO might have the skills for existing business Infrastructure/application but he/she also needs to develop or evolve those skills further across functional level via skill enhancement training programs. It will help to retain his/ her resources and build a robust team as well.”

'A CIO's skills need to evolve constantly to run a robust IT system'

Commitment as a Tech Head

A CIO must be an influencer for the growth of business. The Business backbone is IT automation, digital security etc. IT has to upgrade itself in-line with business growth roadmap. It should not happen that IT can't fulfil business demand at any given time.

Experience Cell

As a CIO I feel that we must focus on current and expected business roadmap and align the team towards that. A CIO might have the skills for existing business Infrastructure/application but he/she also needs to develop or evolve those skills further cross functional level via skill enhancement training programs. It will help to retain his/ her resources and build a robust team as well.

Key Priorities

I feel CIOs define the draft of an IT agile roadmap for any enterprise and specialist skill is just the mapping of the draft realization. For us current priorities are to adopt S4HANA, Mobility, Security, compliances etc.

Adaptability to Organizational Changes

I always agree that IT is always expected to be flexible and dynamic i.e. agile.

Investment Plans for FY 18-19

All CIOs in Manufacturing, Hospitality and Technology are having the same opinion and so as I. Technology is changing so fast that it becomes necessary to allocate more than 50% of the budget to the technology agenda that is aligned with business growth and is aimed at winning, securing and retaining customers.

'With AI, Machine Learning coming in, skill addition will remain a challenge'

Commitment as a Tech Head

The days where the CIO is expected to work with new business models are going away. The new business models are completely digital and the CIO is expected to discover, engage the C-suite peers to refine the new digital models and create business growth and differentiation through the new age digital models. Going forward if any new product or service is not digitally enabled and channelized, it would not succeed. The organization needs to embrace digital transformation and ensure success and growth.

Experience Cell

Skill gap continues to be top of the line challenge for most of the CIOs. This challenge is growing in magnitude as the skill requirements are changing. With the advent of Cloud and also with options such as SaaS, the IT Team needs new skills to govern the show. "Unlearn" becomes equally important as "Learn".

Key Priorities

My priorities are equally balanced with focus on excelling in the capabilities we have and bringing in new and emerging capabilities. Today partners are also willing to engage with POCs and cloud and other platforms makes it easy to do with limited costs with a "fail fast" approach.

Adaptability to Organizational Changes

Enterprise Architecture is a subject the CIOs need to understand and adopt. This needs to be complemented by medium to long term IT strategies which are forward looking. Open architectures and less proprietary products and options are key to success. If the thought process of the CIO is not comprehensive and forward looking, the projects may still look successful but growth and adaptability will become challenges in due course which will drag the organizational agility and scalability.

Investment Plans for FY 18-19

The key agenda is developing differentiated business capabilities through digital transformation. The focus will be less on "keeping the lights on", thanks to cloud adoption and managed service model adoption and this gives me bandwidth to focus on new age cutting edge capabilities.



Ashok Cherian
Chief Information Officer
Emami Agrotech

“The new age technologies like AI, ML etc. are becoming more relevant and new skill addition will continue to be the biggest task for a few more years. With the plethora of new age technology options available, CIOs are much better poised to do so and they should take this opportunity ahead.”



Ashok Jade
CIO
Shalimar Paints

“In 2017-18, we were mainly focused on customer engagements, working capital, influencer management and employee engagements. We have witnessed increase in engagement level with our customers and trade. At the same time we have also seen increased productivity of employees. A couple of technology investments in supply chain gave us large benefits for working capital.”

'We are early adopters of many new emerging technologies'

Unique role of CIOs & CTOs

Over a period of time, the role of a CIO has changed. The modern CIO has less of IT executive role but more of business executive role having a good expertise in technology. It does not mean that a CIO has to go away from technology. He must remain with technology that must be applied for business, according to me true digitalization which can create a new business model or a new revenue stream.

Experience Cell

Skill gap is one of the main challenges every CIO faces. In our case also we do address this issue periodically. According to me this challenge will continue as technology innovation is happening very fast. But at the same time the pool of skill people can't be created at the same speed.

As soon as a new technology is launched, skill availability will be a bigger challenge however; as much as technology gets used widely and becomes matured, people skill will also get developed and the gap will be reduced. We also ensure that we take benefits of new technologies being an early adopter but not with high risk where we lose higher costs.

Key Priorities

We are already early adopters of Cloud, Mobility and Social Media. We are early adopters of technologies that benefit our industry. We have plans to invest in IoT to boost efficiency of our manufacturing units. We are also evaluating VR to connect to our customers and business influencers. We are also doing pilot of multiple AI solutions which we plan to use in CRM and employee engagements.

Adaptability to Organizational Changes

Technology change should not be stop business innovation and growth. Every CIO must ensure that IT Landscape and architecture they are building should be agile, integrated and flexible enough to implement any business model/system. It is not only limited to IT Infrastructure but is applicable for application landscape too.

However, while doing so, a CIO should also ensure that required precautions are considered from a security point of view. It is obvious that managing security will be a challenge as much as you adopt the flexibility.

'Adapting to new technology is in our blood now'

Commitment as a Tech Head

As head – IT, I would say, that flexibility is required to work with new business models. As we are always in touch with technologies and in touch with the market, we know what type of solutions we can provide for different challenges. We are also in a position to provide contribution for business strategies and deliver better result with easy and simple ways. In today's scenario, IT Leaders are very much connected with business CEOs attending meetings, understanding the challenges and always working on solutions. We are working in an innovative style instead of traditional.

Experience Cell

Challenges are available everywhere, and I would say solutions are also available equally. So, It's important for us to increase the knowledge base of our team; we have to motivate them to understand the subject deeply. We have to provide them the environment where they can do the practical and show them the way of understanding and the impact of change. If they know the final result will be highly appreciable and very good for future, I believe they will learn and do better.

Key Priorities

My plan for my company is to enhance Automation, Digitization, IoT, Mobility implementation etc. We are working and gathering the information to also understand the gaps and potential improvement areas.

Adaptability to Organizational Changes

We while working in a team re trying to ensure that the IT landscape remains dynamic and flexible. We are also training our team to understand the issue first, without delaying for the solution, checking the business challenges and analyzing that. We ask the team to be flexible with the requester, listen to him, understand him and then provide a robust solution. Integration is part of process; designing and training and implementation are very basic things and need to be delivered as part of a solution.

Investment Plans for FY 18-19

Our investment plans would centre around the current trends, innovation, improvement, ease of business work, and digitization. We are going to work upon digitization, IoT, and Mobility & Automation.



Ashok Tiwari
Head - IT - India Operations
Varroc Lighting Systems

“My plan for my company is to enhance Automation, Digitization, IoT, Mobility implementation etc. We are working and gathering the information to also understand the gaps and potential improvement areas. Our investment plans would center around the current trends, innovation, improvement, ease of business work, and digitization. We are going to work upon digitization, IoT, and Mobility & Automation.”



Badar Afaq
Head Information Technology
Antara Senior Living

“CIO priorities are defined based on the organization growth plan and business strategy. CIO will play key role in implementation of new technologies i.e. Business & Customer focus applications/systems, infrastructure upgradation. Our key priority will be to safeguard information & cyber security. We will also be looking at infrastructure upgradations and implementation of CRM, ERP, Mobile Apps.”

'Focusing on new IT strategies will engage customers better'

Commitment as a Tech Head

The role of IT emerges as a digital transformation and alignment with business strategy in the organization. In this digital era of Mobile, Cloud computing, Data and the Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML), the role of today's CIO is to enable the business, innovate and focus on new technology strategies to help better engagement with customers and drive revenue. While revenue generation may not be explicitly stated in the job description for CIOs, IT departments are increasingly being looked at to focus more on projects that create revenue and service to the customers.

Experience Cell

Information Technology professionals are facing challenges to develop strong interpersonal skills in non-IT organizations as they are treated as backend support. IT professionals should continue to enhance the skills and focus on Innovative Thinking, Communication, Conflict management and building trust with business stakeholders.

Key Priorities

CIO priorities are defined based on the organization growth plan and business strategy. CIO will play key role in implementation of new technologies i.e. Business & Customer focus applications/systems, infrastructure upgradation. Our key priority will be to safeguard information & cyber security. We will also be looking at infrastructure upgradations and implementation of CRM, ERP, Mobile Apps.

Adaptability to Organizational Changes

Keeping in mind frequent changes required in business for sustainability, technologies should be scalable to adapt to the changes quickly with low investment. IT systems should be user friendly which should allow users to adapt the changes. Cloud based technologies should also be adopted.

'A CIO should talk about business transformation rather than technology'

Business Transformation

One of the things that CIOs need to do is stop talking about technologies; rather they should start talking business. We are not in the business of selling technologies, which is the job of vendors. We are the ones who are in the business of enabling and transforming business. We must first look at what exactly we want our business to be. What it wants to grow into? Which direction it should go? Taking these aspects in mind, we then have to look into all the possible areas where I need to improve. It need not be technology alone but could be business processes also. And the moment you do that, you will start finding the gaps which require some of the technologies to be uplifted and transformed.

Digital – the new Reality

An important aspect I find today is that everybody is talking about going digital. It is difficult to understand what digital is because the meaning of digital is different for everyone. For some creating a mobile app is digital; for some carrying a smartphone is digital; for some process automation is digital and so. But we must decide this word digital and see what digital really means. Probably for you going digital is hiring a cab from Ola or Uber because that has transformed the way transportation was handled or managed a few years back. So, digital is all about enhancing user experience and technology becoming seamless. Another example can be the way we have been experiencing changes using mobile messengers like WhatsApp, WeChat etc. If somebody is looking at automating its process or the cash process, tell me how many companies presently generates invoices out of the computer, or how many companies does that in a manual book? So, digital is here and we must accept it.

Concerns for a CIO

There are many areas of concern which CIOs typically face. The first and the foremost is when a CIO instead of looking at business as a prism starts seeing technology as the same. I repeat myself again that we solve business problems and don't sell technology. No CEO would be interested in stating "Oh I am really happy I bought Salesforce.com". Instead they look at how the tool or software he has bought will enable his sales and marketing team or how he can track their revenue, or whatever interactions they are having. He is not talking about technology at all, because for him that doesn't matter. The other problem that comes around is skilling and skill set availability. Every CIO goes through the pain of having the right skill set; the available skillset is finite. So how should we tackle this? Can I just keep hiring best of the breed because probably everybody is not fortunate with deep pockets; there are few organisations who can hire such talents but not everyone. So, you have to reskill people, retrain them and motivate them by giving them training and opportunities.

Key priorities

The projects which we are working at present, we are trying to make those happen or make them successful and delivering the same to our customers in India. While doing so, we try to ensure that our customers can make use of the latest technologies or can be put to best use.

With now everything getting connected, security particularly the cyber security aspect has become a predominant. In fact, a few years back, the world would have never given a thought about what is cyber security or IT security. But now that has changed. By 2020, we will have about 50 billion devices connected and IoT is going to add another dimension to that. Security is going to be one of the fundamental areas where every CIO, irrespective of the area he is working on has to keep looking for.



Bharat Anand
Chief of Technology, NATGRID,
MHA-Govt of India

“Every CIO goes through the pain of having the right skill set; the available skillset is finite. So how should we tackle this? Can I just keep hiring best of the breed because probably everybody is not fortunate with deep pockets; there are few organisations who can hire such talents but not everyone. So, you have to reskill people, retrain them and motivate them by giving them training and opportunities.”

‘Digital Marketing will be a new focus to generate revenue for us’

Commitment as a Tech Head

The role of a CIO has now got expanded to become a revenue-earning role for the organization. Digital transformation to ensure the organization stays ahead of the curve is now the primary responsibility of a CIO, taking him/her out the comfort zone of IT Infra management. An example of such an expansion is the CIO becoming CDO (Chief Digital Officer) where s/he takes care of implementing digital initiatives inside and outside the organization with the help of latest technology.

Experience Cell

Skilled people to implement new age technologies are always in shortfall, more so in recent times when multitude of new age technologies are getting adopted by organizations in a short period of time. In our organization we primarily invest on people by re-skilling them through appropriate training, workshops and hands-on jobs in these new age technologies before assigning them in the projects related to such technologies. In some extra ordinary situations, external resourcing is procured from the established vendors.

Key Priorities

IT priorities are manifold - Re-investing on new ERP (Cloud-based), Document Management S/w implementation, implementing intranet system within the organization etc.

Adaptability to Organizational Changes

The IT Landscape is always changing considering the pervasive use of technology in all processes across industries. As businesses are getting disrupted by new-entrants, technology plays a critical role to ensure businesses stay in the game always. Connectivity across the enterprise is the major requirement internally whereas enhancing customer experience in the outer world is given major focus by the business to ensure increased revenues; both these activities are now in the domain of CIO for implementation and effective usage.

Investment Plans for FY 18-19

Increased lead generation (& subsequent sales) though effective use of digital marketing techniques to ensure revenue for the organization is one of the agenda in the current financial year. All these are aimed to increase growth of business and meet the strategic business objectives as set by the board.



Bipradas Bandyopadhyay
Head of IT
Zuari Infraworld India

“Digital Marketing is one such activity to which I have ventured now in addition to my existing CIO role to generate revenue for the organization by means of increasing ROI (Cost/Lead) of marketing campaigns through online methods and ensuring increased sales.”



Bohitesh Misra
Vice President - IT & BI
Simpa Networks

“The job of a CIO is becoming increasingly difficult in the digital era with pressure to keep costs down, maintain a consistent infrastructure and to regularly innovate. Adoption of new era technologies like mobility, cloud computing and big data analytics have made the CIO role a challenging one and this has made the CIO a more visible face of the business by way of digital business innovations.”

‘A CIO should be given broader roles than just maintaining IT’

Commitment as a Tech Head

With technologies that allow organizations to connect directly with customers, to monitor social feeds, and to re-adjust their supply chain in an instant requires agile technology leader as their CIO. I believe that when CIOs play an active role in business strategy, IT performance improves on a wide range of functional and business tasks. For companies with the most involved CIOs, IT facilitates business activities, including new-market entry and the creation of new products and services.

A CIO should report to the CEO, rather than to leaders of other support functions. This would establish clear partnerships between the IT and corporate-strategy functions and hold both business and IT leaders accountable for big business strategy and growth.

Experience Cell

There is a growing importance of the recruiting machine as a driver of better IT talent. In my experience, hiring new talent is often left to the HR team, but the real work and ownership should lie with the CIO and IT leadership. A CIO must provide HR with inputs on the most relevant elements of a role's requirements, the necessary capabilities, the criteria for evaluating candidates, the best sources of talent, along with a forecast of their talent needs in future. This requires regular reskilling of these resources on new and emerging technologies.

To address this talent challenge, I plan to automate some repetitive or mundane tasks to free internal resources for newer technology projects.

Key Priorities

A successful CIO has to transition from a sheer technology leader to a business leader by demonstrating effective adoption of newer technology for providing business a position of leadership. Digital transformation, new technologies and increased need for C-level engagement have forced CIOs to evolve and be more agile.

Working with various business units, meeting their needs, and responding to their priorities, shall be our top priority for the current year. We earlier focused on development of IoT solutions for solar energy and we shall focus of expanding business through use of IoT solution in the solar industry. Our priority will also be focused on the security of IoT devices and solution.

'CIOs can actively contribute to an organization's growth in the current technological scenario'

Commitment as a Tech Head

Technology powers today's global economy. In today's knowledge-based economy, the function of the chief information officer (CIO) is becoming increasingly complex and multi-dimensional. It's hard to imagine a modern business that doesn't rely on technology to serve its customers, transact with partners, and enable employees to work effectively and efficiently.

Experience Cell

As we embark upon this journey of adoption of new technologies, some of the areas that may require attention include skill and capacity building. The availability of key skills (innovation, problem-solving methodologies, creativity, leadership and adaptability) is the key concern for growth prospects. Hence, we should invest in building distinctive capabilities that give us a competitive edge.

We at Future Generali, work with niche start-ups that are addressing specific problems, thus creating and empowering a holistic ecosystem.

Key Priorities

CIOs are highly skilled professionals, who using technical expertise to "Run the IT engine" working 24/7 while simultaneously using creative skills to facilitate the innovative use of new technologies for growth and customer engagement. This journey involves proactively and continuously looking for what's happening around and turning that to your competitive advantage.

We are looking to offer solutions targeted towards improving customer on-boarding experience, retention and the complete customer life cycle with greater engagement, AI, robotic process automation (RPA) and IoT powered by customer data captured using different sensors, wellness program etc.

Some other priorities are –

- Engage middle and senior managers to co-create innovative solutions in partnership with vendors. Introducing collaborative tools and self-service portals to reduce human capital costs.
- Actively engaging with vendors, industry bodies, experts and thought leaders to understand strategic trends in the industry to leverage innovative opportunities.



Byju Joseph

AVP, Future Generali India Life Insurance Co.

“I firmly believe that the current technological advancements provide excellent opportunities for CIOs to actively contribute to shaping better enablement of customer engagement, business strategies and growth. Along with IT and marketing, the CIO can align to capture innovative ideas for building customer loyalty, creating a differentiated customer experience and strengthening the brand.”



Chander Khanduja
CIO
Luminous Power

“As one of our key priorities, we have created a digital strategy, which we unfortunately are not authorized to disclose. In FY 18-19, we would be working on a digital roadmap for integrating end to end digitization.”

'The CIO today is a digital business driver'

Commitment as a Tech Head

The CIO of yesteryears used to be a business enabler, but today he is a digital business driver. This change involves lot of change management across different functions. Every organization that wishes to stay on the curve have to go through this transformation.

Key Priorities

As one of our key priorities, we have created a digital strategy, which we unfortunately are not authorized to disclose.

Adaptability to Organizational Changes

The role of CIO has evolved. Given the technicalities involved in his job, the CIO is now a Chief integration officer that involves integrating all silos of information across the organization.

Investment Plans for FY 18-19

In FY 18-19, we would be working on a digital roadmap for integrating end to end digitization.

'A CIO needs to try out new ideas that supports the business growth'

Commitment as a Tech Head

In my 22 years of experience in IT, I have seen rapid changes take place in technology. With this change, it is upon us to cope with the pace and be ready to support the organization's growth in new areas too. As an enabler, the CTO/CIO should have the ability to constantly reinvent new ideas to support the business.

Experience Cell

The new role of the CIO centres on motivating and developing high impact agile teams which can partner with the business to provide effective solutions. As a CTO/CIO, I ensure that my teams are constantly learning, reskilling, and training to take on new challenges. Definitely, the leader needs to assess the technologies and design an architecture that can manage complexity and support the agility of the business. One also needs to focus on maximizing the value of technology investments.

Key Priorities

Our key priorities would be to focus on further stabilizing our infrastructure by refreshing current infrastructure and enhancing the technology stack. We are also planning to invest further in our Big Data platform.

Investment Plans for FY 18-19

Our focus area for the year are -

- Continue to provide highly reliable service to external and internal customers
- Future proofing by enhancing the Technology stack
- Lowering the cost and increasing the efficiency by innovation and effective implementation.



Chandrasekar R
Chief Technology Operation and
Infrastructure Officer (CTOIO) –
Matrimony.com

“The new role of the CIO centres on motivating and developing high impact agile teams which can partner with the business to provide effective solutions. I ensure that my teams are constantly learning, reskilling, and training to take on new challenges. Definitely, the leader needs to assess the technologies and design an architecture that can manage complexity and support the agility of the business. One also needs to focus on maximizing the value of technology investments.”

'Today's CIO works in a disruptive environment that calls for understanding emerging technologies & landscape'

Commitment as a Tech Head

As much as clichéd it may sound, but the fact is that there are just two functions in any business and they are Innovation and Marketing. ICT and in particular a CIO plays an anchor's role for these functions by leveraging the ever evolving disruptive technologies in the backdrop and contributing to the overall business strategy and value realization.

Experience Cell

The unprecedented pace of disruption and ever evolving technology paradigm in ICT has created a vacuum, an issue which used to be a customary mention in every business function has now snowballed into a crisis for ICT. The CIO needs to understand his core business and restrict insourcing for those functions.

Key Priorities

The budgeting exercise is a peculiar paradox that CIOs face in today's ever evolving technology landscape. It has started to be restricted for day to day operational expenses and a disruptive technology-based business solution has been adopted as a tactical sword to bring an edge against the competition. Against this backdrop, IT priorities hinges around leveraging IOT, AI & ML to generate value for the stakeholders and create a new paradigm for the industry.

Adaptability to Organizational Changes

The underlying idea gets defeated if information exchange has any sort of restriction. For sure, it becomes imminent for CIOs to align their IT strategies with overall information management exercise.

Investment Plans for FY 18-19

As a C-level executive, a CIO's role is no longer restricted to “keeping the lights on” but has evolved to leveraging disrupting and ever evolving technological landscape to outpace the competition. To this effect, the budgetary allocation becomes a redundant and a futile activity so long as the business value realization is factored in.



Chirag Boonlia
Vice President – IT
Virtuous Retail

“The CIO needs to understand his core business and restrict insourcing for those functions. More than everything else, the CIO should ideally be a partner with nimble and effective start-ups and in turn make it a win-win for the ecosystem as a whole.”

“Mission of healthcare Technology must be in developing technology solutions that connect Science, technology and well-being”

Healthcare must be driven with a singular motive of keeping Patient safety and wellbeing first. Technology in healthcare must enable a safe, timely and effective patient centered efficient and equitable services. The stakeholders in healthcare service delivery include, besides the patient and their dependents, the practitioners and care/service providers, educationalists, Governments and other institutions for devising intervention measures wherever and whenever required. The proverbial issues in Healthcare will always remain Affordability, Quality and Access. The only question that needs to be answered will always be ‘who pays for it’, and that requires both innovation and compassion.

Technology could be the biggest game changer and effective enabler to improve –

- Quality of care and services
- Quality of Health workforce
- Medical Products & Vaccines
- Financing
- Leadership/Governance

Implementation of Technology and Information systems in healthcare pose a significant challenge due to a variety of reasons. The complexities include, information needs of various Medical specialties, data from variety of sources which include internal and external, the clinical conditions of the patient, quality of provider and their process maturity.

Making information actionable

With vast changes happening in the field of technology, the biggest opportunity will be to transform data and make it actionable. The vast and fragmented information continues to be the biggest challenge and impediment for such a transformation. Actionable information can benefit not only the patients but also the other stakeholders and humanity as a whole.

The other biggest challenges to healthcare is the incorporation of information technology in its practices. The impediments include, knowledge of such practices, qualified resources and their availability and training in complex domain and information technology. Further, once developed, the most difficult thing is the decision to act based on indicators and follow through keeping in mind the patient safety and wellbeing.

A data-aware and data-driven systems can significantly improve processes, reduce errors, unlock the value of the information and make it actionable keeping in mind the patient safety and patient wellbeing. Developing such kind of systems require missionary zeal, both in developing and maintaining systems. The challenges include legacy transformation, quality of data, maturity, and quality of

“The biggest challenge still continues in evangelizing the changes, educating the workforce and adoption of these technologies which can benefit the stakeholders. The depth of the changes happening in the technology field is too vast for any one individual to master in a lifetime and develop systems.”

Chandra Mouli
CIO & CTO
Sankara Nethralaya



resources, digital literacy, besides timely funding to drive these initiatives.

Technology as a level player

Thankfully with the advent of technological advancements due to Cloud, internet and mobile, technology is now becoming a level playing field. The same set of tools and techniques available in the west is now made available across to everyone who could use it and benefit. Tomorrow's leaders are those who can innovate leveraging these technologies. More flexible models, include pay for use, on-demand services make developing more intelligent systems much easier and faster making the availability of technology more pervasive.

The biggest challenge still continues in evangelizing the changes, educating the workforce and adoption of these technologies which can benefit the stakeholders. The depth of the changes happening in the technology field is too vast for any one individual to master in a lifetime and develop systems.

From Information to Innovation officers

Healthcare CIOs and CTOs must develop innovative delivery models to solve the plethora of problems they face in their day-to-day operations, and they must have the ability to stay ahead of the curve. The transition from Chief Information and Technology Officer to Chief Innovation Officer is the need for the day. Such a transition could unleash significant benefits for the entire user

community. Ideas must include Innovation centers to incubate new solutions which can solve common problems faced in daily operations, transforming technology, data, besides providing a new generation of solutions for practice management.

Disruptions happening in the technology field include working on Augmented reality, AI-driven systems, Immersive experience, API driven integration with external systems, real-time analytics, an automated conversational platform for consistent and superior patient experience and wellbeing.

The mesh of new ideas and technologies also pose significant challenges in execution which require effort in change management and strong program management. The challenges of data, privacy, and cyber security continue to plague. Effective policy measures must be in place to provide high availability of data without compromising information privacy for the stakeholders.

In summary, the role of CIOs and CTOs now transcend from running IT organizations into being Chief Innovation Officer to usher in technology-driven services which can transform effective Healthcare services, keeping in mind the present and future needs of the stakeholders. Healthcare IT organizations are required to provide a high availability keeping the stakeholder's interests in mind. A 100% availability can never be considered as a key differentiator anymore. The biggest measure of success is to be seen as an innovative leader who can drive a vision and usher in changes, providing cost-effective, innovative solutions and superior patient and user experience consistently.

'Role of a CIO has changed from an IT service provider to a business enabler'

Commitment as a Tech Head

The CIO's role has changed from an IT Service Provider to that of a Business Enabler. He is not only part of the strategy partners but also is expected to come out with innovative solutions that increase the speed of operations and communication with consumer as well as all stake holders. "This is how you can achieve more using IT" approach has made the CIO an important participant in the Board Room.

Experience Cell

While this is a fact that CIOs face skill challenge in their team, it is no more a constraint. They harvest the deep knowledge from outsourcing pool. Various forums conduct seminars and use cases of emerging technologies for CIOs. A good mix of fresher (innovative/disruptive ideas), Research and Consulting companies (Leaders of innovation and surveys) and Technology Companies (Implementers of emerging technologies) at such forums keep the CIOs aware about the new and emerging technologies. Various social media groups such as WhatsApp of CIOs are also popular means to seek and provide knowledge. I and my team members are active participants in such knowledge groups and we derive deep knowledge on emerging technologies through our technology partners and use cases as discussed by them or other CIOs.

Key Priorities

Though my organization is going through tough financial conditions, my focus is on outsourcing model of 'pay as you use'. All our upcoming investment plans are based on this model. Our priorities are operational efficiencies using IoT, Compliance and paperless offices.

Adaptability to Organizational Changes

Adoption of cloud technology and mobility at enterprise level is now a reality. The growth, both organic as well as inorganic, requires the IT landscape to be very dynamic and easily adaptive. Integration with the legacy systems and the emerging technology is the key to a successful business. Business-IT alignment is now quite visible in most organizations with IT leaders becoming strategic partners of the business. Cloud technology has established its credibility with respect to security and scalability. It has become a great enabler of quick adaptation of change and a key success factor for CIOs.



Col. K K Chaudhary
Executive Director-IT & IS
Lanco Group

“During current FY 2017-18, our focus was mainly on compliance and operational efficiency. To this extent, we spent our time, energy and budget towards creating a virtual data room, integrating our SCADA systems with IoT, carrying out feasibility study and then implementing a robust cloud-based compliance tool to cater for our business risk. Our time and effort were spent on auditing our plants and processes to protect against cyber-attacks.”



D V Seshu Kumar
Asst Vice President – IT
Orient Cement Limited

“It is crucial to identify whether an investment in IoT will get ROI or not. The key for many organizations and providers will be to get the right groundwork in place, otherwise it's going to be a bit of mess in implementation. Definitely, with proper study and roadmap CIOs will be able to create big benefits and business model by adoption of disruptive technologies.”

'Most of the organizations are in the beginning or midst of a digital transformation'

Commitment as a Tech Head

Across the Globe, there is a clear tie between digital transformation and the changing role of the CIO; the CIO must collaborate with the business along with business goals. Many enterprises feel that somebody else can do anything innovative, nimble, and agile. There is a gap in leadership in driving these programs. CIOs have the opportunity to play a key role in bridging the gap between departments in the company, enhancing collaboration, and fully participating in driving internal and external factors.

Experience Cell

Most of the organizations are in the beginning stage or in the midst of a digital transformation. A CIO's biggest challenge is people skill set for implementation of any new technology and at the same time understanding organization needs. Adopting or implementing any technology should improve organization efficiency. Unlike any other industry, the manufacturing industry is having many challenges in implementation of technologies and going for automation. More than technology implementation, functional experience matters for designing the system. Also business dynamics and management thinking is changing very frequently; there is a need to identify talented people, make them as a group from cross-sectional in the company, and make them work together in designing solutions. This is also one key area where CIO's need to think.

Key Priorities

CIOs are playing key roles in bringing the enterprises into a new era of digitalization. Artificial intelligence (AI) and cyber security are two major focus areas for this financial year. Apart from digitalization, the digital security of an organization's data is the top priority. IT budget will have more percentage share in cyber security after digitalization investment like IoT, Artificial intelligence (AI) etc.

Adaptability to Organizational Changes

We are beginning to see the permeation of the Internet of Things into various sectors. One vertical where we see this diffusion the most is in the manufacturing industry. Indeed, manufacturing Industries, automotive, healthcare industries and other industries have already started to grapple with the Industrial Internet of Things (IIoT), where devices such as sensors, robots, RFIDs and many more are becoming increasingly more connected and integrated with each other.

'For big enterprises, IT is a transformation function'

Commitment as a Tech Head

Technology is the prime and the most eminent tool for growing any business. Any business that fails to invest in its correct and required solution as per requirement and availability becomes inefficient and loses out to competitors. The CIO is one of the major role players in business now a day's with flexibility and requirement of the business. Most of the organizations and Top Management expect that IT is not only a support function but they are the business transformers by getting the actual requirement from business and converting it into a fruitful and needed solution on optimum budget and plans. The role of a CIO requires working closely with high level business partners to understand the shop floor requirement so that actual and required technological solution can be delivered.

Experience Cell

The gap in people skill is felt when initially the CIOs are implementing any new business solution requirement which is slightly out of his expertise area and most of the companies are not putting right skilled people in all areas and upcoming emerging technologies. They depend on the Third Party consultants, subject matter experts initially. But as per my experience if any new technology solution is adopted, in the initial times challenges are faced but once the in-house talent grows and gets used to that, majority of dependency can be reduced. But yes, learning and development is a regular process, especially in IT where there is a need to develop and utilize the right people in the right place with right technologies.

Adaptability to Organizational Changes

For big companies, IT is a transformation function. The IT landscape is dynamic and flexible and expectations and requirement of a business increases gradually to increase productivity. Technological involvement and change is one characteristic of landscapes; those changes are driven by right selection of technologies. CIOs need to understand the delivery of solution in such a way that it should be fruitful and business as well as IT should be able to adopt the changes.

Investment Plans for FY 18-19

IT Security, Cloud Strategy are very common aspects for any organization but CIOs are also putting more focus on business alignments and compliance process by adding more IT controls.



Deep Chandra Joshi
Sr. Manager – IT
Mylan Laboratories

“Major priorities for any organization apart from cloud and securities is it digitization and process automation which can be a manufacturing process or an operating process. Nowadays all companies are focusing to eliminate the manual solution with more level of digital controls so that the person sitting on the other part of world can actual feel and visualize what is going on in the shop floors.”



Deepak Kalambkar
IT Head
Marvel Datatech

'Information security budget needs to be in line with management'

Commitment as a Tech Head

A CIO has to play a clear role in running the business. He has to look into all the aspects of the work and also keep the budget of information security in line with management.

Experience Cell

The fact is that we don't have skilled people around us; we have to change our HR criteria for taking people in who have talent and experience. We always see that HR asking for a BE, B-tech and so on and does not actually look for a good experienced person who may not possess a degree in these disciplines but has good knowledge and experience.

Key Priorities

We are planning to go for HIPPA this year and plan to make our IT Infrastructure more secured.

Adaptability to Organizational Changes

We have to prepare IT policies in such a way that when any new changes are necessitated, they can be quickly adopted in our system.

Investment Plans for FY 18-19

I don't think allocating 50% or more budget to technology will solve the problems we face in IT Security. I think by employing skilled people, we can save on the IT budget a lot and can do the same amount of work with only 50% of the total IT Budget.

“I don't think allocating 50% or more budget to technology will solve the problems we face in IT Security. I think by employing skilled people, we can save on the IT budget a lot and can do the same amount of work with only 50% of the total IT Budget. We have to prepare IT policies in such a way that when any new changes are necessitated, they can be quickly adopted in our system”

‘Knowledge on the digitization outcomes is utmost important in today’s age’

Commitment as a Tech Head

The position of a CIO has been elevated from a service provider to a trusted business partner. Success of IT lies in understanding entire business process, working with LOBs closely for organizational/business growth and business strategies. Now IT plays a vital role in business transformation, thanks to the change in business models and the era of digital disruption. There was a time when ERP was the most shouted technology; however it became a commodity now and the priorities are diverted to emerging technologies. In the boardroom LOBs are eyeing towards a disruptive growth with the help of technology and CIOs are becoming more central to the boardroom and overall business strategy.

The points we could consider whenever we think of bringing in changes by partnering with business are -

- Deep understanding of business by listening to all C-Level executives and their targeted goal.
- To become a trusted business partner, you need to articulate your aspiration for IT to become a part of the business success and to be ready with the value proposition for business growth.
- Embrace emerging technology and start-ups coming up with innovative solutions and try to drive innovation within the organization.
- To infuse technology into business decision you should have the willingness to take the blame if business fails and IT should get fair chance to take the credit if business succeeds.

Experience Cell

To embrace emerging technologies, knowledge on the outcomes from digitization is utmost important. We may have adequate technical skill; however the way digital disruption is happening also bringing in a lot of challenges in implanting right people skills. We have to recognize the way startups are delivering technology to create an effective IT for business enablement. For all these needs we need to improve our people’s skillset by providing trainings on emerging technologies, need to partner with enterprises to bring specialized skills and to create an ecosystem wherein enterprises can learn, share and develop.

Adaptability to Organizational Changes

A dynamic and flexible IT system is a priority because of the disruption happening in the digital world, change in business models and strategies. To become future ready the IT system should be flexible enough to adapt to changes and should be planned considering the needs of extended enterprises.



Deepak Kumar Panda
Head – IT
Century Plyboards

“Our target is to become the front runner in IT innovation to help business grow and to create a people friendly and customer centric digital platform. Our priorities will be definitely aligned to the business needs; however few notable priorities would be more collaboration between business, people and customers, mobile enabled processes and more automation. Security is a challenge which needs to be scaled up considering more threats in future.”

‘The IT landscape needs to be flexible to provide advantages to businesses’

Commitment as a Tech Head

The CIO’s role is evolving with time. The world has already moved into the new age technology era, with disruptive technologies, automation, digitalization, variety of business models, etc. getting reinforced into the enterprise and corporate environments. The CIO’s role has already taken the paradigm shift from executing technological aspects to influencing the future direction of their organizations and readying the organization with digital transformation.

Experience Cell

People skills are today’s one of the challenges for CIO’s. It is important for the organization to hire the right talent at all times. Based on the organization’s digitalization and transformational roadmap, doing a thorough Skill Gap Analysis is the key that helps you know where the organization actually stands in terms of resources to meet the desired transformational project.

However, as things are evolving, educating, training and mentoring the employees and motivating them with learning newer technologies, associating them with the right project managers to get a complete understanding on business advantages can prompt them to upgrade their skills.

Key Priorities

CIO IT Priorities depends from organization to organization and their business models and future directions. Also beyond this, CIOs also need to focus and evaluate the new age technologies like IOT, AI, ML, Analytics, etc to look into the consideration of easing and digitizing the entire business process.

In my opinion, some of the below priorities can’t be ignored whatever environment they work in.

- We all know that the Speed of business continues to accelerate and also senior management team is identifying and exploring the markets faster. This leads to absolute focus on developing and rolling out the solutions faster to keep pace with market and peers. All the activities structuring the IT team to act swiftly and meet targets without any delay.
- So far we have been talking so much on CX Customer Experience however the challenge our teams still need to adopt the culture of living with it.
- Identification of the routine, mundane work. Focus and focus on automating what can be automated so that we bring our employees up the value chain and build a smarter employee.



Dhananjay Prasad
Strategic Technology and
Investment Advisor
Mindworks

“Today’s CIO are taking the critical path of crafting their legacies by finding ways to help drive innovation, growth and enable, influence and lead significant business transformation. They are therefore being considered as the one of the key members in the Board, who can align the business strategy, decisions and goals by interacting with the organization’s other C-level members to take a digital initiative/direction and offer variety of services and options to customers.”

‘Balancing things for a CIO is an art’

Commitment as a Tech Head

A role of CIO/CTO is not confined to computers nowadays; the vast knowledge acquired with time spent with man and machines are to be applied taking in view the business objectives. Technology is what drives business nowadays; we have to be multi talented, more focused towards objectives and threats of businesses in large.

Experience Cell

In seeing from today’s market scenario, a CIO does not have to have that big technical knowledge. It can be an MBA too with basic knowledge of handling work pressures. Technology skill and mindset can be hired but if he is a master in blending and handling Man and Machine well. Whenever you go for best in technology or mindset in hiring people always remember the thumb rule that quality never comes cheap and mindset and skill do get polished with time. How to balance things as a CIO well is an art; we follow a rule of wait and watch in implementing technology and in infusing new knowledge. Technology changes in an eye’s blink and if all technological improvements or implementation are not industry specific, then it would not fetch the desired results.

Key Priorities

We don’t go for a leader’s approach in adopting any technology. Rather we wait, see, judge and then go for a need based investments always. Planning is a waste of time and we go for a need based approach at our front; no doubt planning is done in allocating a reserve fund for upcoming tech needs.

Adaptability to Organizational Changes

IT is in the blood of an organization. As a CIO or as CTO flexibility, agility, scalability and fast action is the key to success. It is not that you have to adopt the latest in the quickest possible manner but what is needed is how must is the tech and when on time is it needed.

Investment Plans for FY 18-19

We don’t map things in figures but yes we will be allocating a reserve fund of 20% of profits for IT this year.



Dheeraj Chawla
CIO

Shib Dass & Sons Pvt. Ltd.

“IT is in the blood of an organization. As a CIO or as CTO flexibility, agility, scalability and fast action is the key to success. It is not that you have to adopt the latest in the quickest possible manner but what is needed is how must is the tech and when on time is it needed.”



Dr Keshab Panda
CEO & MD
L&T Technology Services

“As a technology enabler we are placing our bets on four key aspects namely digital engineering, smart manufacturing, pervasive technologies and perceptual engineering. The four are not mutually exclusive; they are in fact interconnected threads of technology with considerable overlaps. Through these technology pillars, L&T Technology Services will be relevant today, tomorrow and the day after and become the global leader in engineering services in the years to come.”

“CTOs today are at the center-stage of a disruptive evolution in ER&D”

Commitment expected from your Tech Head

We ourselves are a technology-based transformation enabler. Thus our CIO equivalent is rather a CTO who is responsible for internal as well as external business excellence needs based on engineering services proposition. Our CTO office is driving innovation through path breaking initiatives such as Tech Panorama that includes enhancing our IP bank. We have already developed over 300 patents, many of them co-authored with our customers.

On a macro perspective, the role of CIOs in the overall business decision-making process has indeed transformed radically. CIOs no more confine themselves to mere IT services enablement. In fact they are now at the center-stage of disruptive evolution by acting as key change catalysts particularly on the backdrop of the ongoing digitalization wave. This digitization wave is giving rise to new business models and thus CIOs now are not only responsible for embracing technologies but in fact now have an evolved role of shaping growth of organization.

Experience Cell

We have successfully launched the unique student-industry engagement initiative named TECHgium to encourage and nurture aspiring latent particularly the engineering student communities. The second edition of this initiative promises to be as exciting as the first edition held last year. The response has been very encouraging with 220 institutes and over 17,000 engineering students signing up for the TECHgium 2018, including marquee institutes like IIT Roorkee, BITS Pilani, Delhi College of Engineering & NIT, among others.

We also started the CEO Club earlier this year, aimed at tapping the formidable talent pool within our organization. The five CEO Club members for 2017 recently attended executive programs in Ivy League institutions like Cambridge Business School, Wharton & Stanford to hone their skills in business management, strategy and leadership.

Investment Plans for FY 18-19

We will continue to build our proposition around the four pillars of transformational change. Towards this we aim to take the organic as well as inorganic route. Organic route involves digital reskilling of our human assets. Under the inorganic avenue, we have recently acquired Escencia and set up a CoE in Israel.

“New age CIOs need to ink strategic partnerships with technology companies for business agility”

Commitment as a Tech Head

The IT world as far as business competition is concerned is completely a new one today. SMAC combined with AI and cognitive computing models, is disrupting the businesses at a pace never experienced before. Though the CIOs generally have an IT background, the role is not that of running IT operations.

Experience Cell

We at ESDS have an R&D department comprising of the young brilliant minds guided by various technology evangelists fostering an environment that is conducive to quick learning through sharing and transfer of knowledge. We have also started building a start-up eco-system comprising of start-ups in various technologies combined with college students that are graduating every year.

Key Priorities

Our vision at ESDS has always been to provide new style of agile IT solutions that would aid in our client's business growth. We envision the organization's moving towards hybrid multi-cloud environment. Our Research team is focused on developing connectors to enable interoperability between cloud providers to provide a complete hybrid multi-cloud solution. We are also investing big time in getting our “as-a-service” model aligned with the needs of CIOs' leading different verticals to assist in their digital transformation journey.

Going forward, we will be one of the key partners in digital transformation journey of enterprises. ESDS is coming up this year with its 3rd datacenter in the city of Bengaluru. The Datacenters in Nashik, Mumbai and Bengaluru powered by patented eNlight Cloud technology will form the base of our upcoming services.

Adaptability to Organizational Changes

With businesses going digital, the scalability of applications and underlying infrastructure is no more a function of time, rather it is a function of customer needs and adoption of newer technologies. For new applications, “Time to Market” has become a critical factor and this is not possible without the right set of tools and processes across the organization. Customer-centric business models have to keep on evolving as a continuous process to address the needs of constant transformation at their end.



Dr. Rajeev Papneja
COO & EVP
ESDS Software Solution

“We are a technology company and our survival depends on continuous innovation. Besides attracting new customers, we are focusing on expanding our line of services in different geographies to tap the potential of emerging markets. Our focus this year is on increasing “as-a-service” models that will assist the organizations in their digital transformation journey by delivering best in class Hybrid-IT, multi-cloud and future technology solutions.”



Dr. Vijay Choudhary
Chief Technology Officer
HRH Group of Hotels

“Technologies are emerging daily and we need to see Cost v/s ROI in long run with respect to the training of manpower so that new technology can be consumed optimally. In the Travel and Hospitality industry, we are observing major uses of emerging technologies like AI, IoT, Machine Learning, Big Data and Robotics. Along with it the priority is Data/web Security and Data privacy that are serving as the main business priorities.”

‘Technology is like a growth-engine to an organization’

Commitment as a Tech Head

The CIO as a custodian of information of the entire organization is involved in most of the details of information. Now as the role of CIO requires the flexibility to work with new business models, the CIO should continue to embrace the requirement of new skills where technology has to play a key role in strategy formulation and execution. One person in the Board who can connect all the dots is of course the CEO and the second who can assist in big way is the CIO; the most eligible who understands demand and supply metrics of organization where he is attached with both the top to bottom line and playing the pivotal role in Business and Technology Alignment. The CIO is the one whose DNA is to have multitude of business skills based on solid technical foundation.

Experience Cell

The only solution to people skill deficiency is to derive industry specific training plans which should run across the organization as well as within the IT department. For example we are in the hospitality industry, so what we first provide is training to our IT team to make them understand the Hospitality industry and then align IT skills for our business requirements. Also by creating internal mentors for new team members, they are acquainted with the learning quickly and deliver faster.

Adaptability to Organizational Changes

The CIO should act like a Global CIO to see the world as a market. As a custodian of information for a Global Organization he can ensure its reliability and security by having information/knowledge of different country's regulations, processes and compliances.

As the CIO/CTO, my priority is to invest in the technology directly affecting Revenues. The other priority would be to control cost ‘Capex’ by adopting Cloud based services, consolidation of existing infrastructure for cost saving in long run, and exploring ways to reach to new customers by eChannels so that the market reach is improved. We are also exploring ways to adopt IoT, Big-data, BI Tools and better connectivity solutions.

‘Technology needs to be understood as it is aligned with business objectives’

Commitment as a Tech Head

At any strategic or tactical board of discussions, the Leaders representing groups needs to be well versed with the evolving landscape of technology as they are aligned with business objectives. Sometimes it becomes complex as it involves diverse technology adaption, integration and customer experience. As a technology partner it's our role not only to plant seed of innovation, automation while reducing cost, but also to ensure that products, services are secured and have user experience as the key inputs for evolution.

Experience Cell

At our organization, empowerment and encouragement to learn, adapt, acquire and master new emerging technologies and skills play an important role which is further supported by various mediums of training, providing the flexibility to learn, implement and continuously evolve those skills. This requires a high level of commitments for investment into training, technologies, labs while having simplicity and mobility while setting targets of weekly, monthly and quarterly skills and utilization status.

Key Priorities

Not all CIOs have a technology background; however this leads to sometimes a gap in executions. Hence CIOs when comparing TCO or lowering Operating Cost sometimes brings niche skilled professionals, consultants from the Professional World Pool. As a part of my IT priorities, I value technology adaptation and integrations to be core for successful delivery wrapped by continuous learning and evolution, achieving more each time and reflecting with lessons learnt.

Investment Plans for FY 18-19

In 2018, focus is more on gaining operation and support share while letting internal or external customers know what it takes for us to move from our present state to the desired state by encouragement and participation of the SME, Architects, constant communications, updates, change management improvements, as a part of our Digital Native Architecture strategy.



Faiz Alam Shaikh

Director – Network: Operations and Technology Mastercard

“In the age of intensifying nationalism which can sometimes depress the competition, or dampen the growth, we aim to work to counter these roadblocks by promoting partnerships, encouraging innovations and leveraging service models with the concerned customers, governments and institutions.”



Gagan Bihari Satapathy
Asst. Vice President(IT)
Bank of India

“Skill augmentation, staff performance management, training and e-learning etc. are essential components on the path to success in the face of new challenges due to demands of the complexities of the requirements. Banking is going to be a platform for all other players to step in and do their business with the clients, not bothering to do the banking themselves.”

‘A CIO has to transform the banking industry by way of adopting new technologies’

Changing role of a CIO

Modern Banking is going to be an extension of technology with a specific purpose of solving a lot of things beyond the financial needs of individuals, countries and nations. In this context, a CIO/CTO plays the most vital and influential role in aligning technology with the business requirements and also aligning business with available technology by conceptualizing innovative business models.

Experience Cell

Traditionally, banks have recruited people/staff to do the banking which revolves around dispensing services through channels which were not too complicated from a technology perspective. As is being observed and debated, successful banking requires banks to be technology companies doing banking business. So there is a need to review the skill required to run a bank, find a balanced mix of technology and banking skills, reform the recruitment methodology and put in place means and processes to make the staff unlearn the old skill and reskill the staff as and when required in a timely and efficient manner.

Key Priorities

As banking dominance rests on the adoption and execution of technology, the pre-eminence of core technology excellence must be established in the organization for all to adopt and practice. In this context, the following items need to be in the agenda for prioritization –

- Enhance and improve the existing technology and process infrastructure to assimilate new technology
- Tie up with Fintech Companies to act as a platform for myriad banking services
- Be a part of the open API culture and ecosystem to monetize digital assets
- Adoption of blockchain and leverage distributed ledger technology for data immutability, integrity, consistence and cost reduction
- Cloud adoption and moving to cloud based systems.
- Leverage the strength and use of Social Media
- Adopt robotics, artificial intelligence, chat-bots/virtual assistants, advanced machine learning, robotic process automation and augmented reality for customer engagement & customer experience
- Strengthening Identity management, Authentication, authorization
- Risk Management, sufficient attention to cyber information security and cyber security

‘Business and IT functions need to work closely to bring in business value’

Commitment as a Tech Head

The CIO, endowed as a “Technology Evangelist” of an organization, is entrusted with incorporation of new business models into main stream. The role demands the tech-evangelist to be equally equipped on the business domain of the organization.

Subsequently, the enterprise IT function needs to transform from being a mere supportive functionary to being the core business driver while imbibing new business paradigms.

Experience Cell

Business continuity and innovative adaptability to evolving business environment demands a CIO to be adept in balancing people skills. Organizations betting on new Digital Services, as future growth path, face major challenges in acquisition of skills on Artificial Intelligence, Advanced Analytics and Open Source technologies. Adding to the challenge is the continued evolution of the underlying technologies in itself.

Acquisition of new skills while retaining the existing in a commercially viable approach, puts stress on planning and forecasting which dictates OOB business continuity plans to be put in place. Agility in this respect can be maintained by continued evaluation of such on-demand skill purveyors.

Key Priorities

Palatable differentiation in new Digital Services offerings will be key to success in this sphere. Delighting customer while adding business value demands more cohesion between business and IT functions. IT function’s visibility to business challenges can be instrumental in winning customer loyalty repeatedly. Basis the organization’s goal and strategy, investments would be decided jointly by Business and IT functions.

Adaptability to Organizational Changes

Maintaining dynamics and flexibility of IT landscape needs ensuring people skill availability as well as infrastructure optimization. While the people skill availability helps with readiness to take on new challenges, the infra-optimization is targeted at creating bandwidth to work on new technology areas. This also brings about the need to restructure the IT organization, separating the traditional service oriented “supportive” IT function while creating a pool to focus on innovation.



Ganapathy Subramaniyan
SVP & CIO, Aegis Customer
Support Services

“IT budgets are an indicator of digital maturity of an enterprise. It is broadly split between for business continuity and for evolving technology. Of critical importance is creating a viable split between the two. Over the years, attained digital maturity helps reducing IT budget for business continuity while creating increased monies towards innovation. In tandem with this approach, we are very much in sync.”



Gyan Prakash
Deputy GM Operations
Hofincons Infotech and
Industrial Services

“This year we do not have any plans in hardware or data center expansion, as we are taking most of the applications on the cloud also. We have already migrated our business-critical applications on cloud and email on the cloud.”

‘CIOs need to understand business requirements and accordingly the best fitting solutions’

Commitment as a Tech Head

As a CIO, it is the responsibility to mingle with other business functions to contribute to the business strategy and growth. CIOs can’t work in the silos. Until and unless CIOs feel the pain of business on the surface, they are not able to provide exact solutions for the problem. CIOs need to understand the requirement of business and provide the best-fitted solutions for them

Experience Cell

It is very true that solutions should be provided for the business as per their requirement which is also commercially viable. You need to have deep technical knowledge for new and emerging technologies. Also, CIOs need to know the capability of their workforce/stakeholders before imparting any technology initiative. You can’t impose a labour to work on PC. Skillsets are different for different associates.

On this background, we have implemented biometric at our project sites. Our associates are not well educated in using emails and systems. So we have made a provision for Admin associate to do validation and verification for all associates at the site. Also, we have implemented Computerised Maintenance Management System (CMMS) for our project sites and provided access till engineer level only to do the transaction entries. Also, the CMMS system is very simple and one-page data entry form provides ease in the entry with 2G connectivity also.

Adaptability to Organizational Changes

In the current scenario, technology is changing very fast. To manage with this fast pace, IT leaders also need to adapt quickly with the changes and flexibility in choosing the platform. Mostly, I prefer 3rd party solution which easily fits on my core application for smooth and efficient operation in the organization.

Investment Plans for FY 18-19

In FY 2018-19, we are developing our applications in line with customers’ systems and then provide value as an add-on package.

'We assign IT budget to new generation technologies for meaningful Rol'

Commitment as a Tech Head

The ever-increasing speed of innovation in new age technologies has had a seismic impact on the business landscape in recent years, more so than at any time in history. This speed of change has in turn led to a change in the expectations of both customers and employees. The need to spin customer data into gold has led to the rise of tech-savvy executives with titles like chief digital officer, experience officer, marketing technology officer, analytics officer, and the like. And no one has felt that change more than the IT department.

In my view the role of CIOs in the 'new' business landscape has changed significantly as the Technology driven business creates new opportunities as well new sources of business. CIOs are expected to be more involved in the direction and future of the business, while at the same time managing an increasingly complicated technology and communications estate.

Experience Cell

Next-generation CIOs and IT Management have the chance to pave new ways for doing business due to the expansion of new technologies. Cloud computing, hyper connectivity, in-memory computing, and smart sensors are all examples of how data is becoming the golden asset for companies. CIOs need to proactively shape their firms' technology roadmaps and deliver measured improvements in customer value.

CIOs who are leading and helping accelerate the business growth using digital journey within their enterprise must make sure that they develop a vision for their organization. It doesn't have to be perfect, but it should have relevance and a streak of innovation through it. CIOs should put forth that vision before the management.

Adaptability to Organizational Changes

Digitization has resulted in the emergence of hybrid IT environments in most companies, in which the applications are located in classic IT systems and different cloud platforms. This is the perfect scenario for Dynamic IT. That's because Dynamic IT offers flexible and dynamically scalable IT resources for supporting classic and cloud-based IT. Companies therefore get precisely what they need to implement digital business processes quickly and easily.



Jitendra Mishra
CIO
Wanbury

“In my view the biggest challenge of organization leaders is not technology but it is the people. While digital technologies are rapidly becoming a commodity, success largely depends on an organization's Digital IQ, especially how well its digital leaders like the CEO, CTO, or CIO define, lead, and communicate the transformation. It's also dependent upon the digital qualifications of the employees who need to roll out digital processes and services.”



Jyoti Chopra
Director - IT
Glaze

“We are in the journey to establish a new IT start-up venture, wherein our main objective will be to improve the services and bring them at par with the market trends as well as quoting competent rates in the market without any compromise. Our objective is to establish an emotional connection with our customers.”

'A CIO should be able to turn the vision into an executable strategy'

Commitment as a Tech Head

CIOs hold an important position in any company. Their role involves more than just overseeing the technological infrastructure of a company. A good CIO demonstrates strong communication skills, flexibility and an ability to adapt and change. IT is the backbone for any business, so its impact is enormous on any business or any chain or any industry. Working in IT means you will be expected to keep up-to-date on changing and emerging trends in the industry. The role of a CIO or a technology officer is proportionally high and most important because IT governs business in all aspects. He/she as to look after the organization's strategic decision, business call, technical feasibility and other different influences which is all owned by the CIO. The CIO need to examine each situation insightfully.

Experience Cell

“A CIO is someone who does more than just keep the Wi-Fi on – he is responsible for strategically growing a company's information capabilities” - Yuri Sagalov, co-founder and CEO of AeroFS.

CIOs need to exhibit great leadership skills. They not only need to have a vision, but should be able to turn that vision into an executable strategy. They need to understand their working environment and be ready to ask tough questions. The most important skill which any CIO should have is to trust their teams and delegate. They must educate all stakeholders on the value that IT brings to the table. Technical skills are what get you to a senior position but when you get to a leadership position you are going to spend 90 percent of your time managing people. So People skills are equally important for CIOs to develop talented high performance teams.

Adaptability to Organizational Changes

As we are into the era of digital business, CIOs must devote their time and energy to strategic and transformational activities within the organization, despite the ongoing requirement to maintain oversight of IT operations. For businesses to maintain success and to keep leading their competitors, they will have to focus on innovation, integration and incorporation. That includes implementing new partnerships, investing in new technology and fostering a culture of innovation within IT.

'The CIO role has become a high influencing one than before'

Commitment as a Tech Head

Precisely in changing business dynamics, technology has become a primary tool for business growth. Today CIO has become one of the most sought after C-suite position to assist in charting out digital led growth strategy. The way business models are changing up in this digital age, accordingly CIOs are delivering interesting outcomes amid increased complexities. Boards and CXOs are providing greater flexibility to CIOs in this changed business dynamics. Opportunity for collaboration with business has been much better than what we experienced in last few years.

Experience Cell

New and emerging technologies have always witnessed challenges when it comes to acquiring people skills, but earlier the pace of adaption was slow. At present, adaption in digital age has set the clear expectations to adapt fast. Hence we are facing people skill issues. New and emerging technologies are coming up faster than ever before. The growing business future with disruptive technologies like RPA, IoT, Smart homes, Drones, 3D printing are seeing greater talent shortage. To address these challenges what has worked with us is capitalizing on young digital savvy talent, charting out proactive talent & skill strategy, partnering with academia, Effective inhouse training and development programs and collaborating with other companies.

Adaptability to Organizational Changes

In the current business ecosystem, digital disruption has changed the way CIOs are delivering innovation and transformation. The CIO role has become a high influencing role than before and they are executing high profile mandates directly impacting business growth. The focus has been shifted from operations to Customer experience, transformation and innovation. The agility & flexibility of IT is what is driving businesses today and this will intensify in coming days. The CIO is expected to innovate fast and get the business competitive advantage, giving consumer a dynamic and greater experience. We should work towards being part of business, setting up outcome driven expectations, upscale the IT capabilities and constantly deliver the platforms supporting disruption and digital transformation.



Kamal Sharma
CIO & IT Strategist
Jay Kuling Group of Companies
and Board

“In my current VCIO role, upcoming IT priorities will be to create strategy for complete cloud migration including applications & infrastructure, achieving 75% of business processes automation and finalizing IoT platform. This year definitely budgets and priorities will be aligned to business transformation. The key areas of investments will be SaaS, IaaS, Mobility and IoT platform.”



Kanti Kumar
GM IT Corp.
NTF India Pvt. Ltd. & NTF
Technik India Pvt. Ltd.

“Cloud is changing the landscape of the channel. It's dynamic, flexible and has reinvigorated businesses throughout the country. At West coast, cloud begins with Microsoft and its Cloud Solutions Provider (CSP) model, though it encompasses much more. Through cloud billing, resellers as well as customers can pay monthly only for the cloud services that are in use, with licence management made easier than ever before.”

'Preparing for a digital future means developing digital capabilities'

Commitment as a Tech Head

Our contribution to the business strategy and growth depends on these points –

- Understanding new technologies and creating innovation hubs to benefit business
- Becoming a champion of industry and organizational digital business strategies
- Engaging middle and senior managers to co-create innovative solutions in partnership with vendors.
- Introducing collaborative tools and self-service portals to reduce human capital costs.
- Educating Boards, CEOs and senior executives about disruptive trends and opportunities.
- Actively engaging with vendors, industry bodies, experts and thought leaders to understand strategic trends in the industry to leverage innovative opportunities
- Adopt a lean start-up approach to developing new ideas, products and services.

Experience Cell

Great teams are made when every single member knows where they are going and will do anything to get there. Great teams are not created with incentives, procedures, and perks. They are created by hiring talented people who are adults and want nothing more than to tackle a challenge, and then communicating to them, clearly and continuously, about what the challenge is.

Preparing for a digital future is no easy task. It means developing digital capabilities in which a company's activities, people, culture, and structure are in sync and aligned toward a set of organizational goals. Most companies, however, are constrained by a lack of resources, a lack of talent, and the pull of other priorities, leaving executives to manage digital initiatives that either take the form of projects or are limited to activities within a given division, function, or channel.

Key Priorities

Running efficient, reliable, scalable and secure IT environments is a table-stakes expectation of CIOs. Some will focus on optimizing business processes and driving process efficiencies, but that will not be enough. To distinguish themselves as true business leaders, CIOs will need to impact the top lines of business significantly—a requirement with which many are increasingly familiar. Of the CIOs we surveyed, 44 percent identified growth as a top business priority for 2016. With this in mind, CIOs will need to understand thoroughly the business value and competitive advantage technology can bring to their organizations. This need is so urgent that if CIOs step up to the plate in 2018, other business leaders likely will.

'Business and IT should collaborate together to meet business goals'

Commitment as a Tech Head

The CIO and related functions within the department have no choice other than being a close aide to the Business functions. Both have to be part of the same table right from the strategy till execution to have an end to end collaboration. Business cannot take decisions and decide on timelines without Technology and similarly Technology cannot execute without understanding the entire business model and the timelines and urgency if any. Hence it is utmost priority for both the CIO world and Business to walk together for a successful marriage of Business and Technology.

Experience Cell

Skill sets play a key role always. It is eminent that more critical the function is more critical the skill sets become. There is always a need for a sustained model and longevity of resource / knowledge transfer and continuity. There is no right or wrong model as long as it suits the respective company's IT Strategy and meets their requirements/financial viability. For some, an outsourced model may really work well which does not entail the overheads of managing the knowledge/knowledge transfer/other overheads.

However there is another upcoming trusted model which is IP Repatriation which includes getting the knowledge within the organization and having resources on board instead of a 3rd party vendor / partner managing the skills and knowledge. I personally feel this is a good model to go with to ensure that the entire knowledge stays within and resources have the right level of responsibility and maintain confidentiality.

Key Priorities

While as a Global Bank we have many new priorities and strategies which are essential and critical for any Global Bank or Financial institution, it is very important to ensure Security and safeguarding of Client Data, confidentiality, integrity and above all compliance to regulatory requirements and norms.

Adaptability to Organizational Changes

Any technology being deployed should have an underlying unwritten rule to be agile and flexible and easy to interface with newer applications, provide an easy API integration and be able to exchange data easily.



KRC Murty

**VP-Deutsche Bank AG, Group CIO
Function-Safety and Soundness**

“While there will be new technologies taking shape based on the Fintech's pushing large institutions to look at new ways to reach out to clients and inducing a millennial thinking into the technology deployments, it is how well the technology solutions and applications are deployed to be able to attract more clients and utility for the Business groups is the priority. Today Business units function purely on the underlying technology available and the edge it provides over the competition.”



Lokesh Vishnoi

GM-CC

**Chhattisgarh Rail Corporation –
Raipur**

“To be an all-out winner, we need to allocate proper share of budget to IT and ITeS. Combined budget for IT, ITeS and ITNW will be substantial for our Corporation, after we have completed the construction works of new Rail-links in Chhattisgarh.”

'CIOs play a niche role in Board meetings today unlike yesteryears'

Commitment as a Tech Head

It's true that the IT Head is the most-influential Executive nowadays, as not only he sits in the Board meetings, but he has the chance as well as the authority to mould the data pattern and present the graphics as deem fit for his perseverance. This, obviously, will guide the Board of Directors to think in the way the IT head had moulded the data.

Experience Cell

It is true that keeping the industry's skills honed is among the top challenges of any IT Executive. He has to ensure that the people understand the newer technology that the industry is going to adopt. In fact, he has to move a step ahead and keep penetrating in the skill mounts to ensure that his company people are ready with the new technology and its uses even before his firm chooses to finally use it. Changing or adopting a new technology involves a bit amount of money, and it may prove a bane or a disaster depending on how you kept your people ready to use and maintain it.

Key Priorities

CIOs definitely play a niche role in Board meetings nowadays. The IT, ITeS and IT-NW skills are most sought after nowadays, not only to bring down the costs, but also to ensure the quality in production, and to guide the decision-makers to move ahead on the path well supported by the records, documentation, precision-analysis and near-perfect future predictions. CIOs are not an invited member in today's board meetings; rather they are an ESSENTIAL part of it. I would always refer that I was always told to attend the PHODs meeting in SEC Railways BOD (GM's Review meeting, as it was called), and my views were often asked by the Chairman.

Adaptability to Organizational Changes

To be successful and dependable, the CIO has to be always ready with options. The irony is the best options for the Company need not always be the best Technical Answers. That is where the flexibility of the CIO comes into the picture. He has to be ready with multiple objectives, all analyzed to be presented to BID, so that they may choose the BEST.

‘Lack of Skilled People is a major problem’

IT always plays an important role in the Business Growth and with Digitization and other new emerging technologies, the role of IT is becoming more crucial. Sometimes management do not agree with our ideas/concept but if we prove it by doing some POCs then they will start realizing it and will come up with more ideas, so eventually our purpose will be solved.

Experience Cell

I prefer to build the competencies within the team wherever it is possible and keep them motivating to do many more things. Knowledge enhancement is the key and for which I organize trainings for the team every year. But I agree that getting the skilled people is difficult and their knowledge on the subject is always questionable. Maybe it is due to the lack of knowledge hubs at right place.

Key Priorities

My preference is to adopt at least one new technology in the organization in every one or two year, last year I have adopted BI. This year I am planning to explore the possibilities with RPA and IoT.

Adaptability to Organizational Changes

I agree that IT should be flexible and dynamic but I do not think it is easy because business requirement keeps on changing. Sometimes we face complex situations. Basic problem what I have observed is lack of right people in place and lack of deep knowledge of processes. And in most of the cases we go with some assumptions but assumptions are always not correct.

Secondly, business should be ready with their roadmap for next five years then I think it would be easy to build solution which will be more flexible and can adapt the new changes.

Investment Plans for FY 18-19

I always keep some budget for new technology upgrade because it is needed to meet the business need. I think it is must otherwise you will be out of race.



Mahesh Patil
CIO

A leading MNC

“My preference is to adopt at least one new technology in the organization in every one or two year, last year I have adopted BI. This year I am planning to explore the possibilities with RPA and IoT. I always keep some budget for new technology upgrade because it is needed to meet the business need. I think it is must otherwise you will be out of race.”



Manish Gaur
Head of IT
Patanjali

“We are working towards consolidation, standardization, and digitization and adopting business intelligence as the next step. With the importance of social media and various other digital platforms gaining prominence, we utilize the same in order to promote our brand and also our products among our customers. Besides using several traditional ways of advertising, we have got a strong e-commerce website that facilitates the modern, digital group of consumers to easily grab the products and services that attract them.”

‘A CIO has to keep pace with the growing demands of the customers’

Commitment as a Tech Head

The demand of the industry and the customer has grown up in the past years. Keeping in mind these demands, we have to adopt those technologies which are required to meet them as per the customer and business requirements. A brand in order to keep pace with the customer demands also has to be accustomed with the latest technologies.

Experience Cell

The way the industry has grown in the past 10 years, the demand for skilled people has increased. We do have the scarcity of skilled people, but we always try to fill in the gap by doing regular knowledge upgradation programs for the employees that will help them to upscale their skills and bring them at par with the industry standards.

Key Priorities

We are working towards consolidation, standardization, and digitization and adopting business intelligence as the next step. With the importance of social media and various other digital platforms gaining prominence, we utilize the same in order to promote our brand and also our products among our customers. Besides using several traditional ways of advertising, such as radio, television, and newspaper, we have got a strong e-commerce website that facilitates the modern, digital group of consumers to easily grab the products and services that attract them. The brand also engages, interacts and communicates with the consumers through these digital platforms that helps us in resolving their queries and make them aware of the new and latest products available in the market.

Adaptability to Organizational Changes

By going with customer demands that requires flexibility in a dynamic environment, we in our organization opt for the hybrid model of cloud and other technologies like SDWAN, SDN etc.

Investment Plans for FY 18-19

In my views in the technology chain, an IT infrastructure is deemed inefficient if it cannot work in tandem with the supply chain. So this is what we look for in our organization.

Robust Technology Infrastructure and Business Insights – Two Pillars of Business Transformation

Commitment as a Tech Head

We have to always pass on new keywords in our brain to exercise new initiatives for the organization and at times when brain says – it's not your work, do not stop the flow, complete and at end when get complete brain storming done then you can divide the outcome and share it with different stakeholder. That will also help the organization to perform better but in the beginning itself we stop ourselves and start criticizing or analyzing our steps then we kill an upcoming opportunity for both i.e. for ourselves and for the organization also.

There is nothing wrong in challenging ourselves and pushing to next level. As long as we have support from management as they are the governing body and with their vision if it's not aligned then who else can tell us better than them. So we should not resist in experimenting and adopting new technology and business initiatives.

Experience Cell

Skilled people will remain a challenge as pace of change of technology is very quick. Even when you look with OEM- who launches those technologies they also do not have proper bandwidth to address customer demands. As per my thought it's not a skill problem as people are still available with one technology who are proficient enough to meet business demands.

We need to think upon new set of ideas, strategies as giving same excuses which every person is giving will put CIO/CTO in a row of non-performers. We try to get advance information from Vendor team and try to do POC on our own and then we go to management so that if they see working us to next level and with some data analysis we produce some strategical input so that management can relate it to their future initiatives.

Key Priorities

Bringing in new technologies and skills does not always guarantee successful business transformation. So a CIO/CTO has to focus on team development, as with a technology shift you also need human resources who would be learning and retaining all other systems in the organizations.



Manish Sinha

Head –IT

Vectus Industries

“This year we are focusing on shop floor innovation such as using IOT and reducing human data points for production data entries by using RF/Rfid/ bar coding for inventory management. The other given areas are AI , machine learning and chat bots for automating monotonous routine operations of different departments such as induction process in HR, creating IT/HR Policy tutorials for employee so that we can keep each level employee engaged and aware about these.”

‘Role of a CIO is becoming ever more prominent in an organization’

Commitment as a Tech Head

As a CIO, I feel that our role is more prominent in any organization that is also in line with sustainability of business strategies. Our role is mostly centered on achieving the milestone and business growth, line up with new set of technologies, set procedures and different IT infrastructure modelling. This helps as we partner with key stakeholders to get the outcomes.

The role of the CIO is directly proportional with the C level executive that defines the company strategies.

Experience Cell

Technology is changing rapidly and to adopt and learn them would be a big challenge to enhance people skills. It purely depends upon feasibility of new technology and then grooming the team accordingly. Also, periodic training would also play a very critical role.

Key Priorities

I am primarily focused on Automation and cost effective technologies to boost business. Also, as an enterprise we depend upon cloud or in-house strategic things.

Adaptability to Organizational Changes

We are trying to implement latest technologies that is aligned with our business model like cryptography, blockchain, DevOps, AI etc. The 2nd most important thing is security and keeping a strong awareness level of the secured environment amongst company employees.



Manoj Rana

CIO

Samsung India Electronics

“We are trying to implement latest technologies that is aligned with our business model like cryptography, blockchain, DevOps, AI etc. The 2nd most important thing is security and keeping a strong awareness level of the secured environment amongst company employees. I am primarily focused on Automation and cost effective technologies to boost business. Also, as an enterprise we depend upon cloud or in-house strategic things.”

‘CIOs must focus on Defining and Implementing Risk based policies in enterprises’

Commitment as a Tech Head

With the emerging threat landscape, the role of a CIO/CISO has emerged much beyond just managing security and compliance. The need of the hour is to focus on beyond security to managing risks associated with the information, providing unified risk perspective to the Board of Directors, defining risk appetite of the organization and defining the right controls to maintain cyber resilience and manage the threat landscape of the organization.

Experience Cell

Today's CISO/CIO must be an excellent communicator and be able to convince the board as well as business about the current level of information risk to the organization in easily understandable terms. The focus of CISO/ CIO would not only lie in defining the policies but also implementing the same within the enterprise which would include training and monitoring of employees within the organization. At SDG, we have a well-defined security program with training as one of the essential elements.

Key Priorities

Cyber security will drive most of the technology and product investments for 2018. We are focusing on AI, analytics, cognitive and cloud computing as few priorities for 2018. In addition, we are working on enhancing our IRM (Integrated Risk Management) product TruOps with focus on cyber security. Other key drivers for 2018 would be RPA, GDPR, blockchain, integrated IRM/GRC solutions to name a few.

Investment Plans for FY 18-19

The investment plans will depend on the amount of preventive controls and defense mechanisms the Organization already has in place and on the risk appetite of the organization for future deployments. It is needed that the organization does a thorough risk assessment of their current security landscape before making security investments. Simple, adaptable and forward thinking products which are easy to deploy should be implemented.



Meetal Sharma

**Risk Compliance & Information
Security Leader
SDG Corporation**

“2017 was a year where a lot of focus was towards ensuring that the right controls are in place to protect data and prevent breaches. Cyber security will drive most of the technology and product investments for 2018. Investments were primarily around protection of data and network from ransomware attacks. We are focusing on AI, analytics, cognitive and cloud computing as few priorities for 2018.”



Meheriar Patel

**Group Chief Information Officer
Jeena & Company**

“SCM has become very challenging and complex due new business requirements and new avenues and demands. Architecture change to cater to future dynamics, SCM enhancements, collaboration platforms, API development, new age Interfaces, Analytics and its proper business impact are some of the plans for this year. Also in the pipeline are adoption of RPA and AI.”

‘A CIO should draw a roadmap of the skills required to deliver a technology’

Commitment as a Tech Head

The CIO/CTO has a clear roadmap and mandate to transform the organization to lead in this Digital Age. Advising and adopting the right business technology is going to be very important. IT representations in the Board and collaborating both internal and external have become a must to evolve. New dimensions in business, acceptance of oneself to change and adapt to these business requirement have become an imperative.

Experience Cell

People skills and training them on the latest technologies is always a challenge. I think this has to be taken up head on. Every CIO should draw a roadmap and skill sets required to deliver these technologies. Act before hand in skill sets regeneration. Plan experts and a COE team that can play an important role in training the trainer approach. Some skills can be delivered internally and some have to be outsourced. There is no single window concept of skill delivery. Being flexible for this approach is going to be important as having all skills under one roof is going to be practically not possible.

Key Priorities

Adoption of collaboration platforms, creating customer focused applications, digital deliveries, learning platforms, analytics within are some key areas of emerging niche technologies.

Agile enterprises drive flexible architecture with robust setups not necessary in-house. Customized business with clear areas of business skills will need skilled enterprise architectures. Looking at a plan which is in sync and well approved gets the leverage to understand and work on areas which form the backbone with front-end layers and middleware doing the flexibility. It is difficult to adapt and change things but business demands are playing clear winners in delivering those business requirements. Technologies which are playing a leading role are mobility, adoption of UI and its ease to change. SCM has become very challenging and complex due new business requirements and new avenues and demands.

Investment Plans for FY 18-19

Architecture change to cater to future dynamics, SCM enhancements, collaboration platforms, API development, new age Interfaces, Analytics and its proper business impact are some of the plans for this year. Also in the pipeline are adoption of RPA and AI.

Acquisition of good Talent- The biggest challenge of a CIO

Commitment as a Tech Head

It is a foregone fact that involvement of CIOs in designing business strategies goes a long way in enhancing a plethora of functional and business processes of an organization. As a CIO you need to be well versed with different business models like DevOps and design thinking.

Experience Cell

One of the biggest challenges faced by a CIO in meeting his/her objectives is the acquisition of good talent. A few ways in which building knowledge around new and emerging technologies among talented staff, would be:

• **Fostering a good culture**

It is essential that organizations develop a clear sense of objective and shared values, in order to compete for talent. Apart from communicating the objectives and shared values in the right manner throughout the organization, the senior management should take charge of demonstrating the same by way of their professional behavior as well.

• **Skill Development and Employee Engagement**

Employees love to be part of the development process. It is imperative to keep the employees engaged and make them contribute towards making a difference. Of late, Leadership is being infused at all levels in the hierarchy supported by considerable investments by organizations to change status quo. Age is not a factor and it is never too late to update oneself with new skills and alter one's job focus.

Key Priorities

The list of challenges for the CIO has been endless but I prefer to prioritize them as follows -

• **Put customer focus into action**

Mere customer collaboration is not enough. CIOs should meet up and survey their customers to discover their challenges which in turn will serve as fuel for better technological innovations to satisfy them.

Accepting the IoT challenge

Spotting the IoT opportunities for the organization and its implementation happens to be the CIO's job. He/she will have to exploit this concept by constructing strategies for the business instead of using it just for cost-cutting and product augmentation.



Milan Kumar
Global CIO
WABCO

“It is true that CIOs are allocating more than half their budget, in fact, around 57% for the financial year 2017-18 for enterprises with more than thousand employees. Of this, predictive analysis (47%) scores the highest increase in budget allocation along with the same allocation for business continuity and disaster recovery, followed by public cloud to the extent of 46% and 45% for the hybrid cloud.”



Milind Rajhans
Asst. GM IT & CISO

AP Mahesh Co-operative Urban Bank

“If you look at surveys, 62% IT executives/CIOs are attending the Board meetings to discuss / strategies on Digital Transformation, Technology Investments, cyber Security etc. This increased exposure may have led many CIOs to take leading roles in innovating in their respective organizations. At the same time, the Board must think that CIOs are not strangers to rapidly changing environments.”

‘IT as a service should be aligned with business models for potential opportunities’

Commitment as a Tech Head

There is now an urgent need to reconfigure the role of CIO from a Cost Cutting: reducing IT Cost burden on an enterprise, Keeping lights on: improving how IT Operates, innovating on old ideas: answering how new technology can solve existing problem, Process and Performance improvement responsibility to a business acumen skill set where the CIO must embrace mass digital transformation and support new long term business needs in the fastest way possible.

Experience Cell

We did certain good things by introducing digital service platform where the workforce / stakeholders chosen for execution and administration and delivery of the service were identified from the similar background rather than full time techies.

Key Priorities

My IT Priorities would be –

- Introduce, design, plan and execute the Digital Transformation Platform for internal users and the same shall also be useful for retaining the customers. The platform will ensure the customer education, customer engagement, alert, email and messaging without any manual intervention
- Creating more nimble technology platform
- Delivering consistent and stable IT Performance
- Strengthen the IT Security Landscape by introducing new technologies, processes that can minimize the risk of emerging threats
- Working with restricted budget
- Improve Agility and responsiveness by implementing agile technologies, buying more solutions as a service, taking different approaches with multimode IT.

Investment Plans for FY 18-19

- Ensure the technology skill shortage is fulfilled
- Information security awareness at every level of the organization
- Create more nimble technology platform to face the unpredictable circumstances
- Integrate with the service providers those are providing the similar type of services to identify the business potential
- Strengthen Cyber Security Landscape to ensure the secured services.

“Flexibility does not mean compromising on security”

Commitment as a Tech Head

The position of CIO is very important for a business. He /she get to see all the functional areas of the business from close angles. The CIO also needs to work closely with the board, understanding business goals and complementing it with the IT strategy. As a CIO, connecting with Business heads is must to understand pain areas or requirements of the various business divisions. This helps in providing a best fit solution or innovative technology that will help the business to leap ahead.

Experience Cell

The biggest challenge we faced in our bank was awareness of the Digital products among customers and employees as well. I have innovated a solution by identifying enthusiastic young staff members across the bank and given them role of an ‘IT EVANGELIST’. This helped in increasing the usage of digital products by 200%. I have also incubated a separate ‘Digital Banking Cell’ to focus on all the Digital products and implementation. This has helped in faster product roll out and focused approach that saw wider acceptability of these products in customers.

Adaptability to Organizational Changes

As a CIO, I have experienced the changing landscape of IT. From being static, on premise, walled infrastructure to remodeling the IT to be dynamic enough to respond to the challenges and demands of business. By adopting cloud computing we are able to manage resource requirements quickly for higher volumes of business. Flexibility does not mean compromising on security. With the Digital products the threat of cyber crimes also needs to be taken care off and ensure that the customer gets a ‘secured’ and ‘always on’ environment to transact. The remodeled IT today is able to respond quickly to the ever increasing channels of transactions in the bank.

Investment Plans for FY 18-19

The CIO has to bear in mind while preparing the budget that the business requirement and growth will come through the investments that are planned. This being a priority, we have prepared the budget in five categories for 2018-19 namely –

- Use of AI and BI for business enhancements
- Middleware for ease of operations and performance enhancements.



Milind Varerkar
General Manager-IT
Saraswat Bank

“It is true that the CIO brings in specialist skills and knowledge to the enterprise. Along with that he/she also has to be a business partner so that the business units get right sized solutions. The current scenario in banking is very exciting and challenging as well. The ‘convenience’ of banking through branches also needs to be replicated in Digital products by ensuring Ease and multiple functionalities.”

‘A CIO’s role does not pertain to just running day-to-day IT functions’



Mrutyunjay Mahapatra
DMD & CIO, SBI

Digital Disruptions are no more topics of seminars and newspaper articles. It has landed with a bang in the lives of individuals, enterprises and societies. The power of digital things - whether in networking, mobility, cloud or social media, is changing the way business is done and the way individuals & organizations meet, exchange & deliver value. Technologies are rapid and speed is often blinding. It is important to understand this three dimensional attack around complexity, velocity and variety.

Banks and Financial sector players are traditionally cautious and many in India are critically vendor dependent. For example, the adaptation of cloud, simply a matter of time, could unrecognizably alter the procurement, provision and use of hardware. Datacenters of racks of servers will be rendered redundant with Capex turning into Opex. In another example, the payments space with authentication and application of RPA & AI could become so seamless that Banks payment gateways & payment systems have to be thrown out to be replaced by user centric and social & mass media based product deliveries.

In today’s world, user experience and user self-service have become a main anchor of competitive advantage. This enjoins a lot of work on Platformization and Enterprise integration initiatives like API building. Banks like SBI are also setting up UX centres, Collaboration Labs and Innovation framework. The results of these initiatives will be the main ammunition with which marketing warfare shall be conducted.

All these challenges have made the lives of all players, enterprises, vendors and employees very grueling and pressure cooker like, but without a doubt multiple times more interesting and exciting.

“Banks and Financial sector players are traditionally cautious and many in India are critically vendor dependent. For example, the adaptation of cloud, simply a matter of time, could unrecognizably alter the procurement, provision and use of hardware. Datacenters of racks of servers will be rendered redundant with Capex turning into Opex. In another example, the payments space with authentication and application of RPA & AI could become so seamless that Banks payment gateways & payment systems have to be thrown out to be replaced by user centric and social & mass media based product deliveries.”

Strengthening IT controls and systems on the cyber security remains a priority

Commitment as a Tech Head

The role of the CIO necessitates agility, forwardness and flexibility in driving the growth strategy of the business. The CIO today is no longer looked upon as the backend support function, however is actively consulted in driving productivity, digitization, decision support systems across the business verticals & functions of the organization.

As we expand globally, IT function in our organization has helped our business verticals to overcome the communication barriers, dependency on manual data collection has been reduced to an absolute zero through extensive automation & integration, availability of business KPIs through internal BI frameworks and tools have enabled transparent & spot decision making across all the levels & verticals.

Experience Cell

I split my annual IT budgets across three domains, as Run, Grow and Transform. The budgets parked under Run absolutely focus on supporting the routine business operations largely including licensing, AMCs, renewals, additional hardware, Change Requests etc.

The budgets kept aside under the Grow domain usually cover the forecasted initiatives, inclusion of new technologies under production, supporting all business verticals on their growth initiatives etc.

The budget under the Transform domain is utilized with experimenting on upcoming technologies, working with key and niche start-ups, assessment on stability, scalability and agility of new business frameworks & enablers, suitable to our business environments.

Adaptability to Organizational Changes

The entire business landscape today is around customer engagement through agile, dynamic, flexible and integrated business process, being enabled through efficient technologies at their very core.

A closer look at how young businesses have disrupted the established players of the industry, just through their agility over reaching out to a larger customer base through innovative mobility frameworks etc. The enterprises who had remained adamant to their business processes and rigid IT landscape have witnessed their fall through the heaps.



Naveen Gulati

**Corporate VP & Group CIO
Fourth Dimension Solutions Ltd.**

“My recent focus has been towards strengthening IT controls and systems on the cyber security posture of our organization. As cyber security has become a clear concern at the highest levels, including our board, we are currently evaluating systems which help us to measure and quantify the cyber security posture of our organization against our organization-wide KPIs. Our other upcoming priorities and investment plans include adaptation and migration of certain business processes to cloud, giving us flexibility to scale our business requirements, while keeping our operational costs low, yielding the maximum ROI.”



Nikhil Kumar Nigam

**Associate Director, Technology
Amity University**

“Hybrid Cloud, Big Data Analytics and Security stay on the top three areas of innovation and transformation from present to future scenario, as a road of 2018. Emerging Technology Exploration – Enterprise Transformation – Creating a Robust and Secure technology Platform for Integration – Leading to Success in Desired results is always on the top of the agenda. Investing on these are the foremost priority of the organization in the year 2018 that is surely going to boost, motivate and result in innovations.”

‘CIOs of today contribute equally like other Stakeholders in Business Strategy’

Commitment as a Tech Head

Today the CIO's have to think innovatively to develop and frame Digital Transformation Business Plan that can head up change in business productivity and empower the organization with long term promising results. The need of the hour is to be a part of the team in the board room or management to feed in your thoughts of getting technology incorporated and deliver a business plan promising bright results.

Experience Cell

We need to educate the team with upcoming technologies and trend. Innovation is born every second and it takes years to understand and rightly introduce the innovation with the right business model to make it produce desired results. Incorporating the promising technology with non-technical team might give you disaster results. To ensure the same, Provide Education and adequate training and testing modules to the employees., Guide them with right use of social network to keep them updated, Provide them with feedback, Let them break through the barriers of policies and provide them with the platform to work open mindedly (Out of the Box) with a sense of ownership of the project and commitment of delivering desired results.

Adaptability to Organizational Changes

A CIO of today is not just confined to introduce technology and get it implemented, rather he or she is a person who is involved in designing the framework of the business model and equally contributes as the other stakeholders of the organizations. There is always a need of agile and robust network and platform, that not only promises better results but also bring in the ease to transform or incorporate the new technology without failure with pre-study of the model, testing and dry runs, and strong commitment of the technical team after their hardcore study of the technology and its dynamics.

Investment Plans for FY 18-19

I believe it is not about allocating the percentage of the budget, rather there is no budget allocation when it comes to technology and transformation. It all depends on the scale of the industry and their focus and zeal to get the technology implemented. For us we assure not to be confined to any specific budget, as technology has no cost when it comes to its productivity and usability.

“The objective is to obtain the output with minimum investment”

Commitment as a Tech Head

For a PSU, business models are not very flexible, and the decision making process is also long winded. However, use of IT as an effective enabler and driver of the business processes is a key criteria now. There is a paradigm shift from the earlier User driven IT deliveries to IT driven and enabled processes and deliveries, with active support and encouragement from the top management. Specifically, procurement processes have transformed with online tender portals, further upgrading to reverse auction. The government has taken big steps here by launching the Common Public Procurement Portal (CPPP), and now the new Government eMarket (GeM) portal. These are in active use for our tendering activity.

Experience Cell

Exposure to current forums and activity is an effective method of catching up with the latest developments, both in technology and implementation. Once we decide on what technology or process to adopt, the team can be exposed to relevant training.

Key Priorities

Empowering the User in all dimensions is a key focus in driving the IT. Whether it is the ease of fetching information from the databases/applications, collaborating with the team members with effective tools, digging up and linking up relevant documents from myriad sources, providing e-governance tools to enhance efficiency and transparency, everything that adds strength and power to our Users is a priority to us. There is also huge scope in Plant monitoring and management by use of IoT, now that IPv6 is a reality. About 30-40% of the IT budget in coming few years could be allocated to such projects. Cloud solutions are another very appealing arena, where increase in dependence is foreseeable. Document management system integrated with work flow is a powerful solution architecture under active consideration.

Adaptability to Organizational Changes

Flexibility and agility can have its advantages in terms of adoption of new technologies or processes. However, that does not necessarily provide the optimum results and as a PSU it is tough to achieve flexibility and agility. Our tools are a means to our goals and not vice versa. We strike a balance between new adoption, investment protection and the final output of the system. The objective is to obtain the outputs with minimum investment, and further to maximize the output of existing investments.



Nimai Sahoo
DGM-Systems
NALCO

“IT Infrastructure, Applications and Services, all are aligned to support the business initiatives of the organization in 2018-19. Some of the focus areas for investment would be IoT, Cloud and Socials, as described in an earlier point. Access to applications and services while on the move will also be enhanced in various ways like virtual desktops, mobile apps and services. There will be higher emphasis on enhancing agility in meeting requirements with solutions.”



Nirvan Biswas
Chief technology Officer
National Bulk Handling
Corporation (NBHC)

“At NBHC, every developer/architect is skill-set agnostic which means they can/should be able to churn out applications independent of the language and platform. Training is given likewise but again self-learning remains the base. The greater focus is on customer and the AAA (Algorithm, Analytics and AI) projects. Roughly a budget of 55% is allocated to the overall technology.”

Algorithm, Analytics and AI to be the main focus at NBHC

Commitment as a Tech Head

Today for the CTO/CIO, the role is nothing but business. They are the technology and they are the business. If you look at any successful product company you would find the Product Head coming from a technology background but also having a P/L responsibility per say.

As a CTO/CIO, the role's fundamental focus should remain to achieve business objectives and also playing a major role in the same as a strategy and execution player.

Experience Cell

Self-empowerment remains the backbone and mentors play a key role in passing the knowledge to the next set of developers and likewise.

At NBHC, every developer/architect is skill-set agnostic which means they can/should be able to churn out applications independent of the language and platform. Training is given likewise but again self-learning remains the base.

Key Priorities

At NBHC, we have an AAA focus, which is Algorithm, Analytics and AI. We have a 5 pillar principal that we follow at NBHC –

- Data should be captured only once, and it should be done at the origin
- Data that is captured should be used for assisted decisioning
- All systems should be having an API layer across horizontal/vertical
- All process should be transparent both for employees and customers
- All exceptions should directly go to the initiator with a copy to all

Adaptability to Organizational Changes

The IT Architecture whether it is of an enterprise nature or not should be designed in a manner where each module is nothing but a micro service and connected to the service bus, in common being decoupled in every manner.

Investment Plans for FY 18-19

At NBHC, the greater focus is on customer and the AAA (Algorithm, Analytics and AI) projects. Roughly a budget of 55% is allocated to the overall technology.

The key priority is to consolidate core IT infrastructure and systems

Commitment as a Tech Head

In today's business environment no business model works without a component of e-enablement in it. It would be unfair to think any new business strategy without input coming from CIO. We are well aware of the traditional business modules that are getting replaced overnight with new way of operating in the same segment. Therefore it sets new challenges. Its new set of challenges for CIO is to drive organization and business strategy, with transformative approach to create value for customer as well as for the organization. My personal take is to be more active and play the role of contributor in articulating business strategy.

Experience Cell

In this emerging business environment new skill and different thinking is key. It is challenging to keep upgrading the people on role. Therefore we have designed an approach to mitigate it with involving start-ups as well as service provider partners, to bring in the new skills and technologies with new thinking in it, and internal team to manage the project and support the adoption.

Key Priorities

We have been recently acquired by a Japanese Joint known as JTEKT Corporation, which has many subsidiaries in India and now all of them fall under the same umbrella. My immediate priority is to consolidate core IT infrastructure and systems. This will help the organization to leverage best process and capabilities at regional areas. The emphasis would be for the next two to three years to enable integration with Global systems and processes. The other area would be security and compliance. Once we are through with the robust core system deployment, the next phase would be to focus on agility and scalability of systems to drive transformation and efficiency.

Adaptability to Organizational Changes

There are various models and approaches that can be considered to bring flexibility to IT landscape but we should always keep in mind that without robust base core system we won't be able to achieve it. Organization need to synchronize its IT strategy with business strategies and decide options like what needs to be where, no doubt cloud, IoT and AI are much discussed topics in the business community but it requires careful assessment to fit into overall strategy.



O P SINGH
Asst. VP – Corporate IT
JTEKT India Ltd.

“For JTEK India more projects would be towards consolidation of business applications with new implementation, security and infrastructure would be another area for focus right now. The emphasis would be for the next two to three years to enable integration with Global systems and processes. The other area would be security and compliance. Once we are through with the robust core system deployment, the next phase would be to focus on agility and scalability of systems to drive transformation and efficiency.”



Paresh Goswami
IT Head
Chiripal Group

‘CIOs will be required to get involved in business strategy to drive more value’

Commitment as a Tech Head

As technology becomes an integrated business function in 2018, we expect leading CIOs to be actively involved in developing new leadership practices for themselves and for the IT management team. The push for developing algorithms and social metrics to support or enhance business decisions will require CIOs to place a priority on recruiting, training and managing knowledge workers with digital skills, artificial intelligence, and data and analytics expertise. CIOs will need to be directly involved in business strategy development as technology is leveraged to improve and extend customer experience to drive business value.

Experience Cell

Training and talent management will lead the way in 2018 and future as well. Besides having very efficient IT organizations, CIOs also need to inspire people around the entire company to behave differently, to learn and work together. In our company, we have a separate training cell that identifies employee's core technical strength and weakness and arranges proper training to those employees.

Key Priorities

As a CIO/CTO, I personally believe that spending more does not lead to better performance. Our priority is as per below and investment also in phase wise –

- **ERP Upgradation:** Currently we are on SAP ECC and planning to go for SAP HANA
- **Internet of Things (IoT):** Expanding the power of the Web to link machines, sensors, computers, and humans in order to enable new levels of information monitoring, collection, processing, and analysis. So we have to invest in IoT for real time data monitoring.
- **Automation:** We have seen industries like food service and auto manufacturing already affected by the advances in automation. Repetitive jobs on assembly lines are the most at risk and if you have a large group of individuals working for you in those roles right now you probably have some difficult decisions to make in the years ahead so those roles we are planning to go in automation with some robotics technology.
- **Business Intelligence:** We have to present our data in an easy to understand format, BI software helps us to have a better understanding of our business' strengths and weaknesses while providing actionable metrics—making it a critical tool to ensure competitiveness and profitability.

“Companies need to be able to respond quickly and flexibly to market developments. We had collaboration with vendors to develop the Cloud Integration Center as a private cloud solution for the automated deployment of standardized cloud services. We are planning to invest on SAP Upgradation, IoT, Business analytics tools, Robotics, Customer Portal, Social Analytics tools in Digital transformation project and upgrade the current security landscape.”

Harnessing the Potential of Technology to Improve the Performance of Road/Highway Projects

Background

The scale, ambition and complexity of today's Road/Highway construction projects are nothing short of breathtaking. The industry is constantly widening its vision and raising its game. Our search for natural resources is taking us deeper, and the pace of change is such that technology projects are virtually obsolete as soon as they're completed. Operating at the forefront of some of the world's greatest challenges, construction is becoming greener and more sustainable, while continuing to improve social conditions and tackle human and natural disasters. Technology plays an integral part in helping the industry realize these goals by enabling enhanced design, planning and construction. When applied effectively, technology can significantly boost a sector that for many years failed to improve productivity.

Key Priorities

India has one of the largest road networks of over 52.32 lakh km. It comprises National Highways, Expressways, State Highways, Major District Roads, Other District Roads and Village Roads. Total length of National Highways in India is over 1, 15,000 km. National Highways are 2% but carry 40% of the traffic.

Once built, infrastructure enters the longest phase of its life, often an assumed perpetuity: roads, rail, waterways and docks are examples of what we assume will be continuously maintained and updated. For this phase, infrastructure assets are inspected against an asset database that can also be the foundation of upgrade work in future decades.

Commitment

In order to bring more transparency, accuracy and speed in various stages of Highway Projects, and to accomplish its ambitious mandate, it is required to use advance and multiple technologies across life cycle of a project such as High Resolution Satellite Imagery / Geo-Spatial Technology, Light Detection And Ranging (LiDAR), Drone Monitoring and Simulation / Unmanned Ariel Vehicle(UAV), Scanning Total Station, Equipment/material connectivity and tracking using Internet of Things(IoT), Automation and Robotics in Road Construction, Blockchain, Integrated real-time data and analytics, Mobile technology, platforms and reporting, Project information encryption, to expedite project preparation, monitor construction progress, operation and maintenance and optimal management of its assets.

The four key stages of infrastructure – planning, designing, building, maintaining – all happen “somewhere.” “Somewhere” is often important to citizens and consumers. “Somewhere” is critical to the service delivery organizations. The question is not whether Infrastructure can benefit from automated technologies, but how Infrastructure can be further enhanced using advanced and multiple technologies to improve public services.

“ India has one of the largest road networks of over 52.32 lakh km. It comprises National Highways, Expressways, State Highways, Major District Roads, Other District Roads and Village Roads. Total length of National Highways in India is over 1, 15,000 km. National Highways are 2% but carry 40% of the traffic. Once built, infrastructure enters the longest phase of its life, often an assumed perpetuity: roads, rail, waterways and docks are examples of what we assume will be continuously maintained and updated.”

Pramod Kumar Mohapatra
Commissioner (Systems)
Delhi Development Authority



Technology, Experience and Adaptability

Geospatial technology can be leveraged to help address the infrastructure problems. It focusses on the interdependencies of infrastructure assets and again; geospatial technology is well suited to such an approach. Noting that renewal of national infrastructure assets must take into account ‘an extensive network of existing systems, urban development, ownership patterns, construction processes, management practices, financing mechanisms, and regulatory mandates.

Geospatial technology are beneficial during Project Preparation stage including Alignment selection, Land use pattern for Preparation of Environmental Impact Assessment (EIA) and Environmental Management Plan (EMP), Forest / Wildlife clearance proposals, Land Acquisition – Superimposition of the alignment on Cadastral (revenue) map and finalization of land acquisition plans including Compensation calculations, Preparation of preliminary Digital Elevation Model (DEM) and vertical profile creation including preliminary cut and fill calculation, Identification of land for wayside amenities, Deciding locations of Pedestrian Underpass / Vehicular Underpasses / Service Roads based on connectivity / alternative routes to villages / town and depth of development, Monitoring encroachments in ROW, Monitor progress of road construction activity at regular intervals using multi temporal high resolution satellite data for the identified stretches, Bhuvan geoportal as platform to visualize and monitor the progress of projects. Light Detection and Ranging (LiDAR) technology to bring more accuracy and speed in preparation of feasibility / DPR works to ensure timely decision on alignments, designs and accurate delivery of Highway projects.

Unmanned Ariel Vehicle (UAV) Technology can provide valuable contribution in topographic

survey and inventory related activities. The Scanning Total Station provides the innovative solution for surveying, engineering, and scanning. The Internet of Things(IoT) Platform is meant to provide milling and paving equipment manufacturers and the end-user contractors with analytics and reports about various aspects of their tasks and assets, in order to enhance the decision-making process and obtain the best possible management of resources, fleets and personnel.

Construction is “the land of disputes” the majority of which are inextricably connected with payments. The Blockchain technology could function as a trustworthy contract administrator by introducing an error-free process based on which the contracts would be both built and monitored. A smart contract is nothing more than a digital protocol built within the Blockchain network in order to implement the conditions of a contract. Every node is containing all the necessary information about the contractual agreement and the conditions under which the contract will be regarded as completed. Smart contracts can help the construction industry to get rid of intermediary parties (eg lawyers) as they function under the if/then concept. If a bricklayer is done with building the wall, then he asks for it to be inspected. If the inspection is successful then the bricklayer is paid. Smart contracts can cover these if/then schemes. They can be registered on the Blockchain and crypto currency can be used in order for these contracts to be collateralized. In a nutshell, more direct transactions can be encouraged through smart contracts. The Blockchain could boost collaboration and transparency with the use of bitcoin for construction.

Despite substantial investments in innovation, the construction industry is struggling to reap the full benefits of advanced data and analytics, drones, automation and robotics.

‘Balancing the fulcrum is what a CIO has to perform every day’

Commitment as a Tech Head

Definitely the role of CIO is increasingly becoming more influential in the boardroom. There is hardly a new concept that can be thought which doesn't require digital or IT input. All the new business models revolve around customer premium experience, newer channels of access and simplifying the ways and means to serve and create services around core product. The thoughts could originate from anywhere in organization but crystallization happens only through CIO.

Experience Cell

IT is ever evolving stream and I believe this is the only function which has progressed both horizontally and vertically. Every CIO is expected to have best of people skills because he has to work in multi dimension. At one end, he has a set up of technologist with a very different mindset and on the other end he has the internal customers who hardly understand the nuances of IT. Balancing the fulcrum is what he has to perform every day. The challenge becomes more and more with ever expanding technology. The cycle time in which new technology is disrupting the universe is 6-24 months. CIO is expected to be on top of everything which is happening in the technology field. It's difficult to master or to know everything in depth but the best way to handle is to keep oneself abreast with development.

Key Priorities

It would be difficult to spell out the exact initiatives but organizations are definitely looking at a larger framework to leverage the digital opportunities. The focus is to have Omni channel premium user experience for the customers, collecting as many data points as possible to help organization leverage analytics and become more predictable, utilizing online potential for selling, promoting and listening to customers, leveraging cloud as a regular option for IT infrastructure . These are few ones at the top of mind.

Investment Plans for FY 18-19

The focus of business is not only on retaining but acquiring. Retention is through best of the product quality and services and acquisition by getting the near premium segment customers to premium segment. Hence the focus is equally distributed in IT area as well.



Prakash Kumar
Head IT
BMW India

“Gone are the days when we use to come with half yearly or quarterly releases and projects use to take 12-24 months to get completed. The current IT organizations are working on a DevOps model which is based on continuous releases. And this does not have to be limited by interfaces and integration. The cycle time is two to four weeks to accommodate a change. Trying out new dimensions are the accepted norms and a failure here and there is okay for organizations as long as rectification is quick enough.”



Prakash Pradhan
CIO

Jagsonpal Pharmaceuticals

“Before the organization started transforming, a CIO had to be the evangelist in the transformation process. The only way of success of all the IT initiatives taken in the last couple of years- ERP, CRM, Field force performance enhancements etc became visible only after the Human revolution of the CIO. It is more of human transformation than technology transformation. After all these, extended organization will be a reality.”

Post GST, alignment of IT with Business becomes Critical

Commitment as a Tech Head

The name and designation of Chief Information Officer (CIO) was an unknown word few years back. The department was normally known as EDP/IT department catering to some textual reporting data to various functional heads. The traditional user company environment prevailed throughout the organization as the IT department was catering the tactical/operational need of the normal functional users. All the key departments in pharmaceutical vertical are marketing, sales, distribution, product, accounts, purchase, manufacturing & QC. IT department was just having a supporting function to all these functional departments as the operations were very much disjointed and all the departmental information used to remain in silos.

Even a couple of years back we automated the invoicing/billing process of the organization with a web based solution keeping aside the thought of integrating all the operations.

In pre GST era, business requirements also changed time to time. Most manufacturing operations are concentrated in Uttarakhand and Himachal Pradesh. But after GST being implemented, business requirements changed drastically. Hence alignment of IT with business became very critical. Hence the role of CIO really started pouring in. Being the partner of all functional heads and at the same time, contributing to business strategy and growth became also a boardroom discussion.

Experience Cell

The role of CIO is to be the conduit between top management and all the functional heads. As all the functional heads deep root in the organization and working in the same ways since decades, change in management was the biggest challenge. Before the organization started transforming, a CIO had to be the evangelist in the transformation process. The only way of success of all the IT initiatives taken in the last couple of years- ERP, CRM, Field force performance enhancements etc became visible only after the Human revolution of the CIO. It is more of human transformation than technology transformation. After all these, extended organization will be a reality.

Investment Plans for FY 18-19

In Financial Year 2018-19 the top priority for investments in IT will be in business intelligence, analytics and mobility for the enhancement of the business.

Multi Pronged Approach for Delivering Business Outcomes for different Stakeholders

Commitment as a Tech Head

We have adopted a three pronged approach towards the adoption of technology for business strategy and growth. The first is to ensure that we focus on the maturity of the Information Technology Ecosystem of the organization by putting in governance and processes coupled with technology initiatives. The second is to focus on the external stakeholders and enhance the organization Product/solution/Service offering to them with the adoption of technologies thereby providing differentiation. The third aspect of the strategy is to use the domain expertise that has been built in the organization from years of experience and monetize the same by developing a platform / product either for use by the business in a “Walled Garden Approach” or use the same for addressing the industry issues with a Software as Service solution offering.

Key Priorities

The key priorities are –

- Enhancement of the existing Maturity level of IT ecosystem of the Organization with refresh of Legacy technologies with new and emerging solutions.
- Driving Business Outcomes for Product/Service differentiation with use for technologies in the field of Mobility, Cloud, Analytics and IOT.
- Use of emerging and latest technologies for monetization of Information assets in organization to create Solution Platforms and SaaS solutions (DevOps).

The investment plans of financial year 2018-19 are -

- Business Intelligence as a Service for Individual constituents of the Conglomerate.
- Enhance Penetration of Cloud adoption in Enterprise for deleveraging the Business Outcomes from underlying IT Infrastructure.
- Enhance Penetration of IoT adoption for Real-time Insights in Operations and for Optimal Decision Making.
- Monetization of Information Assets to create platforms for Product / Service differentiation.
- Sales force enablement with extension of Information on Smart Devices for anytime, anywhere, secure access.



Prasad Patil
CTO

J M Baxi Group

“You must look at the internal business teams as well as the external environment for people who have functional expertise and can fill in the gap between the technocrats and the business teams. With regards to the resources who are required for evaluating new and emerging technologies, my opinion is to look at resources who along with sound technology background, also have behavioral skills of challenging the status quo, Lateral thinking, perseverance, inquisitiveness, etc.”



Prashant Jadhav
Head - Information Services
Franke Faber India

“In 2018, we are focusing more on investments in production digitalization and strengthening our sales efficiency. That means we are more focusing to invest on Industry 4.0 technologies like Machine learning, RFID technology, Mobility, Big data analytics & IOT along with ongoing roll out of SAP ERP in remaining companies.”

Investment in Production Digitalization — The Focus of 2018

Commitment as a Tech Head

Based on business strategy, as a CIO, I need to design the technology strategy and ensure execution, enablement and development of it which can take the business to next level. I need to provide executive level interface between the technology department and rest of the business.

Experience Cell

Challenge is not only to find right people skill but also to retain the existing people skill in the organization. We believe in identifying the right people within the organization than searching outside and empowering them with new and emerging technologies. We promote continuous employee engagement programs and team dialogues to understand the precise need of the resources to retain them for long term with the organization. We are very successful with this strategy.

Key Priorities

In 2018, we are focusing more on investments in production digitalization and strengthening our sales efficiency. That means we are more focusing to invest on Industry 4.0 technologies like Machine learning, RFID technology, Mobility, Big data analytics & IOT along with ongoing roll out of SAP ERP in remaining companies.

Adaptability to Organizational Changes

Organizations are heavily spending on technology by moving it from being the back-office reactor to commercial enabler considering next 25 years roadmap and vision of the business. In last generation of technology, we focused on digitalization but now it's a necessity for the business to enable machine, people, devices and sensors to connect and communicate with each other. So your technology foundation must be very dynamic and flexible to adapt these changes to safeguard the investment which we did so far on technology. So while implementation of any new technology, we need a broader view of the business and subsequent technology strategy.

Investment Plans for FY 18-19

I believe that's the correct strategy & we are also going forward in the same direction. Production digitalization & strengthening sales efficiency is clearly aligned with business growth, winning and retaining customers and empower business to lead in the market. We will execute some pilot projects in 2018 in these areas & then would like to roll out in all companies across globe.

'A CIO should be able to speak both the technical and the business language'

Commitment as a Tech Head

In an era of digital disruption, CIOs need to be actively involved with their company's business plan as more and more of the business becomes digital and software-based. Many CIOs who mainly speak the technical language instead of business language are not able to make it to the business table. To be influential C-Level executive in the boardroom, the CIO should work closely with CEO and CFO. CIO should talk business values in the Board room. CIO in his presentation should make sure that the board understands vision, risks, roadmap, and progress at a higher level. The presentation should depict the idea about driving business revenue and progress.

Key Priorities

Our organization is in the process of complete Digital transformation and process Engineering. A special group of representatives from top management and IT team is formed to plan and execute Digital transformation initiatives. For the project, we are training our existing resources; at the same time we are hiring new resources that are knowledgeable on the future technologies to be used in the organization. Besides investment on human resource, we have planned a substantial investment on IT H/W, Software and Networking.

Adaptability to Organizational Changes

The IT landscape should be flexible enough to cater to the changing needs of the business and technology. For the success of any IT project, change management is always a big issue, therefore whatever technology is being implemented must have easy adaptability with the stakeholders. The solution should be upgradeable if required.

Investment Plans for FY 18-19

Our agenda for the financial year is for complete digital transformation and process reengineering to improve the quality of services to all the stakeholders (Students/Members/Firms/Statutory agencies). This includes technology refresh, Replacement of old ERP with cloud based new ERP, Digitalization and process workflows of documents etc.



Parveen Kumar Sharma
CTO & Consultant – IT
The Institute of Chartered
Accountants of India

“Our agenda for the financial year is for complete digital transformation and process re-engineering to improve the quality of services to all the stakeholders (Students/ Members/Firms/Statutory agencies). This includes technology refresh, Replacement of old ERP with cloud based new ERP, Digitalization and process workflows of documents etc.”



PULAK TARAFDER
Vice President- IT & CIO
McNally Bharat Engineering
Company

“For any emerging technologies, sometime is required to get it stabilized. It means new technologies which are relevant to our industry, gives us sufficient time before it gets stabilized and hence we have sufficient time to build the skills and framework for adopting the same. Moreover developing skills for all relevant new technologies may not be a good choice for us.”

Digitization extends reach of an organization

Commitment as a Tech Head

We went through the multiple phases. Initially we focused on Operation Excellence. In the next phase we Overhaul Talent, especially leadership quality. In the third phase we concentrate on execution and building the strong Information framework. We initiate innovation then.

Experience Cell

We are little bit choosy in this area. If we feel we need to adopt the new technologies and it is beneficial for us in long run, we often hire expert on that technologies to implement a new sample solutions and in the said process we train our team for the same. People can gain experience and eventually have the chance to become effective technologist. We believe giving people the opportunity to associate themselves with the experts to adopt the new technology and gather knowledge on the subject.

Key Priorities

When we talk about the development of technological strategies, form policies, plan budgets, and manage resources etc., the exceptionally important part, perhaps the most vital role is keeping information on growing technological trends and forming investment priorities in the world of information technology. A well maintained infrastructure, ERP, Project Management tools and Design and Engineering Management solution in place in our organization.

Adaptability to Organizational Changes

Digitization in organization extended the reach of organizations, improve management decisions, and speed-up the development of new products and services. Our Design & Engineering Management, Commercial transactions, Quality Management, Project Management are all digitized and readily available to the right person at right time.

Investment Plans for FY 18-19

Apart from modernizing existing ERP, Project Management and Engineering Management systems and reskilling for technical and soft skills, linking between technological innovation and organizational performance, business alignment, security and business technologies are also our priorities.

‘CIO is well placed to contribute more than any other leader in the organization’

Commitment as a Tech Head

I would like to call CIO as the most contributing C-Level executive rather than most influential as the fact remains that IT is largely a cost center still. Yes, the organizations have woken up in last 2 years especially to the new digital world realities and have started looking up to CIOs to lead their endeavors to become more and more digital to remain relevant in a race to top. Due to visibility to the entire set of macro business processes in the organization and ability to see the big picture in terms of inter departmental dependencies and integration, CIO is well placed to contribute more than any other leader in the organization to overall strategy as well as provide insights on future potential business models.

Key Priorities

We started our “organized” digital journey around 18 months ago and divided the digital maturity levels of group organizations into 5 maturity levels. The initiatives were divided into foundational, distinctive and disruptive categories so that measured efforts are put in each category, based on the existing maturity level as well as desired maturity level of the group company. The prioritized foundational initiatives in companies were like Business Intelligence, ERP enhancement, HR Automation etc. whereas distinctive initiatives included actionable insights from analytics solutions, mobility solutions to engage customers, employees, partners and influencers, moving more workloads on cloud, using chatbots for boosting productivity etc.

Adaptability to Organizational Changes

CIO needs, not only to have vision to run the IT organization but also must ensure execution of projects on time delivering expected business benefits. For this, the IT organization has to be extremely adaptive, agile and business oriented and this is CIO’s big responsibility to architect the infrastructural and application landscape to be modular, scalable and flexible to respond fast to business needs and wishes.

Investment Plans for FY 18-19

Our agenda for the current year is largely about engagement with stakeholders. These stakeholders are our customers, their customers, our employees, partners, shareholders and business influencers. The projects are targeted to engage all these stakeholders in a way that we provide value to each one of them and improve productivity, efficiencies, transparency and collaboration in the process.



Puneesh Lamba
Group CIO
CK Birla Group

“Most evolved organizations have taken the route of Hybrid IT where the key services like the governance, compliance and strategy are kept in-house whereas development, testing and support are outsourced to partners. The benefit that this model provides is that they get access to latest/emerging skills on demand and get service level agreements as an addition. It also provides CIO, time to think, strategize and innovate rather than getting bogged down by operational stuff.”



Raghunath Bal
Head-IT (Systems)
Ahuja Constructions

“In last two years, we have been successfully re-engineering the SAP implementations covering all Business functions and moving the on-premise SAP datacenter to AWS cloud. Currently we are planning to migrate SAP ECC to S/4 Hana migration and switch over the existing CRM application to a new Real-Estate specific Solutions.”

‘Role of a CIO is shifting from an Improver to Influencer to Transformer’

Commitment as a Tech Head

CIOs should earn their rightful place at the Boardroom table. It starts with other C-suite members making room, recognizing the value of CIO insights and moving closer so there’s space for one more chair. But CIOs must also do their part - they must break out of their comfort zones from behind the scenes and move front and center.

When C-suite leaders talk in the boardroom, they discuss key corporate goals such as how to improve sales, generate revenue and maximize customer satisfaction. Little do they realize that the answer to most of those questions lies with IT. This is where CIOs can make the biggest impact - obtaining, curating and then delivering the line-of-business insights derived from real-time user data.

True digital workplace transformation demands a seat for CIOs at the boardroom table. The way CIOs can earn their spot is by talking to the C-level, outlining the broader strategic technology picture and aligning the same with corporate goals and backing this up with actionable employee data.

Experience Cell

I have observed the following most prominent challenges in IT staffing & Skills –

- Difficulty in hiring specialized IT professionals with multidimensional skills
- Convincing senior business management of the value in investing in substantial changes in the IT workforce—design, budget and pay structure on the backdrop of above, we have set up our CoE for Applications with support of external partners & in-house team and periodically providing training & certifications to our internal teams as per their profile & interest.

Adaptability to Organizational Changes

As having a five large scale SAP end-to-end implementation experiences in various organizations, my experiences have created a stronger bond between business and information technology (IT) because of-

- Our internal IT Business analysts can identify, analyze, and model the principal business processes (‘as is’ and ‘to be’) across the enterprise, putting that understanding in context against the goals and trends of the organization
- The IT Team takes action quickly to improve the execution, mapping the assets as services, and integrating the business processes with the underlying infrastructure
- The interaction (parallel or iterative) between business and IT delivers a structure for continuous business improvement.

Digitization to help companies use IT as a Strategic Weapon

Commitment as a Tech Head

In my role with a technology company, I have seen a turbocharged evolution that has hit the role of the Chief Information Officer. In the past 12-18 months, the role of the CIO has quickly been transformed. As technology advances, CIOs are now taking steps to ensure “digital” is communicated to board members.

Key Priorities

With new responsibilities for incorporating digital change into strategy, some CIOs are being recast as “Chief Digital Officers” (CDOs). Traditional responsibilities for overseeing company platforms and systems, while still critical, are gaining powerful added responsibilities under this newly created CDO role. For me digital transformation is to help and make customer experience better, online world have enabled organizations to achieve better, cheaper and faster if we are working with online platforms today.

Adaptability to Organizational Changes

Digitization will help companies to allow and use IT as their strategic weapon and not just about playing a supportive role to decide what laptops you should buy or what are the servers you need to support, IT has a full seeded table with executive team and helps business to achieve business goals.

Digital transformation is the fuel which allows people to really operate at the speed of web and be able to have viable business in an incredible environment. I also see digital transformation is going to be the philosophy of technology, it's the way in which we take ideas embedded in technology and actually implement them in the workplace, in the enterprise so that prosperity is really available to all. It also means that many things are accumulated on top of each other and the biggest part is to listen to your client, listening to what they want. The biggest thing what we see today is that if you are not building on what clients love then you are building it wrong so it's really important to listen to your clients, what they want and serve their needs. It's also about culture, making sure that every single employee from your lowest level to CEO everyone is truly passionate and believes in what digitization is and making sure that once you have all this BIG Data you are empowering every single employee to take every new decision based on this.



Rahil Sayed
Director-IT

Techyard Technologies

“With new responsibilities for incorporating digital change into strategy, some CIOs are being recast as ‘Chief Digital Officers’ (CDOs). Traditional responsibilities for overseeing company platforms and systems, while still critical, are gaining powerful added responsibilities under this newly created CDO role. For me digital transformation is to help and make customer experience better, online world have enabled organizations to achieve better, cheaper and faster if we are working with online platforms today.”

‘Role of a CIO is changing as IT functions become central to business decisions’

Commitment as a Tech Head

In today's knowledge-based economy, the function of the chief information officer is becoming increasingly complex and multi-dimensional. The senior IT executive is responsible for managing and deploying information technology in the pursuit of business objectives. The CIO faces a host of challenges, from overseeing the convergence of technologies to grappling with varied platforms, compliance and, data security along with tight spending budgets. From a legacy perspective, the IT function has been deeply involved in a cost cutting role, mainly because of the expectations of hitting cost efficiency targets.

However, the changing times have ensured better consistency in priorities at the C-level - for effective IT business alignment. This means that the role of the CIO is shifting from the technical business of data processing to a more broadly conceived job of knowledge management.

Experience Cell

Enterprises today are rethinking the skill set associated with the CIO function, including the way in which they use the CIO, the CIO's relation to the senior officers, performance expectations and evaluation process, performance incentives and remuneration. The ideal qualifications for the CIO are changing as the IT function becomes more central to business planning and includes technical qualifications, plus a background in understanding finance, marketing and strategic projects along with business planning. While it is not easy, successfully implementing the transition in the CIO role is the key to the success of organizations today.

Key Priorities

The mission of IT in enterprises is changing; IT strategy and capabilities are becoming more and more closely aligned to the company's business objectives and the predominant role of the CIO is to enable revenue growth. For CIOs, the most important technology objective is to help improve knowledge management as well as respond quickly to market changes. Companies that can successfully manage the transition of the CIO from an information processing function to a knowledge management role have an enormous competitive advantage over those that do not understand and adapt to the demands of a changing business world.



Rajkumar Nair

Deputy General Manager – IT
Kanakia Spaces Realty

“The real payoff will come when companies move beyond isolated IoT projects and take a comprehensive approach, building businesses around these capabilities rather than just using them to cut costs or augment existing products. The challenge before every CIO as we head into 2018 is how to manage and in some cases offload the old stuff, pay down the creeping “technical debt” while freeing up money and people for new and expanded mobile, data analytics, AI, and other modern digital initiatives.”

'CIOs should understand how technology is disrupting the industry'

Commitment as a Tech Head

CIOs today play an active role in business strategy and IT performance to improve on a wide range of functional and business tasks. Technology plays an integral part in all areas of an organization. The CIO has the most complex, broad, and diverse set of responsibilities. This is demonstrated by the need to think to the future in aiding the strategies of every division of the company. CIOs must also help drive the innovation agenda for the company while also focusing on risk mitigation associated with security investments.

Even though few CIOs are only involved in close manner in helping shape the strategic agenda, beyond providing basic services and managing infrastructure, IT functions are extremely effective at a wide range of tasks. The Board should engage CIOs in strategy discussions to deliver business benefits and address the widespread concerns over IT effectiveness.

Experience Cell

Lot of IT leaders indicate that skill shortages are the top concern. The concern center on technical skills like analytics, software development, cyber security and cloud-centric skill, but increasingly, there is concern regarding the paucity of soft skills. A lot of companies are focused on big data and how to gather it and analyze it but the challenge is the right skill. CIOs exhibit the qualities of emotional intelligence in dealing with conflict. They are highly motivated towards up-skilling and re-skilling. They strive to develop forward thinking mindsets. Self-awareness is the key to emotional intelligence.

Key Priorities

We would be focused this year on the agenda stated below –

- CRM enhancement to improve productivity in sales and support channels
- Loyalty program with turning data into a competitive advantage
- Strong Business Analytics and Dashboard tools
- Security
- Big Data



Rajeev Gupta
Group CIO
Airone Aviation Group

“Technology investments represent a growing percentage of corporate spending, and many organization stakeholders expect investments to be aligned with business strategy. Investment strategy increasingly depends on existing technology capabilities, business strategy, and the competitive environment. As CIOs' mandates change from value preservation to value creation, optimizing IT investments has become a top priority for them and their stakeholders.”



Rajeev Khade
Asia plant IT Infrastructure
Adient

“Technology is fast changing and hence to adopt the latest technology more budget needs to be allocated. Unlike Research & Development nowadays Organization are forming a separate cell 'Technology/Innovation' for which separate resources/budgets are allocated. This is very much essential to adopt the new technology in a short of span of time so that business will have a competitive advantage.”

Role of a CIO transforms from an order taker to Business enabler

Commitment as a Tech Head

Over the years the role of CIO has transformed from a mere order taker to a business enabler. With the fast changing technology, the role of CIO is being looked at as a technology advisor and how the latest technology will help business in creating more value addition to create a competitive advantage over the competitors. While doing this it's very important on the part of the CIO that he keeps a watch on the investment that will go into the new technology and ensure a proper return on investment. This will help to contribute to the business strategy and growth.

Experience Cell

Unlike the investment in technology there needs to be an investment to be made in skilling people. As an organization we need to accept the fact that the availability of right skills around the new technologies is going to be a challenge. Organizations need to scale out a road map for the technology growth and how it will benefit the organization. While doing so, it's equally important to define a growth strategy for the skill sets that will be required for the organization in the road to growth. Hiring the right skill sets and empowering them to do more, giving them the confidence that they are going to be the center of excellence and leaders in their respective domains by ensuring them with adequate resource and growth path will go a long way.

Key Priorities

To cope up with industry standards and growing customer demands, the most important priority is how to embrace the changing phase of digitalization, IoT, Industry 4.0 and thus add value to the product that are being delivered to the customers. Also in the process security of crucial information/data that is getting generated in the manufacturing process is very important.

Adaptability to Organizational Changes

To meet the business/customer demands, the IT landscape needs to be dynamic and flexible. IT and business needs to go hand in hand and IT in no case can deviate from the business goals. Information exchange across the extended enterprise is very much required in today's world of digitalization.

‘Our first priority is always to enhance guest experience through technology’

Commitment as a Tech Head

As a Tech Head, I have to ensure that the technology deployed should be relevant to the business. Before moving to a new technology, we try to understand its benefit it brings to our business. Technology is always looked from perspective what business needs and not what the vendor offers. Secondly IT has to be sustainable and at the same time deployable across units. It should also justify ROI in the financial terms, besides enhancing customer experience and increasing the productivity of the employees.

Our first priority always is to enhance the guest experience, because this is entirely from where our bread and butter comes from. What differentiates the Oberoi Group Hotel from any other Hotel chain is the kind of personalized service we provide to guests. The focus is on bringing better technologies into the Rooms, to enhance the guest experience. So we first started with In-Room check-in systems, before moving into in-room tablets and now we are enhancing our technology further so that whenever a guest comes to stay with us, even when she is not at the hotel she can still be in touch with us all the time. It can be as simple as getting the hotel car prepared while S/he is still in a meeting, ordering food or booking the spa and so on.

We are also trying to create technology where we can save power and energy. The second largest cost the hotel industry faces is power and so we plan to implement IoT-enabled systems to save power. The third area where we are bringing technology is in the area of analytics where we can understand our guest better, even before he/she comes to our hotel by looking at his/her social behavior, past experience with our hotel or our competitor hotels, going through the reviews she has posted on social media and so on.

Experience Cell

If you adopt an in-sourcing model, getting a technical skillset and retaining it is always a challenge. Especially since our hotels are located in remote areas, getting good talent and people is a big challenge. But if you are adopting an outsourcing model, you are not just outsourcing technology but also people, so things get managed well then.



Rajesh Chopra
Senior VP – Information
Technology
The Oberoi Group

“In the last few years we have standardized business processes across our units. We are not on AI or machine learning yet, but we have centralized our systems in such a way that deploying a new technology resolves our problem in a much better way. So adaptability has never been a challenge on the business side, but the challenge today is for how long or how best you can stay with the technology.”



Rajesh Batra
VP-IT
Kokilaben Dhirubai Ambani
Hospital

“It is important for C level leaders to bring in the specialist skills and deliver on the new technologies to the enterprise. It is incumbent upon especially CIOs to keep the enterprise competition ready by introducing solutions which allow the marketing folks to play in the market place. Some of the priorities going forward are to drive more online and digitalization and keep the organization nimble and ready.”

‘CIOs should keep the enterprise competition ready in tandem with market trends’

Commitment as a Tech Head

IT today is looked upon as a strategic partner of the business. IT is seen as the ingredient to business growth. As IT people are exposed to various functions of the business, they have detailed knowledge of the function and work with the function to make it work like clockwork. The board today looks at the IT Head as a partner in the corporate journey, thus making the role more interesting. The push for online and digitalization and shifting with the business model becomes easy. Today, if you are not keeping the boards abreast with the latest, you are not helping yourself to be seen as a progressive partner. We are truly living in interesting times.

Experience Cell

The challenge is to get people to do projects in the new technologies as they find it more lucrative to work in the advanced countries. As a result, we as IT leaders have to outsource large projects and make team members responsible for execution and delivery and later support. It not only excites the employee to do the project especially in high visibility projects because they get to learn new technologies.

Adaptability to Organizational Changes

Technology is changing so rapidly that it becomes a challenge to keep the IT landscape agile and dynamic. In fact, you blink and there is more. And then there is Gen Next who are always ready to bridge more technology before you can understand the potential in the enterprise. Not only that, the boards today are asking for more value for the buck. So today's IT leader has to be flexible and dynamic and keep the IT landscape in the same mode.

Investment Plans for FY 18-19

Every enterprise wants to thrive in the competitive business world and IT plays an important role in it. It is considered a strategic partner for a reason. So the IT budget not only requires financial prudence but it should focus on aligning the projects to delivering on enterprise business goals. The technology delivered has to delight the end customer and make their lives easier, if not simple.

'A CIO has to build his own skills while leading his organization into the digital future'

Commitment as a Tech Head

Today the world is changing fast and digital is opening up a whole set of new opportunities. IT is no longer merely an enabler, but it is seen to be driving change. The CIO has to build a culture of change in the organization.

He needs to encourage business teams to explore new ways of doing things and partner with them to drive business growth.

The creative use of technology is absolutely accepted as a differentiator, not just in transforming costs or efficiency, but in improving customer experience and enabling disruptive growth.

Experience Cell

CIOs today need to build their own skills as well as those of their teams while leading their organizations into the digital future. We need to recognize this challenge and plan for the future workforce, building capability internally to drive these digital initiatives. Dual skills are required – the lights have to be kept on and we need skilled resources in emerging and niche areas. Recruitment for strategic/specialist roles and re-skilling of current employees has to be planned. We can partner with enterprises who bring specialist skills in niche technologies. And it is important to create an ecosystem, where enterprises can learn, share and develop together.

Key Priorities

One exciting journey which we have already embarked on is the development of a new customer management system at dealer end to improve life cycle value to customers. The objective is to improve the customer experience to drive business value and maximize the customer acquisition, satisfaction and retention. Another area is IOT; it is not a new phenomenon but what is new is the scale at which it will be done now. Customer Analytics to up-sell and cross-sell is another focus area.

Adaptability to Organizational Changes

In this age of constant change and innovation, we need to ensure that our IT landscape is dynamic and flexible. Agility is critical to the success of the organization and IT systems should be able to quickly adapt to and support the fast changing business scenarios. Customers today, both internal and external, expect integrated systems which seamlessly integrate with each other and exchange information for better productivity and efficiency.



Rajesh Uppal
Executive officer (IT) & CIO
Maruti Suzuki India

“We have already embarked on a journey towards providing enhanced customer experience to drive business growth. We are developing a new customer management system at dealer end to improve life cycle value to customers. It would be omni-channel and includes social integration as well. The objective is to improve the customer experience to drive business value and maximize the customer acquisition, satisfaction and retention.”



Rakesh Vachher
Director IT
APAC Barco

“In our organization the IT priorities are more focused in the areas of Security and Digital Economy requirements. Standardization still is the key in terms of ERPs in various entities across the globe for our organization. Our agenda for 2018 is to focus more in the areas of Security and Digital Economy requirements. Standardization still is the key in terms of ERPs in various entities across the globe for our organization.”

Hybrid model – the best way of resource backfilling

Commitment as a Tech Head

In the new world where technology is changing at a fast pace it's important for a CIO to step up and take lead in the areas which can help augment business growth. It's expected that CIO is going to provide leadership in not only enabling business but also in the acceleration of Business.

Experience Cell

There are challenges in terms of people's skill towards newer technologies. In times of rapid changes where Digitalization is taking the center stage and business models are changing, new technologies are more compelling and security is a greater challenge, it's difficult for any organization to keep the pace in terms of up skilling its resources. In my opinion best way forward is the hybrid model for resource back filling. Organization need to prioritize the core skills and train their internal resources for the same. Non-core skills should be outsourced.

Key Priorities

In our organization the IT priorities are more focused in the areas of Security and Digital Economy requirements. Standardization still is the key in terms of ERPs in various entities across the globe for our organization.

Adaptability to Organizational Changes

There are rapid changes in terms of products and business models. Also there are collaborations in term of merger & acquisitions happening in larger organization. CIO needs to ensure that the landscape is able to embrace the change and platforms are available to jump start the new initiatives. We are following a two tier model wherein tier one landscape is able to provide the stabilization for larger entities and tier two platform is able to provide the agility needed to embrace the change.

Investment Plans for FY 18-19

Our agenda for 2018 is to focus more in the areas of Security and Digital Economy requirements. Standardization still is the key in terms of ERPs in various entities across the globe for our organization.

'The role of a CIO is going to be more challenging in coming times'

Commitment as a Tech Head

The CIO's role in an organization is crucial to embrace and process all information starting from functional and cross functional areas comprising of Business, Client, Employees and Board rooms. In this whole process the CIO also plays a role of a 'Chief Connecting Officer' within the organization and stitches every meaningful information to strategize the right fit solutions for businesses and integrate processes for Employee, Business and Client operations for the organization.

The CIO's role is further going to be challenged as more and more business and functional support leads now are keen to embrace IT language and thereby demand specific IT Solutions.

Experience Cell

Finding the right talent, up skilling and retaining the talent has always been a challenge for the CIOs. In order to find the appropriate solutions and business solutions and to address cost pressure, CIOs are challenged to explore innovative thoughts and new ideas. While in some organizations there are dedicated HR functions to source IT Skill set, the challenge is to upgrade the HR functions IT skill. Ultimately the CIO becomes the HR function who takes the lead from JD creation, recruitment & L&D of resources.

Key Priorities

CIOs are being challenged everyday with new business requirements, diversified needs and above all cost pressure. We too at Quattro have deployed most of the emerging technologies and have further identified many areas to deploy solutions based on the new technologies. Being a "zero tolerant" organization for information security breach, most of our focus, solution and spend will still be based on new technology solution evaluation and deployment to address threats like cyber-attacks.

Adaptability to Organizational Changes

While it is critical to share information among employees across business entities with both internal and external stakeholders, it is a must for organizations to share all relevant Information among its employees through all possible in a secured manner. Given the challenges of BYOD, Consumerisation of IT, Work from Home, Mobile work force, multi-geographic presence and huge demands from stakeholders, CIOs are challenged to address these challenges with extreme caution towards Data Security and access management to Data Access.



R P Rath
CIO

Quattro Global Services

“The Top priorities for us includes cloud adoption, thereby reducing on-premise DC foot-print and reducing Cost by deploying right-sized and right-fit solutions as per business needs. We have taken various decisions to move our core services & platforms and different type of workloads to Cloud across geographies and will continue to work on this, thus ensuring that all potential cloud applications are hosted in the Cloud and not on-prem.”

'Businesses that fail to invest in new technology gets flushed out of competition'

Commitment as a Tech Head

I would say a CIO or CTO plays a very important role in business growth nowadays. Technology is the prime tool for growing any business, making it the most important factor to get it right. Any business that fails to invest in its IT infrastructure becomes inefficient and loses out to competitors; companies that overinvest in the wrong technology can face the same problem.

Experience Cell

This is true that the world is changing and at the same time technology too is changing. But that is what keeps us going. The only way to get with the pace is to learn every day. Some of the values are based on our skills of what we can do in business.

With such a delicate balancing act standing between success and failure, it's clear that chief information officers (CIOs) are incredibly important for growth. Some of the values that we add for business are-

- Creating business value through technology
- Strategic planning of business growth objectives
- Ensuring the tech systems and procedures leading to outcomes in line with business goals

Adaptability to Organizational Changes

Digitization has resulted in the emergence of hybrid IT environments in most companies, in which the applications are located in classic IT systems and different cloud platforms. This is the perfect scenario for the dynamic IT landscape. That's because a flexible IT landscape offers flexible and dynamically scalable IT resources for supporting classic and cloud-based IT, with standardized, pre-configured databases, appropriate middleware and business applications that are available at short notice.

Investment Plans for FY 18-19

For me the below areas will be on priority for the IT budget –

- Cyber security
- Cloud services
- Software
- Big data analytics
- Internet of Things



Ravinder Arora
Head – Information Security
IRIS Software

“Digitization has resulted in the emergence of hybrid IT environments in most companies, in which the applications are located in classic IT systems and different cloud platforms. This is the perfect scenario for the dynamic IT landscape. That's because a flexible IT landscape offers flexible and dynamically scalable IT resources for supporting classic and cloud-based IT, with standardized, pre-configured databases, appropriate middleware and business applications that are available at short notice.”

2018 to see surge in adoption of automated solutions

Experience Cell

2017 will undoubtedly be considered as ‘Year of ransomware’, the year when the global security landscape was forever changed by attacks like WannaCry and Petya. The havoc caused by these attacks reached far beyond the paltry ransom demand. Cyber events like these were a wake-up call to the brave new world of cyber-attacks and how they could reach further into the ‘real world’ than ever before.

But it’s not just ransomware and the threat landscape that have changed. Digital transformation initiatives like the move to the cloud and the increasing convergence of IT and operational technology (OT) have drastically changed networks and expanded responsibilities of security teams tasked with protecting them.

As a result, in 2018 we expect to see a surge in the adoption of automated solutions, particularly for integrated analytical workflows. These can deliver actionable intelligence to security practitioners of what to focus on — such as vulnerabilities posing an imminent threat — what tools are at their disposal to take action and tracking the workflow to ensure tasks are carried out to completion.

Key Priorities

Organizations will need to be sure that they understand and can support the shared responsibility model of the cloud, in that the cloud service provider is responsible for security of the cloud while the organization is responsible for security in the cloud. The assumption that cloud networks are inherently secure needs to be overcome, and security teams need to have the means to understand how traffic moves into, out of and within cloud networks to put the proper security controls in place.

Investment Plans

For India, there are a good number of large infrastructure projects in the pipeline, such as: large scale government sponsored digitization endeavours; the fostering of smart cities; the “Make in India” initiative; new transportation projects (airports and metro railways); the development of electronic cities; and the formation of new banking and finance organizations. These large-scale projects are driving massive growth in India, which in turn will drive growth in managed security services. Growth in these areas will also increase IT and OT (operational technology) network size complexity and lure more targeted attacks.



Ron Davidson
CTO and Vice President, R&D
Skybox Security

“At present, most firms are in a transition phase, with networks made up of a hybrid of physical, virtual and multi-cloud environments. 2018 is set to be the tipping point, as corporate networks become predominantly or entirely virtual or cloud-based. If organizations are aiming for a complete move to the cloud, they need to ensure that security programs are poised to support the approach.”



Sachin Gupta
Sr. Vice President & CIO
Havells

“We are investing into IoT products, and trying to implement technology in most of our products today; so our focus remains on technology and how do we use it to help Havells achieve its vision. That is my motto and that is what I do. As a matter of fact, technology is playing an integral part in helping Havells.”

‘IT is playing a pivotal role in helping Havells grow’

Experience cell

Getting employees for cutting-edge technology is always a challenge, especially when you look for experienced employees for a particular field or technology. So whenever we need any workforce for any of our projects, we pull in contractors for the technologies we are working on, for the term of the project, and then we try to augment their skills to get our employees trained for managing and supporting that technology going forward. So the team we build is a mix of our own employees and contractors, as the project or business demands.

We have created a PMO (Project Management Office) at Havells which focuses on bringing visibility to all the projects. It also tries to ensure that almost 90-95% of the project is completed within the budget and time. So we carefully monitor the projects and accordingly put out a project plan. There are also project managers associated with it. We meet with stakeholders on a monthly basis and talk to them about the health of the projects. We publish weekly reports to ensure that projects start and end at the stipulated time.

IT – a business enabler

I never consider IT as a cost center. I have always looked at IT as a business enabler. From that perspective, it is my responsibility as a CIO to work with the business stakeholders, understand the priority and make sure that with the use of technology I am enabling the business of my company to achieve its goals. There are two things that we do in IT – we help increase revenue and decrease costs.

There is a lot of focus now for investing in IT. For example, we at Havells as well as our products are focused heavily on technology. To me, the role of an investment officer is to see that the money that he/she has at his/her disposal is invested carefully and wisely and find out if a RoI is achieved on that investment. Because the organization trusts you with the money, an IT or a business stakeholder must see that the money gets invested in the area that will help the organization to grow.

'A CIO needs to understand business as any CEO or Managing Director'

Technology is the prime tool for growing any business, making it the most important factor to get right. Any business that fails to invest in its IT infrastructure becomes inefficient and loses out to competitors; companies that overinvest in the wrong tech can face the same problem.

A CIO's role has drastically changed, thanks to the role technology is playing in the digitization of businesses today. It's no longer enough to understand the how, when, why and where information is disseminated throughout the organization, but now CIOs need to understand the business as any CEO or Managing Director would, which is - interacting with visionaries across the business and driving a smart digital agenda. Technology will always be the foundation, but now business has to be the mind-set.

And my take will be to move on the digital era like –

- Build partnerships across the business
- Become a business advisor, not just a technical one
- Evangelize: communicate your vision to the wider organization
- Developing a customer-first mentality

Experience cell

It is important for the CIO to be involved at all levels of the company. Employees and managers often dictate modern business IT needs, but choosing the right systems and implementing them correctly is down to the CIO. The goal is effective and efficient distribution of technology, which is something that only a highly capable and business-orientated CIO can deliver.

For companies where CIOs are deeply involved in strategy, IT effectiveness is much higher than in businesses where CIOs have less involvement.

Around the world, the pattern is repeated, and it's clear that CIOs have to work more closely with the CEO or Managing Body to continue growth. Primarily, CIOs feel that many companies have underinvested in IT, with many treating it as a business commodity rather than a business enabler. Attitudes need to evolve, with the CIO driving the change and pushing home the need to invest in the right technology. It's the CIO's job to show how new technology can help develop a company and achieve growth, by staying ahead of the competition. Along with this, CIOs need to be able to make a case for not just buying the cheapest solution, but to buy technology that can address an organization's needs both now and in the future.

In all cases, CIOs expect to spend an increased budget on technology, but spend this extra money to help revenue growth rather than simply running IT functions.

Key Priorities

Many CIOs feel that they work in a company that doesn't understand how technology can contribute to business growth. Board level executives and managers need to listen to the CIO, who should be seen as a business leader and can plan how technological improvement can benefit the company.

It is then part of the CIO's job to push digital understanding throughout the company so that all staff buy into new ways of working.

Outdated legacy systems are another big headache for CIOs. For many businesses, legacy systems were a huge investment, and there's reluctance to upgrade or change until this money has been recouped. But failure to upgrade to more flexible services can hamper an organization, making it less efficient and able to deal with change.

Of everything, the one issue that sticks out for a lot of CIOs is their lack of involvement in strategic business discussions and decisions. No longer is the CIO just in charge of running existing infrastructure, but their IT knowledge and business acumen make them ideally placed to help achieve a company's strategic goals.

Investment Plans for FY 18-19

My agenda would be "in-short" preparing my company for the future.

• Get strategy in shape

As CIO I must be 24*7 on about what's next for digital. How can digital enable an organization to drive revenue and create results through innovation or new products, processes and experiences? "Going digital" has transcended being a lever for IT efficacy. Digital is a growth enabler, and myself are in charge of figuring out how to unleash digital power to fuel that growth.

• Collapse internal and external boundaries

The divisions within a company are no longer rigid, thanks to the fluidity that IT enables. I must continue to increase effective collaboration across the business and IT, with greater integration across the enterprise and the sharing of both financial and human resources.

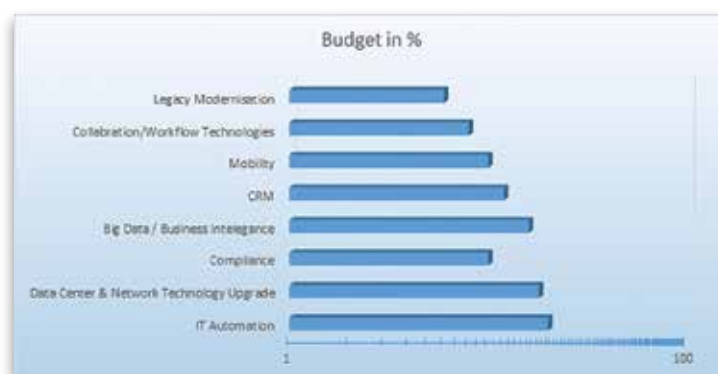
• Advance the operating model

The ever-changing competitive environment and evolving customer expectations are rapidly reshaping the way companies deliver value. The operating model can foster the necessary agility to enable a company to adapt to changing circumstances, invest in innovation and fuel sustainable growth.



Sachin Lokhande
VP- Information Technology
Pay Point India Network

“My agenda would be “in-short” preparing my company for the future. Indeed, 2017-18 was a busy year for me. But 2018-19 now lies ahead as a year of opportunity as a CIO with my organization to deliver the solutions for secure our digital future.”



ACTION AREA	BUDGET IN %
IT AUTOMATION	20
DATA CENTRE & NETWORK TECHNOLOGY UPGRADE	18
COMPLIANCE	10
BIG DATA / BUSINESS INTELEGANCE	16
CRM	12
MOBILITY	10
COLLABORATION/WORKFLOW TECHNOLOGIES	8
LEGACY MODERNISATION	6

• Redesign the IT workforce

To maximize IT talent and meet digital needs of the future, changes to roles and responsibilities must be considered. IT is evolving beyond managing programs and developing software to integrate hybrid IT capabilities (legacy and cloud) into business-relevant services.

• Become the 'conductor' of innovation

I need to remain relevant by orchestrating and participating in innovation across the business.

“It is imperative that organizations identify knowledge gaps in critical areas”

Experience Cell

It is true that most of the organizations are facing the challenges on Skill gaps around new and emerging technologies. Corporate results are negatively impacted due to lack of knowledge of employees about the latest trends. When things go wrong, it can be all too easy for an employee to plead knowledge gap. It is imperative that organizations identify knowledge gaps, particularly in critical areas.

Another biggest problem companies will have is “Succession Planning”. Organization should have mixed kind of workforces so that experienced can be transferred into reality. Reverse mentoring (older executives paired with younger employees on topics such as social media, new trends etc) is the best way to close the knowledge gap and also will curb the generation conflict between older & younger employees.

Key Priorities

Our IT priorities are to build capabilities for “Digital Adoption” across organization which include enterprise wide migration to applications moderation into next generation applications, adoption of Office Automation Tools like Collaborative Robots, Drone, Machine Learning, Deep Learning and ChatBot etc.

One of the key priority moving towards information centric organization by leveraging the analytics and dashboards to mine the knowledge from more than 18 year’s data lake. We are planning to invest for connected smart battery through IoT sensor, connected smart digital factories, Manufacturing Execution Systems (MES) and control production in real time, enhancing efficiency, manufacturing flexibility and Asset utilization. To get the most benefit, these systems need to be integrated with our back-end ERP systems, that enables company to digitize not just internal processes but across the entire supply chain as well.

Adaptability to Organizational Changes

In-house managed data centres are unable to provide the quick response to business requirements. Moving towards IaaS and SaaS are the best option which in turn links with the cloud. Whereas, I believe - “Cloud is inborn insecure” and never be used to store sensitive data as there is no absolute guarantee as to who has access to this data. On the other hand, to extract knowledge, it is essential to marry between in-house data and cloud data. Public cloud has another limitation that near ZERO customizations. Business has to adopt so called standard best practice business processes.



Sandip Pradhan
Chief - IT
Exide

“A micro segment is defined as that exact part of the general buying category that triggers the purchasing decision—not the category itself. Going forward, organizations will need to know their micro segments, and their supply chains must be able to effectively service them based on the business strategy. To put it another way, adopt a B2C (business to consumer) mindset even if operation is predominantly B2B (business to business).”



Sanjay Gahlod
GM Systems & IT
Oriental Rubber

“I am trying to make my existing system robust, implemented SAP, inching towards maturity and exploring all other SAP feature. We have also implemented SAP EXIM last year and saved lot of time in logistic; it is a very smooth and error free invoicing process.”

Frequent technology change leads to third party reliability

Commitment as a Tech Head

We should always think about our business how IT can help towards its growth and we should be ready for any new technological development which can take our business to the next level.

Experience Cell

Technologies are changing every day and getting an in house expert in each technology is very difficult. Moreover, learning about technology is not so simple, so we have to rely on third party.

Key Priorities

The key priorities of our organization are SMART Industries 4.0, FIORI, Bar-coding.

Adaptability to Organizational Changes

It totally depends upon how your setup is, if everything is on premise then changing technology is a bit difficult. In India cloud technology is still in its testing phase. People are not willing to share their data on cloud.

Investment Plans for FY 18-19

I am trying to make my existing system robust, implemented SAP, inching towards maturity and exploring all other SAP feature. We have also implemented SAP EXIM last year and saved lot of time in logistics; it is a very smooth and error free invoicing process.



Sanjay Mahajan
CIO
Satin Creditcare

“Choosing the right resource with critical people skills will always be the key enabler to success. With this fast paced technology enabling disruption, skills and knowledge required over the next decade will hardly have resemblance to the skills and knowledge we have today; so all of us need to learn, unlearn and relearn to stay relevant. The challenges of digital business are real and as CIOs must change the game. While recruiting resources, technical skills are important.”

‘CIOs are the real game changers in the digital transformation journey’

Commitment as a Tech Head

I think that every CIO today needs the flexibility to work with new business models, be open to try new ideas and be able to take on feedback. Based on my experience with our customers, I have seen how the role of the CIO has changed as they lead and transform their organizations into the digital future. The innovative use of technology is absolutely accepted as a differentiator, not just in transforming bottom/top line or efficiency, but also in improving customer experience and enabling disruptive growth.

Experience Cell

Focusing on leadership and people skills have always been my top most priority throughout my career as there is no substitute to having a bunch of well stitched motivated people. We give a lot of importance to critical people skills like communication, attitude, adaptability, ability to comprehend business problems, innovative thought process and customer centric approach beyond the technical skill sets required for senior level technology leaders.

Adaptability to Organizational Changes

Our digital journey started around year and a half back and we have successfully implemented a Game Changing technology for our business. One of our key deliverables was to choose the right fit technology for our business and thus we decided on a Buy vs. Build strategy i.e. buying already established off the shelf industry standard product versus building an in-house developed product from scratch & building consensus across cross functional stakeholders.

We adapted to the Build Strategy, completed the development cycle in record 7 months, invested heavily on Infra, rolled out last mile technology in 3 months across 700+ branches in our MFI business, training & building capability of 6000+ workforce & managing the impact of organization changes effectively.

SATIN being an NBFC has taken a big leap in the digital journey to step change business transformation with the intent to maximize our reach to financially excluded population at the bottom of the pyramid and help them enhance their livelihood.

One of our key growth enabler “Strategic Initiative” has been to introduce robust Digital technology touching last mile that helps to overcome the challenges of intense competition, increase productivity, reduced margins by creating a unique competitive advantage thus helping us improve profitability.

Businesses increasing adoption of Cloud technology

Commitment as a Tech Head

CIO has to be flexible to work with business and we have to get aligned with models they adopt. We work very closely with our clients and internal business stake holders to meet their expectation.

Adoption of cloud has increased very rapidly and most of business leaders are looking for cloud technology. The one of biggest challenge we face in terms of ensuring that all security controls and necessary ISO certifications are in place along with Disaster site.

Key Priorities

The key priorities are:

- Explore and implement Virtual Desktop technology
- Streamline cloud backup strategy and solution globally
- Strengthen Information Security controls and awareness

Adaptability to Organizational Changes

Keeping up with changes in technology is no walk in the garden. Technology is getting so complex that it's becoming difficult for humans to manage on their own. This is where machine learning comes in, that can help and manage IT in ways people alone cannot.

- Be optimistic even though we may not currently happy
- Upgrade and learn new skills
- Over communicate with business and co-workers
- Getting ahead of disruption

Investment Plans for FY 18-19

Today, every corporate wants to retain the existing clients and add new clients every year. Agenda for current year.

- Improve productivity and efficiency using existing tools and technology
- Technology Refresh – Security and Network devices
- Implement Hyper-converged technology
- Implementing redundancy across critical core IT Infrastructures to minimize the business impact.



Sanjeev Jain
Chief Information Officer
Integreon

“It is not an easy task to build internal technical skills in all latest emerging technologies. One has to choose right technology partner to upgrade skills of each and every individual. Integreon being global company we have cross utilization of resources across all locations. Our technology partners also conduct regular training for team to certify that we are up to date with upcoming technologies.”



Sanjeev Kumar
Director & CIO
Apon India

“We keep enough budget for bringing in skills / upgrading skills in our company. 25% of our revenue is allocated to R&D and research or you may say to continuously refresh tech insights. It makes us special in terms of our teams’ capabilities with upgraded technology we adopt. It precipitates into acceptable value proposition for all the functions within the business.”

Organizations with bi-modal IT management strategy to survive with profitability

Commitment as a Tech Head

The key mantra is - keep reshuffling, stirring and changing everything with well-planned frequencies and time all actions well. Results will be inevitable for business. Even skill sets or people should be brought in from outside to freshen up or fire-up creativity drive. We mix 20% skills as mirror from outside to reflect with, could be for short term or long terms say a couple of years to brainstorm and figure-out actionable points. It works for us so well.

Experience Cell

IT Heads and CIOs or I must say CEO or Board are still very slow in adapting to bi-modal IT management concepts. In this, the one arm of IT team is engaged in keeping lights on where as external consultants are engaged to drive / formulate strategy, creativity and innovation in the organization to reinforce all functional teams within the company that create value all round that too very quick, magical and measurable. Organizations that have gone for bi-modal IT management are the gainers and will survive with profitability. We have started practicing bi-modal IT management in our organization.

Adaptability to Organizational Changes

Things have already become complex, it is very difficult to manage everything in-house. It can't be purely vendor driven either. We need vendor agnostic specialists to influence and guide on this strategy and decisions. We have started doing it by engaging small group of agile flexible people from smaller organizations.

Investment Plans for FY 18-19

For us IT is business, we do and initiate everything for business and measure success on its direct plus side impact on business. IT security, network optimization, tactical leverage of cloud and mobility, extended enterprise with improved CX, UX, EX with deep engrained analytics into processes are our priorities. Just upgrading or chasing technical upgrades in all the areas does not bear fruit for business that we have seen. Every technology upgrade gives us an opportunity to look into things from absolute reference say ground up that we must do without any failure.

CIOs – The Enablers of Businesses

Commitment as a Tech Head

I absolutely agree with the fact that CIOs in today's world are catalyst between the businesses. With the emergence of Digital business lines for each traditional business, the business models are changing and CIOs are playing and going to play an important role over there. Some of us brought those digital transformations which turned around the business and some CIO heading the new line of businesses. Times are changing and IT and CIO is no longer remained a support role, it's now business enabler's role, or head of the business role itself.

Experience Cell

With lots of new technologies to enable the business coming in to picture, it's a true fact that it's difficult to find the talent nowadays. Any Digital transformation today has its phases and planning. Use those phases to train people and adapt new technologies. Some of them will definitely pickup and will come up to mark what we need. That's why I always say in lots of forums, digital adaptations and transformations have to be planned properly, so that end users as well as the one who is implementing both gets benefit from the reformations meant for.

Adaptability to Organizational Changes

Today world is moving towards an app driven economy. We see sudden volume up downs and your backend infrastructure needs to support that. The infrastructure needs to be very agile and flexible. More on that there is immense competition, the time to market for any new idea and product is almost near nil today. That means your infrastructure should be scalable without losing any time to launch new product.

Investment Plans for FY 18-19

All technology transformation has to be aligned to business. The objective is to adapt them to enhance business, increased revenue, and best time to market new products. Of course, there is traditional IT infrastructure to support the base line, but in my case, majority of my budget allocation goes into R & D, adaptation of new tech to enhance my business as a business enabler, mainly end user experience, minimum cost maximum service, new business ideas based on technology adapted and lastly direct revenue contribution.



Sayed Peerzade
Group CIO
Reliance Big Entertainment,
Reliance Group

“I have brought transformation for many years in this Industry. Being an early mover, I have adapted cloud when everyone is talking about it. Since CIOs today are part of business, adaptation of new technologies as per business need is reality. My priority being in B2C business is always customer satisfaction, I bring all those changes which is needed to achieve this. Second is business intelligence, Generate and mine Data, to make think organization on data driven decision making rather than taking calls on guts basis.”



Shailendra Gupta
CTO
Recharge It Now

“We do not have ready / potentially ready skills available in-house, in the area of emerging technologies. However, the business cannot wait until the capability gets built in-house and hence we have taken balanced approach by involving skilled and trusted partners to start the adoption of emerging technologies and simultaneously creating a charter to develop the skill in-house through re-skilling program or new hiring.”

CIOs must justify the RoI while adopting new technology

Commitment as a Tech Head

CIO needs to act as a business enabler and catalyst. He / she needs to think as a business leader and chart strategy (new revenue stream etc.) for the business growth, through effective use of available resources and adoption of emerging technologies. A CIO needs to clearly establish RoI / tangible business outcome in his / her proposal to adopt a new technology oriented strategy however there will be situation when RoI gestation period is high but, proposal is still moved /adopted for user experience or for brand building perspective.

Experience Cell

It is true that we do not have ready / potentially ready skills available in-house, in the area of emerging technologies. However, the business cannot wait until the capability gets built in-house and hence we have taken balanced approach by involving skilled and trusted partners to start the adoption of emerging technologies and simultaneously creating a charter to develop the skill in-house through re-skilling program or new hiring. Further, we build in-house capability only in a situation when the new technology is part of core function and critical from risk / compliance perspective otherwise we completely outsource to a reliable and skilled partner, in all other situations.

Key Priorities

The Key priorities are:

- Making efficient use of big data and AI for improving customer experience, designing new revenue streams and fraud preventions.
- Automating manual processes to drive the efficiency.

Investment Plans for FY 18-19

The budget is broadly divided in to three categories namely

- Business As Usual / keep the light on,
- Expansion / Tech refresh
- Transformation which includes adoption of new technologies and cloud adoption/migration.

While first and second eats significant portion (approx. 70%) of the budget but allocation for third i.e. transformation is growing YoY basis.

Machine Learning, AI and Big Data become important skills in the business

Commitment as a Tech Head

In the digital era, any company can disrupt your line of business, even if their core business has nothing to do yours. Message is don't wait, get going. CIO must react quickly to use new technologies to benefit business strategy and growth and by introducing collaboration tools and self-service portals to reduce human capital costs.

Experience Cell

Finding the appropriate talent is the biggest challenge for technology head. Over the last few years. We have seen the massive growth of new technologies. Such as Machine Learning, Artificial Intelligence, Big data & Cloud computing etc, now become important skills in the business. As a result, more business face an IT skills gap for shortfall between the supplies of qualified IT Professionals. Business won't stop. We must bridge the IT skills gap while operating at full speed.

Key Priorities

In the year 2018, there are multiple IT priorities but majorly, risk management and cyber security is the key priorities for CIO. As volume of cyber breaches going up and, organizations lose millions of dollars to recover from a cyber-attack and suffer damaged reputations. To proactively address these cyber threats, CIO need to continuously monitor potential cyber risk and develop strategies on a continual basis.

Adaptability to Organizational Changes

As CIO we take an architectural approach in to automation. This puts processes and systems first by consolidating and coordinating silos of automation within a single framework. IT automation doing more with less. By reducing time spent on repetitive tasks, the risk of error is minimized and there is more time for IT to focus on mission-critical work.

Investment Plans for FY 18-19

1. Risk management and cyber security
2. Internet of Things (IoT)
3. Artificial Intelligence
4. Cloud computing



Shailendra Choudhary
Vice President & Head-I.T.
Interarch Building Products

“In the year 2018, there are multiple IT priorities but majorly, risk management and cyber security is the key priorities for CIO. As volume of cyber breaches going up and, organizations lose millions of dollars to recover from a cyber-attack and suffer damaged reputations. To proactively address these cyber threats, CIO need to continuously monitor potential cyber risk and develop strategies on a continual basis.”



Shiv Shankar Datta
Head – Information &
Communication Technology
FCA India Automobiles

“The target for any CIO/CTO is to have an IT landscape that is dynamic and flexible, but ideally it is not always 100% possible. Whatever you implement today will become the legacy in future. Then there are deliberate rigidity from some technology providers not to integrate with other brands, although this is much sorted now as almost every provider has realized the strength or business compulsion of providing interoperability.”

‘Behavioural skillsets and not technical skillsets should go into a team’

Commitment as a Tech Head

In my opinion, CIO/CTO is not the “most influential” but one of the important influencer in the decision making, especially for enabling the long term business strategy and growth. The CIO/CTO can contribute more with innovative ideas for the smoother, faster & proper execution of the set strategy. For instance, for reaching out to the new customers, technology can be used innovatively to connect to the targeted prospect customers around the time when those prospect customers are looking for the product/solution.

Experience Cell

It’s true that the technology landscape and its scope is changing much faster than it used to be in the past. Also this rate of change is going to be even faster. However the knowledge and information availability and accessibility has also changed drastically now, it’s now available anywhere and anytime. So skill acquiring is not an issue. What requires are human behavioural aspects like proactive, dynamism, interest, persistence etc. which are always the same. My take is – one should see these behavioural skill sets more than the technical skillset while forming the team. Once this is in place, rapidly changing technology landscape will not be an issue but an opportunity.

Key Priorities

I believe, experienced CIO/CTOs do not bring much skill set in latest technology but they bring in the ability in understanding the technology capability and leveraging the same for business benefit. Our various technology partners and technology publications also play a major role in spreading the awareness about different technologies. In our case, we are concentrating on next level of digital upgrade, dashboard and analytics capabilities.

Investment Plans for FY 18-19

If you look at the landscape in the organization, once you have the basic operation system (ERP) in place, most of your concentration and budget goes into the area about how you can help the business growth by winning, securing and retaining customers. This is the area which helps the organization instantly.



Sourabh Tiwari
CIO/IT - Head,
Overseas Infrastructure Alliance
(India)

“We are planning for Cloud computing, IoT and Mobility. We target to utilize benefit of IoT, AI and Cloud Infrastructure; this may save OPEX in many situations and reduce overall IT budget by 30-40%”

‘CIOs must ensure to create value through Technology’

Commitment as a Tech Head

A CIO needs to play a vital role while involving in business. The commitments are:

- Create business value through technology
- Strategic planning of business growth objectives
- Ensuring the tech systems and procedures lead to outcomes in line with business goals

Experience Cell

IT is a drastic evolving field and a CIO needs to explore our resources on below -

- Skill assessment and development
- Positive attitude
- Knowledge and Expertise

Key Priorities

We are planning for Cloud computing, IoT and Mobility.

Adaptability to Organizational Changes

IT SOPs, Policy and Procedures need to be robust for all new development/changes.

Investment Plans for FY 18-19

We target to utilize benefit of IoT, AI and Cloud Infrastructure; this may save OPEX in many situations and reduce overall IT budget by 30-40%.

‘Skill upgradation of resources is crucial for business’

Commitment as a Tech Head

I believe in limitless possibilities that technology brings to the human world, nurturing those capabilities and harnessing the IT potential in sync with the global trends is something I am striving for each day. I vouch for experiential learning that drives me to explore and grow ahead of the stereotypical roles attached to the title of a CIO. In today’s world a CIO is a game changer who possesses no limitations in terms of experimenting, implementing and designing unique approaches.

The firm’s initiatives in AI and ML have also been recognized across various platforms that set us on the trajectory of pioneering innovations and firsts- which the firm is widely known for, globally.

Experience Cell

Imagination is innovation, if we can imagine, we can create...if we can re-imagine, we can recreate. The power of imagining energized with continuous learning is a way to go.

Most importantly, to be future ready it is important to hire people with an analytical and creative bent of mind with traits of self-sustainability-that highly self-motivated people inherit to generate interest, educate themselves, innovate, reimagine, reinvent and implement strategies that infuse business with technology and meet other strategic objectives.

Key Priorities

Our priority involves six key aspects that leads to formulation of our core/focused digital strategy.

Making business Digital- we can look at our history of business houses which took so long to be at the helm and then suddenly going down to the mere fact that they did not think the digital way or reaching out to the maximum number of user’s.

Digital Transformation- Clients today will pay or invest only if a product will deliver insights apart from the service.

Digital Economy – The digital economy is more than three trillion dollars today and any “Value” driven by or from data will be a part of digital economy.

Digital Marketing – This can be done by harnessing the power of internet/digital space to create visibility for your organizations products and services.

Digital Learning - Leveraging the power of e-learning overcoming time constraints and financials involved.

Digital Health- The impact of cloud, mobility and collaboration, and data analytics are changing the way technology supports business and its growth.



Subroto Panda

CIO - CTO

Anand & Anand

“ Present technological trends are just like a star filled night sky, you just cannot count the number of stars that makes this world shine. Most importantly, to be future ready it is important to hire people with an analytical and creative bent of mind with traits of self-sustainability-that highly self-motivated people inherit to generate interest, educate themselves, innovate, reimagine, reinvent and implement strategies that infuse business with technology and meet other strategic objectives.”



Sumit Singh

CIO

Wockhardt Hospitals

“ We at Wockhardt have been using HMIS quite extensively for over dozen years. Hence, to capitalize on the data we already have, we have started quite a few initiatives in the space of Big Data Analytics paired with AI techniques and BI applications. Currently we are looking into the clinical data to use AI/BI techniques so that we could improve on various segments in our interactions with our existing and past patients.”

‘Wockhardt focusing on implementing AI and BI technology in Clinical data’

Commitment as a Tech Head

The role of a CIO has moved from the back office and rather taken a central role for execution for some of the most critical goals of the organization. The pace of consumerization and innovation in the Information Technology space has only hastened with each passing year. This has both increased expectations and interactions of the CIO with other C-level colleagues, which has resulted in him having a wide view of the business landscape.

Experience Cell

What we have done at Wockhardt is to stay with proven solutions and then ensure the associates are provided learning opportunities; formal as well as time to play in sand box environment to try out small POC and demonstration projects themselves. Further, the CIO has to collaborate with vendor partners as well; who bring some expertise where internal skills fall short. Finally, I would suggest, that skills for bleeding or leading edge technology would always be in short supply, so keep away from them for your core operations till it gets more mainstream traction and acceptability.

Adaptability to Organizational Changes

As the CIO has transitioned from the back office, not only he has to be well aligned with the upcoming plans, this insight has required him to have a nimble operation so as to be a true enabler if not be the leader of this change. Due to this, appropriate choices of IT investment are required. Knowing this, the vendor partners have also taken cognizance to be able to support this form of dynamic IT need and environment.

Investment Plans for FY 18-19

Healthcare is a very competitive space and while coming out doing well at the end of hospitalization is an expectation for the patients, the differentiator is going to be the experience not just for the patient before, during and after the stay, but also the care providers and our own associates. Given that, besides AI/BI, we are looking in to numerous user interaction interfaces and hence the technology stack behind them in the new FY.

'IoT, AI and BI – The requirements of Business Growth'

Commitment as a Tech Head

In new business model, CIO/CTO plays an important role in the growth of the business, with the competitive market, the data and information are vital. The CIO and CTO not only know the IT and related technology, but should understand the business language, terminology and business operations too. You need to communicate with them in operational efficiency, financial impact, P&L and various other factors affecting the cash-flow and financial health of the company.

The deployed technological solution will work with minimal operational intervention, flexibility in working environment with mobility options. The TCO should be minimal and break-even will be faster and ROI will be achieved in short period depending upon the project or product life cycle. The IoT, AI automation and business intelligence are the new requirement of business and get the results for business growth.

Experience Cell

The technologies are changing very rapidly and a lot happening is going on in technology fronts with various up-gradations at the hardware and new features in the software with advanced technologies. The rapid changes in technologies need our human resources to be upgraded well too.

We are accepting this challenge and grooming our in-house team in upgrading their skill sets. We are conducting training with external sources to train our team to upgrade with the latest technologies. These training are helping our team and all of us to cope up with the challenge and giving some other benefits to the organization in retaining the talents.

Key Priorities

The CIOs/CTOs plays vital role in an enterprise to bring in best resources in special skills with potential in learning, upgrading the skills too and help in implementing the new technologies for the growth of the organization. To bring up new technologies are also important and critical and CIOs/CTOs play a bigger role.

Adaptability to Organizational Changes

In the new deployed solution, various advanced tools and application are available; the hardware devices are interfaced with application and data communication happening across the enterprise at various levels. The various tools and applications are compatible to hardware and data communication to be happened.



Sunil K Sonare
GM and Head IT
Sadhav Engineering

“We have been implementing various solutions for project management, monitoring and controlling which includes surveillance system, unified communication system with Polycom VC System deployment. The NMS and various other tools are in process of deployment. We are having some most important priorities and plan to deploy the IT Security tools, Hyper Conversion System, Network Monitoring Tools and IoT based solutions for the business productivity of our construction equipment fleet.”



Sunil Kumar
CTO
Mynd Solutions

“It is extremely important to keep the customers and potential customers engaged. We have recently deployed a blockchain platform. We are working on deploying chat bots on our platforms. Also, we are working on Robotics Process Automation and would be deploying it soon in our environment. Continuous work is also going on in improving security levels for our applications and IT infrastructure.”

'An IT team should have people with broad understanding of the technology'

Commitment as a Tech Head

A CIO/CTO today has to be completely aware of the latest emerging technologies and needs to continue to guide the organization towards adoption of these technologies for the benefit of business.

Today, the demands of the end customers are completely different from what it used to be a few years ago, irrespective of the industry the organization caters to. The customer has to be kept engaged, with the needs and information about products and services available at her/his convenience. The customer expects anyone he talks in the organization to be aware of the details of the services or products she/he is consuming from the organization. A CIO needs to enable the organization to achieve all of the above from a customer perspective, in addition to ensuring continuous efficiency of internal operations by bringing in automation wherever the work is being done manually.

Experience Cell

Instead of looking for people with “a skill”, it is important to look for people with broad understanding of technology, having the right attitude and the right SQ (Social Quotient). I am sure, we have enough number of good people available in India and if we can choose people with these attributes, and we guide them right, we can build excellent teams. If we talk of the IT industry, there is no rocket science in any technology and I believe everything can be learnt, and that is how we have built one of the most wonderful team.

Adaptability to Organizational Changes

It is eminent to build open and component based systems in today's age. Each component must do a small task and expose this as a service to other components within the landscape. For example: GST calculation could be one common component which could be used by accounts payable, accounts receivables, vendor portal, compliance and other systems within the organization. This kind of a component based architecture, an orchestrator like a BPM engine and an Enterprise Service Bus are things that every medium organization must have to keep itself agile and quickly adapt to the changes.

'My Firm strongly believes in harnessing the Digital Power'

Commitment as a Tech Head

The business environment is fast changing and organizations need to change with the same and evolve new business models. Role of Information Technology in the current scenario is more crucial than ever before as Partner to Business and recommend efficient and cost effective technology solutions to execute business strategy and contribute to the growth of the firm. Another important role which IT plays is to ensure security of the business information as that is crucial to the survival of the firm.

Experience Cell

In our business, People are the most important asset. We encourage our people to acquire latest IT skills available in the market place, which are relevant for our environment and our strategy. We add specialist resources to the team, skills for which are not present. We also have an excellent work environment encouraging people to stay with the firm for long.

Key Priorities

Our firm strongly believes in harnessing the power of Digital for business strategy execution and enabling growth. Our key IT priorities are continuing the Digital transformation journey and investing in Digital technologies to achieve business objectives. Some of the key initiatives planned this year are Data Lake driven Analytics and Mobile Apps for clients and our people.

Adaptability to Organizational Changes

The current business environment is highly dynamic and needs an IT environment which can adapt to those fast changes. Business benefits can be gained by collaborating with clients and vendors and therefore the IT environment should not only be dynamic, it should be flexible too. Cloud computing has been instrumental in making IT environments flexible.

Investment Plans for FY 18-19

The IT strategy of any organization has to be tightly aligned to the Business strategy. Customers are at center stage of the Business strategy. Our primary agenda during the current financial year is to enhance customer experience and transform the same from 'Good' to 'Superlative'. We have planned specific business IT projects to enhance customer experience, including mobile apps and portal for their engagement, thought leadership, reports and newsletters.



Suresh Kumar
Partner & CIO

Grant Thornton India

“Our firm strongly believes in harnessing the power of Digital for business strategy execution and enabling growth. Our key IT priorities are continuing the Digital transformation journey and investing in Digital technologies to achieve business objectives. Some of the key initiatives planned this year are Data Lake driven Analytics and Mobile Apps for clients and our people. We now plan to create mobile app for every business applications as most of our users are mobile.”



Syed Kadam Murshed
General Manager – IT
Medica Group of Hospitals

“Over the last few years, the concept of “digital enterprise” has exploded. CIOs and other technology leaders have to play a more meaningful role in shaping up any business strategy today. A CIO should innovate and implement technology solution on time not only just buying the cheapest solution, but also to buy technology that can address an organization's current and future goals.”

'Digitization provides both a challenge and an opportunity for CIOs today'

Commitment as a Tech Head

In this fast changing business landscape, a company may try to build and rebuild new lines or models, shift or enhance product-service portfolio, change the go-to-market strategy, accommodate their overall direction with fewer hierarchies, develop entirely new skill sets, lesser or higher command and control on business processes. At the same time the C-Level Executives target better agility all over the organization to operate. The whole set of components for such huge transformation is complex and should be configurable according to business needs. Such business transformation needs continuous adoption of digitally enabled processes. Today Business Transformation is synonymous to Digital Transformation. It is not just businesses those are being transformed, technology actually is empowering people and organization to do so. It is also important for the CIO to get involved at all levels of business discussions.

Experience Cell

As digitization becomes a competitive advantage, it presents both a challenge and an opportunity for the modern CIO. In respect to keeping up with the evolving security landscape, being enabled with Social-Mobility-Analytics-Cloud-IoT etc, retaining proper technical and soft skills is getting difficult.

Areas of practice that once seemed impossible to digitize are fundamentally changing because of the impacts of AI, IoT capabilities and big data analytics, which have many potentially positive implications for society. Furthermore, HR departments are playing a vital role in both initiating new employees and building up efficient human capital from existing pool.

Adaptability to Organizational Changes

From the printing press to smart-phones, technology has empowered us in phases. But this time, we are using it differently. If we compare the technology we use today with that of just a few years ago, it's increasingly interactive. Advanced technology is now even capable of learning. We have also embedded humanity into the technology by empowering customers.

The concept of extended enterprise is enabling the world to exchange information beyond boundaries of the organization. By coordinating and integrating supply-value chain activities this will deliver mutual benefits to corporates and customers. This revolutionary extension will help us to intergrate technology into people's lives.

‘CIOs must work closely with businesses on success metrics’

Commitment as a Tech Head

Today, any enterprise strive to do three things simultaneously, sustain existing products and services, improve them and introduce new ones, which can be labelled as three activities “Run”, “Grow” and “Transform”. CIOs require to give the business a competitive advantage. CIO and his team must work closely with businesses with success metrics.

One has to discover the Enterprise anatomy with respective stakeholders/functions to overcome the existing disorders/gaps and opportunities while designing Enterprise Architecture framework. This will help the businesses to make more money (Value add) which can be used for new transformation “Game Changer” projects. CIOs should also focus on Integration strategy for digital transformation, securing “buy-in” within his organization and collaboration across stakeholders and business functions to get right disruptive technologies adoption as a strategic advantage over competitors to yield better business outcomes.

Experience Cell

In my experience, one has to adopt “Asset light, Asset Right” strategy, result in Strategic IT outsourcing/Cloud adoption. Creating IT will be a true Catalyst for “Change”, balancing both the full responsibility of technology orchestration and focusing on business relationship and becoming an integral part of businesses at every level, which improvise the customer perception, Employee engagement and business value on IT.

This model overcome the Challenges of IT Talent acquisition and Retention and bring people empowerment, efficiency and agility.

Key Priorities

Our key priority is to focus on technology enabled agriculture and treat farming like a business activity instead of just a livelihood. We also work on a technology driven integration strategy to enable Digital Transformation – “Smart Village” community farming Projects to bridge the gaps between demand Vs. supply, urban Vs rural so as to uplift the rural India and creating multiple sources of income (so as to double the farmers annual income). We explore Internet of Things (IOT), AI and Commercial UAVs (Drones) in the areas of Soil testing, weather forecasting, precision agriculture, promoting organic farming, contract farming, education, skill development, reform national agriculture market and public policy. Also focused on Retail solutions Power by Analytics, AI /AR, proximity solutions, omni-channel data integration, chatbots. etc.

‘Emerging and new technologies are an opportunity for CIOs’

Commitment as a Tech Head

Today’s business can excel only with digital technology. Every CIO has a clear understanding of business – the way it operates, KRAs, where the business makes money and where it losses, who does the job and who does not, who is effective and who pretends to be, where things move fast and where it’s stagnant. Though all these are opportunities for the existing business, when we talk about a new line of business, a CIO is put at par with other CXOs and a level playing field is set and he can contribute equally to the business growth.

Experience Cell

Ever changing and emerging technologies are more an opportunity for CIOs rather than a threat. He should have the spread of knowledge in many technologies and deep in a few. So long a CIO has the skill set to adopt an appropriate technology effectively in a business; the job is done and adequate. Any technology to be successful for adoption in a business should or will come with the ecosystem of specialization.

Adaptability to Organizational Changes

The need for dynamic and flexible IT infrastructure can’t be understated in the current business environment. Hence the agile and flexible infrastructure is important. This will ensure lesser adoption of shadow IT, as CXOs will not wait for IT to support them. When it comes to infrastructure, CIOs should think beyond boundaries to include suppliers on one hand and customers, Government and other stakeholders on the other.

Investment Plans for FY 18-19

A few decades back CIOs were confined to serve Payroll and Warehouses. Running systems for salary payment and upkeep of electronic books for material stores and warehouse were prime responsibilities of CIOs. Post ERP era, CIOs were answerable for Enterprise planning system, Manufacturing planning, Logistics, Quality, Accounting functions and so on. Analytics elevated CIOs to look beyond current business. Technologies like SMAC, IOT, AI, VR made them to be more business oriented. Hence it is natural that in any CIO budget, datacenter and compliance related investment will grow arithmetically but investment for business growth will geometrically grow.



Subbarao Hegde

Director

ApON India, CIO Index USA,
HeNote Technologies, Ex-CTO GMR
group

“In my experience, an Integration Strategy - Technology driven business strategy can open the door to new processes and enable digital Transformation. More importantly, CIO must create a digital vision for their company. Digital vision / mission must complement human capabilities to bring efficiency, customer intimacy and innovation in their Industry. Such digital transformation creates business opportunities, unlock entirely new processes and business models to take the company in exciting new directions.”



T.G. Dhandapani

Advisor

Sundaram Clayton Limited

“I consider IoT as one of the best bets. Its helps in increasing productivity, improves quality by controlling process parameters and works to enhance compliance in environment, health and safety. Artificial Intelligence and Virtual reality are two other technologies that will be widely adopted to reap the right business benefits. VR can work profitably in product development area for simulating near normal practices, hasten testing time and reduce time to market.”



Umesh Mehta
Global CIO

Jubilant Life Sciences Ltd. &
President - CIO Klub

“The shift in the nature of the CIO's role is most influenced by the changing technologies of social, mobile, cloud computing and big data and analytics. With IT operations largely automated, CIOs today no longer need to monitor and manage campus infrastructure at a granular level, which also means that the technology leaders have now more time to focus on the concepts that really matter - agility, innovation and business value.”



V Ranganathan Iyer
CIO

A leading conglomerate

“The important activity as for new business is concerned is to give customer option. This will enable to get more value add to the customer so that customers can offload their activities to us. So, implementing good program management tools like APQP/PPAP will enable visibility. Technology which will increase the quality of the product produced increases the performance of the machine or process, which in turn will increase customer satisfaction.”

‘No dept. in an organization has undergone such profound changes as IT’

Commitment as a Tech Head

In a fast changing technological world today, the equation between the CIO and the other C-level executives in the corporate value chain is that of a dynamic one. No longer is he looked upon as someone driving merely the IT functions in an organization, but he is also beginning to get involved in many business decision making process. A CEO now looks to his CIO to provide guidance on digital strategy and support business growth through technology. In recent times, a CIO has come to don the hat of not just a technologist, but also a revenue officer, the chief security officer, a digital marketer and many more.

Digital – the new calling

Today, digital has become the quintessential platform for any customer to interact with businesses, before taking any other point of engagement. With global digital commerce revenue over \$1 trillion annually, organizations view digital business as their fuel for growth. In the years to come, this might change again. Riding with this wave of change, a CIO has to see how best he can fit himself/herself in these situations that require adapting to new technological developments, business models and rising customer demands.

Key priorities

In my current role, I am required to develop IT strategies and roadmap, integrate IT with the business strategy, oversee IT solution delivery and IT service management, setting & monitoring budgets and IT governance. While doing all these, I need to ensure that every time I take an IT decision, my organizations' business goals remain aligned or do not get out of focus.

2018 will see a fundamental shift in the role of the CIO in businesses that recognize the value of instant, limitless scalability and immediate access to innovation. Postmodern CIOs will –

- Move from operating IT to innovating business operations
- Swap owning software for leveraging interlocking cloud ERP solutions across an ecosystem
- Shift from managing teams to growing an inclusive, confident workforce
- Change the focus from keeping the lights on to delivering differentiation

Technology penetration to enhance the quality of the product

Commitment as a Tech Head

There are 2 components, one for the business issues in the present situation and the other would be future technology adaption. For the present business, one should be a good listener first, hear the problems communicated with intent to understand the problem and try to understand the cause of the problems statement and communicate the understanding you/your team has got. Once this portion is mutually agreed between business user and IT, remaining will fall in place. For IT enabled solutions, ensure service provider is also communicated the agreement first. If the service provider can provide POC, then implementation will be really good.

For future technology adaption, one has to understand the company's business goals for next 5 years, list down different targets planned by business by different departments & collate, discuss such problem statements & solution requirements with business, and then plan the budget accordingly to ensure the business adapts technology which is required.

Experience Cell

Lack of deep knowledge is a daily trifle. Any new technology in market cannot have right resources in place with experience. So one has to understand the resources available, have the approach to understand & learn fast and bring in new perspective to the problems we have with new technology.

It is very essential we should have Centre of Excellence (CoE), so that we can sustain the talent and have minimum workforce.

Key Priorities

As we are exposed more towards the international market, India is now becoming more quality conscious. This also means, we must produce zero defect products, zero-defect manufacturing, which is not humanly possible. So technology penetration is a priority for us. As the business is becoming more and more cost conscious, it is very important to increase the already available asset use effectively. So, increasing the efficiency of the machines, eliminating break-down, which directly increases the productivity without compromising on the quality of the produce, is a mandate.

Adaptability to Organizational changes

Considering the business requirements, IT needs to be agile, dynamic and flexible. Businesses should bring in latest technology which is aligned to the business needs. Some of the adaption is very quick in nature, which are measurable while others are not. Sometimes the industry standard practices despite good cannot be implemented due to various local reasons.

'In times of rapid technology refresh, reskilling becomes the biggest challenge'

Commitment as a Tech Head

The board constantly relies on the CIO for new technology roadmaps that align with the vision of the company. The CIO has to leverage new technologies and business models which will contribute to the revenue generation and also enhance the business strategy for better optimization of work floor production.

Experience Cell

Market research claims that technology refresh happens every 18 months. Reskilling is the biggest challenge in identifying and training the right resource. We cannot be hiring and firing except for some key tech stack.

We have done a complete skill matrix on each tech employee and SWOT analysis to identify the strong and weak points. Based on the vision of the company, we align the right training to the tech team so they have knowledge in emerging technologies. Also they are encouraged to participate in various seminars and conferences organized by OEMs which keeps them abreast of latest technologies. We are also empowering them with attending a course of their choice which is in line with the company requirements and reimbursing the course fees, thereby enabling retention also.

Key Priorities

Migration of internal applications to cloud platform, revamping of internal app development team to an agile methodology, migration of legacy applications to latest tech stacks are some of the key priorities for us.

Adaptability to Organizational Changes

Some basic criteria in deploying the IT landscape are choosing products and tools which are easily scalable, selecting vendors with local presence for support and looking out for proven installations. If it is open source, then the complete stack should be built on open source.

Investment Plans for FY 18-19

With newer technology stacks and inventions in the IT industry, it is imperative that we align these tools to increase business growth. The budget needs to be flexible in adopting new technologies. We have a fair idea on what needs to be implemented and deployed for the financial year. Yes it is true that almost 50-60% of the budget is allocated for new deployments and technology refreshes.

'Recurring Change in technology demands a change in the role of a CIO'

Commitment as a Tech Head

Businesses since ages have been declining to accept the important role played by a CIO, as they rightfully believe that everything is moving into cloud. But the importance of a CIO's role is felt when there are higher demands coming from a change or implementation of a new technology. I personally don't think there is any threat to the existence of a CIO. From a role perspective, CIOs were conceptually supposed to play a particular role 10 years back, they play a specific role today and are going to play tomorrow as well. The role was that if the organization has a business objective, a CIO has to see how technology can help in meeting those objectives. That rule existed 20 years back, it exists today and it will exist 20 years later. The only things that are changing are business demand, the consumer needs, expectations and the technologies. The CIO role is to deliver value to the business and ensure that business objectives are not just met but surpassed.

Since the technology is changing very fast, and so does the threat landscape and the expectations of other stakeholders, the CIO also has to change himself/herself.

Key priorities

IoT, Robotics (we are the first company to have a robot in our IT set-up), Augmented Reality/Virtual Reality, Analytics, Machine Learning, Artificial Intelligence – there are so many technologies that are creating a disruption. These technologies are also our big focus areas. Our IT priorities for 2018 will be directly aligned with the business priorities. Our business priorities are to get a bigger market share, increasing our volumes and profits, expanding our business to other countries, etc.

These technologies also give us a reason to relook at our security strategies. Every organization is paranoid of security and they have to remain on their toes as far as security is concerned. But rather than looking at challenges, one can look at those areas when one can further become safer. Since the threat landscape is changing every day, we need to be aware of new technologies that can keep the organization safe.



Vijay Anand

**Vice President - IT & Compliance
Visionary RCM Infotech**

“Migration of internal applications to cloud platform, revamping of internal app development team to an agile methodology, migration of legacy applications to latest tech stacks are some of the key priorities for us. With newer technology stacks and inventions in the IT industry, it is imperative that we align these tools to increase business growth. The budget needs to be flexible in adopting new technologies. We have a fair idea on what needs to be implemented and deployed for the financial year.”



Vijay Sethi
CIO

Hero MotoCorp

“The change in technology and customer demands is also leading to change in business models. You cannot be the same old person you used to be ten years back, running your IT or business in an obsolete way. It necessitates organizations to change their business models and IT has to ensure that it aligns itself to those business models. So it is here that a CIO has to see that he is not a misfit in the changing business model.”



Vikas Arora
VP Global Security & IT
Toluna

Lean IT is what we focus on; we have seamless infrastructure around all our global offices. Isolated processes have no spaces in large organizations; with collaboration tools like Office 365 and others, information exchange is very easy to implement. We heavily use Office 365 for our information collaboration, using tools like Skype for Business, Sharepoint etc.”

‘In a technology driven world, role of a CIO has become even more critical’

Commitment as a Tech Head

Every business is now a technology driven business; those businesses that are not will be very soon taken over by a technology driven business organization. Technology not only affects business but also their customers; businesses have to quickly adapt and offer their solutions as customers are tech savvy and may move to other organizations if your business is lagging behind in the tech curve. The role of a CIO has never been more critical as it is now; they understand technology better than their business peers and can use their knowledge of technology to provide leading edge to business and provide digital roadmap to organization.

Experience Cell

Deep knowledge around new and emerging technology is not possible by the virtue of them being new. Implementation knowledge around AI/ML or blockchain will take time as the use case get developed. We have focused groups for various technologies and provide specific trainings to develop new skills around emerging technologies. Teams also participate in various formal, informal industry groups to gain knowledge on what people in different industries are doing; and this knowledge is then fed back within the organization.

Key Priorities

We process huge amount of data, so Big Data technologies are extensively evaluated for various business applications. Also, AI/ML also have huge potential to revolutionize our industry, and so they are also on our technology deployment roadmap.

Investment Plans for FY 18-19

Our European business provides sizeable revenue and we also have various offices across EU; thus the primary focus of H1’2018 is to become compliant with GDPR requirements. We being a technology organization have well defined data lifecycle throughout our enterprise; we are also in the process to implement various technology solutions which can help with GDPR compliant. This year is primarily focused around security, privacy and GDPR.

‘A CIO should understand business criticalities to integrate technology solutions’

Commitment as a Tech Head

Today IT digitalization and cloud transformation metamorphose digital and cloud base business processes. Worldwide business solution implementation requires critical working hours and project management lean and robust methodologies demand high-performance role from CIO/CTOs.

CIO/CTOs need to configure high-class delivery strategy and growth prospect by understating business criticality and technology solutions integrations along with strong project planning, functionality understanding, configuration & build activity, testing, UAT sing-off and Go-live along with defining the critical path of projects.

Key Priorities

IT Priorities and Budgeting are based on the business expansion and growth strategy. CIO/CTOs need to play the vital role to run business applications on the latest digitize and cloud platforms along with high-security IoT based policies implementations to safeguard business-critical information and data.

Adaptability to Organizational Changes

In order to hasten business process innovations globally, scalability and robust solutions, CIO/CTOs need to emphasis on IT landscape dynamic to implement digitalize technology solutions.

Data digitization will make data more accessible, Secured and Centralized for the ease of Global implementations.

Investment Plans for FY 18-19

Technology innovations bring cost increase in term of procuring high-end servers, network integration, cloud hosting, data center rent/ maintenance, project methodology, system integrations, application implementation etc.

CIOs/CTO needs to understand ROI on budgeted cost for On-Premises or cloud technology innovations which will upsurge and secure business data, business process, and business policies potentially.

CIOs/CTO Will Put Experiential Engagement, Data Monetization, or Digital Business at Scale at the Top of Their Agenda



Vivek Jadhav
Deputy General Manager – IT
VFS Global

“Finding right people with right skills is one of the key challenges to CIO/CTOs by looking at industry digitalization and cloud transformation based aggressive timelines projects. Knowledge acceleration of emerging technologies in domestic resources will always help to fill the knowledge gap which inclined to project digitalization innovations as per project delivery timelines. Building a COE (Center Of Excellence) capability within the organization will lead to improving employee technological technical/ functional capabilities.”



Vilas Pujari
CIO & VP
ACG Worldwide

“IOT, mobility, automation, cloud, AR /VR are some of the technologies being evaluated for adaption or are being adapted. Like any other organization, we are also seriously considering these for adoption. IT should play a role in evangelizing these technologies within the organization, create use cases and educate business users. The role of the CIO/CTOs is to evangelize, educate and identify right partners who can help in faster adoption.”

‘CIOs need to develop people skills to excel as a better leader’

Commitment as a Tech Head

Business understanding involves understanding of four most important aspects - customers, money, people and future. Every business will have to address these four key points. At the core, understanding of business itself is required and once you understand the business you would have the ability to see the business models and contribute to the business strategy and growth by adopting the flexibility as required.

Experience Cell

I do agree that there is a need to enhance people skills in CIOs. Many CIOs today have been working on technology for longer duration. They have developed more working on technology and hence understand data, analysis and logic better than emotion. People’s skills are more to do with understanding emotions. The CIO definitely needs to develop people skills to excel and become better leader.

I do not think CIOs lack deep knowledge of new emerging technologies; they do possess knowledge of new technology to the required extent at their level and position. However, what is required to be understood is innovative adoption of these technologies in the business to create significant impact on customer and business.

Adaptability to Organizational Changes

The IT landscape definitely needs to be dynamic and flexible in the current era of fast changing user expectation/experience. There is also the need for meeting diverse requirement at lower cost and highest speed. Adoption of platforms, APIs will expedite development and provide flexibility. Necessary tie-ups with application providers on cloud is another approach to keep the IT landscape dynamic and flexible. CIOs should use this time and get ready by adopting these platforms which will help them in addressing integration requirement and information exchange across the extended enterprise.

Investment Plans for FY 18-19

There should be lesser investments to keep the lights on, while more and more should be invested in business growth and keeping customer satisfied. We are definitely looking at investment which can bring business growth by focusing on customer business alignment. CIOs should educate users about benefits of these IT tools / software / projects at different levels, especially at senior level. Also showing ROI on such investments will bring in better alignment.

‘IT is tightly integrated with all the business functions in our organization’

Commitment as a Tech Head

As an Information Technology team leader, it is always challenging to meet business function owner’s expectations with the rapidly changing business models and technologies. There are multiple dimensions to look at this situation. One is, when IT is ready with the solution but adoption from function owner and his team becomes a challenge in terms of customization demand due to lack of adoption on standard processes proposed in the solution, ease of accessing the solution, less data entry requirement etc and eventually this kind of situation makes IT approach more complex. Secondly, even the solution is as per business requirement, but it is not being utilized up to its fullest capacity to give business a real-time benefit. In this situation IT solution becomes secondary and customized and the manual way of working becomes primary for function owners.

Experience Cell

Dealing with skill shortage can be very tricky. An IT leader must know who is who in his team and must know who can go extra miles when there is a need.

One can follow this methodology and get the team prepared before going forward with any project. There could be approaches like, internal/external training for IT staff, demo systems to be provided to IT staff for in-depth practicing, personal review of each staff progress, etc. However hiring new staff can be done anytime. The option of out-sourcing or hiring third party consultants are also available nowadays but a very thorough review has to be done before going ahead with this option.

Key Priorities

- Skill development of IT staff on existing and new technologies, both of which are beneficial for the organization
- More demo/POC sessions on new technologies and an in-depth review before deciding on any new solution or technology
- ROI on the new solutions deployed
- Simplification of processes and finding scope for more automation to speed-up the processes
- Enabling IT Infrastructure to welcome new solutions & technologies
- Use of Analytics for analyzing business outcome and forecasting
- Use of IoT and mobility solutions
- IT security frame work and periodic review.



Vinod Pandey
Head-IT

GHCL Limited (Chemicals)

“It is always important for any business to retain existing customers and look at the opportunity to acquire new ones. We do also keep our focus on the same line along with the regular review meetings on the business growth part. IT is very tightly integrated with all the functions in our organization and we do proper planning before jumping onto any new solution or technology. Business growth, customer satisfaction, product innovation, excellence in operation and to be on top in the market are the priorities.”

‘CIOs need to look for new revenue streams with help of IT’



Vipin Kumar
Group CIO, Escorts

Commitment as a Tech Head

The role of a CIO has greatly evolved during the recent past, from being a technology provider to one partnering with business for strategy enablement. This has made the CIO extremely influential among the C-suite executives. With the imbibing of digital technologies by organizations for business benefit & growth, the CIO role has become extremely crucial. CIOs are required to demonstrate effective use cases of technology to create new revenue streams, reduce cost, increase efficiency and expand business reach much beyond the existing boundaries. CIOs who deliver on these business expectations will successfully create influential position among their C-Level business executives.

Experience Cell

The CIO's new evolved role of using emerging technologies like SMAC and IOT for business strategy enablement requires him to work very closely with business stakeholders. This requires a lot of people & soft skills like good communication, articulateness, managerial skills, team spirit and an effective leadership. We regularly conduct technology workshops, send the teams for specialized IT trainings & technology seminars and do lot of POCs to not only understand the technology involved but also its use cases for business benefit. We also involve key business stakeholders at an early stage so that they not only get exposed to emerging technologies but start exploring its effective use cases for their benefit.

Adaptability to Organizational Changes

It is true that in today's dynamic world, as organizations roll out their digital initiatives, there is a compelling need for creating scalable, secure, on demand and future ready IT backbone. We are seeing deployments of virtualized environments where instances can be quickly created and released to business. More organizations are using various variants of Cloud to manage scale and agility. The industry is using more of standardized cloud based solutions to manage the growing needs of business with minimum TAT.

‘Bringing in niche technologies is a CIO's foremost responsibility’

Commitment as a Tech Head

As a CIO you have to work very closely with businesses. Understand the business well and suggest and implement the technologies which can help in achieving the business goals. You cannot wait for business to come with requirement and then act on that.

Experience Cell

It is true that there is shortage of trained manpower. There is always a shortage in the demand for the skilled manpower due to which there is always the fear of exit by good people. My take on this is that continuous training of the resources is the best solution and this works well for me.

Key Priorities

Bringing new and niche technologies is the CIO's first and foremost responsibility, otherwise what purpose would a CIO serve in the organization. Our priorities are always to reach closer to the customer.

Investment Plans for FY 18-19

I believe that IT has to understand the business work on business plans and help businesses in retaining the customers and adding in business growth.



Virendra Bansal
Group CIO, SAR Group

Reinvent Your Workplace by innovatively connecting systems, processes, people and things



Virender Jeet
Senior VP
Newgen Software Technologies

Commitment as a Tech Head

Newgen is a software product company, unlike most of the Indian IT companies who are into services business. From digitizing traditional workplaces to paperless offices to today's highly personalized multi-channel digital workplaces, we have pushed the boundaries to ‘Reinvent Your Workplace’.

Key Priorities

We are a software products company offering a platform that enables organizations to rapidly develop powerful applications through our intuitive, visual interface with minimal coding in order to address strategic business needs. Our go-to-market strategy consists of direct sales supplemented by sales through our channel partners. Our subsidiaries are located in USA, UK, Singapore and Canada. Our sales and marketing teams comprises of 270+ employees and we are supported by more than 300 channel partners globally.

Investment Plans for FY 18-19

With needs of our clients changing, Cloud remains the answer to their requirements as it's agile, it's flexible and scalable. As cloud gains momentum, there is much traction in how it is altering the paradigm of ECM and BPM deployment and usage. Our core products such as Enterprise Content Management (ECM) & Business Process Management (BPM) capabilities and best practices are available on both public and private cloud to create dynamically scalable and highly reliable enterprise applications.

'IT complementing business will help organizations to keep up with the pace'

Commitment as a Tech Head

Businesses have gradually started giving importance to IT inside the board room too, earlier it was restricted to cabins. Now since the responsibility has further increased, we need to be more responsible and ready to accept and deliver any new business challenges. In addition we also need to work as their growth partner, in terms of explaining them on the possible hurdles which may occur or the opportunities which may come based on the data analytics we run day and night.

Experience Cell

True that people skill is a challenge, but according to me it is the technology which is changing very rapidly, not the manpower skills. Our efforts in bringing changes which can easily get accepted by users have increased. Now the best way to bring the change is to engage and involve as much as you can.

Key Priorities

We need to be a good learner and remain vigilant on the new trends and technology. We always try to balance between current and future. In addition we always have to make sure that the options are agile enough which can sustain for years to come.

Investment Plans for FY 18-19

The market is changing very fast and IT has been playing a very crucial role in managing these changes well. We always have to keep on evolving new techniques through the help of technology to engage and retain our customers.



Vishwajeet Singh
CIO & Vice President – Delivery
Aptech

'A CIO must prioritize and invest where he feels is right for his business'



Vivek Ahuja
Head - IT – India
IDEMIA

Commitment as a Tech Head

IT is usually the front runner for the new changes and business models. Being in the HITECH industry, as a CIO I think it holds true for other industries as well. However, new models based on Cloud technologies is definitely giving a huge business edge and other traditional suppliers and departments are also getting used to the flexibility the cloud can provide which was not thought of earlier. I like to keep abreast with what's happening in our industry and new technologies which are available, because you never know when and where you would like to use it in your business to give the advantage to the growth of your business.

Experience Cell

Always be aware of what new is happening in Technology. Don't limit to this to yourself, but make sure your teams also follow the same! Lead by example, you never know when and where somebody will have an idea which will click. So your team is equally an important stake holder in this process. Once you do this the key people will keep giving new ideas and help the business in generating new ideas to implement in Technology of the organization and in turn help the business.

Key Priorities

While a major portion of IT investments are focused on Infrastructure and Software, our prioritization is to new technologies, adoption of cloud for our customer solutions and internal communication infrastructure. If it's a customer application and customer demands vary (up or down) Cloud is a good start, but may not always be.

'A successful CIO needs to have a blend of skills'

Commitment as a Tech Head

A CIO plays on a very thin line, making sure the business understands the language of the CIO. As a CIO it is true that this CXO level has immense experience in technology transformation initiatives and probably can add great amount of value.

Experience Cell

A CIO needs to possess a blend of skills and wrap it in sugar coated pills. A CIO cannot share all the outcomes at the initial stage of the implementation. At times he has to go with the flow and sometimes he has to put his foot down.

Key Priorities

The plans on my list include Digital Initiatives, IOT and focus on Data Analytics along with security on top of the mind.

Adaptability to Organizational Changes

I fully agree that the CIO/CTO needs to ensure that the IT landscape is dynamic and flexible and can provide multiple options to easily and quickly adapt to changes. The IM strategy put in by the CIO should be in conjunction with business strategy and the foot print that is implemented must be flexible enough so that it can implement changes on the fly to cater to the business needs.

Investment Plans for FY 18-19

My plans for FY 18 – 19 would be to make sure that customer connect remains the highest priority and to create a WOW factor for the customer. Internally in the organization I would look to create a SINGLE SOURCE OF TRUTH environment.



Yashpal Soni
Chief Information Officer
Intex Technologies



SBI-The Leader in Digital Banking

A leader in banking and financial services for over two centuries, now setting a benchmark in Digital Banking.



Artificial Intelligence

Enabling seamless communication with the SIA chatbot



Block Chain

Enabling safe and efficient banking solutions



Big Data

Insights & analyses to enhance customer offerings



YONO

A premier digital marketplace for banking & personal needs



Social Media

Vast presence in line with our always-on philosophy



Wealth Management

Best-in-class Exclusif services



Mobile Banking

Making convenience a priority



Mobile Applications

Path-breaking services & functionalities



SBI Digital Villages

Bringing Indian villages into the digital age



Digital Transactions

Service-oriented features with digital vouchers, payments, video statements etc.

ICONS



Ajay Prakash Sawhney
Secretary,
MeitY



Dr. Ajay Kumar
Secretary,
Department of
Defence Production



Alok Ohrie
MD & President,
India Commercial,
Dell EMC



Amitabh Kant
CEO,
NITI Aayog



Amit Jain
President,
Uber India



Amit Jain
Founder & CEO,
Prysm



Dr. Anand Agarwal
CEO & Director,
Sterlite Technologies
Limited



**Anil Dhirubhai
Ambani**
Chairman,
Reliance Group



Anupam Shrivastava
CMD,
BSNL



Arvind Gupta
CEO,
MyGov



Aruna Sundararajan
Chairman TC & Secy. (T),
Department of
Telecommunications,
GOI



Atul Bhatnagar
President & CEO,
Cambium Networks



Azim H. Premji
Chairman,
Wipro Limited



Bharat Goenka
Managing Director,
Tally Solutions



Bhavish Aggarwal
Co-Founder & CEO,
Ola Cabs



Chandra Babu Naidu
Chief Minister,
Andhra Pradesh



CP Gurnani
MD & CEO,
Tech Mahindra



Deep Kalra
Chairman & Group CEO,
MakeMyTrip



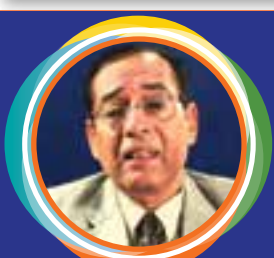
Debdeep Sengupta
President & MD,
SAP



Dilip Asbe
MD & CEO,
National
Payments Corporation
of India (NPCI)



Francisco D'Souza
CEO,
Cognizant



Dr. Gulshan Rai
National Security
Coordination,
GOI



Kamal Nath
CEO,
Sify Technologies



Karan Bajwa
MD,
IBM India



Dr. Keshab Panda
CEO & MD,
L&T Technology Services

OF INDIA



Kulmeet Bawa
MD, South Asia,
Adobe India



Manoj Sinha
Minister of State
(Independent Charge)
of the Ministry of
Communications



Mukesh D. Ambani
Chairman & MD
Reliance Industries



N.Chandrasekaran
Chairman,
Board of Tata Sons



Nandan Nilekani
Co-founder &
Non-Executive Chairman
of the Board, Infosys
& Former Chairman,
UIDAI



R.S.Sharma
Chairman,
TRAI



Rajan Anandan
MD & VP,
South East Asia & India,
Google India



Rajesh Rege
MD,
Red Hat India



Rajesh Uppal
Executive Officer (IT) & CIO,
Maruti Suzuki India



Raman Roy
Chairman & MD,
Quattro



Ravi Shankar Prasad
Minister of Law & Justice
&
Electronics & IT,
GOI



Ritesh Agarwal
Founder & CEO,
OYO Rooms



S. Shankar
President,
AMI Inc.



Sachin Bansal
Executive Chairman
& Co-Founder,
Flipkart



Sameer Garde
President,
Cisco India & SAARC



Shailender Kumar
Regional MD,
Oracle India



Shiv Nadar
Chairman &
Chief Strategy Officer,
HCL Technologies



Som Satsangi
MD,
HPE India



Srinivas Kandula
CEO,
Capgemini India



Sunil Sood
MD & CEO,
Vodafone India



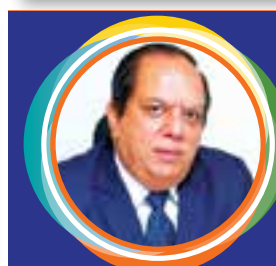
Sunil Bharti Mittal
Founder & Chairman,
Bharti Enterprises



T.V. Mohandas Pai
Chairman,
Manipal Global
Education



Vijay Shekhar Sharma
Founder & CEO,
One97 Communications



Vijay Sethi
CIO, CHRO & HCSR,
Hero MotoCorp



Vipin Tyagi
Executive Director,
C-DOT

ICONS OF INDIA

Dr. Ajay Kumar

Dr. Ajay Kumar, a 1985-batch IAS officer of Kerala cadre, has been recently appointed as Secretary in Department of Defence Production. Prior to this, Kumar served as Additional Secretary in the Department of Information Technology, Ministry of Telecom and IT, Government of India.



He was also associated with the state government of Kerala for almost three decades where he headed the industrial and technological initiatives of three departments. Dr. Kumar has helped in the creation of an Electronics Development Fund, which is largely focused on developing technology start-ups. This fund is dedicated to innovation, R&D, and supporting start-ups in the Electronics and IT sector. This promotion of innovation is an important fillip to electronics manufacturing in India. Ajay is an IIT Kanpur alumnus.

He did his MS in applied economics and PhD in business administration at the University of Minnesota, US.

Ajay Prakash Sawhney

Shri Ajay Prakash Sawhney is currently heading Ministry of Electronics and Information Technology (MeitY). He has succeeded Aruna Sundararajan who is the new Telecom Secretary. Prior taking over as Secretary, MeitY, he was Additional Secretary in the petroleum ministry, with the charge of Chairman and Managing Director of PSU Oil India.



An IAS Officer of Andhra Pradesh cadre (1984 batch), Sawhney is a Mechanical Engineer and has handled various assignments in the State of Andhra Pradesh like covering land administration, law and order and quasi-judicial functions, rural development, health & family welfare, communication & information technology, e-governance and elections etc.

Alok Ohrie

Alok Ohrie with an experience of more than 25 years is responsible to head the Commercial Business for Dell EMC India. Prior to this, he served as MD and President for Dell India. Alok also led IBM's Systems and Technology Group in India. Under Alok's leadership, his team strategically grew the business and developed a strong reputation for developing robust Server, Storage, Networking and Systems Software solutions for their enterprise, SMB, Government and Public Sector clients.



Alok Ohrie holds a Bachelor's degree in Electronics and Communication Engineering from REC, Surathkal.

Amit Jain

Amit Jain is serving as President of Uber India & South Asia. In this capacity he is responsible for all business strategy, operations, and growth in a market of global strategic importance for the company.



Before joining Uber, he was earlier associated with Rent.com as President. He also served TPG Capital as Senior Advisor, Field Operations and McKinsey & Company as Associate Partner.

He holds a B. Tech degree in Computer Science & Engineering from IIT Delhi and an MBA in Management from Stanford GSB.

Amit Jain

Amit has an experience of more than 20 years in executive management, technology and entrepreneurial experience. He has a track record of growing successful tech-related businesses and a career that spans the data-storage, high-end optical telecommunication and low-cost datacom devices industries. He is also well-versed in the integration of technologies and manufacturing processes. Presently, he holds the position of President and CEO of Prysm.



Prior to this he was CEO of Bigbear Network and the co-founder and CEO of Versatile Optical Networks, which was acquired by Vitesse Semiconductor Corp. Amit also held the position of Vice President and General Manager at Vitesse until the division was acquired by Avane Corporation. He held several management positions in companies like Terastor, Optex Communications and Digital Equipment Corporation.

He holds a BS in Physics, a BSEE, an MSEE and an MBA degree.

Amitabh Kant

Positioned as the CEO of NITI Aayog (National Institution for Transforming India), Amitabh Kant is a member of the Indian Administrative Service, IAS (Kerala Cadre: 1980 Batch). He was instrumental in initiatives like "Make in India", Startup India, "Incredible India" and God's Own Country".



He has worked as Chairman & CEO of Delhi-Mumbai Industrial Corporation, CMD - ITDC, Joint Secretary - Ministry of Tourism, Government of India, Secretary - Tourism, Govt. of Kerala, MD, Kerala State Industrial Development Corporation, District Collector, Kozikode and MD, Matsyafed.

Dr. Anand Agarwal

Dr. Anand Agarwal joined Sterlite Tech in 1995 and held key positions in manufacturing, quality assurance and business development. He was working with Siemens prior to Sterlite. Anand's expertise lies in recognizing and creating opportunities in the focus areas which includes aligning teams to realising such opportunities around a strategic direction, and creating sustainable profitability & shareholder value.



Sterlite Optical Technologies manufactures products for the Telecom & Power Sectors. The Company's telecom product offerings include Optical Fibers, Fiber Optic Cables, Copper Telecom Cable, Structured Data Cables & Customer Premise Equipment. The Company produces Power Transmission Conductors for the Power Sector.

He has completed B. Tech. in Metallurgical Engineering from IIT-Kanpur and Masters and Ph.D. from the Rensselaer Polytechnic Institute, USA.

Anil Dhirubhai Ambani

Anil Dhirubhai Ambani, the Chairman and Founder of Reliance - ADAGroup which includes Reliance Communications, Reliance Capital, Reliance Infrastructure, Reliance Power, Reliance Defence and Engineering Limited, Reliance Defence Limited and Reliance Defence Technologies Private Limited.



Anil founded this group in the year 2006 and within a short span Reliance Group has been positioned as a leader in major growth verticals of Indian economy.

Anupam Shrivastava

An ITS officer of 1981 batch with more than three decades of experience, Anupam Shrivastava joined BSNL in the year 2013. Currently, he holds the position of Chairman and Managing Director of BSNL. Prior to that, he worked as Director (CM) in BSNL Corporate Office where he worked for the growth of mobile business of GSM / CDMA / WIMAX in BSNL, including all activities related to Sales & Marketing, VAS, Tariff finalization & revenue. He was also responsible for monitoring growth and maintenance of Telecom Network in 8 Circles.



During Shrivastava's tenure, BSNL reported an operating profit of Rs 672 crore for 2014-15, aided by a fall in administrative costs and jump in revenue. It had posted an operating loss of Rs 691 crore in 2013-14, though in 2012-13 it declared an operating profit of Rs 916 crore.

He is B.E. (Electronics & Communications) and is also an MBA (Marketing). He has taken telecommunication trainings in India and Japan.

Arvind Gupta

Arvind Gupta has recently been appointed as CEO of MyGov, a platform aimed to forge a partnership between citizens and government enabled with technology for growth and development of India. Prior to this, he used to head BJP's Information and Technology Group. He used to advice the party on e-governance digital outreach and other technology initiatives.



He has an experience of more than 20 years in leadership, policy & entrepreneurial roles, both in Silicon Valley & in India. He is a B.Tech in Electronics Engineering from IIT-BHU and a Masters in Business & Computer Science from University of Illinois & Urbana Champaign.

Aruna Sundararajan

The Telecom Secretary and Chairman of Telecom Commission, Aruna Sundararajan belong to Kerala cadre IAS officer of 1982 batch. She led various leadership roles in the Central and State Governments, especially in Economic and Development Administration, Investment Promotion and IT/Telecom Domains. In 1998, Sundararajan played a major role in establishing the IT department of Kerala. She left her impression on the state's e-governance and e-literacy programmes.



Atul Bhatnagar

Atul Bhatnagar, the President and CEO of Cambium Networks, has been successful to increase the global footprint of the company, expanded its addressable market, and worldwide market share through disruptive, innovative broadband wireless solutions. He is associated with the company since 2013. The company currently has millions of radios deployed in thousands of networks in 147 countries.



Prior to this, he served the position of President and Chief Executive Officer of Ixia, where he enabled strong revenue growth by pursuing high-growth adjacent segments such as LTE and Wi-Fi testing and simulation. He was associated as Vice President and General Manager of Nortel's Enterprise Data Networks division. He also served Hewlett-Packard in various leadership positions.

Bhatnagar holds Innovation and Entrepreneurship Certificate from Stanford University, along with Corporate Governance executive education at Harvard Business School. He is an M.S. degree in Electrical Engineering from the University of New Mexico, Albuquerque. He holds a B.S. degree in Electrical Engineering from the Birla Institute of Technology and Sciences, Pilani.

Azim H. Premji

Driven by a basic idea - to build an organization deeply committed to Values, with the firm belief that success in business eventually but inevitably follows, Azim H. Premji, a graduate in Electrical Engineering from Stanford University, USA, transformed a \$2 million hydrogenated cooking fat company into close to \$ 8.5 billion Revenue IT, BPO and R&D Services organization with a presence in 58 countries.



Wipro witnessed success as the company has always kept its client at the core of everything it does. Combining its deep expertise in technology with an equally clear understanding of client industries, Wipro attempts to deliver business value to its clients consistently. This consistency is driven by its pioneering efforts in service quality and predictability, through methodologies like Six Sigma, PCMM and Lean. The underlying tenets that drive this overall culture are that of speed, simplicity and excellence.

Bharat Goenka

Known as "Father of the Indian Software Product Industry", Bharat Goenka is the Co-founder and Managing Director of Tally. Under his leadership, Tally has grown from a simple accounting package for small and medium businesses to complete business software for all types and sizes of businesses. Bharat leveraged the power of technology to create an intuitive and friendly financial accounting solution which simplifies the lives of Indian business people. His focus remained on keeping the product "simple" enough for a non-technical person to deploy and use, thus starting the concept of "Power of Simplicity".



Bhavish Aggarwal

An entrepreneur, co-founder and CEO of Ola, Bhavish Aggarwal founded the company in the year 2011 along with Ankit Bhati. Ola integrates city transportation for customers and driver-partners onto a mobile technology platform ensuring convenient, transparent, and quick service fulfillment.



An alumnus of IIT - Bombay, Bhavish has worked with Microsoft Research for two years, where he filed 2 patents and published 3 papers in international journals.

He holds a bachelor's degree in computer science and engineering from Indian Institute of Technology Bombay in 2008.

Chandrababu Naidu

After the division of Andhra Pradesh in 2014, Nara Chandrababu Naidu became the first Chief Minister. Prior to this he served as Chief Minister of undivided Andhra Pradesh from 1995 to 2004. He aimed to develop Andhra Pradesh by upholding the major cities of the state for foreign investment especially in sectors like information technology, biotechnology, healthcare and various out-sourcing services.



Microsoft Corporation has established a software-development centre in Hyderabad. Naidu encouraged other global IT companies (IBM, Dell, Deloitte, Computer Associates and Oracle) to move to Hyderabad, making presentations to global CEOs convincing them to invest in his state.

CP Gurnani

CP Gurnani heads Tech Mahindra and under his able leadership the company witnessed its transformational journey and one of the biggest turnarounds of Indian Corporate History - the acquisition and merger of Satyam. He has an extensive experience in international business development, start-ups and turnarounds, joint ventures, mergers and acquisitions. He has always focused on customer experience which has helped Tech Mahindra emerge as a leading digital IT solution provider of India.



In his carrier he has served in many leadership positions with Hewlett Packard, Perot Systems (India) and HCL. He has also served as a Chairman of NASSCOM for the year 2016-2017.

He holds a degree in Chemical Engineering from the National Institute of Technology, Rourkela.

Deb Deep Sengupta

With an experience of over 20 years, Deb Deep Sengupta, President & Managing Director (MD) of SAP in the Indian Subcontinent has played an important role in establishing the brand SAP and also driving the company towards growth. In his present capacity he is responsible for driving company's growth and people strategy. Throughout his career he is instrumental in ensuring customer success, driving effectiveness & simplicity and building winning teams.



Prior becoming MD, he held the position as Chief Operating Officer, where he provided leadership, strategy and direction to SAP's multi-functional sales, marketing, support and Field Services organisation, driving continuous improvement to revenue and profitability objectives. He also held various leadership positions in IBM & DEC (Digital Equipment).

Deep Kalra

One of the leading e-commerce businesses in India, MakeMyTrip was founded by Deep Kalra in April, 2000. He presently holds the position of Chairman and Group CEO. He used his vast experience which he gained working in GE Capital, AMF Bowling Inc. and ABN AMRO Bank to drive MakeMyTrip towards success.



Deep served as the President of TiE Delhi Chapter from 2013 to 2016 and continues to serve as an active board member. He is the Vice Chairman of IMAI and a member of Nasscom's Internet Council. Deep is also closely involved with leading industry bodies like CII and FICCI as part of their Travel & Tourism sub-committees.

He holds an MBA degree from IIM, Ahmedabad and a Bachelor's degree in Economics from St. Stephen's College.

Dilip Asbe

Dilip Asbe, the Managing Director and CEO of National Payments Corporation of India (NPCI) has played a major role in designing, building, operationalization and management of payment processing platforms like Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), Immediate Payment Service (IMPS) and RuPay.



He was also instrumental in building payment infrastructure like National Electronic Toll Collection (NETC), RuPay international debit and credit card, Direct Benefit Transfer (DBT) platforms using Aadhaar Payments Bridge (APB). He played a pivotal role in the designing of Aadhaar Enabled Payment System (AEPS). He defined MicroATM standards for interoperable Financial Inclusion along with the team at UIDAI.

Francisco D'Souza

Francisco D'Souza is leading the professional services company – Cognizant. In the year 2007 he took over as CEO from Lakshmi Narayanan, who was promoted to Vice Chairman. As a CEO, he sets the strategic direction, promotes Cognizant's values and client-first culture and focuses on ensuring the company's sustainable growth and driving long-term stockholder value. Francisco D'Souza is among the youngest Chief Executive Officers in the software services sector.



He holds a Bachelor of Business Administration degree from the University of Macau, as well as a Master of Business Administration (MBA) degree from Carnegie Mellon University, Pittsburgh.

Dr. Gulshan Rai

Dr. Gulshan Rai, a veteran in Information Technology has been appointed as India's first Chief Information Security Officer (CISO). This is a newly created position under PMO. He has enhanced the security of government infrastructure through an effective security framework that prescribes standards, and audits by a panel of independent auditors.



He has an experience of over 25 years in areas like Cyber Security, e-Governance, Legal Framework and the Information Technology Act for e-commerce, and several related fields. Dr. Rai has been working since 1998 in the area of evolving legal framework to address issues arising out of cyberspace. His sustained efforts in the area has resulted in second Technology Legislation in the History of India i.e. Information Technology Act and recent amendments in the Act.

Kamal Nath

Kamal Nath as CEO of Sify Technologies has successfully led the company towards the path of growth and profitability and it has emerged as a preferred Service Provider Partner for Enterprises, Public Sector & Government in India. He has transformed the company from an Enterprise Network and Data Center Service Provider to a Converged ICT Solutions and Services organization.



He joined Sify in August 2012. Before Sify, he spent 17 years at HCL Technologies where in his last assignment as Country Sales & Business Head he led various transformational engagements with large Enterprises, incubated new business services, created innovative business models, and developed new and high-growth vertical customer segments.

Kamal holds a degree in Electronics and Communications from BIT, Sindri.

Karan Bajwa

Karan Bajwa has been appointed as Managing Director, IBM India in 2017. In this role he is responsible for company's all strategic and operational matters related to sales, marketing, services and delivery operations in the India/South Asia region, including Bangladesh, Nepal and Sri Lanka. He leads the ISA team team to win new business, shape market opportunities by building alliances and partnerships and solidify the company's position in the marketplace.



Karan joined IBM in 2016 as Executive for Strategy and Transformation in the Asia Pacific region. Prior to this he was the Managing Director, Microsoft India where, besides leading the India business for the company, he also led the Cloud Transition and the Ecosystem engagement. Prior to that he has served in various roles in Microsoft and Cisco.

Dr. Keshab Panda

With an experience of 31 years in research, conceptualizing, creating, operationalizing and turning around complex technology and engineering services businesses, Dr. Keshab Panda is the CEO and MD of L&T Technology Services. He joined L&T IES as a Chief Executive in the year 2009. After L&T IES was rechristened as L&T Technology Services in 2013, Dr Panda was appointed as the Chief Executive Officer and Managing Director of L&T Technology Services in 2016.



In his early career he has worked at Aeronautical Development Agency, Ministry of Defence, Government of India, as a scientist/engineer for over 8 years. He holds a graduate degree in aeronautical engineering from Anna University, Chennai, and a post graduate degree in aerospace engineering from Indian Institute of Science, Bangalore. He also obtained his Doctor of Philosophy from the Indian Institute of Technology, Bombay in Aero Servo Elasticity – (Control system fly by wire aircraft).

Kulmeet Bawa

Kulmeet Bawa is presently spearheading Adobe India and the company has gained momentum in the market particularly the enterprise market, which has seen exponential growth over the past two years. He is focused on driving growth for Adobe in South Asia and delivering the best possible experiences for customers.



Before taking over as Managing Director, South Asia in Adobe, he served the company as Head of Sales for Adobe in India where he expanded the company's footprint across verticals, specifically in Adobe's Marketing Cloud business. He was also associated with Microsoft India and Sun Microsystems.

He holds a graduate degree from Indian School of Business and also alumni of the National Defence Academy. In his early life, Kulmeet dedicated his life in the service of our Motherland and spent more than twelve years with the Indian Armoured Corps.

Manoj Sinha

Minister of Communication (independent charge) and also Minister of State for Railways, Manoj Sinha started his political career when he was elected as president of Banaras Hindu University Students Union in 1982. A three time BJP MP in Lok Sabha, he represents Ghazipur in the Lower House. He was elected to the Lok Sabha for the first time in 1996 and repeated the term in 1999. As the junior Minister for Railways, Sinha handled key assignments including the task to connect several cities in eastern Uttar Pradesh. His efforts of working with a vision to digitally empower the huge chunk of population particularly in rural areas who are still deprived of IT revolution are commendable.



Manoj Sinha holds a B. Tech degree in Civil Engineering from the Indian Institute of Technology (BHU) Varanasi (earlier called IT-BHU).

Mukesh D. Ambani

Business tycoon, Mukesh D. Ambani is an extreme innovator and believer in game-changing businesses of the future. He is known for challenging conventional wisdom and spotting opportunities quickly. He is the Chairman and Managing Director of Reliance Industries Limited. He initiated Reliance's backward integration journey – from textiles to polyester fibres and further onto petrochemicals and petroleum refining, and going upstream into oil and gas exploration and production. He has also disrupted the staggering Indian telecom industry with his revolutionary Reliance Jio, an LTE mobile network provider.



He is a Chemical Engineer from the Institute of Chemical Technology, Mumbai and pursued MBA from the Stanford University, USA.

Nandan Nilekani

Nandan Nilekani is an Indian entrepreneur, bureaucrat and politician. Of late, he held the position of Chairman of the Unique Identification Authority of India (UIDAI) in the rank of a Cabinet Minister. He also held the position of co-Chairman of Infosys Technologies Limited. Nandan co-founded Infosys with six others under the leadership of Narayana Murthy, and worked in the company for twenty-eight years. He gave up his role at Infosys in 2009 and joined government position at the UIDAI. In this position he is responsible for implementing Multipurpose National Identity Card, or Unique Identity card (UID Card) project in India. He rejoined Infosys in the year 2017 after the exit of Vishal Sikka to become a Chairman.



In 2006, Nandan received the prestigious 'Padma Bhushan. He holds a Bachelor's degree from IIT, Bombay.

Natarajan Chandrasekaran

Natarajan Chandrasekaran is the Chairman of the Board of Tata Sons. He joined Board of Tata Sons in October 2016 and was appointed Chairman in January 2017. The Tata group companies include 29 publicly-listed corporations. After a successful career of 30 years in Tata Consultancy Services (TCS) he is appointed Chairman of the board. He served various leadership roles at TCS. Under his leadership, TCS generated total revenues of US \$16.5 billion in 2015-16 and consolidated its position as the largest private sector employer in India.



Chandrasekaran holds a degree in Master of Computer Applications (MCA) from the Regional Engineering College, Tiruchirappalli (now National Institute of Technology, Tiruchirappalli).

R. S. Sharma

An Indian bureaucrat who belongs to Indian Administrative Service (IAS) 1978 batch, Ram Sewak Sharma presently holds the position of Chairman of Telecom Regulatory Authority of India (TRAI). Before this he held many responsible positions like Secretary of Department of Electronics and Information Technology (under Ministry of Communications and Information Technology, GOI) and Chief Secretary to the State Government of Jharkhand (India). He also held the position of Director General & Mission Director of the Unique Identification Authority of India (UIDAI) where he was responsible for over-all implementation of this ambitious and challenging project undertaken by the GOI for providing Unique Identification to all its Residents.



Rajan Anandan

Responsible for all Sales and Operations, Rajan Anandan spearheads Google India as Vice-President and Managing Director. He is associated with the company since 2011. Prior to this, he was also served in many leadership roles at Microsoft, Dell and McKinsey & Company.



Anandan is also an active angel investor with a focus on very early stage companies in the internet, mobile, software and ITeS space. He has a total of 17 early stage investments in start-ups such as luxury brands, e-commerce site Exclusively. in, Hungryzone.com, Gurgaon-based Digilogue communications and Pune-based Innovize Tech and is also on the board of several of them. He is a member of the Indian Angel Network (IAN) and co-founder of blue ocean ventures.

Rajesh Rege

Rajesh Rege joined Red Hat India in the year 2014 as Managing Director. He is an IT veteran with an experience of over 30 years in the industry. Under his leadership, Red Hat witnessed an upsurge in visibility, recall and opportunity participation in India/ South Asia. He also helped the company to acquire new customers with inroads into new sectors/ segments.



Before Red Hat, he was served Cisco as Director & Country Head, (DC & Cloud), India & SAARC. Apart from Cisco, he also played leadership roles in Alcatel-Lucent as Vice President (Global Alliances) and Sun Microsystems as Director (India Management Team Roles). Rege is experienced in conceptualizing innovative growth strategies for exceptional outcomes.

Rajesh Uppal

Rajesh Uppal is the Chief Information Officer of Maruti Udyog and he is associated with the company since 1985. In his long tenure in Maruti, he established IT as an important aspect for business function. The IT systems empowered Maruti in enhancing its efficiency and flexibility of key business Processes. The IT team headed by Uppal has many first to credit like MS Exchange, Sharepoint Portal, Vehicle Tracking System implementations, Hosted Dealer Management System. He joined the IT team as an Executive and was responsible for the initial adoption and evolution of the IT systems at Maruti.



Before serving Maruti, Uppal worked with the IT department of Bharat Heavy Electricals Ltd. He is a Graduate in Mechanical Engineering from Punjabi University.

Raman Roy

Known as the “Father of the Indian BPO Industry”, Raman Roy has been instrumental in promoting India as a preferred destination for Remote Processing to mainly North American and European companies. With an experience of over 30 years, he has successfully led the BPO initiatives of American Express, GE (now Genpact) and Spectramind (now Wipro BPO). Presently, he is the Chairman and Managing Director of Quattro Global Services, which commences its operations in 2007.



Raman also holds the position of Chairman of Executive Committee of NASSCOM for FY 2017-18. He was appointed by the Indian Prime Minister’s Office to the Working Group tasked with developing recommendations to improve the supply of suitable talent to the IT & BPO industries. Raman is a Chartered Accountant and a Chartered Management Accountant with a Doctorate in Management Accountancy.

Ravi Shankar Prasad

A member of Bharatiya Janata Party, Ravi Shankar Prasad presently positioned as Union Cabinet Minister for Law and Justice & Information Technology in the Government of India. He is a Member of Parliament since 2000 representing the state of Bihar. After taking over as Cabinet Minister for Communications and Information Technology, he has played a pivotal role in reviving India’s telecom sector. Under his able leadership, the most ambitious project of Government of India which is Digital India has been implemented. He is also spearheading reforms in the Indian legal and judicial system.



Prasad is working in line with the vision of Prime Minister Modi, has given 3-step mantra: Reform, Perform and Transform. He has special focus on government’s Digi Gaon project which seeks to leverage WiFi technology as an alternative to broadband.

Ritesh Agarwal

Ritesh Agarwal, Founder & CEO of OYO Rooms started his career at the age of 17, backpacking around the country, living in budget accommodations. This sparked the idea of OYO, a global-first business developed in India. Ritesh scaled OYO from 5 cities in December 2014 to 200 cities in 2015.



He was the first resident Indian to be awarded the Peter Thiel Fellowship.

S. Shankar

S. Shankar is the founder of American Megatrends Incorporated (AMI). Incepted in the year 1985, it is an American hardware and software company that specializes in PC hardware and firmware. It is headquartered in Norcross, Georgia, US. In 1994, he founded AMI Germany and AMI India, which is located in Chennai.



AMI’s extensive product line includes StorTrends IP Storage Area Network (IP-SAN) and Network Attached Storage (NAS) solutions, Aptio and AMIBIOS system software and firmware, MegaRAC remote management software and firmware, solutions for the Android operating system including the AMIDuOS Dual OS Environment for Windows. AMI’s greatest success story came in 1996 with megaRAID, a storage controller card. In 2011, AMI continued to focus on OEM business and technology.

Sachin Bansal

Sachin Bansal is the Executive Chairman and Co-Founder at Flipkart. He is a graduated from Indian Institute of Technology Delhi with a degree in engineering in computer science. In 2006, he joined Amazon.com India as Senior Software Engineer. After leaving Amazon in 2007, Sachin along with his friend Binny Bansal founded Flipkart as an e-commerce company from an apartment in Bangalore with 400,000 rupees (\$6,500) cash.



In November 2015, Sachin Bansal along with the co-founder Binny Bansal, was named the 86th richest person in India with a net worth of \$1.3 billion by Forbes India Rich List.

Sameer Garde

Sameer Garde is at the helm of Cisco India & SAARC. As a President his role is to spearhead sales, operations, growth initiatives and investments in strategic alliances. He also looks after the company’s objective to be a transformational partner to the government across states and cities and provide customers with the right foundation for their digital businesses.



He has an experience of over 27 years and led many leading companies like Dell India as President and Managing Director, Philips Healthcare in the capacity of President, South Asia, Samsung India as Country Head or Enterprise Business.

He holds an engineering degree from IIT Delhi and an MBA from IIM Kolkata.

Shailender Kumar

As a Managing Director of Oracle India, Shailender Kumar is responsible to grow business in the country, increase market share, ensure customer satisfaction, and drive Oracle's corporate citizenship initiatives. In his role, Kumar leads a team of sales and sales consulting professionals from all lines of business, which is focused on delivering Oracle solutions to more than 7,000 customers in India.

Prior to his current role, Kumar was Group Vice President, Key Accounts Program. In previous assignments, he has held senior positions at Microsoft India and IBM India.



Shiv Nadar

Under the able leadership of Shiv Nadar, Founder and Chairman, HCL revolutionized Indian technology and product innovation with the first 8-bit microprocessor-based computer in 1978, Relational Database Management System in 1983, client-server architecture in 1984 and multi-processor UNIX installation in 1989. Nadar has made daring forays based on his conviction of the future. HCL in the year 2014 diversified and forayed into healthcare segment.

The philanthropic Nadar also established Shiv Nadar Foundation and created its first initiative in Chennai. The Foundation is a significant driver of social change and transformational education through its landmark institutions.



Som Satsangi

Som Satsangi is presently serving HPE as VP & GM, Enterprise Group and MD India. He is responsible for revenues and profitability. In his 19 years of association with HPE, Som has served numerous leadership positions. Prior to this appointment, he was the Vice President of Sales for HPE's Enterprise Group business.

With over 30 years of experience in the IT Industry, Som, a firm believer of talent management, Prior joining HPE, he led sales and marketing organizations in various Indian IT companies.



Srinivas Kandula

Srinivas Kandula is presently the CEO of Capgemini India. He joined the company in the year 2016. Capgemini in India currently has over 87,000 employees and caters to over 800 customers globally. Since, the acquisition of IGATE, India has become even more strategic to Capgemini's global business roadmap. In 2007, he joined IGATE as EVP, Member of the Executive Council and Chief People Officer. He was responsible for driving IGATE's Business Strategy, Human Resources, Quality Management and Marketing portfolios globally.

He has an experience of over 25 years in business management strategy and practice. Kandula is a Doctoral Fellow from XLRI, Jamshedpur.



Sunil Sood

Sunil Sood joined Vodafone India as Managing Director (MD) in the year 2015. He started his career with FMCG industry and played different roles. Under his stewardship, Vodafone hit a record high Revenue Market Share. It also emerged as the biggest winner in the spectrum auctions 2016, and rolled out broadband services (3G+4G) across the country. In various capacities, Sunil contributed to Vodafone India's journey with revenues growing exponentially from INR.400 crores to over INR. 42,000 plus crore and customers growing from 3 million to over 200 million plus.

Sunil is a B.Tech. from IIT-Delhi and has also completed his PGDM from IIM- Kolkata.



Sunil Bharti Mittal

The Founder and Chairman of Bharti Enterprise, Sunil Bharti Mittal has been responsible for the mobile revolution India. Bharti Airtel is the flagship company of the entire group with its operations in 16 countries. Bharti has joint ventures with several global leaders like Singtel, SoftBank, AXA, Del Monte amongst others.

Sunil is currently the Vice Chairman of the International Chamber of Commerce (ICC). Sunil also serves on the Prime Minister of India's Council on Trade & Industry, World Economic Forum's International Business Council.



T. V. Mohandas Pai

Former Director of Infosys, Mohan Das Pai is now the Chairman of Manipal Global Education (Manipal University). In Infosys he held the position of Chief Financial Officer from 1994 to 2006. To explore new avenues, he voluntarily steeped down from his position and dedicated all his efforts in the areas of Human Resources and Education and Research and spearheaded Administration, Education and Research, Financial, Human Resources of Infosys Leadership Institute.

Pai actively interfaces with key leadership in Indian governments and regulators to improve the business ecosystem. He was awarded the Padma Shri award by the President of India in 2015, and the Karnataka Rojyotsava Award in 2004.



Vijay Shekhar Sharma

Vijay Shekhar Sharma founded the company One97 Communications, parent company of Paytm in the year 2010. He is presently the CEO of the company. During the days of demonetization, Paytm, a payment gateway, gained popularity. It has achieved 250 million registered users and 7 million transactions daily. Now Sharma has made his entry into e-marketplace with Paytm Mall and Paytm Payments Bank.

Sharma wanted to do away with plastic money. It has surpassed most of the goalposts that Sharma had envisaged over the years.



Vijay Sethi

Vijay Sethi is the Chief Information Officer (CIO) and Head of Corporate Social Responsibility (CSR) at Hero MotoCorp. As a CIO he is responsible for all the technology initiatives and support to the business across the organization in achieving the goals and objectives of the company. He also needs to ensure that the investment done in Information Technology brings in significant value to the business. On the other side, as Head of CSR he is responsible for managing all corporate social responsibility related initiatives across the organization. He is associated with the company since 2007.

Before this, he was associated with Ranbaxy as Director, Business Solutions and TCS as Management Consultant.



Vipin Tyagi

Vipin Tyagi is the Executive Director of C-DOT. The organization is playing a crucial role in 'Make in India' and 'Digital India' programs launched by Govt. of India. Digital communication infrastructure required for smart cities and smart buildings is also being innovated by C-DOT. He has an experience of over 35 years in software development; convergent networks; and development of HR and quality systems. He has headed global business in India, Japan, Australia, USA and Europe. He has actively worked towards Research and Development of large systems, Organizational Development and creation of high performance teams. In October, 2009, Vipin decided to promote National level R&D and joined C-DOT.



Government Bodies-Authorities

The growth of Information Communication Technology (ICT) industry has been undoubtedly stellar in the history. Historically no other industry in India has come close to IT and Telecom industry when it comes to rapid growth. With more than two billion devices connected to the cloud every day, it is estimated that our mobile-first, cloud-first world is producing at least 2.5 quintillion bytes of data every day. This incredible volume of data is the value currency in the digital economy.

Behind this spectacular growth and development of this sector, the thrust given by the Government bodies over the period of time with go green concept . IT has the potential to bring about Simple, Moral, Accountable, Responsive and Transport (SMART) governance that works better, costs less and is capable of fulfilling the citizen's need as never before. The various sectors of industry are represented by the Government bodies that are responsible for the development of standards(International and Indian Standards) of the industry.

The fast growing technology sector in India, from being merely a technology adapter or importer, is now becoming a creator for technology enabled disruptive solutions. Digital India is one of the most exciting initiatives in the country by using technology as the great leveller for the citizens of India . Given the huge divide between rural and urban India and the digital haves and have-nots. One of the contributory factors for the growth of IT in India, which boasts second largest technically qualified manpower in the world, is the role of the Government which has also suitably chipped in with reducing import duties on software and hardware products to encourage growth of the IT industry.

The Digital India program also focuses on achieving the government's target of net zero imports by giving priority for electronics manufacturing capabilities and transform the nation into a manufacturing hub. The government has announced a few early harvest programs such as installing Wi-Fi in all universities by 2015, securing email within the government, and enabling public wifi access in cities with a population of more than one million people. Digital India push that aims at plugging the rural connectivity gap, the Centre has given in to the demands made by a section of states to implement their part of the scheme on their own and the committee has proposed to rename the project as BharatNet (earlier it was popular as NOFN), which is to be completed by December 2017 at an estimated cost of Rs 72,778 cr.

This will create a potential to transform many aspects of our lives including video, data, internet, telephone services in areas such as education, business, entertainment, environment, health households and e-governance services. This will help create a situation where the common man will be provided with good governance with minimum red tape and zero corruption.

Department of Telecommunications (DoT)

Smt. Aruna Sundarajan
Chairman (Telecom Commission) and
Secretary (Telecom)
Sanchar Bhavan, 20 Ashoka Road
New Delhi - 110 001
Tel: 011 - 23719898
Fax: 011 - 23711514
Website: www.dot.gov.in

Wireless Planning and Coordination Wing

Shri Anil Kumar
Wireless Adviser
WPC Wing
Sanchar Bhavan, 6Th Floor,
20 Ashoka Road, New Delhi - 110 001
Tel: +91-11-23755444
Fax: +91-11-23716111
Website: www.wpc.dot.gov.in

Tel: 011 - 46550555
Fax: 01123017008/9
Website: www.assocam.org

Federation of Indian Chambers of Commerce and Industry

Mr. Dilip Chenoy
Director General (FICCI)
Federation House
Tansen Marg,
New Delhi - 110 001
Tel: 91-11-23738760-70
Website: www.ficci.in

Ministry of Electronics & Information Technology

Shri Ajay Prakash Sawhney
Secretary
Electronical Niketan,
6 CGO Complex,
Lodhi Road, New Delhi - 110 002
Tel: +91-11-24364041 (Office),
Fax: +91-11-24363134
Website: www.meity.gov.in

Telecom Regulatory Authority of India

Dr. R S Sharma
Chairman, (TRAI)
Mahanagar Doorsanchar Bhawan (Next to ZHC)
Jawaharlal Nehru Marg (Old Minto Road),
New Delhi - 110 002
Tel: +91-11-2323 6308
Fax: 011 - 23236026
Website: www.trai.gov.in

NASSCOM (Same President)
Ms. Debjani Ghosh
President
Plot 7 to 10, Sector 126
Noida 201303
Tel: +91-120-4990111
Fax: +91-120-4990119
www.nasscom.org

Ministry of Information and Broadcasting

Shri N. K. Sinha
Secretary
Room No 655, A wing Shastri Bhawan,
New Delhi-110001
Tel: 011 - 2338 2639, 2338 6530
Fax: 011 - 2338 3513
Website: www.mib.nic.in

Telecom Disputes Settlement and Appellate Tribunal

Shri. Justice Shiva Kirti Singh
Chairperson
Room No. 482 & Room No. 478 (4th Floor)
Hotel Samrat,
Chanakyapuri, Kautilya Marg,
New Delhi - 110 021
Tel: 011-21610467, 011-24102563
Fax: 011-24122218
Website: www.tdsat.gov.in

Cellular Operators' Association of India

Shri. Rajan S Mathews
Director General
14 Bhai Veer Singh Marg,
New Delhi - 110 001
Tel: 011 - 23349275
Fax: 011 - 23349276
Website: www.coai.in

Telecommunication Engineering Centre

Shri Lav Gupta
Head of Telecommunication Engineering Centre
Gate No. 5, Khurshid Lal Bhavan, Janpath,
New Delhi - 110 001
Tel: +91(11) 23355028
Fax: +91(11) 23326029
Website: www.tec.gov.in

The Associated Chambers of
Commerce and Industry of India
Shri. Sandeep Jajodia
President
ASSOCHAM Corporate Office
55, Sardar Patel Marg
Chanakyapuri, New Delhi - 110021

Internet and Mobile Association of India

Shri. Nishant Rao
Chairman
406, Ready Money Terrace
167, Dr Annie Basant Road,
Mumbai - 400018
Website: www.iamai.org.in

Internet Service Providers Association of India Shri. Rajesh Chharia President 612 - A, Chiranjiv Tower, 43 Nehru Place New Delhi - 110 019 Tel: 011 - 26424001 Fax: 011 - 41608472 Website: www.ispai.in	New Delhi- 110 001 Tel No: 011- 23742187 Website: gem.gov.in	India Limited (TCIL) Shri. A Seshagiri Rao Chairman & Managing Director TCIL Bhawan, Greater Kailash - I New Delhi - 110 048 Ph : +91-11-26202020 Fax : +91-11-26242266 Website : www.tcil-india.com
Centre for Development of Telematics (C-DOT) Shri. Vipin Tyagi Executive Director C-DOT Campus Mehrauli, New Delhi - 110 030 Tel: 011-26598118 Fax: 011-26598490 Website: www.cdote.in	Bureau Of Energy Efficiency Shri Abhay Bakre Director General 4th Floor, SEWA Bhawan R. K.Puram, New Delhi - 110 066 Tel : +91 11 26178316 Fax: +91 11 26178328 Website: www.beeindia.gov.in	Standardisation Testing and Quality Certification Directorate (STQC) Shri. Umesh Kumar Nandwani Director General Electronics Niketan, 3rd Floor 6, CGO Complex, Lodhi Road New Delhi - 110 003 Tel : 011-24363089 Fax: 011 - 24363083 Website: www.stqc.gov.in
National Informatics Centre (NIC) Ms. Neeta Verma Director General A-Block, CGO Complex, Lodhi Road New Delhi - 110003 Tel: +91-11-24361504 / 24361447 Website: www.nic.in	Bureau of Indian Standards Smt. Surina Rajan Director General Manak Bhavan, 9 Bahadur Shah Zafar Marg, New Delhi 110 002, Tel : +91 11 23237991, 23236980 Fax : +91 11 23235414 Website: www.bis.gov.in	Media Lab Asia Shri. Sanjay Kumar Rakesh, IAS Managing Director and CEO 708-723, 7th Floor, Devika Tower, 6 Nehru Place New Delhi – 110019 Tel. : 011-26443266 Fax: 011-26288189 Website: www.medialabasia.in
Power Grid Corporation of India Limited (PGCIL) Shri I S Jha Chairman & MD B-9, Qutab Institutional Area, Katwaria Sarai, New Delhi-110016 EPABX : 011-26560112, 26560115 Website: www.powergridindia.com	Bharat Broadband Network Limited Shri. Sanjay Singh Chairman & MD Room No-306, 3rd Floor, C-DOT Campus, Mandigoan Road, Mehrauli, New Delhi -1100 30 Tel: 011-26806100 Fax : 011-26806122 Website: www.bbnl.nic.in	Education and Research Network (ERNET) Dr. (Mrs.) Neena Pahuja Director General 5th Floor, Block-I, A Wing, DMRC IT Park, Shastri Park, Delhi-110053 Tel: 011-22170578 Fax: 011-22170602 Website: www.eis.ernet.in
RailTel Corporation of India Limited (RailTel) Shri Ashutosh Vasant Chairman & MD (Addl Charge) and Director POM 143, Industrial Area, Sector – 44, Gurgaon - 122003 Phone: +91-124-2714000 Fax: +91-124-4236084 Website: www.railtelindia.com	National Internet Exchange of India Shri. Sanjay Kumar Rakesh CEO 6C,6D, 6E, Hansalaya Building 15, Barakhamba Road, New Delhi-110001 Phone: +91-11-48202000 Fax: +91-11-48202013 Website: www.nixi.in	Invest India (National Investment Promotion and Facilitation Agency of India) Shri Deepak Bagla Managing Director and CEO First Floor, Vigyan Bhawan Annexe, Maulana Azad Road New Delhi – 110 001, India Tel: 011-23048155 Website: www.investindia.gov.in
National Institute of Smart Government (NISG) Shri. D N Narasimha Raju,, IAS (Retd.) CEO 5th Floor and 6th Floor, Rear Wing Mahanagar Door Sanchar Sadan, 9, CGO Complex, Lodhi Road New Delhi-110003 Tel: 011-24321445 Fax: 011-24321444 Website: www.nisg.org	C-DAC Dr. Hemant Darbari Director General Pune University Campus, Ganesh Khind Pune - 411 007 Phones: +91-20-2570-4100 Fax: +91-20-2569 4004 Website: www.cdac.in	National Skill Development Agency (NSDA) Dr. K.P. Krishnan, IAS Secretary, MSDE & Chairman, NSDA Kaushal Bhawan, B-2 Pusa Road, Karol Bagh New Delhi-110005 Tel: 011- 25788001-10, 011- 23450837 Fax: 011- 25788012, 011- 23450841 Website: www.nsd.gov.in
Software Technology Parks of India (STPI) Dr. Omkar Rai Director General 9th Floor, NDCC-II, Jai Singh Road (Opp. Jantar Mantar), New Delhi-110 001 Tel: +91-11-23438188 Fax: +91-11-23438173 Website: www.stpi.in	ICERT Dr. Sanjay Bahl Director General Ministry of Communications & Information Technology Government of India Electronics Niketan 6, CGO Complex, Lodhi Road, New Delhi - 110 003 Tel : 011-24368572 Website : www.cert-in.org.in	Other Responsible Nodal agencies at the State level Andhra Pradesh Andhra Pradesh Technology Services Limited (APTSL) Shri. V. Premchand, IDES Managing Director 3rd Floor, R&B Building, MG Road, Labbipet, Vijaywada – 520010 Andhra Pradesh Tel: 0866-2479417, 2489417 Website: www.apts.gov.in
Government e-Market Place (GeM) Smt. S. Radha Chauhan, IAS CEO Patel Chowk, Soami Nagar North, Sansad Marg Area	National Informatics Center Services Inc. (NICSI) Shri Manoj Kumar Mishra Managing Director 6th Floor, Hall No. 2&3, NBCC Tower, 15 Bhikaji Cama Place, New Delhi – 110066 Tel.: +91-11-26105054, +91-11-229002533 Website: www.nicsi.com	
	Telecommunications Consultants	

<p>Arunachal Pradesh Arunachal Pradesh State Council for Science and Technology Shri Er. T. Ronya Director and Member-Secretary ITANAGAR-791113 Tel: 0360- 2292379 Website: www.arunachalpradesh.gov.in</p> <p>Assam Assam Electronics Development Corporation Ltd (AMTRON), Assam Shri MK Yadava, IFS, Addl. PCCF Managing Director Industrial Estate, Bamunimaidan Guwahati- 781 021 Tel: +91 0361 2650111 Fax: +91 0361 2724222 Website: www.amtron.in</p> <p>Bihar Bihar State Electronics Development Corporations Ltd (BSEDC) Sri Rahul Singh, IAS Managing Director Beltron Bhawan, Shastri Nagar Patna - 800023 Tel: +91-612 - 2281856 Fax: 0612-2281857 Website: www.beltron.in</p> <p>Chandigarh Society for Promotion of IT in Chandigarh (SPIC) Shri. Prince Dhawan, IAS CEO-SPIC and Director IT Department of Information Technology SPIC Centre of Excellence, EDC, Plot No.20, Chandigarh- 160101 Tel: 91-172-2970450, 2970451 Website: www.spicindia.com</p> <p>Chattisgarh Chattisgarh Infotech Promotion Society (ChiPS) Shri. Alex Paul Menon CEO 3rd Floor, State Data Centre Building, Opp. New Circuit House, Civil Lines, Raipur- 492001 Chattisgarh Tel: +91 (771) 4014158 /4023123 Fax: +91 (771) 4066205 Website: www.chips.gov.in</p> <p>Goa Goa Electronics Ltd. (GEL) Shri B.S. Borkar Managing Director Ground floor, Shramshakti Bhavan, EDC Complex, Patto Plaza, Panjim, Goa – 403001 Tel: +91 832 2437220 / 2437248 Fax: +91 832 2437220 Website: www.goaelectronics.co.in</p> <p>Gujarat Gujarat Informatics Limited Shri Dhananjay Dwivedi, IAS Chairman Block No. 1, 8th Floor, Udyog Bhavan, Sector - 11, Gandhinagar - 382010, Gujarat Tel: 079-23256022 Fax: 79-23238925 Website: www.gujaratinformatics.com</p>	<p>Haryana Haryana State Electronics Development Corporation Ltd (HARTRON) Shri, Devender Singh, IAS Chairman SCO-111-113, Sector 17-B, Chandigarh -160017 Tel: 0172-2722961-962 Fax: 2705529, 2720113 Website: hartron.org.in</p> <p>Jammu and Kashmir Jammu and Kashmir e-Governance Agency (JaKeGA) Shri. Saugat Biswas Secretary to Govt., Information Technology Deptt, Srinagar: (May – Oct) Ground floor, Secretariat, Srinagar Jammu: (Nov – April) 3rd Floor, Main Block, Secretariat, Jammu Website: www.jkit.nic.in</p> <p>Jharkhand Jharkhand Agency for Promotion of Information Technology (JAP-IT) Shri. Sarvesh Singhal, IFS CEO Ground Floor, Engineers Hostel-I, Near Golchakkar, Dhurwa, Ranchi, Jharkhand Tel: 0651 2401041, 2401044, 2401067 Fax: 0651 2401040 Website: www.japit.jharkhand.gov.in</p> <p>Karnataka Centre for e-Governance (CEG) Shri. K.Nagaraja CEO Room Number-146A, Gate Number-2, M S Building, Ambedkar Veedhi, Bangalore- 560001 Website: www.karnataka.gov.in/ceg.</p> <p>Kerala Kerala State Electronics Development Corporation Limited (KELTRON) Smt. T.R Hemalatha Managing Director Keltron House, Vellayambalam Thiruvananthapuram 695 033 Tel: 0471-2724444, 4094444, Fax: 0471-2724545 Website: www.keltron.org</p> <p>Madhya Pradesh Madhya Pradesh State Electronics Development Corporations (MPSEDC) Shri B. Chandra Shekhar, IAS Managing Director State IT Centre, 47-A, Arera Hills, Bhopal- 462011 (M.P.) Website: www.mpsedc.com</p> <p>Odisha Odisha Computer Application Centre (OCAC) Sri Rudra Narayan Palai, ITS CEO (Administrative) N-1/7-D, Acharya Vihar P.O.- RRL, Bhubaneswar - 751013 Tel: 674-2567280/2567064/2567295/2588283 Fax: 674-2567842 Website: www.ocac.in</p> <p>Punjab</p>	<p>Punjab Information and Communication Technology Corporation Limited (Punjab Infotech) Shri, D.P.S Kharbanda, IAS Managing Director 5th - 6th Floor, Udyog Bhawan, 18- Himalaya Marg, Sector 17, Chandigarh Tel: +91-172-5256400, 5256401, Fax: 2702423 Website: www.punjabinfotech.gov.in</p> <p>Rajasthan RajComp Info Services Limited (formerly RajCOMP) Mr. Akhil Arora, IAS CMD 1st Floor, C-Block, Yojana Bhawan Tilak Marg, C-Scheme, Jaipur-302005 (Raj) Fax: 141- 2228701 Website : www.risl.rajasthan.gov.in/</p> <p>Tamil Nadu Electronics Corporation of Tamil Nadu Ltd (ELCOT) Dr. Chandra Mohan B, I.A.S Chairman & Managing Director 692, M.H.U. Complex, II Floor, Anna Salai, Nandanam, Chennai-600 035 Tel: +91-44-65512330 Fax: +91-44-24330612 Website: www.elcot.in</p> <p>Telangana Telangana State Technology Services (TSTS) Dr. Rakesh Kumar Chirumilla Chairman 1st Floor, B Block BRKR Bhavan, Tank-bund, Hyderabad-500063 Tel: 040-23220305 Fax: 040-23228057 Website: www.tsts.telangana.gov.in</p> <p>Uttar Pradesh Uttar Pradesh Development Systems Corporation Ltd. (UPDESCO) Shri Prakash Chandra Srivastava, IAS Managing Director 2nd Floor, UPTRON Building, Near Gomti Barrage, Gomti Nagar, Lucknow - 226010 Tele: 0522-2304703 Website: www.upite.gov.in</p> <p>Uttarakhand Information Technology Development Agency (ITDA) Shri Amit Kumar Sinha Director Department of Information Technology, (Government of Uttarakhand) IT Bhawan, Plot No. IT-07 IT Park, Shasthradhara Road Dehradun, Uttarakhand Tele: 0135- 3051503 Website: www.itda.uk.gov.in</p> <p>West Bengal West Bengal Electronics Industry Development Corporation Ltd. (WBEIDC) Shri Hirak N. Sengupta Chairman Webel Bhavan, Block - EP & GP, Sector - V,</p>
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WOMEN LEADERSHIP



Successful Women Entrepreneurs in India

It's no secret that gender disparity is an issue in the technology industry. The field has become a gateway to high-paying jobs and an opportunity to make a change in the software-driven future. It's easy to feel the industry has turned a corner with many of its gender equality policies and initiatives. However, a disparity still exists. Consider the number of women who enter the technology industry, compared to the number of women who make it to the top – the C-suite. Women today make their presence felt in almost every field, even in the digital space, there are many who have come forward and encashed various opportunities to build new ideas.

Women entrepreneurship is gaining importance in India which also is an indication of how men and women see risks and opportunities through a different lens, and this provides a diversity of thinking when combined together. Most executives agree that gender diversity in the workforce is not just a moral imperative – it's also good for business. Research has shown that organizations with a higher percentage of women in leadership roles are likely to outperform the average. There are a few reasons for this. For one, multiple studies show that women are better at assessing risks than men, and making decisions accordingly – this is incredibly important given the unpredictable global business environment.

TCS today has a strength of more than 100,000 women employees, making it one of the highest employers of women in the world. However, women constitute only one third of the economic enterprises. In spite of the Indian IT/BPM industry having around 30% women workforce, there are less than 1% women at the leadership level. The Indian technology industry has 26% women in engineering roles. Only 7 percent of the senior management (CEO/ Managing Director) roles were held by women in India. The most common roles held by women in India are Human Resources Director (25 percent) and Corporate Controller (18 percent). Today, a good number of women executives are holding strategic positions in big companies.

Here we have listed out some top women executives from India who have made a path breaking success in the IT industry.



WOMEN IN TECHN



Aarti Shah
Senior VP and CIO
Eli Lilly



Annie Mathew
CIO
Mother Dairy



Arati Bam
Marketing Head
Adobe Digital Media
Solutions



Aruna Jayanthi
Global BPO head
Capgemini India



Aruna Sundararajan
Secretary telecom
GOI



Bipasha Chakrabarti
Head Comm. &
Marketing
Cisco Systems



Chitra Ramkrishna
CEO
NSE



Debjani Ghosh
President
NASSCOM



Deepti Sharma
Head of Marketing
SUSE



Dipti Singh
Head - Marketing
& Communications
VERTIV India



Gayatri Rath
Director, Corporate
Communications
Microsoft



Geetu Bhatnagar
Head of Marketing
Oracle India



Harmeen Mehta
Global CIO
Bharti Airtel



Inderpreet Sawhney
Group General Counsel &
Chief Compliance Officer
Infosys



Jessica D'cruz
Sr Marketing Manager -
India & SAARC
Fortinet



Jyothsna Pai
Global Head Marketing
& Corporate Comm.
Tally Solutions



Kirthiga Reddy
Head & Director
Online operations
Facebook



Manisha Sood
Retail Business Head
Apple India



Meena Hemchandra
ED RBI, Chairperson for Interdisci-
plinary Standing Committee
Cyber Security



Meenu Handa
Director, Corporate
Communications
Google India



Monalisa Sahoo
Senior VP - Marketing
Vodafone



Monica Aggarwal
Vice President
IBM Systems



Dr.(Mrs.) Neena
Director General
ERNET India



Neelima Burra
Country Marketing Director
HP India



Nithya Krishnan
Director Marketing
Trend Micro India

LOGY LEADERSHIP



Nivruti Rai

Country Head Intel India and
VP Data Center Group
Intel India



Nupur Sharma

Dir. & Head of Marketing,
India & SAARC Operations
Symantec



Poornima Matthan

Head- Corporate
Communications
Lenovo India



Prameela Kalive

Executive VP
Zensar Technologies



Rachana Panda

Chief Communications
Officer
GE South Asia



Rachna Mukherjee

Chief HR Officer,
Greater India
Schneider Electric



Radha Chauhan

CEO
GeM



Radhika Aggarwal

Co - Founder
Shopclues



Raji Arasu

CTO
Intuit



Rashmi Sinha

CEO & CO-Founder
Slideshare



Renu Satti

CEO
Paytm Payments bank



Ritu Anand

Sr. Vice President,
TCS



Ritu Gupta

Marketing Director
Dell India



Roshni Nadar Malhotra

CEO and ED
HCL Corporation



Ruchika Batra

VP, Marketing and
Communications
Ericsson India



Sabina Chopra

Co-founder
Yatra.com



Shalini Kaul

Head of Marketing
FireEye India



Sharmila Karve

Global Diversity Leader
PwC India



Shikha Rai

Vice President
Canon India



Suchita Vishnoi

Dir., Marketing
Salesforce



Upasana Taku

Co-founder
Mobikwik



Vaishali Shivshankar

Head- Marketing &
Comm.: India & Saarc
SonicWall Inc



Vinny Sharma

Marketing Head
Forcepoint India



Virginia Sharma

Director, Marketing
Solution
Linkedin



Vishpala Reddy

Chief People
Officer -India & S. Asia
Uber

PARTNERS IN INDIA



1. 22BY7 Solutions

Name : Venkat Murthy
Designation : Managing Director
City : Bangaluru
Website : www.22by7.in
Focus Verticals : Government, IT/ITeS, Education and Healthcare
Key Vendors : EMC, Fortinet, NetApp, CISCO, Aruba and Symantec

2. Aashna Cloudtech

Name : Biswas Nair
Designation : Managing Director
City : Pune
Website : www.aashnacloudtech.com
Focus Verticals : Manufacturing, IT/ITeS, BPO, Health care, Pharmaceuticals and E-Commerce
Key Vendors : NetSuite, Google, Salesforce.com, Oracle Cloud, BOX and Google

3. Abhi Technologies

Name : Abhijit Chatterjee
Designation : CEO
City : Delhi
Website : www.abhitechnologies.com
Focus Verticals : Government, Finance, Manufacturing, Telecommunications, Media, E-commerce
Key Vendors : Intel, Microsoft, Avaya, Cisco, Lenovo, Dell, HP, Symantec

4. Accel Frontline

Name : Mr. Malcolm F Mehta
Designation : Chairman & Executive Director
City : Chennai
Website : www.accelfrontline.com
Focus Verticals : Telecom, Government, IT/ITeS, BFSI
Key Vendors : Oracle, IBM, HP, Cisco, Extreme, Hitachi Data Systems, NetApp, Symantec, Red Hat, EMC, VMware

5. ACE Brain Systems & Software

Name : Yogesh Godbole
Designation : Director
City : Pune
Website : www.acebrain.com
Focus Verticals : Government and BFSI
Key Vendors : HP, Dell, Acer, Samsung, Uniken, ESSL

6. ACMA Computers

Name : Biren Selarkha
Designation : Director
City : Mumbai
Website : www.acmacomputers.com
Focus Verticals : Education, Government, IT/ITES, BFSI, Healthcare
Key Vendors : Dell, Microsoft, Amp, Systimax, Fox Domotics and Crestron

7. ACPL Systems Pvt. Ltd.

Name : Vishal Bindra
Designation : CEO
City : Gurgaon
Website : www.acpl.com
Focus Verticals : Telecom, Government, IT-ITeS, Manufacturing and BFSI
Key Vendors : McAfee, websense, Fortinet, PaloAlto, Checkpoint, Juniper and F5

8. Adit Microsys Pvt. Ltd.

Name : Biren Shah
Designation : Managing Director
City : Ahmedabad
Website : www.aditmicrosys.com
Focus Verticals : Infrastructure, Government and IT/ITeS
Key Vendors : Microsoft, Oracle, AdobeSymantec and kaspersky

9. Agmatel India

Name : V K Malhotra
Designation : Director
City : New Delhi
Website : www.agmatel.com
Focus Verticals : Electronics Test/Masurement, IT/Office Automation, Manufacturing and Retail
Key Vendors : Apple, Sony, Samsung, Delta, Getac, Keysight Tech, Viavi, Kiosks and Samsung

10. Allied Digital Services

Name : Paresh Shah
Designation : Global CEO
City : Mumbai
Website : www.allieddigital.net
Focus Verticals : Telecommunications, Government, IT/ITES, Media, BFSI, Healthcare, Ecommerce
Key Vendors : IBM, Lenovo, DellEMC, Cisco, NetMagic, Symantec, VMware

11. Apee Eskay Enterprises

Name : Ashwinder Pal Singh Puri
Designation : Managing Director
City : Delhi
Website : www.apsk.net
Focus Verticals : Automotive/Transportation, Telecommunications, IT/ITES/BPO, Manufacturing, Education/Non-profit, Government
Key Vendors : Tyco, Belden, R&M, Schneider, Molex, Cisco, Juniper, Extreme, Avaya

12. Archon Consulting Systems

Name : Sachin S Rao
Designation : Managing Director & CEO
City : Bangaluru
Website : www.archonit.in
Focus Verticals : Real Estate, Automotive, Telecommunications, Government, IT/ITES, Manufacturing, Media, BFSI, Healthcare, Ecommerce
Key Vendors : HPE, Hpi, VMWare, HDS, Symantec, Veritas, Citrix, Palo Alto Networks

13. Arrow PC Network

Name : Gurpreet Singh
Designation : Managing Director
City : New Delhi
Website : www.artek.co.in
Focus Verticals : Defense, PSU's, Education, Railways
Key Vendors : Datacenter Solutions, Servers, Storage, Cloud Computing, Virtualization, Security, Networking

14. Artek Enterprises (P) Ltd.

Name : Anubhav Gupta
Designation : Director
City : New Delhi
Website : www.artek.co.in
Focus Verticals : Defense, PSU's, Education, Railways
Key Vendors : Digilink, Cisco, 3com, D-Link, Merotek, Checkpoint, Fluke Networks, Sun Microsystems, Cygnus, Wipro, Nortel Networks, Amp, Zyxel, Krone, Symantec

15. Ashtech Infotech

Name : Saurin Shah
Designation : Managing Director
City : Mumbai
Website : www.ashinfo.com
Focus Verticals : Infrastructure, Auto/Logistics, Education/Nonprofit, Telecom, Government, IT/ITeS, Manufacturing, Mining/Oil/Gas, Media, BFSI, Healthcare/Pharma
Key Vendors : Oracle, HP, IBM, EMC, Hitachi Data Systems, NetApp, VMware, Microsoft, Dell, Cisco, Lenovo

16. Bloom Electronics

Name : S. Karthikeyan
Designation : CEO
City : Coimbatore
Website : www.bloomcomputers.in
Focus Verticals : Software solutions, Support services, Man power consulting and outsourcing
Key Vendors : DELL, Microsoft, Intel, Samsung, HP Printer, Seagate. Acer and EPSON

17. Binary Systems

Name : Edward Jeevan
Designation : Director
City : Bangalore
Website : www.binaryindia.com
Focus Verticals : Education and Nonprofit, Real Estate, IT/ITeS, Manufacturing, Oil and Gas, BFSI, Health care
Key Vendors : Dell, IBM, Lenovo, VMware, Raritan, Microsoft, Axis, Symantec and Veeam

18. C.I. Infotech

Name : Irvinder Singh
Designation : Founder & Director
City : New Delhi
Website : www.ciinfotech.net
Focus Verticals : Mining/Oil/Gas, Manufacturing, Telecommunications, IT/ITES/BPO
Key Vendors : HP, Emerson, Cyberoam, Symantec, VMware

19. Cache Peripherals

Name : Sailesh Gumidelli
Designation : Director
City : Hyderabad
Website : www.cacheperipherals.com
Focus Verticals : Education/Nonprofit, Government, IT/ITeS, Manufacturing, Media, Healthcare/Pharma and Data Center
Key Vendors : HP, Oracle, Microsoft, VMware, CA Technologies, Trend Micro, McAfee and Norton

20. Central Data Systems

Name : Kota Subramanya
Designation : Director
City : Bangalore
Website : www.cdspl.com
Focus Verticals : IT/ITeS, Manufacturing, Healthcare/Pharma
Key Vendors : Cisco, APC, Schneider, HP, Citrix, VMware, EMC, Hitachi Data Systems, Microsoft

21. Choice Solutions

Name : K.V. Jagannath
Designation : CEO & MD
City : Hyderabad
Website : www.choice-solutions.com
Focus Verticals : IT Infrastructure, Data center, Cloud, Networking, Consulting and Power
Key Vendors : Adobe, Cisco, Citrix, EMC, Hltachi, Microsoft, Oracle, Red Hat, Sonicwall, Symantec, Trend Micro

23. Compusoft

Name : Devesh Aggarwal
Designation : Managing Director and CEO
City : Thane
Website : www.compusoftindia.co.in
Focus Verticals : Infrastructure, Education/Nonprofit, IT/ITeS, Manufacturing, BFSI, Healthcare/Pharma
Key Vendors : Microsoft, Microsoft Dynamics, Autodesk, Adobe, Azure, Microsoft Cloud and Mobility Solutions

25. Cyberland Technologies

Name : R. Madhav Chandran
Designation : Founder & Chief Consultant
City : Cochin
Website : www.cyberland.co.in
Focus Verticals : Government State or Local, Real Estate, Education/Non Profit
Key Vendors : D-Link, Cisco, HP, Toshiba, DELL

27. Diamond Infotech Pvt.Ltd.

Name : Manoj Rathi
Designation : Director
City : Kolkata
Website : www.dipl.co.in
Focus Verticals : Financial, Manufacturing, SMB
Key Vendors : Intel, IBM, Tyco, APC, Cisco, Nortel, Dell, EMC

29. D M Systems

Name : D K Bajaj
Designation : CEO
City : Delhi
Website : www.dmsystems.in
Focus Verticals : Construction, Automotive, Education, Government, IT/ITES/BPO, Manufacturing, BFSI, Healthcare/Medical
Key Vendors : Sophos, Dell SonicWALL, Radware, McAfee, Trend Micro, Sophos, Lenovo, SOTI, F-Secure

22. Corporate Infotech Pvt. Ltd.

Name: Vinod Kumar
Designation: CEO
City: New Delhi
Website: www.cipl.org.in
Focus verticals : Defence, Corporate, Ministries, Institutional other Government Departments, Data center & Infrastructure solutions and PSUs
Key vendors : Microsoft, Oracle, IBM, HP, Lenovo, NetApp, Cisco, Netapp, Trendmicro, Fujitsu, Huawei, Schneider, Riverbed, Samsung, Canon, Avaya

24. Computers Network & Telecom

Name : Dipesh Mangla
Designation : Director
City : New Delhi
Website : www.cntindia.net
Focus Verticals : Auto/Logistics, Education/Nonprofit, Telecom, IT/ITeS, Manufacturing, Media, BFSI, Healthcare/Pharma
Key Vendors : IBM, Symantec, VMware, Microsoft, Juniper, HP

26. Datasoft Network Solutions

Name : Irvin Pinto
Designation : Managing Director
City : Mumbai
Website : www.datasoft.co.in
Focus Verticals : Infrastructure, Education/Nonprofit, Telecom, Government, IT/ITeS, Manufacturing, Mining/Oil/Gas, Media, BFSI, Healthcare/Pharma
Key Vendors : IBM, Cisco, GajShield, Kaspersky, NetApp, EMC, Dell

28. Dynacons Systems & Solutions

Name : Parag Dalal
Designation : Executive Director
City : Mumbai
Website : www.dynacons.com
Focus Verticals : BFSI, Government, Education, Manufacturing, IT/ITes
Key Vendors : IBM, HP, Cisco, Dell, Juniper, Netmagic, Webwreek, Nxtradata

30. Eden Infosol Pvt. Ltd.

Name : Romil Sheth
Designation : CEO
City : Mumbai
Website : www.edeninfosol.com
Focus Verticals : Networking, Connectivity, Security, Computer, Storage, Virtualisation and Cloud
Key Vendors : Cisco, Dell, Citrix, Netapp, Microsoft, EMC, Ericom and VMware

31. Emarson Computers

Name : Sumeet Prakash
Designation : Partner
City : Noida
Website : www.emarsonindia.com
Focus Verticals : Manufacturing, Media, IT/ITES, Government, Education
Key Vendors : Cisco, Tyco, Checkpoint, Fortinet, HPN

32. Embee Software Pvt. Ltd.

Name : Sudhir Kothari
Designation : CEO & Managing Director
City : Kolkata
Website : www.embee.co.in
Focus Verticals : BFSI, Ecommerce, Education, Healthcare, Education, Logistics, Education
Key Vendors : Microsoft, Adobe, CISCO, HPE and Avaya

33. Enjay IT Solutions Ltd.

Name : Limesh Parekh
Designation : CEO & Managing Director
City : Mumbai
Website : www.enjayworld.com
Focus Verticals : CRM, Follow-up Management, Task Management, Integration with Telephony
Key Vendors : Sugar CRM, Tally on Cloud and Thin Clients

34. Essen Vision Software

Name : Nityanand Shetty
Designation : Managing Director
City : Mumbai
Website : www.essenvision.com
Focus Verticals : IT/ITeS, Manufacturing, BFSI, Healthcare/Pharma, Data Protection and Storage/Back-up
Key Vendors : Websense, McAfee, Symantec, Radware, IBM, Kaspersky, Palo Alto, Seclore

35. Fourth Dimension Solutions Pvt. Ltd.

Name : Amalendu Mukherjee
Designation : M.D.
City : New Delhi
Website : www.fdsindia.co.in
Focus Verticals : Government, Corporate and Defence that Includes ICT in Schools, Aadhar, e-Governance, Indian Post, SWAN and E-district and ATM Installation and AMC
Key Vendors : Ricoh, CISCO, CA, Juniper, Microsoft, Redhat, HP, Molex, EMC, VMWARE, Sophos, Symantec, Oracle, Aboobe and Lenovo

36. Frontier Business Systems Pvt. Ltd.

Name : Ravi Verdes
Designation : MD
City : Bangalore
Website : www.frontier.in
Focus Verticals : IT Infrastructure Solutions, Enterprise Computing and Networking Solutions, Virtualization and Application Delivery
Key Vendors : IBM, HP, CISCO, Avaya, Veritas and Emerson

37. Futurenet Technologies (I) Pvt. Ltd.

Name : L. Ashok
Designation : Managing Director
City : Chennai
Website : www.futurenet.in
Focus Verticals : Education/Nonprofit, IT/ITeS, Manufacturing, Media, BFSI, Healthcare/Pharma
Key Vendors : IBM, Cisco, Citrix, VMware, Amazon Web Services, Microsoft, Acer, Hitachi, HP and DELL

38. Futuresoft Solutions

Name : Vipul Data
Designation : CEO
City : Delhi
Website : www.fspl.co.in
Focus Verticals : IT/ITES/BPO, Finance/Banking/Accounting/Insurance, Media
Key Vendors : Huawei, Cisco, EMC, Citrix, Lenovo, HP, Microsoft, VMware, Symantec, Arc serve, Redhat, Oracle

39. Galaxy Office Automation

Name : Sanjay Patodia
Designation : CEO & Director
City : Mumbai
Website : www.goapl.com
Focus Verticals : IT/ITES, Automotive, Telecommunications, Manufacturing, BFSI
Key Vendors : EMC, IBM, Lenovo, HP, VMware, Qlik, Microsoft, Juniper, F5 Networks, CommScope, Cisco

40. Gurusons Communication Pvt. Ltd.

Name : Soami Bhatia
Designation : Managing Director
City : Gurgaon
Website : www.gurusons.com
Focus Verticals : Voice solutions, AV Integration, Network Infrastructure/Security, Document Management solutions and Managed Services
Key Vendors : Polycom, CISCO, UNIFY, CANON and Entrasys.

41. HBS Systems Pvt. Ltd.

Name : Ajay Mittal
Designation : Director
City : New Delhi
Website : www.hbsindia.com
Focus Verticals : IT Infrastructure
Key Vendors : Microsoft, Newgen, Trend Micro, Lenovo, Red Hat, Symatec, Oracle, Vmware, APC , Cisco, Dell, Emerson, IBM, HP

42. Hitachi Systems Micro Clinic

Name : Tarun Seth
Designation : CEO
City : New Delhi
Website : www.hitachi-systems-mc.com
Focus Verticals : Government/PSU, Hospitality, Healthcare, Manufacturing & Retail, BFSI, Eductaion, Media & Entertainment
Key Vendors : VMware, Citrix, Microsoft, HP, DELL, Symantec, HDS, Commvault and Netapp.

43. Icons Infocom Pvt. Ltd.

Name : Manish R Goenka
Designation : Director
City : Mumbai
Website : www.iconsinfocom.com
Focus Verticals : Document Management, OCR, PDF and Speech Recognition and Digital Voice Recorder
Key Vendors : Andrea, Asus, HP, Istorage, Lenovo, Philips, Nuance, Revolabs, Spicons and Plantronics

44. Immunity Networks & Technologies

Name : Sumit Garg
Designation : Chairman
City : Mumbai
Website : www.immunitynetworks.com
Focus Verticals : Telecom, Government, IT/ITeS, Manufacturing, Mining/Oil/Gas, BFSI, Healthcare/Pharma
Key Vendors : Symantec, Cyberoam, Check Point, Sophos

45. Innovative Telecom & Softwares

Name : Moin Shaikh
Designation : Director
City : Surat
Website : www.innosoftel.com
Focus Verticals : Education/Nonprofit, Government, IT/ITeS, Manufacturing, BFSI, Healthcare/Pharma
Key Vendors : IBM, Lenovo, Microsoft, Oracle, Verint System, VMware, TYCO Electronics, Cisco, Delta Electronics, Symantec

46. Insight Business Machines

Name : Piyush Vibhakar
Designation : M.D.
City : Mumbai
Website : www.insightindia.com
Focus Verticals : Enterprise Applications, Security, Cloud, Mobility, UC, Virtualization, Managed Services
Key Vendors: Huawei, HPE, Lenovo, IBM, EMC, Cisco, Fortinet, Dell, Microsoft, Sophos, VMware, Symantec

47. Inspira Cloudtech

Name : Manoj Kanodia
Designation : CEO
City : Mumbai
Website : www.inspira.com
Focus Verticals : Government, BFSI, PSU, IT/ITes, Telecom, Custom software services and Mobility solutions.
Key Vendors : HP, Oracle, Juniper, Sophos, McAfee, Array Networks, SAP, Safenet, Dell, BMC, Polycom, Oracle, Schneider Electric, Avaya, XIO, Websense, Bluecoat, Sanovi, CA Technologies, Symantec, Posiflex and Peoplesoft

48. Intensity Global Technologies

Name: Aditya Narain Kakkar
Designation : Director
City : New Delhi
Website: www.igtpl.co.in
Focus Verticals : Infrastructure, Auto/Logistics, Education/Nonprofit, Telecom, Government, IT/ITeS, Manufacturing, Media, BFSI, Healthcare/Pharma.
Key Vendors : HP Enterprise, Fortinet, Aten, VMware, Symantec, Microsoft, Arcserve

49. Iris Global Services

Name: Himanshu Chawla
Designation : CEO
City : New Delhi
Website: www.irisglobal.in
Focus Verticals : Information Security, Networking, Business Applications, Infrastructure Solutions, Mobility and Rental Business,
Key Vendors : Microsoft Certified Partner, DELL, Lenovo

50. Ishan Group

Name : Pinkesh Kotecha
Designation : Chairman and CEO
City : Rajkot
Website : www.ishanitech.biz
Focus Verticals : Auto/Logistics, Education/Nonprofit, Government, IT/ITeS, Manufacturing, BFSI, Healthcare/Pharma
Key Vendors : HP, IBM, EMC, Aruba, Cisco, Microsoft, Symantec, Lenovo, APC, Rittal, Adobe, Autodesk, VMware, Cyberoam, ADC Krone

51. Jainam Technologies

Name : Ratna Singh

Designation : COO

City : Mumbai

Website : www.jainamtech.com

Focus Verticals : Infrastructure, Auto/Logistics, Education/Nonprofit, Telecom, Government, IT/ITeS, Manufacturing, Mining/Oil/Gas, Media, BFSI, Healthcare/Pharma

Key Vendors : F5, Arbor Networks, Juniper, Symantec, CA Technologies, Palo Alto Networks, ShoreTel, Tenable Network Security, Apposite

52. JNR Management Resources Pvt. Ltd.

Name : Prashant Jain

Designation : Director

City : New Delhi

Website : www.jnrmr.com

Focus Verticals : Securing and managing project and control automatically

Key Vendors: Symantec, Globalsign, e-lock, Websense, Safenet, Pawaa, Entrust, Infowatch and Quickheal

53. Kamtron Systems

Name : kavita Singhal

Designation : Managing Director

City : Delhi

Website : www.kamtrononline.com

Focus Verticals : Education/Non-profit

Key Vendors : Microsoft, Symantec, Adobe

54. LDS Infotech Pvt.Ltd.

Name : Amarnath Shetty

Designation : Managing Director

City : Mumbai

Website : www.ldsinfotech.com

Focus Verticals : IT, Infrastructure

Key Vendors : Microsoft, Oracle, Adobe, Red Hat, Corel Corporation, Computer Associates, Symantec, IBM, Novell, SCO

55. Locuz Enterprise Solutions Ltd.

Name : Vijay Wadhi

Designation : MD & CEO

City : Hyderabad

Website : www.locuz.com

Focus Verticals : Healthcare ,IT/ITes ,Defence ,Engineering.

Key Vendors : Cisco, VMware, Netapp, Microsoft, Symantec, Citrix, IBM, CRAY, SGI, Oracle, CA

56. Lauren Information Technologies

Name : Rawlin Pinto

Designation : Chairman & CEO

City : Mumbai

Website : www.lauren.co.in

Focus Verticals : Government, Real Estate, BFSI, Healthcare/Medical Services

Key Vendors : IBM, Dell, HP, Hitachi, Microsoft, Oracle, VMware

57. Magnamious Systems Pvt.Ltd.

Name : Jiten Mehta

Designation : Director

City : Mumbai

Website : www.magnamious.net

Focus Verticals : IT Infrastructure/outsourcing, Security Audit, Server consolidation, Cabling and Router deployment

Key Vendors : Wipro, IBM, HP, Microsoft, Citrix, Lenovo, Symantec, EMC, Fortigate, SAP and APC

58. Manorama Infosolutions

Name : Vishal Jain

Designation : Director

City : Kolhapur

Website : www.manoramahealthcare.com

Focus Verticals : Health Care, Medical Services, Pharmaceutical, Bio-Tech

Key Vendors : Abbott, Telemedicine Africa – Telemedicine, BECIL - Telemedicine, Medsynaptic - PAC

59. Megahertz Infotech

Name : Ranjan Arora

Designation : Director

City : New Delhi

Website : www.megahertzinfotech.com

Focus Verticals : Networking, Server & Storage, Information Security & Data Center solutions, System Integration and Managed Services

Key Vendors : IBM, EMC, Oracle, Microsoft, VMware, HP, BOSCH, Honeywell, APC, Lifesize, Cisco, Juniper and Emerson

60. Microlink Solutions

Name : Ketan Khimani

Designation : Director

City : Ahmedabad

Website : www.microlink.co.in

Focus Verticals : Infrastructure, Auto/Logistics, Education/Nonprofit, Government, IT/ITeS, Manufacturing, Mining/Oil/Gas, Healthcare/Pharma

Key Vendors : Cisco, Tyco, HP, IBM, D-Link, VMware, Sony, Molex, CommScope, FortiGate, Cyberoam

61. Modi Peripherals Pvt. Ltd.

Name : Anuj Modi
Designation : Director
City : New Delhi
Website : www.modiithub.com
Focus Verticals : Government, IT/ITes
Key Vendors : Nxtra data, ilantus, Kaseya, GO-Global, CtrlS, IBM, Lenovo, Uniline, Simmtronics, Airtel, Huawei, Cisco, HP, Microsoft, iJab , Leviton, Asus, Samsung, Intel, Cyber Power, Dell

62. Netplace Technologies Pvt. Ltd.

Name : Dhaval Doshi
Designation : Managing Director
City : Mumbai
Website : www.netplacetechologies.com
Focus Verticals : IT/ITes.
Key Vendors : Apollo, Axis Communication, BOSCH, TOA Technologies, CISCO, Tyco, QNAP, HID, Panasonic, HP Networking, FLUKE Networks, Airtight, Radware, Plantronics, Polycom, Cisco, Key Automation

63. Omnitech InfoSolutions Ltd

Name : Atul Hemani
Designation : MD & CEO
City : Mumbai
Website : www.omnitechglobal.com
Focus Verticals : Banking & Finance, Manufacturing, Retail, IT/ITes
Key Vendors : Cisco, Citrix, Acer, HP, Microsoft, Airtel, APC by Schneider Electric, Cyberoam, Dell, Oracle, Symantec, D-Link, Borland, Emerson, Kaseya, IBM

64. One Network Consulting

Name : Anuradha Kaur
Designation : Managing Director
City : Mumbai
Website : onenetwork.co.in
Focus Verticals : Health Care/Pharma, BFSI, Manufacturing, IT/ITES
Key Vendors : Cisco, Juniper, Multi Tech Systems, Sophos, Riverbed, Aruba, Technology Nexus AB, NetApp

65. Orient Technologies

Name : Ajay sawant
Designation : M.D.
City : Mumbai
Website : www.orientindia.com
Focus Verticals : BFSI, Pharma, IT/ITeS, Government, PSUs, Education, Manufacturing
Key Vendors : Cisco, Citrix, Dell, Emerson, Fortinet, HP, IBM, Lenovo, APC by Schneider and Amazon

66. Orva Networks Pvt. Ltd.

Name : Niraj Kumar
Designation : COO
City : Bangalore
Website : www.orvanetworks.com
Focus Verticals : Infrastructure, Telecom, Manufacturing
Key Vendors : Cisco, Juniper, Check Point, Polycom

67. Parth TechoComm Solutions

Name : Tejas Mehta
Designation : Director
City : Kolkata
Website : www.parthtechnocomm.com
Focus Verticals : Government, IT/ITeS, Manufacturing, BFSI, Healthcare/Pharma
Key Vendors : Cisco Systems, HP, EMC, Dell, Aastra, Matrix, Juniper, AMP, Tyco, Molex, Systemax, Plantronics, Jabra, VMware, Citrix, Cyberoam, Fortinet, SonicWall

68. P C Solutions

Name: Devendra Taneja
Designation: CEO
City: Delhi
Website: www.e-pspl.com
Focus Verticals: Telecom, Manufacturing, IT/ITES, BFSI, Government
Key Vendors: HP, Lenovo, IBM, Microsoft, Cisco, Citrix, Symantec, VMware

69. Pentagon System and Services

Name : Sairaman Mudaliar
Designation : Director
City : Mumbai
Website : www.pentagon.co.in
Focus Verticals : Education/Nonprofit, Telecom, IT/ITeS, Manufacturing, Media, BFSI
Key Vendors : IBM, EMC, NetApp, VMware, Lenovo

70. Printlink Computer and Communication Pvt.Ltd.

Name : Rajesh Kumar Dora
Designation : Managing Director
City : Bhubaneswar
Website : www.printlinkindia.com
Focus Verticals : Manufacturing, Government, Education, Banking, Telecom and Steel Industry
Key Vendors :Dell, HP, IBM, Intel, Polycom, Xerox, Hik Vision, Tyco and Cyberoam

71. Proactive Data Systems

Name : Rajiv Kumar
Designation : Managing Director
City : Mumbai
Website : www.proactive.co.in
Focus Verticals : Data center, Virtualisation, Contact Center Solutions, Networking, Wireless, Security Solutions and Cloud services
Key Vendors : CISCO, EMC, VMware, Commscope, Belden, Panduit, AMP and Citrix

72. Progility Technologies Pvt. Ltd.

Name : Anil Jain
Designation : Managing Director
City : Mumbai
Website : www.progilitytech.com
Focus Verticals : Unified Communications, Networking Solutions, IP Surveillance, Datacenter Infrastructure
Key Vendors : Aruba, Barco, Brocade, Extreme, Polycom, Cyberoam, Juniper, Harman, Lifesize, Panasonic and UNIFY

73. Quadrasystems.net (India) Pvt.Ltd.

Name : Nagaraj P
Designation : Executive Director
City : Coimbatore
Website : www.quadrasystems.net
Focus Verticals : IT Infrastructure.
Key Vendors : Microsoft, IBM, Adobe, Citrix, Red Hat, Symantec, Dell Software, Oracle, VMware, Autodesk, SAP, Barracuda, McAfee, Ironport, Commvault, Palo Alto, Trend Micro, CA, Dell-Sonicwall

74. QuantM

Name : Rajeev Kumar
Designation : Director
City : Gurgaon
Website : www.quantm.com
Focus Verticals : Infrastructure, Auto/logistics, Telecom, Government, IT/ITeS, Manufacturing, Media, BFSI
Key Vendors : IBM, HP, Dell, NetApp, Microsoft, CA Technologies, Cisco, Fortinet, VMware, Symantec, Oracle, Citrix, EMC, Google

75. Questa Software Systems

Name : Manish Tandon
Designation : Managing Director
City : Mumbai
Website : www.questasoft.com
Focus Verticals : Infrastructure, Education/Nonprofit, Manufacturing, Media, BFSI, Healthcare/Pharma
Key Vendors : Microsoft, Oracle, Symantec, Adobe

76. Raksha Technologies

Name : V. Anand
Designation : CEO
City : Chennai
Website : www.rakshatech.com
Focus Verticals : Auto/logistics, Education/Nonprofit, Government, IT/ITeS Manufacturing, Media, BFSI, Healthcare/Pharma
Key Vendors : Trend Micro, Fortinet, NetApp, EMC, IBM, Symantec, Cisco

77 Rubik Infotech

Name : Jitesh Chauhan
Designation : Managing Director
City : Ahmedabad
Website : www.rubikinfotech.com
Focus Verticals : Education/Nonprofit, IT/ITeS, Manufacturing, Healthcare/Pharma
Key Vendors : Cyberoam, Fortinet, Microsoft, McAfee, Symantec, WinMagic, VMware, EMC, RSA

78 Sanghvi Infotech Pvt. Ltd.

Name : Jigar Sanghvi
Designation : CEO
City : Ahmedabad
Website : www.sanghviinfo.com
Focus Verticals : Network Security, Datacenter, Webcasting and Home Automation
Key Vendors : Cambium, Enginus, Garmin, Ruckus, Ubiquiti and Wavion

79. Satcom Infotech Pvt. Ltd.

Name : Vinod Kumar
Designation : CEO
City : Vashi, Navi Mumbai
Website : www.satcominfotech.com
Focus Verticals : End-to-end Security solutions, Unified Threat Management, Encryption,
Key Vendors : Sophos, GFI, INNEFU, Smarton, SOTI and COSOSYS

80. Secure Network Solutions India

Name : N K Mehta
Designation : CEO
City : Chennai
Website : www.snsin.com
Focus Verticals : BFSI, Manufacturing, Telecom, IT/ITes, Education
Key Vendors : Fortinet, Checkpoint, Websense, IBM-ISS, CISCO, Sonicwall, Symantec, Trend Micro and Juniper

81. Shell Networks & Solutions

Name : A.L. Srinath
Designation : CEO
City : Hyderabad
Website : www.shellnetworks.com
Focus Verticals : Education/Nonprofit, Telecom, IT/ITeS, Manufacturing, BFSI
Key Vendors : Palo Alto, AMX

82. Shro Systems

Name : Anirudh Shrotriya
Designation : Managing Director
City : Pune
Website : www.shrosystems.com
Focus Verticals : Infrastructure, Auto/Logistics, Education/Nonprofit, Telecom, Government, IT/ITeS, Manufacturing, BFSI, Healthcare/Pharma.
Key Vendors : HP, Microsoft, VMware, Citrix

83. Sujata Computers Pvt. Ltd.

Name : Paresh Lodha
Designation : Director
City : Pune
Website : www.sujataindia.com
Focus Verticals : Networking, Wi-fi solution, Cloud services, Enterprise Mobility Suite, Military Grade hardware and Information Security
Key Vendors : CISCO, Oracle, IBM, Fortinet, Office 365 and Ruckus

84. Sify Technologies Ltd.

Name : Kamal Nath
Designation : CEO
City : Chennai
Website : www.corporate.sify.com
Focus Verticals : Telecom, Data center, Cloud/Managed, Application/Technology Integration Services
Key Vendors : Hitachi, Fijitsu, Avaya, Symantec, Paloalto, Fortinet, Microsoft, CA, Veritas, Schneider, IBM, Tyco, HP, Netapp, EMC, Juniper, Commvault and Symantec

85. Sterling Infoways

Name : Rajesh Kalra
Designation : Director
City : Gurgaon
Website : www.sterlinginfoways.com
Focus Verticals : Infrastructure, Auto/Logistics, Education/Nonprofit, IT/ITeS, Manufacturing, Mining/Oil/Gas, Media, BFSI, Healthcare/Pharma
Key Vendors : IBM, Lenovo, Cisco, Microsoft, Dell, Symantec, APC

86. Swan Solutions & Services

Name : Mohammed Sutarwala
Designation : Founder & MD
City : Mumbai
Website : www.swansol.com
Focus Verticals : IT/ITeS, Manufacturing, Media, BFSI
Key Vendors : HP, IBM, Cisco, EMC, Lenovo, Cyberoam, SonicWall, VMware, Citrix, Symantec

87. Syndrome Technologies

Name : Siddharth Mehta
Designation : CEO
City : Mumbai
Website : www.syndrometech.net
Focus Verticals : Infrastructure, Telecom, IT/ITeS, Manufacturing, Media, Healthcare/Pharma
Key Vendors : Cisco, HP, Citrix, Schneider, Dell, Check Point, F5

88. Targus Technologies

Name : Col. Balwinder Singh
Designation : Managing Director
City : Gurgaon
Website : www.targustech.com
Focus Verticals : Infrastructure, Auto/Logistics, Education/Nonprofit, Telecom, Government, IT/ITeS, Manufacturing, Mining/Oil/Gas, Media, BFSI, Healthcare/Pharma
Key Vendors : HP, Cisco, Microsoft, Juniper, IBM, Oracle

89. Team Computers

Name : Ranjan Chopra
Designation : CMD
City : New Delhi
Website : www.teamcomputers.com
Focus Verticals : Infrastructure, Auto/Logistics, Education/Nonprofit, Telecom, Government, IT/ITeS, Manufacturing, Mining/Oil/Gas, Media, BFSI, Healthcare/Pharma
Key Vendors : Lenovo, Dell, IBM, HP, Qlik, Google, Amazon, Microsoft, Cisco, Apple, Samsung

90. TelExcell Information Systems Ltd.

Name : Mahendra Lalwani
Designation : Managing Director
City : New Delhi
Website : www.telexcell.com
Focus Verticals : IT Infrastructure, Network, Wireless Networking, Digital Communication, Security & Surveillance, Data Communication
Key Vendors : Aruba Networks, Engenius, Yealink, Cambium Networks, Samsung, Moxa, Corning, Cisco, Polycom, Ruckus, Huawei and Sophos

91. Transtek Infoways Pvt Ltd

Name : Gurjeet Singh Kohli
Designation : CEO
City : New Delhi
Website : www.transtekindia.com
Focus Verticals : Government, PSU, Education and Research
Key Vendors : HP, Dell, Lenovo, APC, Acer, Microsoft, EPSON, Ricoh and Sonicwall

92. Trident Information Systems

Name : Anita Jain
Designation : Director
City : New Delhi
Website : www.tridentinfo.com
Focus Verticals : Auto/Logistics, Education/Nonprofit, Government, IT/ITeS, Manufacturing, BFSI
Key Vendors : Microsoft, SAP, IBM, QlikView

93. Umbrella Infocare Pvt. Ltd.

Name : Sanjay Agarwal
Designation : Co-Founder & Managing Partner
City : Delhi
Website : www.umbrellainfocare.com
Focus Verticals : Retail, Financial Services, Media & Entertainment, Healthcare, E-commerce, Cloud Solutions and BI
Key Vendors : AWS, Clouhealth, CITRIX, Qlik and VMware

94. Value Point Systems

Name : R S Shanbhag
Designation : CMD
City : Bangalore
Website : www.valuepoint.co.in
Focus Verticals : Auto/Logistics, Education/Nonprofit, Telecom, Government, IT/ITeS, Manufacturing, Media, BFSI, Healthcare/Pharma
Key Vendors : HP, Dell, Fujitsu, NetApp, EMC, Oracle, Cisco, Juniper, Xerox, Spectra Logic, Microsoft, Symantec, Adobe

95. vCentric Technologies Pvt Ltd

Name : Sanjeev Deshpande
Designation : MD & CEO
City : Hyderabad
Website : www.vcentric.com
Focus Verticals : ERP, Server/System Admin, IMS, BW-DW-BI, Core App Development and Microsoft Solutions
Key Vendors : SAP, Microsoft, Oracle, JDEdwards and People Soft

96. VDA Infosolutions

Name : Deepak Jadhav
Designation : Director
City : Mumbai
Website : www.vdainfosolutions.com
Focus Verticals : Infrastructure, Auto/Logistics, Education/Nonprofit, Telecom, Government, IT/ITeS, Manufacturing, Mining/Oil/Gas, Media, BFSI, Healthcare/Pharma
Key Vendors : IBM, EMC, Micro Focus, Symantec, RedHat, Cisco

97. Veeras Infotek Pvt. Ltd.

Name : Sudarsan Ranganathan
Designation : CEO
City : Chennai
Website : www.veeras.com
Focus Verticals : Infrastructure, Auto/Transportation, Government, IT/ITeS, Manufacturing, Mining/Oil/Gas, Media, BFSI, Healthcare/Pharma
Key Vendors : NetApp, Microsoft, Symantec, ACL, McAfee, VMware, FireEye, CommVault

98. Vitage Systems

Name : E Manikandan
Designation : CEO
City : Bangalore
Website : www.vitage.com
Focus Verticals : Infrastructure, Telecom, Government, IT/ITeS, Manufacturing, BFSI, Healthcare/Pharma
Key Vendors : IBM, HP, Cisco, Lenovo, Juniper Networks, NetApp, Fujitsu, FireEye, CheckPoint, Symantec, VMware, Nevis, Microsoft

99. Wysetek Systems Technologists

Name : Cherian Thomas
Designation : Director
City : Mumbai
Website : www.wysetek.com
Focus Verticals : IT/ITeS, Manufacturing, Media, BFSI, Healthcare/Pharma
Key Vendors : VMware, Citrix, Symantec, EMC, IBM, HP, Dell, Lenovo, SonicWall, Cisco, McAfee, Apple, CheckPoint, Trend Micro

100. Xpress Computers Ltd.

Name : Chetan Shah
Designation : M.D.
City : Mumbai
Website : www.xpress.co.in
Focus Verticals : IT Solutions, Consulting, Networking, Security and Xpress PCs
Key Vendors : CISCO, Netgear, Dlink, Cyberoam, Symantec, McAfee, Trendmicro, EScan and Ruckus.



Distributors & Value Added Distributors in India

In the age of mobile commerce, consumers expect a seamless personalized experience with brands that understand their needs. As the economy changes, customers are looking to make sure their technology providers have processes in place to provide better service at a lower cost. VADs and distributors are a very important part of the overall growth strategy of every corporates. Channel partners are integral to the overall success of the corporates' go-to-market strategy for delivering an excellent customer experience. Generally, the Channel Partner programs are done by the corporates to help the partners to achieve optimal business outcomes from technology investments.

Channel growth is shifting from transactional (product-focused, commodity priced) to contractual (everything as a service, continuous maintenance and updating of infrastructure). Distributors and Value added distributors (VADs) play an important role in the promotion and availability of a product. They are highly instrumental in highlighting and educating the customers about the latest products, and complement the product. While VADs add fuel in the competitive IT market by adding value to the products and services, distributors bring technology solutions to the market and in the process create a true value proposition for its partners. Armed with the best-of-breed technology solutions, various national and regional distributors have made their mark in the value-added landscape. The distributors are well on their way to align their business models more closely with their tech vendors by providing highly-skilled technical support to offer deep expertise for world-class customer satisfaction.

With the passage of time, VADs are accelerating the sale of product and solutions into the market place with focus on incentives to drive reseller growth. The VAD community is making the market much more competitive by providing an enhanced and superior level of services to the partners and customers, so that they can select the best combination of software, hardware and services to meet the desired objectives. They are aimed at creating an enhanced and superior level of service for partners and customers on the latest technologies. Their role has built on a unique business model with a specialized resource portfolio, optimized for increasing adoption and market development of specialty solutions. VADs also offer training, educate and help resellers understand the customer requirements to deliver appropriate solutions and understand the requirements that they should go all out to create a more compelling demand generation.

This year, distributors have realized the massive opportunities in e-commerce, Big Data, Cloud Computing and IoT (Internet of Things). Thus, majors like Ingram Micro, Redington, Compuage and Brightstar have gone very aggressive while promoting various offerings to the channel through cloud services for enabling digital transformation for industries. This year's Brand Book looks at the current dynamics in the technology distribution space where the emergence of VADs are helping businesses improve productivity, efficiency and collaboration.

Abacus Peripherals Private Limited

Head of the Organization: Mr. Umesh Modi
Designation: CEO
Address: 29, Apurve Industrial Estate, Makwana Road, Marol Naka, Andheri East, Mumbai - 400059
Telephone/ Fax: 022-40914601/02
Website: www.abacusperipherals.com

Core competency: With an objective of redefining distribution and service standards in India market, in 1997 ABACUS started operating with a various products that includes Biostar Motherboards, Antec, S K Hynix SSD, HGST Hard Disk, Inno3D Nvidia Graphics Card, Genius range of keyboards, mice, speakers, headsets and pen tablets. Due to its wide spread network in the country, it caters to the need of the customers in all parts of the country in the shortest possible time. The company has set up a National RMA center at Daman equipped with the latest machinery and a team of highly qualified technical professionals to support branch service centers. It has direct presence in 24 locations, RMS centers in 34 locations and also has a channel strength of 3300.



Aditya Infotech Ltd.

Head of the Organization: Aditya Khemka
Designation: CEO & Director
Address: A-12, Sector 4, Noida, Delhi NCR, India - 201301
Telephone/Fax: +91- 120-4555666
Website: www.adityagroup.com

Core competency: A part of The Aditya Group which has a proud heritage of 100 years, Aditya Infotech is the technological arm of the group and delivers technology driven security solutions with special expertise in Electronic Video Surveillance Products and Solutions. The brand includes CP Plus, Dahua and Panasonic. Aditya secures over a million locations irrespective of industries, government establishments, retail chains, educational institutions, financial institutions, public spaces and infrastructure projects. The distributor has dedicated itself to fulfilling the emerging needs of its customers by providing professional services combined with state-of-the-art technology. CP PLUS signs up Salman Khan as its CCTV ambassador.



Brightstar Telecommunications India Limited

Head of the Organization: Mr. Deval Parikh
Designation: CEO
Address: Beetel Corporate Center, First Floor, B Wing, Plot No.16, Udyog Vihar Phase IV, Gurgaon-122001, Haryana
Telephone/Fax: 0124- 4823500/0124- 4146130
Website: www.brightstarcorp.in

Core competency: Serving technology to connect business and people, Brightstar provides simplified solutions to consumers across Retail, Online, Enterprise and Networking. Brightstar India has carved out a strong presence in the Non-IT distribution space with a product portfolio that encompasses consumer electronics, telecommunication and digital lifestyle products. It is a leading mobile services company for managing devices and accessories across the wireless ecosystem. It has a customer base of more than 50,000 across 100 countries. It is recognised as the No.1 wireless distributor in the world.



ComGuard Infosol Pvt.Ltd.

Head of the Organization: Mr. Harish Rai
Designation: Country Head-India
Address: MBC Centre, G.F., 143/A Ghodbunder Road, Opp. Cine Wonder Mall, KapurBawdi, Thane, Mumbai – 400607
Telephone/Fax: 022- 61934800
Website: www.comguard.in

Core competency: With a reach across Middle East and North Africa, ComGuard is a well known name among the Value Added Distributors in IT security space. A part of the Spectrum Group and established in 2002 with headquarter in Dubai, it deals in IT networking, security training and consultancy. The strength of ComGuard is skill set which has helped it to become the fastest growing Value added Distributor in the region. ComGuard relies on its strong channel support to penetrate into nascent markets. The company's distribution reach has spread to 14 countries across Middle East and India with above 1000 partners with its extensive product portfolio.



Compuage Infocom Limited

Head of the Organization: Mr. Atul H. Mehta
Designation: CEO
Address: Ram Mandir Lane, 601, D Wing, Lotus Corporate Park,, Western Express Highway, Goregaon East, Mumbai, Maharashtra 400063.
Telephone/Fax: 022-67114444
Website: www.compuageindia.com

Core competency: Compuage is among the leading IT and mobility distribution houses of India and SAARC nations, and serves leading brands from Large Enterprises to Small and Medium Businesses. The products and solutions it offers fulfill all the IT needs, be it Hardware, Software, Networking, Data Management, Storage. It has a robust and wide of distribution network nationally and caters to the needs of the dynamic requirements of all enterprises in various segments. The company is listed in both NSE and BSE. Compuage engages in aggressive market development through a large national reseller network.



Creative Peripherals

Head of the Organization: Mr. Ketan Patel
Designation: CEO
Address: 375/377, Babu Bldg., Office No. 20, 2nd Floor, Lamington Road, Grant Road (E), Mumbai - 400 007
Telephone/ Fax: 22 40811234/ 22 28903558
Website: www.ecreativeindia.com

Core competency: Incepted in the year 1992, Creative Peripherals is now a pan-India distribution specialist. With an employee strength of more than 135+ people, it is a PAN-India distribution specialist with more than 3000 products and 5000 dealers. It has partnership with best brands in IT, Lifestyle, Imaging, and Telecom products. Its flexible supply chain management are agile to meet the dynamic changes of the growing consumer electronics market in India. It also has pan-India presence in more than 25 locations.



Elcom Trading Company Pvt.Ltd.

Head of the Organization: Mr. Sunil Narang
Designation: Director
Address: 302, Madhuban Building 55, Nehru Place, New Delhi, Delhi 110019
Telephone/ Fax: +91-11- 2646 9059
Website: www.elcomonline.net

Core competency: Delhi-based Elcom Trading Company is one of the leading names in the IT distribution market in India that supplies, supports and maintains IT products through its branches in the country by offering its wide range of solutions. Elcom Trading has a formidable track record in the distribution of IT products. It was incorporated in 1994 with a distinctive objective of providing IT range of quality products in and around Delhi with 3 different offices and a partner network of 1500. With the passage of time, their distribution activities have been extended to other parts of the country as well.



Embee Software Pvt. Ltd.

Head of the Organization: Sudhir Kothari
Designation: Managing Director
Address: 8 A.J.C Bose Road, 2nd Floor Circular Court, Kolkata - 700017
Telephone/ Fax: 033 - 22891740,42 /64991163
Website: www.embeee.co.in

Core competency: With an experience of almost 30 years, Embee Software is a leader in technology solutions and service industry. It is an expert in technologies built over decades and pools domain knowledge. It emphasises on customer satisfaction and enable organizations, from enterprises to start-ups, to transform their workspaces and achieve desired business outcomes. Embee also provides cloud solution, data center transformation and security with the highest cloud mix and active cloud usage. It offers a cohesive product portfolio and keeps pace with the changing business demands.



Global Infonet Distribution Pvt. Ltd.

Head of the Organisation: Mr.Prashant Prakash
Designation: CEO
Address: D-98,Okhla Industrial Area, Phase – 1,New Delhi – 110020
Telephone/ Fax: 011-48317000
Website: www.globalinfonet.in

Core competency: Started in the year 2001 and with a reach across Europe, Middle East and Africa, Global Distribution Group (The Group) has strengthened its position as a distribution player. In a short period of time it has transformed itself from a regional IT product distribution company to a cross continental IT distribution organization. It has demonstrated its capability in these price sensitive / difficult to penetrate geographies by leveraging its risk management capability, effective Supply Chain Infrastructure Management and efficient utilisation of the Management Information Systems.



Element14 India Private Limited

Head of the Organisation: Mr. Ravi Pagar
Designation: Regional Director, ASEAN, India, Korea & Japan
Address: 2nd Floor, No.15, Theme House, Krishnanagar Industrial Area, Off Hosur Main Road, Bangalore, India 560029
Telephone/ Fax: 80-4000 3888/80-4000 3880
Website: www.in.element14.com

Core competency: Committed to provide better customer services with a local language website, broad range of in-stock products and delivery options to meet the needs of customers around the world, Element14 is a high-service distributor of technology products, services and solutions for electronic system design, maintenance and repair. It has over 600,000 products stocked across its global distribution network, from 3,500 leading manufacturers. It operates in countries like Europe, US and Asia Pacific regions.



Fortune Marketing Private Limited

Head of the Organization: Mr.Manoj Gupta
Designation: M.D & CEO
Address: 201-202, Gedore House, 51-52, Nehru Place, New Delhi - 110 019
Telephone/ Fax: 011-26414468/011 - 26462248
Website: www.fortune-it.com

Core competency: Delhi based Fortune Marketing is a well-known distribution company for electronic security and computer hardware products with a solid pan-Indian presence and appeal. An ISO 9001:2008 company, it has a portfolio of more than 500 products of some top-tier global brands. It is a one-stop-source for different security-surveillance and IT-requirements with an absolute supremacy in IP CCTV-products, Biometric products, Access Control, Computer Hardware and Peripherals, Data Storage Solutions, Networking, Mobile Accessories, Audio and Multimedia products and Software products. It has 22 Branches across the country to cover PAN India market.



HCL Infosystems Limited

Head of the Organization: Mr. Bimal Das
Designation: Jt. President - Enterprise Distribution
Address: E-4, 5 & 6, Sector 11, NOIDA - 201301, UP
Telephone/ Fax: 120 2526518/19, 120-2550923
Website: www.hclinfosystems.in

Core competency: With a mission to enable business transformation and enrich lives by offering technological products and services in chosen markets, HCL Infosystems has a wide sales and distribution network in the country and offers value added distribution to partners. It supports its partners through it's largest sales and distribution network in the country and provides value added distribution for partners including last mile connect and support in marketing and promotions for Telecom, IT, Office Automation and Consumer Electronics products covering more than 7000 towns across 664 districts in India.



Inflow Technologies Pvt. Ltd.

Head of the Organization: Mr. Byju Pillai
Designation: President & CEO
Address : "Inflow House", # 33 & 34, Indiranagar 1st Stage, Off 100 Feet Road, Bangalore - 560038, India
Telephone/ Fax: 9379190083/80-41265152
Website: www.inflowtechnologies.com

Core competency: Founded in the year 2005, Inflow Technologies has positioned itself as a niche player in IT Infrastructure Distribution & Services market in India/South Asia. It caters to the needs of the organizations to manage and secure information in a better and efficient way. It offers channel Engagement: Identify, Recruitment, Enable & Grow and value Added Distribution for Information Security, Networking, Automatic Identification and Data Capture & POS, Infrastructure & Application Software, Storage Management, Electronic Security products & related Services.



Ingram Micro India Ltd.

Head of the Organization: Diego Utge
Designation: Sr. V.P and CEO
Address: Godrej IT Park, B-Block, 5th Floor, Pirojshanagar, Vikhroli (West), Mumbai- 400 079
Telephone/Fax: 22-39894645/22-30561000
Website: www.imonline.co.in

Core competency: Ingram Micro is among the largest technology distributors which provides sales, marketing and logistic services for the IT industry globally. It offers over 280,000 products (as measured by distinct part numbers assigned by manufacturers and other suppliers) with inventory from 1400 technology manufacturers and leading PC suppliers to its 200,000 technology solution provider customers. The company has its presence in 160 countries and a customer base of approximately 200,000 customers worldwide, including retailers and IT resellers.



Inspan Infotech Pvt. Ltd.

Head of the Organization: Mr. Sudhir S
Designation: M.D.
Address: No: 6, Bishop Wallers Avenue South (Off: TTK Road), Alwarpet, Chennai – 600004
Telephone/Fax: 44 42088250/44-42177194
Website: www.inspaninfotech.com

Core competency: Within a short span of time, Inspan has strengthened its position in the distribution market and was listed as the 20th IT distribution company in India. It has achieved massive success and has become one of the fastest and one of the leading distribution companies. In just three years span it has been highly successful in capturing a major market share. It is spearheaded by a group of young entrepreneurs and provides services that are closely aligned with the needs of the industry. It has been possible due to the in-depth sales knowledge that the company has acquired in various industry segments over the years.



Inspira Enterprise India Pvt. Ltd.

Head of the Organization: Mr. Manoj Kanodia
Designation: CEO
Address: 23, Level 2, Kalpataru Square, Kondivita Lane, Off Andheri-Kurla Road, Andheri (E), Mumbai -400 059
Telephone/Fax: 022-4056 9999/22 4056 9966
Website: www.inspira.co.in

Core competency: Inspira is a leading IT solution provider that helps clients maximize their performance by leveraging best talents having technical expertise & domain wide experience, innovative management philosophy and comprehensive portfolio of services. Inspira Enterprise provides various IT, Networking, Compute and Storage, Cloud Computing & Security, Healthcare, Analytics, Unified Communication. Inspira helps its customers to perform efficiently. Inspira is also into value added distributor segment that offers technology, cloud based security and Private Cloud Solution, end-to-end Private Cloud Hosting Solution - extending Exuberant Support, robust Infrastructure built in seven-layered security including eNlight Cloud's intelligent auto-scalability for reducing CAPEX overheads significantly.



Iris Computers

Head of the Organization: Mr. Sanjiv Krishan
Designation: M.D.
Address: A - 155, Road No. 4, Mahipalpur, New Delhi 110 037
Telephone/Fax: 011 26782505/011 26782510
Website: www.iriscomputers.net

Core competency: Iris Computers is one of the major IT hardware and telecom distributors in India. The company has evolved with the changing market conditions. It delivers products starting from high end servers and storage products to individual desktop hard drives, with its strong partner networks, aggregators, regional distributors and large format retailers. Iris' proficiencies in distribution are better logistics, efficiently monitored inventory management, flexible credit financing for dealers, national channel reach and excellent reseller account management. Willingness to embrace change and dynamism is the key to Iris' continued success.



iValue Infosolutions

Head of the Organization: Mr. Sunil Pillai
Designation: CEO
Address: Shree Arcade, No.1391/16/1, 3rd Floor, 19th Main, 4th Sector, HSR layout, Bangalore 560 102
Telephone/Fax: 80 6532 9911/44
Website: www.ivalue.co.in

Core competency: iValue's team with its focus and specialization over last 15+ years in the Digital Asset Protection and Data, Network and Application (DNA) management areas, has built tremendous expertise in understanding and addressing Customer's challenges across size and verticals. iValue's Customer Life Cycle Framework helps in reaching out to the right customer at the right time with the right set of solutions, based on vertical and size of business. iValue serves customers spanning across SMBs to Large Data Centres with key verticals such as BFSI, ITeS, Telecom, Manufacturing, Hospitality, Pharma and Education.



Modi Infosol Private Limited

Head of the Organization: Mr. Shyam Modi
Designation: Director
Address: B-38 Okhla Phase-I, New Delhi-110020
Contact: 011-40746900
Website: www.modiithub.com

Core competency: Formerly known as Modi Peripherals, Modi Infosol is a customer focused IT solution Provider Company. It believes that technology has matured immensely and the availability of products makes a big difference in the industry. The spectrum of offering is continuous, starting from Software, PCs, Laptops, Servers, Printers, Multi-function Machines/Photo Copiers, Video projection system, Storage and networking products to develop customized IT Solution for all sorts of customer needs. Modi believes that Technology has reached a level of maturity and the latest information and availability of products makes a big difference in this industry. It undertakes maintenance of Servers, PCs, and peripherals and all other IT related hardware on an Annual Maintenance Contract basis.



M.Tech Solutions (India) Pvt. Ltd.

Head of the Organization: Mr. Bhavin Bhatt
Designation: Regional Director, India & SAARC
Address: SRI Narayani NPSR Plaza, No: 25, Third Floor, 7th Cross Road, Vasanthanagara Extn, Bangalore – 560 052
Telephone/Fax: 80-4097 7238
Website: www.mtechpro.com

Core competency: M.Tech, the cyber security and network performance solutions provider, has a vision to become the best-of-breed cyber security and network performance solutions provider for integrated and intelligent end-to-end security management of the internet, systems and applications infrastructure. It partners with vendors who are experts in their respective domains. It has a wide array of products which fulfills the requirements from firewalls, web security, intrusion prevention and security analytics to cloud networking and network virtualization. Established in May 2002, M.Tech is headquartered in Singapore and has a network of 32 offices in 17 countries, partnering with 50 vendors and 2,000 resellers to provide on-site sales, marketing as well as technical support to its reseller partners.



Presto Infosolutions Pvt. Ltd.

Head of the Organization: Mr. Krishan Girdhar
Designation: Director
Address: 6, Community Centre, East of Kailash, New Delhi -110065
Telephone/Fax: 91-11-42336600
Website: www.presto.co.in

Core competency: A value added distributor, Presto offers emerging technologies to its customers like government and enterprises in India and SAARC. Presto distributes a variety of Networking and security products and also offers IT consulting and training services focused on helping their customers to identify improvement areas, analyzing business problems and optimizing their IT infrastructure. Presto is skilled in architecting and deploying secure enterprise networks, Data Center, Video Integration Solutions and Boardroom Solutions that consolidates, integrates and enables management of information for mission critical applications. It has presence in over 20 cities in India.



Mediaman Infotech Private Limited

Head of the Organization: Mr. Dushyant Mehta
Designation: Chairman & CEO
Address: 14th Floor, Goldfilled Tower B, SionBandra Link Road, SantRohildas Marg, Sion, Mumbai - 400 017
Telephone/Fax: 022-24061200
Website: www.mediaman.co.in

Core competency: With an expertise and experience of more than two decades, Mediaman Infotech focuses on premium manufacturers and quality rather than quantity of companies and brands. The core competencies of the company in distribution are better Logistics, efficiently monitored Inventory management, flexible credit financing for dealers, a national channel reach and an excellent reseller account management system. It bridges the gap between the vendors and more than 5000 Channel Partners, Retailers, Corporate resellers, VARs & System Integrators. Headquarter in Mumbai, it has 40 sales offices and stock locations spread across the country.



Priya Ltd.

Head of the Organization: Mr. Aditya Bhuwania
Designation: Executive Director
Address: 4th Floor, Kimatrai Building, 77/79, Maharshi Karve Marg, Marine Lines(E), Mumbai - 400 002
Telephone/Fax: 91-22- 42203100/ 91-22-42203197
Website: www.priyagroup.com

Core competency: Established in 1976, The Priya Group has two companies- Priya Limited and Priya International Limited. Priya Limited, which has divisions for IT distribution, provides state-of-the-art technology and computer products from manufacturers around the world to OEMs, system integrators, assemblers and end-users in India. It has strengthened its position in the PC market by providing innovative products, unmatched value, fast time-to-market support and flexible service options. It has around 1,000 partners across India and has tie-ups with renowned hardware/software manufacturers to distribute their products and build their market share.



RAH Infotech Pvt. Ltd.

Head of the Organization: Mr. Ashok Kumar
Designation: M.D. & CEO
Address: 6 A/B/C, Tower B-4, Spaze iTech Park, Sohna Road, Sector - 49, Gurgaon – 122 001
Telephone/Fax: 124-4101978
Website: www.rahinfotech.com

Core competency: Focusing on providing excellence to its partners and succeeding competitively together in several fortes, RAH Infotech is one of the fastest growing IT value added distribution (VAD) specialists in Enterprise & App Security and Application Delivery. As a VAD, it provides marketing, pre-sales, sales and post-sales support to its channel partners, to enable them to confidently add new solutions to their portfolio and grow their business by creating substantial opportunity funnels. The strong focus is into information security solutions, telephony and video collaboration, server and storage management, backup and disaster recovery management, BCP services, data center solutions and data protection.



Rashi Peripherals

Head of the Organization: Mr.Suresh Pansari
Designation: M.D.
Address: Ariisto House, 5th Floor, Junction of N.S. Phadke Road, TelliGali, Andheri (E),Mumbai-400 069
Telephone/Fax: 22-61771771/ 72
Website: www.rptechindia.com

Core competency: In it's 28 years of operation, Rashi Peripherals has emerged as a leading value added distributor in India. Its Infrastructure constitutes of 50 branches & 50 service centres connected on ERP-SAP and more than 9000 Partners based across 750 cities & towns of India. Ethical business practices, highest business efficiency, and being a one stop shop for customers – these are the core values that Rashi Peripherals follow. Today, Rashi Peripherals distributes products and brands available in each of the 600+ districts of India. The 10 editions of CBF have covered more than 31400 partners in 200+ cities which is a record in itself.



Sakri IT Solutions

Head of the Organization: Mr. K. Ravi Laxman
Designation: CEO
Address: C-1/5, Rakshak Nagar, Phase II, Next to Shell Petrol, Kharadi, Pune – 411 014,India
Contact: 020-65111017
Website: www.sakri.in

Core competency: Since it was founded in the year 2009, Sakri has always looked forward to enable emerging businesses for not just cost-saving but speeds time-to-market thereby impacting outcomes. It is the most preferred product re-seller and distributor of technology assets. The products and software services and solutions that Sakri offers empowers a number of individual users to transform their business. With a strong Pan-India presence, it has over 200 employees spread across India with a presence in every state.



Savex Technologies Limited

Head of the Organization: Mr.Anil Jagasia
Designation: M.D.
Address: 124, Maker Chambers III, 12th Floor, Nariman Point, Mumbai - 400021
Telephone/ Fax: 022 - 22799999
Website: www.savex.org

Core competency: With a pan India presence and experience of more than a decade, Savex Computers is well poised to take on the challenge of being a potent force in ICT Distribution. The core competencies of Savex in distribution are better Logistics, efficiently monitored Inventory management, flexible credit financing for dealers, a national channel reach and an excellent reseller account management system. It brings access to more than 7000 Channel Partners, Retailers, Corporate Resellers, VARs & System Integrators to its vendors. Headquartered in Mumbai, it has 86 sales offices and 42 stock locations spread across the country.



Redington India Limited

Head of the Organization: Mr.PS Neogi
Designation: COO
Address: Guindy House, 95 Anna Salai, Guindy, Chennai - 600 032
Telephone/ Fax: 44-30287901/44-22352790
Website: www.redingtonindia.com

Core competency: Redington is positioned as an end to end Supply Chain Solutions Provider in the Information Technology and Digital Life Style Products space. With a market penetration of more than 24 countries, supported by a distribution network of more than 47,000 channel partners and facilitated by Automated Distribution Centres, Redington is firmly positioned as a leading supply chain solutions provider in the world. The business of Redington is built on strong ethical and commercial fundamentals which have helped the company to exceed the industry growth rate. Redington is firmly positioned as the Brand behind the Brand and a leading supply chain solutions provider in the world.



Satcom Infotech

Head of the Organization: Mr. Vinod Kumar
Designation: M.D.
Address: 303, Arenja Corner, Sector 17, Vashi, Navi Mumbai – 400 703
Contact: +91 22 67911039/40/42
Website: www.satcominfotech.com

Core competency: Satcom Infotech believes in security through control.It offers complete protection and control to business, helping them to defend against known and unknown malware, spyware, intrusions, unwanted applications, spam, and policy abuse, providing comprehensive network access control (NAC) and robust Windows based State Inspection Firewall with VPN facility and Mail Server solution supporting LINUX, Windows and Macintosh OS. Satcom Infotech was established in the year 2000 and is headquartered in Mumbai, with branch offices in Bangalore, Hyderabad and Delhi.



Savera Digital India

Head of the Organization: Mr. Gopal Pansari
Designation: Managing Director
Address: 67 Bentinck Street, 1st Floor, Suite No 4, Kolkata-700069,
Telephone/ Fax: +91 33 22255191, +91 33 40066836,
Website: www.savera.co.in

Core competency: Previously known as Savera Marketing Agency, Savera Digital is among the leading value added distributors of India with an experience of 18 years. Since its inception in 1995, the company has continued to evolve by striving for excellence with its products and services.

It has 20 branch offices service centres across A, B, C and D class cities. It connects its vendors to more than 2600 Partners/ Customers in 600 cities/Towns.



Sonata Software

Head of the Organization: Mr. P Srikar Reddy
Designation: M.D. & CEO
Address: APS Trust Building, Bull Temple Road, N. R. Colony, Bangalore - 560 019
Telephone/ Fax: 080-6778 1999
Website: www.sonata-software.com

Core competency: Sonata Software is a global IT solutions firm focused on catalyzing business transformation initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative solutions for Travel, Retail & Distribution and Software Product companies through IP based Platforms, Products and Services. In India, it is one of the largest software system integrators with an array of front-end technology deployment services to help clients maximize the effectiveness and productivity of their investments in software. It is a trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments.



TechData

Head of the Organization: Mr. Sundaresan K
Designation: Country General Manager
Address: A 301, 3rd Floor, Supreme Business Park, Behind Lake Castle, Hiranandani Business Park, Powai, Mumbai - 400076
Telephone/Fax: 022-44200200/022-44200201
Website: www.ats.avnet.co.in

Core competency: Tech Data connects the world with the power of technology. The end-to-end portfolio of products, services and solutions, highly specialized skills and expertise in next-generation technologies enable channel partners to bring to market the products and solutions the world needs to connect, grow and advance. It puts singular focus on its customers' needs and goals with the objectivity of a true strategic partner. Tech Data is currently ranked No. 107 on the Fortune 500 and has been named one of Fortune's "World's Most Admired Companies" for nine consecutive years.



Texonic Instruments

Head of the Organization: Mr. Nitesh Bhandari
Designation: CEO
Address: 9, Athipattan Street, Mount Road, Chennai-600 002
Telephone/ Fax: 91-44-28410638
Website: www.texonic.com

Core competency: Initially started as a distributor in Industrial Electronic Components and Measuring Instruments in 1965, Texonic Instruments ventured into a nascent IT infrastructure business in the early 90's and since then it has carved a niche for itself in the Technology Distribution industry. It provides high quality IT Infrastructure products and is a champion in unmatched Value Added Distribution services to its Partners. Headquartered in Chennai, it has its presence in Bengaluru, Delhi, Mumbai and Hyderabad, West Bengal and Andhra Pradesh and has a fast-growing network across India. Texonic Instruments continues its endeavour to provide cutting edge distribution services in an increasingly dynamic Technology space.



Supertron Electronics Private Limited

Head of the Organization: Mr. V K Bhandari
Designation: Chairman & M.D.
Address: 2, Cooper Lane, Kolkata- 700001
Telephone/ Fax: +91 33 4037 1000/ 033-4037-1099
Website: www.supertronindia.com

Core competency: Incepted in the year 1993 with the aim to provide cost effective IT products and solutions, Supertron deals in from servers to laptops, from components to accessories and is a leading IT & Telecom distribution & services intermediary in India. Supertron boasts of a wide and deep national network of over 9000 retail points, robust 24x7 logistics support, safe warehousing and an immense wealth of goodwill earned through years of ethical business practices. Supertron leads the way in Enterprise IT Solutions with Networking & Systems Integration, Hardware support and Cloud Computing. Exclusive distribution rights to top class global networking and systems integration products enable Supertron to customise unique need specific solutions.



TechnoBind Solutions

Head of the Organization: Mr. Prashanth GJ
Designation: CEO
Address: Amar Plaza, No.19, Krishnanagar Industrial Layout, Hosur Road, Koramangala, Bangalore - 560029
Telephone/ Fax: +91-91418 44555
Website: www.technobind.com

Core competency: Focused on technologies which help its customers manage data and other challenges related to data treatment, Technobind is the first Specialist Distributor in the Indian IT channel. It offers a hybrid distribution model placed synergistically between broad-based and niche distribution, in order to deliver the highest business values for each of its reseller partners. It has presence in major cities like Bangalore, Mumbai, Delhi, Chennai, Kolkata and Hyderabad, with an International office in Singapore.



WPG C & C Computers and Peripherals (India) Pvt. Ltd.

Head of the Organization: Mr. Rajeev Bajpai
Designation: President
Address: Building No. 26, 2nd Floor, Okhla Industrial Estate, Phase-III, New Delhi-110020
Contact: 011-26810175
Website: www.sa.wpgholdings.com

Core competency: Headquartered in Taipei, Taiwan, WPG Holdings is one of the largest Semiconductor Distributor and electronics distributors in Asia. Performing comprehensively in semiconductor distribution, it provides value added services like Demand Creation, Turnkey Solution, Technical Support, Warehousing, Logistics and E-commerce to meet diverse needs of OEM (Original Equipment Manufacturer), ODM (Original Design Manufacturer), EMS (Electronic Manufacturing Services) and SME (Small and Medium Enterprises).



INDUSTRY BODIES IN INDIA

As technology is the primary contributor of economic growth, there are organisation that represent the interests of trade and commerce in India, and act as an interface for any issues and initiatives. These industry bodies are formed to promote both domestic and international trade, and reduce trade barriers while fostering conducive environment for the growth of trade and industry of India. These are the few important Industry bodies that facilitate business and trade in hardware, software and services and encourages the advancement of research in India's ICT sector. They work towards policy advocacy efforts and have emerged as a strong and effective industry mouthpiece. The members as the think-tanks are aiming to foster digital inclusion and adoption across India.

There are multiple associations been formed across the country in last 3 years for the policy advocacy and smooth business with the changing environment for business transformation. Industry bodies in India have been showing its active participation in the economic growth, playing a proactive role in India's development process and working to create an environment friendly growth in the country. They play a vital role in enhancing efficiency and global competitiveness of the Indian industry and expanding business opportunities both in domestic and foreign markets.

Apart, from the above-mentioned role, trade bodies work closely with the Government and the corporate world on policy issues, interfacing with thought leaders for newer business opportunities for industry by regular and continuous interaction with the National and international bodies to match the best practices. The involvement of various state level associations are of very in bringing the regional issues to the limelight at the National level and creating awareness.

Association of System Integrators & Resellers in Technology(ASIRT)

Chairman – Jiten Mehta
Tel : +91 22-66122000
Website: www.asirt.in

President – Shobana Kamineni
Tel: 91 11 45771000 / 24629994-7 *
Fax: 91 11 24626149
Website: www.cii.in

Phone: 011- 23440236
Website:www.indiamobilecongress.com

Internet and Mobile Association of India

Chairman – Rajan Anandan
Website: www.iamai.in

Association of Unified Telecom Service Providers of India

President – Amit Mathur
Tel: 011 - 23358585
Fax: 011 - 23327397
Website: www.auspi.in

Digital India Foundation (DIF)

Co-Founder – Ashok Malik
Tel: 011 -0120-4568926
Website: www.digitalindiafoundation.org

Internet Service Providers Association of India

President - Rajesh Chharia
Tel: 011 - 26424001
Fax: 011 - 41608472
Website: www.ispai.in

The Associated Chambers of Commerce and Industry of India (ASSOCHAM)

President – Sandeep Jajodia
Tel: 011 - 46550555
Fax: 011- 23017008
Website: www.assochem.org

Electronic Component Industries Association (ELCINA)

President: Pankaj Gulati
Tel: (91 11) 26928053
Fax: (91 11) 26923440
Website: www.elcina.com

India Trade Promotion Organisation (ITPO)

Chairman & MD- L C Goyal
Tel: 91-11-23371540
Fax: 91-11- 23371492
Website: www.indiatraderfair.com

Association Of MSMEs in IT (AIM-IT)

Chairman – Vinit Goenka
Tel : 011-40574900
Website: www.aimitindia.com

Electronic & Computer Software Export Promotion Council (ESC)

Executive Director – D K Sarin
Tel: (91 11) 2696 5103
Fax: (91 11) 2685 3412
Website: www.escindia.in

Infotech Software Dealers Association (ISODA)

Chairman – Tushar Parekh
Tel.: +91-9821243881
Website: www.isoda.in

Automotive Component Manufacturers Association Of India (ACMA)

President: Nirmal K Minda
Tel: (91 11) 2616 0315
Fax: (91 11) 2616 0317
Website: www.acmainfo.com

Federation of All India Information Technology Associations (FAIITA)

President – Champak Raj Gurjar
Tel: +91-9845353629
Website: www.faiita.org

Manufacturers' Association for IT (MAIT)

President - Nitin Kunkolienker
Tel: +91-11-2685 5487,
+91-11-4287 8418
Fax: +91-11-2685 1321
Website: www.mait.com

BICSI

India District Chair – Ninad Desai
Tel: 91 22 27902441
Website: www.bicsi.org

Federation of Indian Chambers of Commerce and Industry(FICCI)

President - Pankaj R. Patel
Tel: 91-11-23738760-70
Fax: 91-11-23320714, 23721504
Website: www.ficci.com

NASSCOM

President – Debjani Ghosh
Tel: +91-120-4990111
Fax: +91-120-4990111
Website: www.nasscom.org

Cellular Operators' Association of India

Director General – Rajan S. Mathews
Tel: 011 – 23349275
Fax: 011 – 23349276/77
Website: www.coai.com

Fire and Security Association of India

National President - Pankaj Dharkar
Contact: 022-22785640
Website: www.fsai.in

Other Service Providers Association of India (OSPAI)

President- S.V. Ramana
Phone: 0120 4319797
Website: www.ospai.in

Communications Multimedia and Infrastructure Association of India

President – Prof. N K Goel
Tel: 011-26266411
Website: www.cmai.asia

India Electronics and Semiconductor Association

Chairman - Shri. Ashwini K. Aggarwal
Phone: +91 80 4147 3250
Website: www.iesaonline.org

Trade Association of Information Technology (TAIT)

President- K.R.Chaube
Phone: 022-23861101
Website: www.tait.in

Confederation of Indian Industry (CII)

India Mobile Congress

President - Shri. P Ramakrishna



Indian business has been engaging the world's attention on how manufacturing has achieved a new high and made India a renowned manufacturing hub. Companies across the globe are receiving invitations to make investments and set up factories and expand their facilities in India and use India's highly talented and skilled manpower to create world-class zero-defect products for a population of 1.31 billion, out of which 767 million falls in the age group of 15-64. It is also set to become the youngest country with the average age of 29 years by 2025 and the 2nd largest Internet user base with 462 million Internet users. India has demonstrable capability to reach 100% literacy level by 2025. More than 150 million will be added to the middle class by 2025 which will create a huge consumer market base of US\$ 3.6 trillion (BCG Report). It will also become the 3rd largest economy in the world with a size of US\$ 8.6 trillion by purchasing power parity (PPP) and is expected to rise to US\$ 20 trillion in size by 2025.

Many major FDI Reforms have taken place in India. FDI stimulates the country's economic development and creates more conducive environment for the industry to grow. Some of them are -

1. **Defence:** Up to 49% under automatic route and above 49% through Government route
2. **Civil Aviation:** 100% FDI under automatic route in Greenfield Projects and 74% FDI in Brownfield Projects under automatic route; beyond 74% for Brownfield Projects is under government route.
3. **Broadcasting:** New sectoral caps and entry routes are as under -
 - Broadcasting Carriage Services & down-linking of news channels 100% FDI
 - Cable Networks 100% FDI and in News channels 49% FDI
4. **Banking:** FDI up to 74% with 49% under automatic route rest through government route
5. **Railways:** 100% FDI under automatic route permitted in construction, operation and maintenance of Rail Infrastructure projects
6. **Construction:** 100% FDI through automatic route and Removal of minimum floor area & minimum capital requirement
7. **Pharmaceuticals:** The extant FDI policy on pharmaceutical sector provides for 100% FDI under automatic route in Greenfield pharma and FDI up to 74% under automatic route and 100% under government approval in Brownfield pharma.
8. **Plantation:** Certain plantation activities namely coffee, rubber, cardamom, palm oil tree and olive oil tree plantations has opened for 100% foreign investment under automatic route.
9. **Telecom:** FDI up to 100% with 49% under automatic route
10. **Insurance & Pension:** FDI Policy has been reviewed to increase the sectoral cap of foreign investment from 26% to 49% with foreign investment up to 26% to be under automatic route.
11. **Medical Devices:** 100% FDI under automatic route for manufacturing of medical devices has been permitted.
12. **E-Commerce:** 100% FDI in B2B e-commerce, Single brand retail trading entity permitted for B2C e-commerce and e-commerce food retailing
13. **Retail:** 100% FDI and 49% under automatic route is allowed. In case of 'state-of-art' and 'cutting-edge technology' sourcing norms can be relaxed subject to Government approval. 100% FDI is now permitted under automatic route in Duty Free Shops located and operated in the Customs bonded areas.

India is one of the key markets from where future growth is likely to emerge. With the rapid growth in its economy and its emergence as a global economic power, India's role in the world's economy development is immense. By 2025, India's manufacturing sector is expected to generate over 100 million new domestic jobs and contribute 25% of national GDP. Especially the IT sector continues to be a silver lining and generate direct employment to 2.75 million people. This is so because the fundamentals of the Indian economy are still strong and at the same time its domestic consumption continues to grow.

For decades, China has been the biggest and the most important emerging market in Asia. But now India is stepping into the spotlight as opportunities for foreign companies grow. India is arousing interests in multinationals, as well as many Chinese firms with international ambitions. Growth in India has become especially important for many multinationals.

In this section, "Made in India Brands", we present some of the most innovative Indian tech companies that have enjoyed formidable reputation, not only in India but the world over.



Made in India Brands

1. Amara Raja Power Systems Limited

Name - S Vijayanand
 Designation - CEO
 Address - Corporate Operations Office, Terminal- A, 1-18/1/AMR/NR, Nanakramguda, Gachibowli, Hyderabad - 500032, India
 Website - www.amararaja.co.in
 Products - Battery Chargers, LT Panels, C&R Panels, Integrated Power Supply, PCB Assembly, Electronic products Assembly and Testing, Design and development of Power Electronic products, Magnetics Manufacturing and Power electronics Systems Integration and testing



2. American Mega Trends

Name - Sridharan Mani
 Designation - CEO
 Address - Floor 4, Fortune Towers, SH 109, Ganapathy Nagar, Kovilambakkam, Chennai, Tamil Nadu 600117
 Website - www.amiindia.co.in
 Products - Leader in Embedded Services, BIOS Customization & Porting, Mobility, IP SAN/NAS Data storage solutions, Infrastructure Asset Management, Telematics, IoT, Healthcare IT solutions, Platform Validation Services and Android Services.



3. Aksh Optifibre Limited

Name - Dr. Kailash S. Choudhari
 Designation - Chairman Managing Director
 Address - A-25, Second Floor, Mohan Co-operative Industrial Estate, Mathura Road, New Delhi, Delhi 110044
 Website - www.akshoptifibre.com
 Products - AKSH OPTIFIBRE is a three decade old company which started manufacturing of optical fibre and optical fibre cables (OFC) in 1994. Aksh acquired Fibre Reinforced Plastic Rods (FRP) business which is a key raw material for Optical Fibre Cables.



4. Atrie Technology Pvt. Ltd.

Name - Ravichandran B
 Designation - CEO & Managing Director
 Address - 591, 1st Floor, RN Chambers, 3rd Block, Koramangala, Bangalore - 560034, India
 Website - www.atrieindia.com
 Products - Modem manufacturer, dedicated to the modem and data communications industry for over a decade, Modem, xDSL, ADSL, Router, Converter, RAS, FOM, Ethernet switch, IP DSLAM, NT1.



5. Beetel Teletech Limited

Name - Deval Parikh
 Designation - CEO
 Address - 1st Floor, B Wing, Plot No.16, Udyog Vihar, Phase IV, Gurgaon-122001, Haryana
 Website - www.brightstarcorp.in
 Products - Landline and Modems, Data Cards, Memory devices, Mobile handsets, Enterprise solutions (Board room solutions, Voice & Data solutions and Network solutions), IT peripherals and distribution services.



6. Busy Infotech Pvt. Ltd.

Name - Dinesh Kumar Gupta
 Designation - Managing Director
 Address - 206, M.G. House, 2, Community Centre, Wazirpur Industrial Area, Delhi - 110 052
 Website - www.busy.in
 Products - Accounting Software (Basic, standard & Enterprise editions)



7. C-Dot (Centre for Development of Telematics)

Name - Vipin Tyagi
 Designation - Executive Director
 Address - C-DOT Campus, Mehrauli, New Delhi -110 030
 Website - www.cdote.in
 Products - Optical solutions including GPON, switching and routing solutions, 4G LTE, Broadband wireless terminal, ATM, circuit switches, Rural Broadband Wireless Solutions, Terrestrial & Satellite, Shared GSM Radio Access Network and Next Generation Networks



8. Citadel Intelligent Systems Pvt. Ltd.

Name - K K Shetty
 Designation - Managing Director
 Address - Plot No 38-A1, Doddanekundi Industrial Area, II Phase, Mahadevapura Post, Bangalore - 560048
 Website - www.cintellisys.com
 Products - Citadel focuses on providing cutting edge fiber optic solutions in the Infrastructure space and manufactures customized Fiber optic interconnectivity solutions which find their application in Enterprise and Telecom Networks, Smart Cities, Security & Surveillance systems and Harsh Environments.



9. C P Plus India Pvt. Ltd.

Name - Aditya Khemka
 Designation - Managing Director
 Address - A-12, Sec - 4, Noida - 201301
 Website - www.cpplusworld.com
 Products - Surveillance products, time and attendance, home solutions includes home automation, Safes and door solutions, Accessories and Mobile Surveillances etc.



10. Datawind Ltd.

Name - Suneet Singh Tuli
 Designation - CEO
 Address - 563, Baba Deep Singh Complex, East Mohan Nagar, Amritsar -143 001
 Website - www.datawind.com
 Products - UbiSlate tablets and Pocket Surfer Smartphone



11. Deskera

Name - Shashank Dixit
Designation - CEO
Address - Suit No.6 & 7, Lower Ground Floor, Shivaji Stadium Metro Station, Airport Express Line, New Delhi-110001
Website - www.deskera.in
Products - Integrated ERP, CRM, HRMS, Project and education cloud



12. Digisol Systems Ltd

Name - K R Naik
Designation - Executive Chairman
Address - Plot No. 5, BKC Link Road, Off Cst Road, Kalina, Santacruz (East) Mumbai 400 098
Website - www.digisol.com
Products - Router, switches and structure cabling solutions



13. Druva Software

Name - Jaspreet Singh
Designation - Founder & CEO
Address - Muttha Chambers II, Level VI, Senapati Bapat Marg, Pune, India 411016
Website - www.druva.com
Products - Endpoint, back-up and Archival, Cloud data protection, Cloud App Backup and secure File Access, Enterprise security and Data loss prevention etc.



14. Gurukul Solutions Pvt Ltd

Name - Saryu Nayyar
Designation - CEO
Address - A.G. Technology Park, Gaikwad Avenue, Survey No. 127/1, A/8, Off ITI Road, Aundh, Pune, Maharashtra 411007
Website - www.gurukul.com
Products - Gurukul is changing the way enterprises protect themselves against insider threats, account compromise and data exfiltration in both on-premises and cloud environments and provides a Hybrid Behavior Analytics (HBA) architecture with the breadth of IdA to UEBA, delivering in-depth holistic monitoring of on-premises and cloud environments.



15. MicroWorld Software Services Pvt. Ltd. (eScan)

Name - Govind Rammurthy
Designation - CEO & Managing Director
Address - Plot No. 80, Road No. 15, MIDC, Marol, Andheri (E), Mumbai - 400 093
Website - www.escanav.com
Products - eScan Universal Security Suite, total security suite. Antivirus security for Desktop, Linux and mac, Cloud Security, Internet Security Suite with Cloud Security, Inter Security Suite Version 11, Mobile Security with Android, Anti-Virus with Cloud Security for SMB, Mail Filter, Mail Scan for Mail Servers, eScan for Linux Desktops, WebScan for Linux Proxy Servers and MailScan .



16. Exide Industries Ltd.

Name - Gautam Chatterjee
Designation - CEO & MD
Address - Exide House, 59E Chowringhee Road, Kolkata - 700 020.
Website - www.exideindustries.com
Products - Automotive Batteries (Four Wheeler Batteries, Three Wheeler Batteries, Two Wheeler Batteries, Exide E-Ride Batteries), Exide BatMobile, Industrial Batteries (Products & Application Areas, Customer Care), Genset Batteries (Product, Power backup warranty), Solar Batteries (Tubular Solar Batteries), Inverter Batteries (Tubular Inverter Batteries, Flat Plate Inverter Batteries), Submarine Batteries, Home UPS System (Lower KVA, Higher KVA)



17. Fortune Greccells Pvt. Ltd.

Name - Kshitij M. Kotak
Designation - Chief Innovation Officer and Executive Director
Address - Office 2, Kotak Kunj, 36, Old Chowpatty Rd Near Bhartiya Vidya Bhavan, Mumbai 400007
Website - www.greccells.com
Products - High Availability Clustering Solution, Disaster Recovery Solution, Continuous Data Protection Solution, Blackbox Server & Blackbox Pro AD and Black Box Ultra.



18. Havells India Ltd

Name - Anil Rai Gupta
Designation - Chairman & CEO
Address - QRG Towers, 2D, Sec- 126, Express way, Noida – 201304
Website - www.havells.com
Products - Havells India is a Fast Moving Electrical Goods (FMEG) Company with an extremely strong global presence, thanks to our philosophy of Make in India, extensive distribution network and world class quality



19. iBall

Name - Sandeep Parasrampur
Designation - Director
Address - 87, Mistry Industrial Complex, MIDC Cross Road "A" Andheri (E), Mumbai 400 093
Website - www.iball.co.in
Products - iBall Technology Accessories (Peripherals, Accessories & Gadgets), iBall Slide (Tablet PCs), iBall Mobiles, iBall Baton (Networking Products), iBall Guard (Security solutions), iBall Lappie (Laptop gadgets & Peripherals), iBall Winkies (Digital Lifestyle products)



20. Infosys Finacle

Name - Salil Parekh
Designation - CEO & MD
Address - Electronics City, Hosur Road, Bangalore - 560 100
Website - www.infosys.com
Products - Core Banking Solution, CRM Solution, e-Banking Solution, Treasury Solution, Wealth Management Solution, Islamic Banking Solution, Direct Banking Solution, Mobile Banking Solution, Rural Banking Solution, Inclusion Solution, Analyz, Alerts Solution, Advizor Solution, Finacle Lite, Finanz Tools, Bigdata, cloud, Multichannel Framework, Offers and Catalog Solution, Payments Solution, Liquidity Management Solution and Infosys SocialEdge Solution



21. Intex Technologies (India) Limited

Name - Narendra Bansal
 Designation - Chairman & Managing Director
 Address - D - 18/2, Okhla Industrial Area, Phase – II, New Delhi - 110 020
 Website - www.intextechnologies.com
 Products - Mobile phones, Smartphones, LED TVs, Home theater system, power bank, washing machine and IT Accessories.

**22. Intuit Technology Services Private Limited**

Name - Vijay Anand
 Designation - Sr.V.P. & M.D.
 Address - Campus 4A, PriTech Park (Ecospace), 7th and 8th Floor, Belandur, Bangalore - 560 103
 Website - www.intuit.in
 Products - Intuit Quick Books, Intuit Money Manager, Payroll and small Business center.

**23. ITI Limited**

Name - S. Gopu
 Designation - Chairman & Managing Director
 Address - ITI Bhavan, Dooravaninagar, Bangalore-560 016
 Website - www.itiltld-india.com
 Products - Switching, Transmission (Satellite, Optical, Microwave, VHF /UHF), Broadband Equipment (ADSL, WiMAX, G-PON, EDW AS), Customer Premises Equipment, (IFWT, ADSL Modem, CLI Phones), GSM-FCT (Fixed Cellular Telephones), WiMAX CPE, IT and Convergence Educational ERP, Network Management System, SMPS Power Plant Indoor & Outdoor, Smart/SIM Cards, Power Plants, Banking Automation Equipment, Non-Conventional Energy Systems, TWT-HPA, AMF Panel for DG sets

**24. Knowlarity**

Name - Ambarish Gupta
 Designation - CEO
 Address - Building 8C, 14th Floor,DLF Cyber City Gurgaon: 122002
 Website - www.knowlarity.com
 Products - Super Receptionist, Super Tool-free, Cloud IVR and Virtual Ad- Number

**25. Lava International Ltd.**

Name - Hari Om Rai
 Designation - Chairman & Managing Director
 Address - A-56, Sector 64, Noida - 201301
 Website - www.lavamobiles.com
 Products - Smart Phones, Feature Phones, Tablet& Accessories

**26. Luminous Power Technologies (P) Ltd.**

Name - Vipul Sabharwal
 Designation - Managing Director
 Address - C 8 & C 9, Community Centre, Behind Janak Cinema Complex, Janakpuri, New Delhi - 110 058
 Website - www.luminousindia.com
 Products - Home UPS, Batteries, UPS, Fans, Clear Modular Switches, Wires, Solar Power Products and on-line UPS.

**27. MARG Compusoft Pvt. Ltd.**

Name - Sudhir Singh
 Designation - Co-Founder
 Address - Marg Tower, Plot No. 7, Wazirpur Press Area, Near D.T.C Depot, Opp. Netaji Subhash Place, Delhi - 110035
 Website - www.margcompusoft.com
 Products - Marg ERP is a leading software application provider in GST and has been a key player in helping businesses in smoother transition into GST. Today Marg serves more than 21 different business segment across the country, with this Marg ERP has been a true leader in easing the adaption process of GST.

**28. Matrix Comsec Pvt. Ltd.**

Name - Ganesh Jivani
 Designation - Managing Director
 Address - 394-GIDC, Makarpura, Vadodara - 390 010
 Website - www.matrixcomsec.com
 Products - WeighBridge Integration, Parking Management, No Server Required to Monitor Multiple Devices, Reduce Solution Cost, Perimeter Security, Integration with Access Control, Crowd Management, VMS, IVA, CMS, Mobile Application, Network Video Recorder, Hybrid Video Recorder, Camera, Accessories

**29. Millennium Automation and Systems Ltd**

Name - Varinder Singh Jawanda
 Designation - Managing Director & CEO
 Address - E-48/9, Okhla Industrial Area, Phase II, New Delhi -110020, Delhi, 110020
 Website - www.millenniumsystem.com
 Products - MASL Design stand-alone PC & servers client based IT Products like “Desktop, Laptop & Servers” with high performance, Services and support and it provides an affordable Products , ideal for education and small business with powerful processors

**30. Micromax Informatics Ltd.**

Name - Rahul Sharma
 Designation - Co-Founder
 Address - Micromax House, 90B, Sector- 18, Gurgaon Pin Code - 122015
 Website - www.micromaxinfo.com
 Products - SmartPhones, Mobile Phones, LED TV,Monitor,Datacard, Tablets, laptop and consumer electronics.



31. Microtek International Private Ltd.

Name - Manoj Jain
 Designation - Vice President
 Address - H-57, Udyog Nagar, Rohtak Road,
 New Delhi -110 041
 Website - www.microtekdirect.com
 Products - Interactive UPS, Online UPS,
 Digital and Sinewave Inverters,
 UPS EB, UPS E², UPS 24x7, Hi-end Inverter Series,
 Home inverter, External battery UPS and voltage
 stabiliser.

**32. Netrack Enclosures Private Ltd.**

Name - U Ravi Raj
 Designation - Director - Sales & Support
 Address - Sy No 130, Machohalli Cross.,
 Magadi Main Road, Pin Code -
 560 091, Karnataka
 Website - www.netrackindia.com
 Products - Data Centre Racks, High Density
 Closed Rack, Open Rack Products, High Density
 Cable Management, Cable Management & Universal
 Runway, Rack Power & Technology Products,
 Medium Density Closed Racks Solutions, General
 Electronics Racks, Rack Accessories, Other Products

**33. Nettlinx**

Name - Chandra Sekhar Pogula
 Designation - CEO
 Address - 5-9-22, 3rd Floor, My Home
 Sarovar Plaza, Secretariat Road,
 Saifabad, Hyderabad - 500 063
 Website - www.nettlinx.com
 Products - Nettlinx offers state-of-the-art
 Managed Network Services to enterprises across
 Telangana & Andhra Pradesh and provides state-
 of-the-art products and solutions for network
 requirements of organizations

**34. Numeric Power Systems Ltd.**

Name - R Chellappan
 Designation - Managing Director
 Address - "Numeric House", No. 5, Sir P.
 S. Sivasamy Salai, Mylapore,
 Chennai - 600 004
 Website - www.numericups.com
 Products - UPS Systems (LI SW Series, LI
 Series, 600 EX), Home Power Products (HPH HR
 Series), Special Power Systems (Volt Safe, ISO Safe)

**35. Quick Heal Technologies (P) Ltd.**

Name - Kailash Katkar
 Designation - Chief Executive Officer
 Address - 603, Mayfair Towers-II,
 Wakdewadi, Shivajinagar, Pune -
 411005
 Website - www.quickheal.co.in
 Products - Quick Heal Total security, Quick
 Heal Internet security, Quick Heal Antivirus Pro,
 Quick Heal Total Security for Mac, Quick Heal Anti-
 Virus for Server, Quick Heal PCTuner 3.0, Quick
 Heal Tablet Security Tablet Security for Android,
 Quick Heal Total Security for Android, Quick Heal
 Mobile Security

**36. Ramco Systems Limited**

Name - Virender Aggarwal
 Designation - CEO
 Address - 47, P.S.K Nagar, Rajapalayam,
 Corporate Office & Research
 and Development Centre, No 64,
 Sardar Patel Road, Taramani,
 Chennai - 600 113
 Website - www.ramco.com
 Products - Ramco ERP on Cloud, Ramco EAM/HCM on Cloud,
 Ramco Analytics, Ramco Aviation Software and
 Ramco Logistic Software.

**37. RDP Workstations Pvt. Ltd.**

Name - Vikram Redlapalli
 Designation - Founder & M.D.
 Address - #403, Ashoka Capital, Road No-2,
 Banjara Hills (Opp: KBR Park),
 Hyderabad-34, TS, India.
 Website - www.rdp.in
 Products - Laptop (ThinBook, ThinBook
 1110, 2-in-1 Detachable Laptops), Tablets (Ultra
 Slim Tablets, Gravity Tablet PC's), Thin Clients
 (Zero Clients), Desktops (Commercial Desktop PC)

**38. Reliance Jio Infocomm Limited**

Name - Sunil Dutt
 Designation - President-Devices
 Address - 2nd Floor, Fortune 2000, Bandra
 Kurla Complex, Bandra East,
 Mumbai, Maharashtra 400051
 Website - www.jio.com
 Products - LYF Smartphone, JioFi, JioFi 4G
 Hotspot

**39. Seclore Technology Pvt. Ltd.**

Name - Abhijit Tannu
 Designation - Founder and CTO
 Address - Excom House Ground Floor, Plot
 No. 7 & 8, Off. Saki Vihar Road,
 Sakinaka, Mumbai - 400072, India
 Website - www.seclore.com
 Products - Secure Enterprise Digital Rights
 Management and Transforming Right Management

**40. SecurEye**

Name - Manoj Gupta
 Designation - Director
 Address - D-1/2, Okhla Industrial Area,
 Phase-II, New Delhi-110020
 Website - www.secur-eye.com
 Products - Analogue CCTV, IP CCTV,
 Biometric Products, Access
 Control, Home Automation, Video Door Phones etc



41. Swipe Telecom

Name - Shripal Gandhi
 Designation - Founder & CEO
 Address - F4 A/B/C, Metropole Building,
 Near Inox Theatre, Bund garden
 Road,Pune - 411001
 Website - www.justswipe.com
 Products - Smartphone, Tablets, Wearables
 and Apps

**42. Tally Solutions (P) Ltd.**

Name - Bharat Goenka
 Designation - Co-Founder & Managing Director
 Address - AMR Tech Park II, No. 23 & 24,
 Hongasandra, Hosur Main Road,
 Bangalore – 560 068
 Website - www.tallysolutions.com
 Products - Tally.ERP 9, Tally.Server 9, Tally.
 Developer 9, Shoper 9, Tally.ERP9(Auditor)

**43. Tata Consultancy Services**

Name - Rajesh Gopinath
 Designation - Managing Director
 Address - 4th & 5th Floors, PTI Bldg, 4
 Parliament St, New Delhi -110 001
 Website - www.tcs.com
 Products - Global leader in IT services,
 digital and business solutions,
 CHROMA, ION, Optumera, TCS BaNCS, TCS
 MasterCraft, TCS Technology Products, Digital
 Software and Solutions

**44. Tejas Networks Ltd.**

Name - Sanjay Nayak
 Designation - CEO & MD
 Address - Plot No. 25, JP Software Park,
 Electronics City, Phase-1, Hosur
 Road, Bangalore - 560 100
 Website - www.tejasnetworks.com
 Products - Converged Packet Optical, POTP (Packet Optical
 Transport Platform), PTN, MSPP, Carrier Ethernet,
 DWDM, Tejas energy Management, Network
 Management Software.

**45. TVS Electronics Limited**

Name - Gopal Srinivasan
 Designation - Founder & Chairman
 Address - South Phase - 7A, Second
 Floor, Industrial Estate, Guindy,
 Chennai-600032
 Website - www.tvs-e.in
 Products - Impact Matrix Printers, Thermal
 Printers, Specialty Printers, Label Printers, POS Cash
 Register, POS Accessories, Scanners, Point of sale
 terminals, printer supplies and keyboards

**46. United Telecom Ltd.**

Name - Dr. P Raja Mohan Rao
 Designation - Chairman
 Address - 18A/19, Doddanekundi Industrial
 Area,II Phase, Mahadevapura Post,
 Bangalore - 560 048
 Website - www.utlindia.com
 Products - The UTL pioneered the
 e-Governance initiative that creates a high-tech
 interface between the government and its citizens,
 which has been successfully adopted by many state
 governments and holds patent entitled A METHOD
 OF COMMUNICATION IN DWDM SYSTEM

**47. VU Technologies Pvt. Ltd.**

Name - Devita Saraf
 Designation - CEO
 Address - Vu Center, 29, MIDC Central
 Road, Andheri East, Mumbai-
 400093
 Website - www.vutvs.com
 Products - Vu Televisions, LED TV, UHD and
 Premium HUD TVS.

**48. WIPRO-CBS**

Name - Rishad Premji
 Designation - Chief Strategy Office
 Address - Doddakannelli, Sarjapur Road,
 Bangaluru-560035
 Website - www.wipro.com
 Products - Banks rely on Core Banking
 systems to innovate in the market-
 place as well as to standardize operations, Managed
 services, Mobility, IoT, Open sources, Business
 process and Analytics.

**49. Zicom Electronic Security Systems Ltd.**

Name - Pramoud Rao
 Designation - Managing Director
 Address - 501, 5th Floor, Silver Metropolis,
 Western Express Highway,
 Goregoan (E), Mumbai - 400 063
 Website - www.zicom.com
 Products - CCTV Surveillance System,
 Access Control System, DVR, Fire Alarm System,
 Multi-Apartment Video Door Phones, Video Door
 Phones, Intruder Alarm System, Fingerprint Locks,
 Fire Alarm system and Remote Managed Services
 (RAM)

**50. ZOHO Corporation Pvt. Ltd.**

Name - Sridhar Vembu
 Designation - CEO
 Address - Estancia IT Park, Plot No. 140
 & 151, GST Road, Vallancherry
 Village, Kanchipuram, District,
 Chengalpattu, 603202
 Website - www.zoho.com
 Products - The operating system for business, E-mail &
 Collaboration, Business process and Finance





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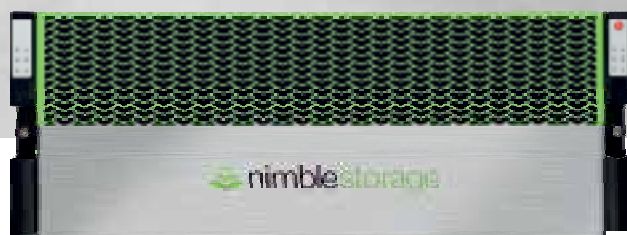


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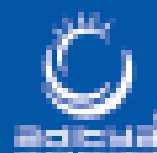


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