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ON
ICT INDUSTRY
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BRAND BOOK
ON
INDIAN TECHNOLOGY INDUSTRY

Brand

8th EDITION

Book

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INDIA'S FRONTLINE IT MAGAZINE
VARINDIA
THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS

SPO INDIA
Committed for a Better India

CONTENT

Welcome

We're delighted to unveil the eighth edition of the Brand Book. The Brand Book provides a penetrating insight on how the technology is changing the world, where the brands are playing a critical role in the over-crowded market place with their various services offerings. This research-driven Book brings unique reference materials on the ICT sector, where the technology leaders speak on their experience cell and chalk out annual strategies to reach out to the CXO community.

Putting together this issue has made us happy. As we went through various strategies planned by the corporates for addressing the industry at large, we realised that most of the companies have different go-to-market approach to address the customers and it is never the same. The year 2019 is the transformative year to continue on the transformation path and expand even more into adopting cutting edge immersive technologies. I envision four emerging technology areas that will significantly impact our lives in 2019, this includes, the Internet of Things and Smart Cities, Artificial Intelligence (AI), Quantum Computing and Cybersecurity (and Risk Management).

The 8th 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 the Disruptive technologies involve in disruptive business models, which can undermine the advantages of incumbents.

Many corporations, organizations and agencies have continued to be breached throughout 2019 despite cyber-security investments on information assurance. The cyber threats grow more sophisticated and deadly with each passing year. In this year we will be facing a new and more sophisticated array of physical security and cyber-security challenges (including automated hacker tools) that pose significant risk to people, places and commercial networks. The physical has merged with the digital in the cyber-security ecosystem. The more we are digitally interconnected in our work and personal lives, the more we are vulnerable. Now everyone is connected with anything, is a target and this will have significant impact in our lives in 2019.

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 Indian ICT marketplace is further going to experience very rapid diffusion 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 agenda for the CIOs in 2019. They revel digital business is one of the core investment area for CIOs. Forty-six percent plan to increase their investment in digital business initiatives. Core system improvements and transformations, such as legacy modernizations are becoming more important.

A survey was conducted by interviewing 1000 CIOs on 10 different verticals in India, and the revealing facts are very interesting. IT/ITES organizations are already experimenting with technology, including chatbots and other AI tools, in search of enhancing the automation quotient. They are running pilot projects and seem well on course for adoption. The survey results, Robotic Process Automation (RPA) at 43%, Artificial Intelligence (AI) at 32% and Internet of Things (IoT) at 32% are among the most likely technology areas to see the most significant investments. They also view IT governance and risk as one of the top challenges for their organizations as far as complexity and priority are concerned. We have published this in a separate section - "Eminent CIOs of India". The objective of this survey was to assist CIOs along with other IT leaders to prepare themselves for radical changes in the sector so that they are not left behind. Most businesses that have solid business plans from Chief Information /Investment/ Involvement officer and good management are growing. Most CIOs today, desire to have more control on their company's technology.

Keeping you up-to-date on the latest news, covering major trade shows and latest happenings in the industry, let me take this opportunity to say "Thank You" to our valued readers, we have accomplished so much just because of you. Thank you again for taking the time for voting and giving us your valuable feedback on the survey. We hope to connect you to a larger community and make sure to stay tuned for more information by following us on Facebook, Instagram and Twitter on mybrandbook.co.in.

Thank you for being the best readers ever!

Dr. Deepak Kumar Sahu
Publisher & Editor-in-Chief

Foreword

Today's world runs on rapid, exponential and, above all, perpetual change. The solution is not another industrial revolution, but a wholesale digital transformation in both the things we make and the way we make them. This is the New. This is Industry X.0 and it is beyond Industry 4.0. The need of the hour is to understand on how the customer requires their digital experience to be. As the momentum takes its speed, India is transforming at scale and speed and has the potential to be a $ 6 trillion economy by 2027, with half of the opportunity originating in new digital ecosystem.

Every technology movement generates new challenges and the automation of virtually all business processes and the increasing digital connectedness of the entire value chain create agility, at the same time there is increase in the cyber-security risks and threat levels. Everyone must make cyber-security as a top priority. A survey says 69% of organisations don't believe their antivirus can stop the threats they are seeing. India is among the top 5 countries in the world to be attracted by ransomware and malware, since 90% of organizations are unaware of all devices connected to their networks and 41% of organisations in India have experienced a malicious breach.

The technology team in the organisation has to maintain confidentiality, integrity, and availability of data in all these contexts: on premises, in the cloud, and in hybrid environments. Since, the systems are being opened in ways that they weren't before.

The Brand Book is positioned as the ultimate vehicle for the corporates to position their brand and product identity. The 8th edition of the Brand Book is focussed on the feedback from the Vendors as well as the Industry CIOs 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. We are working toward our goal of achieving a sustainable business module for the vendor and partner eco-system.

Technology is a new battleground for CIOs. The industry is going for a Big Switch,the promise could be cloud computing means we would be buying IT like electricity. That didn't happen nor will it. The reality is cloud is an enabler and it is now enabling the next advancements that include the Internet of Things and edge computing. Both will challenge and push past the cloud in importance.

The biggest challenge for all businesses is both high-tech and otherwise will continue to come from the forces of creative destruction. Now the question is, who will own the Infrastructure-as-a-Service or cloud market over the long term is still up in the air. Another challenge is the hyper-converged infrastructure and software-defined networking are changing the cloud dynamics and legitimizing the argument that on-premises may actually prove to be more cost-effective than pure public cloud deployments.

Secondly, with ever increasing threat, the role of the chief information Security Officer (CISO) is constantly confronted by ever-increasing and sophisticated cyber-attacks. The tech-trend section will give a clear idea on how the technologies are evolving around us. Having seen and learned over the years from the front lines of global concern on cyber security, readers will gain insights on recent threats targeting organizations and learn on how to better protect networks from the market-scape section of the Brand Book.

Finally, technology is progressing rapidly, and is changing the way we live, work and play. New inventions are happening, and new paradigms are born almost every day being disrupted by cutting edge technologies.

Thank you once again for your active participation and valuable contribution for the Brand Book and we will be looking forward to continue working proactively with you.

S. Mohini Ratna
Editor

TOP 25 BRANDS
IN INDIAN ICT INDUSTRY 2019

MOST **TRUSTED** BRANDS

1. Apple

2. Google
3. TATA CONSULTANCY SERVICES
4. Infosys®
5. SAMSUNG

6. DELL EMC
7. Microsoft
8. airtel
9. wipro

10. HCL
11. Tech Mahindra — IT Services and Telecom Solutions
12. Canon — Delighting You Always
13. accenture

14. vodafone
15. hp
16. IBM
17. Hewlett Packard Enterprise

18. INGRAM MICRO
19. CISCO
20. Lenovo
21. salesforce

22. SAP
23. intel
24. Adobe
25. LG — Life's Good

Branding is essential for every organisation and is part of marketing practices where the company creates its name and recognition. This helps to identify a product and distinguish it from other products and services. Branding is absolutely critical to a business because of the overall impact it makes on a company. In the world of technology, digitization has created tremendous opportunities. Consumers are increasingly empowered by disruptive technologies that brings a wider choice to brands but brings new challenges to employees. It is of utmost importance for the organisations to generate future businesses in the industry to order to be established in this over crowded marketplace. It is a fact that, once a brand is well-established, the word of mouth will be the company's best and most effective advertising technique.

1. APPLE INC.

TIM COOK
CEO – Apple Inc.

KEY DIFFERENTIATOR: The Brand Apple is all about Quality, Signature and Loyalty to its niche premium clientele. Apple's strategy has always been termed as a one-size-fits-all approach, but the company's localized branding approach for the countries and markets it operates in, makes it a successful brand worldwide. Not only does Apple attract consumers with its global branding consistency and sleek products, but it also caters to buyers' emotions.

PRODUCTS & SOLUTIONS: iPhone smartphone, iPad tablet, Mac PC, iPod portable media player, Apple smartwatch, Apple TV digital media player, Apple AirPods wireless earbuds, macOS & iOS operating systems, iTunes media player, Safari web browser, Final Cut Pro, Logic Pro, iTunes store, the iOS App Store, Mac App Store, Apple Music, Apple TV+, iMessage, and iCloud.

BRAND VISIBILITY: Apple today is not only one of the strongest brands globally but is also the greatest marketers of all time. In August of 2018, the Cupertino, California based company made history when it became the first US Company worth $1 trillion. India is an important market for the company. According to Counterpoint Market Research, Apple had a 1.2% market share in India at the end of 2018, with sales pegged at 1.7 million units.

2. GOOGLE LLC

SUNDAR PICHAI
CEO

KEY DIFFERENTIATOR: Google is an American multinational technology company and is considered one of the Big Four technology companies, alongside Amazon, Apple and Facebook. In August 2015, Google announced plans to reorganize its various interests as a conglomerate called Alphabet Inc. and so Google will continue to be the umbrella company for Alphabet's Internet interests. On March 19, 2019, Google announced that it would enter the video game market, launching a cloud gaming platform called Google Stadia.

PRODUCTS & SOLUTIONS: Search Tools (Google Search, Google Images, YouTube, Google News, Google Assistant, Google Analytics), Advertising Tools & Services (Google Ads, Google AdSense), Communication & Publication Tools (Google Docs, Google Drive, Google Calendar, G Suite, Gmail, Blogger), Development Tools, Map-related products (Google Maps), Operating Systems (Android, Chrome OS), Nexus Tablets, Chromecast, Google Glass, Google Pixel smartphone.

BRAND VISIBILITY: As of 2017, Google is the most valuable brand in the world. Google.com is the most visited website in the world, while several other Google services also figure in the top 100 most visited websites, including YouTube and Blogger.

3. TATA CONSULTANCY SERVICES LIMITED

RAJESH GOPINATHAN
CEO & MANAGING DIRECTOR

KEY DIFFERENTIATOR: Tata Consultancy Services helps customers achieve their business objectives by providing innovative, best-in-class consulting, IT solutions and services and to make it a joy for all stakeholders to work with it. It is a subsidiary of Tata Group and operates in 147 nationalities across 46 countries. It has a total of 58 subsidiary companies.

PRODUCTS & SOLUTIONS: Outsourcing, Consulting, Managed Services, TCS BaNCS and TCS MasterCraft

BRAND VISIBILITY: TCS is today working with the world's largest companies to help them reimagine their business models, products and services and workplaces in all industries. The company continues to invest heavily in its brand presence worldwide.
TCS has recently reclaimed the status of the country's most valued firm by market valuation, surpassing Reliance Industries Ltd (RIL). It also announced its FY19 Q3 results posting 24 percent year-on-year (YoY) rise in profit at Rs 8,105 crore. In April 2018, TCS became the first Indian IT company to breach $100 billion market capitalization, and second Indian company ever after its m-cap stood at Rs 6,79,332.81 crore ($102.6 billion) in BSE.

4. INFOSYS LIMITED

SALIL PAREKH
CEO

KEY DIFFERENTIATOR: Infosys Limited (formerly Infosys Technologies Limited) is a global leader in next-generation digital services that provides business consulting, information technology and outsourcing services. It is the second-largest Indian IT company by 2017 revenues and 596th largest public company in the world based on revenue. On September 28, 2018, its market capitalization was $44.32 billion. It enables clients in 45 countries to navigate their digital transformation. It has a growing global presence with 217,700 employees and has globally 82 sales & marketing offices and 123 development centers.

PRODUCTS & SERVICES: Outsourcing, Consulting, Managed Services, Infosys Finacle, NIA – Next Generation Integrated AI Platform (formerly known as Mana), Infosys Information Platform (IIP) – Analytics platform, EdgeVerve Systems (which includes Finacle, a global banking platform), Panaya Cloud Suite, Skava

BRAND VISIBILITY: Infosys Technologies in 2011 introduced a new brand positioning and vision statement and said that it is stepping into a whole new phase that it described as Infosys 3.0. The idea is to move from a technology solutions company to a business solutions company and help customers build the enterprise of tomorrow.

5. SAMSUNG ELECTRONICS CO. LTD.

KOH, DONG JIN
PRESIDENT & CEO (MOBILITY DIVISION)

KEY DIFFERENTIATOR: The vision 2020 for Samsung is to be at the core of its commitment to create a better world full of richer digital experiences, through innovative technology and products. With the success of its electronic business, Samsung has been recognized globally as an industry leader in technology and is now ranked as a top 10 global brands.

PRODUCTS & SOLUTIONS: Semiconductors, Solid State Drives, DRAM, Telecommunications Equipment (phones, headphones, televisions and Blu-ray players), Home Appliances (refrigerators, ovens, washers and vacuums), and Computing (laptops, tablets, printers and desktops).

BRAND VISIBILITY: Samsung has proven itself in electronics as a global leader in technology and innovation. For over 70 years, Samsung has been dedicated to making a better world through diverse businesses that today span advanced technology. India is an important market for Samsung, and the brand is fulfilling its commitment towards 'Make for India'. The company said that as per GFK, it had a 68.9% volume share and 65.9% value share in the premium segment in January-March quarter. It has launched a nationwide digital campaign, #IndiaReadyAction, empowering Gen Z and millennials to break stereotypes about India.

6. DELL TECHNOLOGIES INC.

MICHAEL DELL
FOUNDER & CEO

KEY DIFFERENTIATOR: Dell Technologies Inc. is an American multinational corporation operating in the information technology industry. It is committed to transforming businesses, shaping the future of innovation and developing technologies to drive human progress. Dell operates under 3 divisions - Dell Client Solutions Group that produces desktop PCs, notebooks, tablets, and peripherals, such as monitors, printers, and projectors under the Dell brand name; Dell EMC Infrastructure Solutions Group that sells storage solutions; and VMware, a publicly traded company focused on virtualization and cloud infrastructure. In addition, Dell also owns 4 separate businesses - RSA Security, Pivotal Software, SecureWorks, Virtustream, and Boomi, Inc.

PRODUCTS & SOLUTIONS: Personal computers, Data Protection, Dell Technologies Cloud, Servers, SAN storage, NAS storage, Networking, Computer software

BRAND VISIBILITY: In 2016, after Dell completed the acquisition of EMC, Dell came to be globally known as "Dell Technologies", except for the bit of Dell that sells PCs, which was called "Dell", and the bit that sells to the enterprise, which was called "Dell EMC". On December 28, 2018, Dell Technologies became a public company.

14. VODAFONE IDEA LIMITED

KUMAR MANGALAM BIRLA
CHAIRMAN

KEY DIFFERENTIATOR: Headquartered in Mumbai, Maharashtra, Vodafone Idea has 35.61% market share in India with 418.745 million subscribers, making it the largest mobile telecommunications network in India and second largest mobile telecommunications network in the world, as of December 2018. Vodafone Idea has a broadband network of 340,000 sites, distribution reach of 1.7 million retail outlets. It owns spectrum in 900 MHz, 1800 MHz, 2100 MHz, 2300 MHz and 2500 MHz bands across the country and offers 4G LTE services on its own spectrum in all the telecom circles. The telecom major announced its network consolidation across 8 telecom circles within five months, easing out network issues faced by consumers and also enhancing its 4G coverage. It also deployed technologies such as massive MIMO, small cells, TDD sites to enhance coverage and network capacity in Mumbai and Delhi.

PRODUCTS & SOLUTIONS: Mobile Telephony, Wireless Broadband

BRAND VISIBILITY: On 31 August 2018, Vodafone India merged with Idea Cellular, and was renamed as Vodafone Idea Limited. However, the merged entity continues using both the Idea and Vodafone brand.

15. HP INC.

DION WEISLER
PRESIDENT & CEO

KEY DIFFERENTIATOR: Hewlett Packard Inc. (formerly known as Hewlett-Packard) is an American technology company, which develops personal computers (PCs), printers and 3D printing solutions, it has managed to retain its position as the no. 1 across all product categories. The reason of success behind it is to keep reinventing products with a vision to create technology that makes life better for everyone and everywhere, around the globe.

PRODUCTS & SOLUTIONS: Personal Computers (Desktops & Laptops), Printers, Digital Press, 3D Printers, Scanners, Copiers, Displays.

BRAND VISIBILITY: In November 2015, Hewlett-Packard was renamed to HP Inc., after the company enterprise business was spun off and renamed Hewlett Packard Enterprise. Talking of the India market, HP is betting big on premium laptops to drive sales as the company sees a surge in demand for these devices. This comes in the wake of the launch of its premium Spectre range comprising of HP Spectre Folio and HP Spectre x360 in the country. It has also signed a pact with Andhra Pradesh Innovation Society and Andhra Pradesh Economic Development Board to build a Center of Excellence to accelerate adoption of 3D printing.

16. INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM)

GINNI ROMETTY
PRESIDENT & CEO

KEY DIFFERENTIATOR: IBM is an American multinational information technology company that provides integrated solutions and leverages Information Technology and knowledge of business processes. IBM features among the 30 companies included in the Dow Jones Industrial Average and is one of the world's largest employers (with over 3,80,000 employees as of 2017). IBM's shares traded at over $125 per share, and its market capitalization was valued at over US$113.9 billion in September 2018.

PRODUCTS & SOLUTIONS: Computer Hardware (IBM's POWER microprocessors, , Middleware, Software, Hosting, Consulting Services, Cloud Computing (IaaS, SaaS and PaaS), Cognitive Computing, Data & Analytics, Internet of Things, IBM Watson, Security (IBM Secure Blue encryption hardware), All-flash Arrays, IT Outsourcing.

BRAND VISIBILITY: IBM has been known as the 'Big Blue' in part due to its blue logo and color scheme and has carved out a valuable brand identity. The company has recently acquired Red Hat and to help fund its $34bn acquisition, it has sold $20bn in bonds.

17. HEWLETT PACKARD ENTERPRISE (HPE)

ANTONIO FABIO NERI
PRESIDENT & CEO

KEY DIFFERENTIATOR: Hewlett-Packard Enterprise (commonly referred to as HPE) is an American multinational company headquartered in San Jose, California. It was founded on 1 November 2015 after its split as from the Hewlett-Packard Company. HPE enables customers to accelerate business outcomes by driving new business models, creating new customer and employee experiences, and increasing operational efficiency today and into the future. On December 4, HPE reported FY2018 net revenue of $30.9 billion, up 7% from the prior year period. In just a span of two years, after it was formed, it acquired companies like Silicon Graphics International, SimpliVity, Nimble Storage, BlueData, and RedPixie.

PRODUCTS & SOLUTIONS: Servers (ProLiant, Synergy), Storage (HPE 3PAR, Nimble Storage, HP XP), Networking (Aruba Networks), Hybrid Cloud (GreenLake), Consulting & Support, Financial Services.

BRAND VISIBILITY: In early March, Hewlett Packard Enterprise moved its headquarters from Palo Alto to San Jose, eighty years after Bill Hewlett and Dave Packard first set up the company in a little garage in Palo Alto. The new state-of-the-art headquarters offers enhanced benefits for its employees, while also celebrating its rich history as a company.

18. INGRAM MICRO INC.

ALAIN MONIÉ
CEO

KEY DIFFERENTIATOR: Ingram Micro is a Chinese-owned distributor of Information Technology products. It today operates in 52 countries, working with 30K+ Associates. It delivers a full spectrum of global technology and supply chain services to businesses around the world. Deep expertise in technology solutions, mobility, cloud, and supply chain solutions enables its business partners to operate efficiently and successfully in the markets they serve.

PRODUCTS & SOLUTIONS: Software, Services, Technology Services, Cloud.

BRAND VISIBILITY: Ingram Micro came under the control of HNA Group in December 2016, following the completion of a US$6 billion acquisition which was first announced in February that same year. The strategic reason for the transaction was to reach "business opportunities in emerging markets, which have higher growth rates and better profitability." However there are talks of the company apparently going under a new ownership, if reports are to be believed. Cloud continues to be a key focus area for Ingram Micro and over the past few years the company has made several strategic investments in its cloud business, including its proprietary Cloud Marketplace, CloudBlue, cloud enablement services etc.

19. CISCO SYSTEMS, INC.

CHUCK ROBBINS
CEO & CHAIRMAN

KEY DIFFERENTIATOR: Cisco Systems, Inc. is an American multinational technology conglomerate, headquartered in San Jose, California. Cisco Systems' products and services focus upon three market segments—enterprise and service provider, small business and the home. As of 2017 Cisco Systems shares are mainly held by institutional investors (Vanguard group, BlackRock, State Street Corporation and others.

PRODUCTS & SOLUTIONS: Networking Hardware (Routers & Switches, IP cameras, VoIP, Indoor Wi-Fi Access points), Enterprise Network Security, Telecommunications Equipment, Collaboration (Unified Computing, call center systems, IP video & phones, TelePresence).

BRAND VISIBILITY: It is playing its part in ushering a new wireless era with Wi-Fi 6 BY extending its most extensive campus networking portfolio by delivering a campus core switch purpose-built for cloud-scale networking. For the fiscal year 2017, Cisco reported earnings of US$0.1 billion, with an annual revenue of US$49.3 billion, an increase of 2.8% over the previous fiscal cycle. Cisco's shares traded at over $43 per share, and its market capitalization was valued at US$213.2 billion in September 2018. As of June 2018, Cisco Systems ranked 444th on Forbes Global 2000 list, with $221.3 billion market cap.

7. MICROSOFT CORPORATION

SATYA NADELLA
CEO

KEY DIFFERENTIATOR: Headquartered in Redmond, Washington, Microsoft, an American multinational technology, was founded by Paul Allen and Bill Gates. In 2018, Microsoft surpassed Apple Inc. as the most valuable publicly traded company in the world after being dethroned by the tech giant in 2010 and in April 2019, Microsoft became the third U.S. public company to be valued at over $1 trillion after Apple and Amazon respectively, reaching the trillion-dollar market cap in 2018.

PRODUCTS & SOLUTIONS: Windows Office Servers, Skype, Visual Studio, Xbox, Surface, Azure, Bing, LinkedIn, Office 365, OneDrive, Outlook.com, Microsoft Store, Windows Update, Xbox Live, Microsoft Kaizala.

BRAND VISIBILITY: Microsoft is best known for its software products - Microsoft Windows, Microsoft Office and Internet Explorer. Its mission is to empower every person and every organization to achieve more. Talking about the India market, Microsoft is evaluating to increase its datacenter capacity given the traction it is receiving. Two years after it first appeared, Microsoft's mobile messaging app Kaizala that was launched for customers in India, is now available to all Office 365 users globally. This is Microsoft's first instance of a 'Made for India' product being exported to other countries.

8. BHARTI AIRTEL LIMITED

GOPAL VITTAL
CEO

KEY DIFFERENTIATOR: Bharti Airtel, an Indian global telecommunications services company based in Delhi is the third largest mobile network operator in India and the ninth largest mobile network operator in the world with over 293.79 million subscribers. It had over 413 million customers across its operations at the end of March 2018.

PRODUCTS & SOLUTIONS: Fixed Line Telephone, Mobile Services (GSM, 3G & 4G LTE), Broadband, Voice Services, Satellite Television, Digital Television, Internet Television, Airtel Business (that includes voice, data, network integration, datacenter & managed services, enterprise mobile applications and digital media), Airtel Payments Bank (a subsidiary of Bharti Airtel), Airtel Money (the e-wallet of Airtel Payments Bank), IPTV.

BRAND VISIBILITY: Airtel operates today in 16 countries across South Asia and Africa, and also in the Channel Islands. It 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 India at present is the second largest provider after Vodafone Idea Ltd of mobile telephony and second largest provider of fixed telephony in India.

9. WIPRO LIMITED

AZIM PREMJI
CHAIRMAN

KEY DIFFERENTIATOR: 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. It has over 160,000 dedicated employees serving clients across six continents.

PRODUCTS & SOLUTIONS: IT Services, Consulting, Outsourcing, Managed Services

BRAND VISIBILITY: In 2013, Wipro separated its non-IT businesses into separate companies. In the IT business space, Wipro is fast leveraging artificial intelligence, blockchain and robotics and in line with it, the IT services major has launched its industrial internet of things (IIoT) centre of excellence (CoE) in California, Bengaluru and Kochi. In a recent announcement, sought shareholders' nod for up to Rs 10,500 crore share buyback offer. This is Wipro's third buyback programme. The company also sought shareholders' approval for the appointment of former SBI chairperson Arundhati Bhattacharya as an independent director on its board. It has posted IT services revenues of $8.12 billion in 2018-19, up 3.8 per cent over the preceding financial year.

TECHNOLOGY IS TRANS

2018-2019
TOP
25
ICT BRANDS

Today's technology compan and their innovative ideas. At that, both in their marketing e the two sides of a coin i.e. it f

The Brand Book recognizes to meet the demand in the Inc begins from the inside out an

Like every year, VARINDIA they are identified as the '25 given purely on the basis of v this year we have seen a heav on how the newer technologi Samsung mobile phone brands brands are also starting to fe engaging with the brand gaps hard fact is companies will infusing content in every mark

We were able to gather vita survey from around 2000 CXC cell and interacted with V (VARs) in the country on th and support from the vendors

Brand Book, it reflects the vision, values, culture of the corporate, which features those companies that have carved a niche for themselves in their r repeatedly outshining their competitors, and elevating themselves to being Most Trusted Brands.

THE METHODOLOGY

Our methodology seeks to provide a rich and insightful analysis of your l picture of how your brand is contributing to business growth in the industry practices on their marketing initiatives. Things like brand awareness, engage between campaign and sales, conversions — are all very important.

VARINDIA has been a pioneer in brand evaluation since 1999; we have a brand valuation which is influencing the industry, society and the busine strong brands influence customer choice and create loyalty.

A distinguished panel of the industry's topmost CIOs, CEOs, and analyst editorial board scrutinized the list throughout the year. The list intends to h Trusted Companies, whom you can trust, and who are continuously deliver performance, agility, higher availability and have vastly improved the Product of the list of Most Trusted Companies where the Brand's strength measures the a

Today, consumers have unlimited freedom and choice over the content they wish to view from social media platforms like Instagram, Facebook and YouTube. This creates a problem for brands. It is therefore never advised to corporates to fully depend upon the social media to scale their marketing campaigns, like a few companies have been observed that they prefer their new products solely to be on the social media.

Brands have the power and influence too. The brand valuation methodology followed by the Brand Book seeks to provide a rich and insightful analysis of your brand, that includes building knowledge, increasing brand awareness, after sales support, R&D etc., and providing a clear picture on how your brand is contributing to business growth.

The recipients of the Most Trusted Company are acknowledged for their efforts, achievements and touched the industry benchmark in terms of performance.

We would like to acknowledge the efforts of the corporates in sharing their valuable inputs related to their various best practices. The feedback is valuable and can provide important insights for you to consider as the industry is always on the lookout to adopt newer marketing strategies.

Let us have a look into these top 25 Brands that made it big with their newer marketing strategies to influence the Indian ICT Industry.

...ies are seeing their brand overlapping with ever emerging newer competitions ...the same time customers are increasingly expecting all companies to do just ...fforts and in the experiences they offer. Print and digital branding is just like ...is just like target branding Vs influential branding.

...the leading brands on how they are bringing newer products and solutions ...dian ICT industry. All great brands are instantly recognized. The Brand loyalty ...d the need of the hour is to create an emotional connect with its customers.

...is coming out with the Top 25 brands who are playing an important role and ...Most Trusted Companies' (These are the industry benchmarks and honours ...voter participation). Based on what we are seeing from the corporate world, ...y shift of brand positioning in the leadership positions. It is truly reflecting ...es are replacing the older ones. Today, leading companies like Apple and ...are facing cut throat challenges from various Chinese brands. Similarly, other ...el that the audience is ...filled with others. The ...own their audience by ...keting tactic.

...al information from the ...Os on their experience ...Value Added Resellers ...eir product acceptance ...s. Being featured in the ...n is very important. It ...espective industries by ...given the status as the

...brand, providing a clear ...and following the best ...ment, direct correlation

...deep understanding of ...ss. We understand that

...ts including VARINDIA's ...help to choose the Most ...ing an uncompromising ...quality. The Panel brings ...ability to create loyalty.

> As per Harvard business review, to become a living business, companies should expand their thinking to include the following five P's – Purpose, Pride, Partnership, Protection and Personalization. These form a simple and comprehensive test of relevance. The first four extend from the top to the bottom of the psychological hierarchy — self-actualization or fulfilling your full potential, to safety, a more basic need. The fifth Personalization, enables companies to connect with customers around any of these needs.

10. HCL TECHNOLOGIES LIMITED

SHIV NADAR
CHAIRMAN & CHIEF STRATEGY OFFICER

KEY DIFFERENTIATOR: 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). The Noida-based IT services firm is among the top 20 largest publicly traded companies in India with a market capitalization of $18.7 billion as of May 2017. With a worldwide network of R&D, innovation labs and delivery centers, and 137,000+ 'Ideapreneurs' working in 44 countries, HCL serves leading enterprises across key industries, including 250 of the Fortune 500 and 650 of the Global 2000.

PRODUCTS & SOLUTIONS: Outsourcing, Consulting, Managed Services.

BRAND VISIBILITY: HCL Technologies in a recent development has become the third-largest IT services firm in India in 2018-19, with its revenues touching $8.63 billion in the last financial year, a rise of 10 per cent over the previous financial year.
HCL Technologies is accelerating its evolution into a next-generation technology services firm through its Mode 1-2-3 strategy that helps future proof its customers' business – the Mode 1 is Core Services, the Mode 2 is Next Generation Services and the Mode 3 is Products & Platforms.

11. TECH MAHINDRA LIMITED

C. P. GURNANI
CEO

KEY DIFFERENTIATOR: 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 and is headquartered at Pune. Part of the Mahindra Group, Tech Mahindra is a US$4.9 billion company with over 121, 840+ employees in more than 60 countries. Tech Mahindra is the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018). It is part of the USD 21 billion Mahindra Group. It lives the philosophy of connected world and connected solutions.

PRODUCTS & SOLUTIONS: Outsourcing, Consulting, IT/ Managed Services.

BRAND VISIBILITY: Tech Mahindra, on 25 June 2013, announced the completion of a merger with Mahindra Satyam to create a $2.5 billion IT Company. As of 2019, Tech Mahindra is expecting to get back to a strong growth mode in the telecommunication business, by getting ready for the 5G revolution and preparing to roll out 5G networks. It announced netOps.ai, its Network Automation and Managed Services Framework based on CI/CD (Continuous Integration/Continuous Deployment) principles.

12. CANON INC.

FUJIO MITARAI
CHAIRMAN AND CEO

KEY DIFFERENTIATOR: Canon is a Japanese multinational corporation and has a primary listing on the Tokyo Stock Exchange and secondary listing on the New York Stock Exchange. It has a total of 379 consolidated subsidiaries and 195,056 employees. It made a Net sales of $35,603 million and a net income of $2,277 million in 2018. It is ranked second in the Top Ten U.S. Patent Holders by Company in 2018, while has been ranked No. 1 in Japan for 14 years running.

PRODUCTS & SOLUTIONS: Imaging and optical products (SLR Cameras, Still Cameras, Photocopiers, Digital Cameras, Camcorders), Printers, Scanners, Lenses, LCDs, Projectors, Virtual Reality Headset, Calculators

BRAND VISIBILITY: In 2019, Canon has announced that the company's interchangeable-lens digital cameras (digital SLR and mirrorless cameras) have maintained the No. 1 share of the global market for 16 consecutive years, from 2003 to 2018. Canon continues to refine its diverse imaging technologies based on its core optical technology. It also continues its commitment towards community development. Through its corporate activities based on 'Kyosei' globally, Canon strives to resolve imbalances in the world, in the core areas of 4Es, i.e. Education, Eye Care, Environment and Empowerment.

13. ACCENTURE

DAVID ROWLAND
INTERIM CEO

KEY DIFFERENTIATOR: Accenture is a global management consulting and professional services firm that provides strategy, consulting, digital, technology and operations services. In 2018, the company reported net revenues of $39.6 billion, with more than 459,000 employees serving clients in more than 200 cities in 120 countries. It has a total of 6,800 patents and patent pending applications in 44 countries.

PRODUCTS & SOLUTIONS: Strategy, Consulting, Digital, Technology, Operations, Services and Solutions.

BRAND VISIBILITY: Interbrand has ranked Accenture No. 34 on its list of best global brands and noted its focus on branding and marketing of its Accenture Strategy, Accenture Consulting, Accenture Digital, Accenture Technology and Accenture Operations divisions. The company as part of its commitment towards the India market, has launched a first of-its-kind innovation hub in Bengaluru, reflecting the confidence of a company that has become the most successful in the IT services business today. Bangalore International Airport Limited has also signed an agreement with Accenture to set up a co-innovation center that will help the former to create an airport of the future at the Kempegowda International Airport, Bengaluru (BLR Airport).

20. LENOVO GROUP LTD.

YANG YUANQING
CHAIRMAN & CEO

KEY DIFFERENTIATOR: Lenovo is a Chinese multinational technology company with headquarters in Beijing (China) and Morrisville (North Carolina) United States. The three decade old company has operations in more than 60 countries and sells its products in around 160 countries. The company's expansion was further boosted by a joint venture with NEC in Japan called Lenovo NEC Holdings. Lenovo and Japan's Fujitsu also announced a merger of their PC businesses in 2018 that resulted in Lenovo owning 51% of the Fujitsu PC arm. The merger includes a number of agreements, which includes manufacturing, distribution, brand licensing, and research and development.

PRODUCTS & SOLUTIONS: Smartphones, Desktops (ThinkCentre, IdeaCentre), Servers, Notebooks (ThinkPad, IdeaPad, Yoga), Tablet Computers, Netbooks, Supercomputers, Peripherals, Printers, Televisions, Scanners, Storage Devices, Smart Televisions, Wearables, Datacenter.

BRAND VISIBILITY: Lenovo was able to reclaim its top spot in PC market share 2018. It has gained significant market share in India through bulk orders to large companies and government agencies. India being a large geography, it is pursuing a strategy of selling its smartphones and laptops through many small state-centric distributors.

21. SALESFORCE.COM, INC.

MARC RUSSELL BENIOFF
CHAIRMAN & CO-CEO

KEY DIFFERENTIATOR: Salesforce is an American cloud-based software company headquartered in San Francisco, California. The bulk of its revenue comes from its customer-relationship management (CRM) service and thus it has carved its niche as the largest CRM software player globally.

PRODUCTS & SOLUTIONS: Customer-Relationship Management, CRM (Service Sales Cloud, Service Cloud Platform, Marketing Cloud, Commerce Cloud, Community Cloud).

BRAND VISIBILITY: Salesforce.com has its services translated into 16 different languages and as of July 31, 2011, had 104,000 customers and over 2.1 million subscribers. For the fiscal year 2018, Salesforce reported earnings of US$127 million, with an annual revenue of US$10.480 billion, an increase of 24.9% over the previous fiscal cycle. Salesforce's shares traded at over $131 per share, and its market capitalization was over US$102.5 billion in October 2018. Empowering millions of CRM users with Advanced Analytics, Salesforce has launched Einstein Analytics. It had also signed strategic agreements with Dell Technologies and IBM that helped in expanding the use of Salesforce's market-leading sales, service, and marketing applications and CRM platform.

22. SAP SE

BILL MCDERMOTT
CEO

KEY DIFFERENTIATOR: SAP is a German multinational software corporation that makes enterprise software to manage business operations and customer relations. It is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best. Headquartered in Walldorf, Baden-Württemberg, Germany, SAP has regional offices in 180 countries and has over 425,000 customers. It posted a total revenue of 24.74b€ (Non-IFRS) in FY2018 and enjoys a subscriber base of 186 million in its cloud user base.

PRODUCTS & SERVICES: SAP S/4HANA, SAP CRM, SAP ERP, SAP PLM, SAP SCM, SAP SRM

BRAND VISIBILITY: In January 2019, SAP made a strategic plan to shift to a more modern cloud-based technologies such as blockchain, quantum computing, machine learning, internet of things, and artificial intelligence. For the fiscal year 2017, SAP reported earnings of EUR€4 billion, with an annual revenue of EUR€23.5 billion, an increase of 6.3% over the previous fiscal cycle. SAP's shares traded at over USD105 per share, and its market capitalization was valued at USD128 billion in December 2018. This makes SAP the most valuable company in Germany.

23. INTEL CORPORATION

ROBERT H. SWAN
CEO

KEY DIFFERENTIATOR: Intel is an American multinational corporation and technology company headquartered in Santa Clara, California. It is the world's second largest and highest valued semiconductor chip manufacturer based on revenue and is ranked No. 46 in the 2018 Fortune 500 list of the largest United States corporations by total revenue. It is the inventor of the x86 series of microprocessors.

PRODUCTS & SOLUTIONS: Central Processing Units, Microprocessors, Systems-On-Chip (Socs), Motherboard Chipsets, Modems, Solid State Drives, Wi-Fi & Bluetooth Chipsets, Flash Memory.

BRAND VISIBILITY: The global strategy of Intel is transforming from that of 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, HP, and Dell. Intel may be known to everyone for its processors; but it does much more than that. From harnessing the cloud capability to making the latest advances in memory, Intel is disrupting industries.
India is one of the most important non-manufacturing sites for Intel globally, with over 3,500 employees.

24. ADOBE INC.

SHANTANU NARAYEN
CHAIRMAN & CEO

KEY DIFFERENTIATOR: Adobe is an American multinational computer software company headquartered in San Jose, California. As of 2019, Adobe has more than 21,000 employees worldwide, about 40% of whom work in San Jose. It is trying to change the world through digital experiences. 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. It has made many acquisitions over the years that helped in bolstering its business further.

PRODUCTS & SOLUTIONS: Acrobat, Flash, Photoshop, Premiere, Adobe Marketing Cloud, Adobe Creative Suite, Adobe Creative Suite & Cloud, Portable Document Format (PDF).

BRAND VISIBILITY: 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. It has two big focus when it comes to India—government and education. Digital marketing is a high growth business for Adobe.

25. LG ELECTRONICS INC.

JO SEONG-JIN
CEO

KEY DIFFERENTIATOR: The Company has 128 operations worldwide, employing 83,000 people. LG Electronics is part of the fourth-largest 'chaebol' in South Korea. LG comprises four business units - Home Entertainment, Mobile Communications, Home Appliances & Air Solutions, and Vehicle Components.
Its philosophy revolves around people, sincerity, and sticking to the fundamentals. It has unveiled many new products, applied new technologies in the form of mobile devices and digital TVs in the 21st century and continues to reinforce its status as a global company.

PRODUCTS & SOLUTIONS: Mobile Phones, Tablets, Smart Watches, Home Appliances.

BRAND VISIBILITY: LG has developed its brand image gradually and consistently, always to communicate, "Life's Good."
In India, LG has earned a premium brand position and is the acknowledged trendsetter for the industry. LG India's manufacturing unit at Greater Noida is one of the eco-friendly units among all LG manufacturing plants in the world. Its second Greenfield facility is located at Ranjangaon, Pune, which has the capacity to manufacture LED TVs, air conditioners, washing machines, refrigerators, and monitors.

For the last eight years in a row, the VARINDIA Brand Book has been talking about how the technology brands are evolving with their creative innovations with signifying quality and inspiring confidence. Today, we are witnessing the arrival of not just the powerful brands but also those who truly wield extraordinary influence on the entire industry. A brand is the most potent asset of a business, but this doesn't necessarily make it easy to define. Perhaps this is because in the digital age, the definition has broadened in scope to include not only a company and its mainstay product but also the people who are driving the business.

Trust can pay huge dividends for a business. Brands capture an irresistible idea, compelling and intuitive, engaging and inspiring people in many ways that companies and products cannot. Hundreds of technology brands were evaluated first by the industry leaders and then by our editorial team which comprises some of the country's most outstanding marketing minds joining the table to finalize these 50 Most Admired Brands in the Indian ICT industry. The exercise underlines the contribution and confidence of the consumers that these brands have displayed amidst strong performance and leadership roles in their respective areas.

AMD is a known name and a pioneer in high-performance computing, graphics and visualization technologies. The company brings the technology which forms the foundation for gaming, immersive platforms and the datacenter. Its products are widely accepted by all the leading technology companies. The chip maker has announced a revenue of $6.48 billion for fiscal year 2018, operating income of $451 million, net income of $337 million and diluted earnings per share of $0.32. For the fourth quarter of 2018, the Company reported revenue of $1.42 billion.

With a presence in more than 160 countries and a leader in gaming PCs, Acer is focused on enabling a world where hardware, software and services will infuse with one another. It will open up new avenues for consumers and businesses. For the last couple of quarters, Acer is ranked as a top player in the monitor category. The new line-up of high end monitors for video and photo editors, gamers and 4K entertainment has seen a huge demand and growth along with segments like surveillance. The company has witnessed humongous growth across all segments, from service-oriented technologies to the Internet of Things to gaming and virtual reality.

Headquartered in Silicon Valley, Array Networks solves performance and complexity challenges for businesses moving toward virtualized networking, security and application delivery. The company has recently announced that it has invested over $ 2 million in setting up the Array Center for Technology and Innovation (ACTI) located in Bangalore. ACTI is equipped to support requirements coming in from across the globe. The company has announced a 40% year on year growth in 2018 which is largely attributed to the continuous development and output from the ACTI formerly known as Bangalore Center for Technical Assistance (BCTA).

A global technology company which develops networked visualization solutions, Barco designs technology to enable bright outcomes and helps its consumers to work together, share insights, and wow audiences. It focuses on three core markets: Enterprise (from meeting and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theatres to live events and attractions).

A provider of wireless connectivity solutions that strengthen connections between people, places and things, Cambium Networks specializes in providing an end-to-end wireless fabric of reliable, scalable, secure, cloud-managed platforms that perform under demanding conditions. The company has recently launched cnHeat network planning subscription service to provide a heat map coverage model display of locations that are available for fixed wireless broadband connectivity with the PMP 450 and ePMP outdoor fixed wireless point-to-multipoint distribution networks.

A leading cyber security company, Check Point with its solutions protects its customers from cyber-attacks with an industry leading catch rate of malware, ransomware and other types of attacks. It offers a multilevel security architecture that defends enterprises' cloud, network and mobile devices, plus the most comprehensive and intuitive one point of control security management system. At the end of the third quarter of the fiscal 2018, the company posted $471 million compared to $455 million in the third quarter of 2017, a 4 percent increase year over year.

ComScope has always helped in shaping infrastructure, products and solutions to improve human life. It helps in design, build and manage the wired and wireless networks. The solutions by CommScope provide customers increase bandwidth; maximize existing capacity; improve network performance and availability; increase energy efficiency; and simplify technology migration. CommScope and ARRIS are coming together to accelerate a vision to shape the communications networks of the future.

A global data backup and recovery company, Commvault redefines the meaning of backup for the progressive enterprise through solutions that protect, manage and use its data. Commvault software, solutions and services are available from the company and through a global ecosystem of trusted partners. The company has come up with its new market-focused support center in Bangalore with tailored support for Indian customers and partners. With this launch, the company has expanded its presence in India by moving to a new and bigger office in Hyderabad.

CP PLUS

As the youngest and fastest growing brand, CP Plus aims to make the world a safe and secure place for the people to live in. It is driven by the vision and commitment to make surveillance simple and affordable. CP Plus offers a one stop shop for all surveillance needs. It offers a wide array of products for industries and residential complex needs, including surveillance products, time and attendance products, residential/home security products, and plug and play security cameras.

CITRIX

Citrix focuses on a single driving principle: making the world's apps and data secure and easy to access. The company is empowering people to work anywhere and at anytime. It is committed to enabling people-centric computing within organizations. Its Workspace integrates diverse technologies, platforms, devices, and clouds, so it's flexible and easy to deploy. 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 | Asia's Largest Tier 4 Datacenter

Headquartered in Hyderabad, CtrlS' commitment to its customer is total ownership. The company has developed the capabilities to provide a complete suite of offerings from platform level services which include data center infrastructure, storage, backup, hardware to OS layers, network and security layers. CtrlS has recently announced that the firm is planning to build three Tier-4 hyperscale data centres and it includes a 100 MW (1 million Sq. ft.) data centre in Mumbai, 150 MW (2 million Sq. ft.) data centre in Hyderabad and a 70 MW (1 million Sq. ft.) data centre in Chennai. Furthermore, the company will invest Rs 2,000 crores in setting up three hyperscale data centres in India.

D-Link

With its edified management practice, D-Link (India) continues to demonstrate stupendous performance and progress in implementing and supporting unified network solutions that integrate capabilities in switching, wireless, broadband, storage, IP surveillance, cloud-based network management, and structured cabling.The Company is engaged in Marketing and Distribution of Networking products in India and SAARC region. Today, D-Link (India) is a key market player with a nationwide reach, robust product portfolio and superior services in India.

EPSON EXCEED YOUR VISION

The well-known printer company, Epson addresses the needs of homes, businesses and commercial enterprises as also those of consumers with specialized needs in India. The company markets and supports Epson Inkjet Printers, Inkjet All-in-Ones, 3LCD Projectors, Scanners, Large Format Printers etc. Last year, Epson introduced the new high-speed T-series large-format printers available as desktop or floor-standing models, marking Epson's entry into the low-to-mid range CAD plotter market.With a turnover of almost Rs. 2,000 crores the brand has touched the lives of millions of Indians over the years.

esds enabling futurability

The home-grown cloud service provider, ESDS is an expert in Managed Data Center Services, Managed Cloud Solutions, Virtualization and Disaster Recovery Hosting. Its vision has been vital to bringing huge cloud adoption in India. The company now hosts more than 90 government organizations on its Government Community Cloud, 125 Enterprises on its SAP HANA Community Cloud and 290 Banks on its Banking Community Cloud and hundreds of Startups and other customers on its Public Cloud. The company is planning to expand in 16 countries.

Extreme networks

The well known networking hardware company, Extreme Networks designs, develops, and manufactures wired and wireless network infrastructure equipment and develops the software for network management, policy, analytics, security and access controls. Since 1996, the company has been pushing the boundaries of networking technology, driven by a vision of making it simpler and faster as well as more agile and secure. The company has over 30,000 customers globally, including half of the Fortune 50 and some of the world's leading names in business, hospitality, retail, transportation and logistics, education, government, healthcare and manufacturing.

fitbit

As the leading global wearable brand, Fitbit designs products and experiences that track and provide motivation for everyday health and fitness. Fitbit products are sold in over 39,000 retail stores and in 87 countries around the globe. Powered by one of the world's 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. The company's mission is to empower and inspire to live a healthier, more active life.

FORTINET

The global leader in cyber security solutions, Fortinet secures the largest enterprises, service providers, and government organizations around the world. It 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 Fortinet Security Fabric delivers a unified approach that is broad, integrated, and automated.

gemalto security to be free

The global leader in digital security, Gemalto is now a part of Thales Group. From secure software to biometrics and encryption, the company's technologies and services enable businesses and governments to authenticate identities and protect data so that they stay safe and enable services in personal devices, connected objects, the cloud and in between. Gemalto's 15,000 employees operate out of 114 offices, 40 personalization and data centers, and 35 research and software development centers located in 47 countries.

HIKVISION

Established as one of the leaders in the field of security and surveillance, Hikvision offers innovative security products and solutions. It has extended its reach to smart home tech, industrial automation, and automotive electronics industries to achieve its long-term vision. The company annually invests seven to eight percent of its annual sales revenue to research and development for continued product innovation.

HITACHI Inspire the Next

Hitachi Vantara, a wholly owned subsidiary of Hitachi, Ltd. is an analytics, industrial expertise and technology company rolled into one great solution provider. The company has introduced Lumada Video Insights, an end-to-end, intelligent and adaptable suite of applications that deliver operational safety and business intelligence using internet of things (IoT), video, artificial intelligence (AI) and analytics. Lumada Video Insights is an integral part of Hitachi Vantara's DataOps strategy, which redefines data management for the AI era by seamlessly connecting data consumers with data creators to rapidly monetize customers' data.

HUAWEI

A leading global provider of information and communications technology (ICT) infrastructure and smart devices, Huawei offers integrated solutions across four key domains – telecom networks, IT, smart devices, and cloud services. The company has redefined data infrastructure from computing, storage, and data processing. Huawei has introduced the AI-Native database GaussDB and the highest-performance distributed storage FusionStorage 8.0 aiming to redefine data infrastructure through Data and Intelligence strategy.

L&T Technology Services

An Engineering and R&D company, L&T Technology Services Limited (LTTS) expertises in engineering design, product development, smart manufacturing, and digitalization. With 399 patents filed for 51 of the Global Top 100 ER&D spenders, LTTS lives and breathes engineering. It has 49 Innovation and R&D design centers globally. It specializes in disruptive technology spaces such as 5G, Artificial Intelligence, Collaborative Robots, Digital Factory, and Autonomous Transport.

NetApp

The company renowned for data authority for hybrid cloud, NetApp offers a full range of hybrid cloud data services that simplifies management of applications and data across cloud and on-premises environments to accelerate digital transformation. NetApp's cloud-connected flash solutions, an element of a Data Fabric strategy, provides the simplicity, operational efficiency and protection needed to support innovation, add unprecedented performance and power the most demanding data sets and technologies, such as AI or 5G networks.

NTT Communications / netmagic

The first company in India to launch services like Cloud Computing, Managed Security, Disaster Recovery-as-a-Service (DRaaS) and Software-Defined Storage, Netmagic, an NTT Communications company is a Managed Hosting and Multi-Cloud Hybrid IT solution provider. With nine carrier-neutral, state-of-the-art data centers and serving more than 2000 enterprises globally, Netmagic also delivers Remote Infrastructure Management (RIM) services to various Enterprise customers globally.

NVIDIA

Fueled by the insatiable demand for better 3D graphics, and the massive scale of the gaming market, NVIDIA is the inventor of GPU. It creates interactive graphics on laptops, workstations, mobile devices, notebooks, PCs, and more. It has evolved the GPU into a computer brain at the exciting intersection of virtual reality, high performance computing, and artificial intelligence. NVIDIA GPU computing has given the industry a path forward — and will provide a 1,000X speed-up by 2025. NVIDIA has purchased Mellanox Technologies for $6.9B deal to significantly further the company's data center aspirations.

one INTERTAINMENT

The primary business of ONE Broadband, a Hinduja Group company for Telecom Data Services for Home & Enterprise segments is to address growing demand for advanced services like ultra-high speed broadband, OTT and 4K Video transport. It has created the necessity for a high-capacity fiber network. ONE Broadband is providing enhanced services to its customers with the help of Nokia BNG. The entire network would be based on MPLS technology and handles hundreds of Gigabits of traffic per second, enabling ONE Broadband customers to consume voice, video and data services at lightning speed.

ORACLE

Oracle has embedded innovative technologies in every aspect of cloud, enabling companies to reimagine their businesses, processes, and experiences. With the introduction of Oracle Autonomous Database, the industry's only self-driving, self-securing, and self-repairing database, the company is again revolutionizing how data is managed. The Oracle Cloud offers a complete suite of integrated applications for Sales, Service, Marketing, Human Resources, Finance, Supply Chain and Manufacturing, plus Highly Automated and Secure Generation 2 Infrastructure featuring the Oracle Autonomous Database.

poly

The developer of video, voice and content collaboration and communication technology, Poly is the largest pure-play collaboration company in its industry. In 2018 Polycom was acquired by Plantronics, an audio pioneer and unified communications and collaboration (UC&C) technology leader. After acquisition, Polycom is known as Poly. Plantronics and Polycom now offer an unparalleled portfolio of integrated, intelligent solutions that spans headsets, software, desk phones, audio and video conferencing, and cloud services.

QUALCOMM

An American multinational semiconductor and telecommunications equipment company, Qualcomm designs and markets wireless telecommunications products and services. It invents breakthrough technologies that transform how the world computes, connects and communicates. Recently the company has joined hands with Google to empower applications for 5G by enhancing developer APIs in Android Q.

R&M

The leading providers of passive cabling solutions for high-end communication networks, R&M is a key contributor in the provision of secure voice, data, and video transmissions. Its solutions are used by network operators, in office buildings, data centers, and in apartments. Today, more than 1000 employees in over 40 countries work for R&M. The company's goal is to offer customers top-quality solutions for excellent communication networks.

radware

Radware is a global leader of application delivery and application security solutions for virtual, cloud and software defined data centers. Its solutions portfolio delivers service level assurance for business-critical applications, while maximizing IT efficiency. Radware's family of DDoS security solutions provide integrated application and network security for a best of breed, multi-layered security architecture and DDoS attack prevention. The revenues for the first quarter of 2019 totalled $61.4 million, up by 13 percent from revenues of $54.5 million for the first quarter of 2018.

Red Hat

Red Hat is a provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. It helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on industry-leading operating system, and automate, secure, and manage complex environments. Red Hat OpenShift 4 simplifies hybrid and multicloud deployments to accelerate how IT organizations deploy new applications, helping businesses to thrive and differentiate themselves in an ever-increasing set of competitive markets.

REDINGTON

With a vision to become a leading distributor of world class IT products with a clear emphasis on supply chain excellence and operational efficiency, Redington provides end-to-end supply chain solutions for all categories of Information Technology, Telecom, Lifestyle, Healthcare, and Solar products. Redington is present in more than 30 markets encompassing India, Middle East, Turkey, Africa and South Asian regions including Singapore. The company partners with over 200 international companies to bring their products to consumers across emerging markets. Besides distribution solutions, itprovides integrated logistics services and support services through its companies – ProConnect and Ensure Services.

SAS

The leader in analytics, SAS empowers and inspires customers around the world to transform data into intelligence. SAS reinvests into R&D more than twice the average for major technology firms. In 2017, SAS devoted 26 percent of its overall revenue of $3.24 billion into developing AI, IoT, data management and analytics software. Driven by more than 40 years of innovation, SAS has customers in 147 countries and at more than 83,000 business, government and university sites. SAS has developed and refined an incredibly deep set of capabilities in advanced analytics that has propelled to the top of the market.

savex TECHNOLOGIES

Head quartered in Mumbai, Savex Technologies is the third largest Information and Communication Technology Distributor in India. The company has 39 sales offices and 42 Stocking locations across the country across 650+ Cities of the country, catering to over 7000 Channel Partners, Retailers, Corporate Resellers, VARs & System Integrators every month in over 650+ cities. It is a Rs 11,500+ crore IT hardware distribution company with Net worth of over 900 cr in FY18 and is one of the fastest growing IT hardware distributors in India.

Schneider Electric

With global presence in over 100 countries, Schneider Electric is leading the Digital Transformation of Energy Management and Automation in Homes, Buildings, Data Centers, Infrastructure and Industries. It provides integrated efficiency solutions, combining energy, automation and software. The company believes in creating memorable experiences for its customers, and it does this by allowing the intersection between the digital and customer experience.

SEAGATE

The global data and storage leader, Seagate Technology creates space for the human experience by innovating how data is stored, shared and used. It enables people and businesses across the globe to create, preserve and share their memories and business data. As per IDC's The Digitisation of the World – From Edge to Core report commission by Seagate, as India is accelerating towards its digital transformation, there will inevitably be a data deluge. With increasing use of latest technology by businesses, a solid digital strategy will be the key to success in the data age.

STULZ

STULZ is a leading solution provider of energy-efficient temperature and humidity management technology, specifically for mission-critical applications. STULZ helps to reduce the power consumption of data centers and other mission critical applications. Its products efficiently cool data centers, telecommunications systems and production processes; they air condition magnetic resonance tomography (MRT) systems, switch gear cabinets and offices.

sify

Sify is an integrated ICT Solutions and Services company in India, offering end-to-end solutions with a comprehensive range of products. This telecom network today connects 45 data centers across India, including Sify's six concurrently maintainable data centers across the cities of Chennai, Mumbai, Delhi, and Bengaluru. Sify is now a Google Cloud Interconnect Partner. Through Google Cloud's Partner Interconnect, Sify is enabling Google Cloud customers to connect with their offices, data centers and workloads in other public clouds, leveraging Sify's country wide IP VPN (MPLS) network, which reaches over 1600 Indian towns and cities.

SONICWALL

Designed for small, mid-sized and distributed organizations with remote locations, SonicWall firewalls protect data and connected devices, including IoT. SonicWall Capture Security Center is the newest award-winning tool against cybercrime: a holistic integrated solution for total security management. SonicWall analyzed 3.9 trillion events in over 215 countries. The annual report is a result of SonicWall Capture Labs threat researchers analyzing data from over 200,000 malicious events and malware samples daily to compare and document online criminal activity.

SOPHOS

The pioneer in next-generation endpoint and network security, Sophos develops its innovative portfolio of endpoint, network, encryption, web, email and mobile security solutions to work better together. Today its products help secure the networks used by 100 million people in 150 countries and 100,000 businesses. Sophos' Group revenue growth was 12 percent at constant currency Adjusted operating profit, up 87 percent to $109 million.
Sophos XG Firewall provides unprecedented visibility into the network, users, and applications directly from the control center.

Symantec.

The cyber security company Symantec Corporation, helps organizations, governments and people secure their most important data. A global community of more than 50 million people and families rely on Symantec's Norton and LifeLock product suites to protect their digital lives at home and across their devices. Symantec's Global Intelligence Network, the largest civilian threat intelligence network in the world, which records events from 123 million attack sensors worldwide, blocks 142 million threats daily and monitors threat activities in more than 157 countries.

Tech Data

Tech Data is a leading end-to-end technology distributor. Its 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. The company has been named as one of Fortune's "World's Most Admired Companies" for ten consecutive years. With reach, capabilities and resources that span the technology continuum, Tech Data is a vital link in the IT channel, delivering the insights and optimized solutions to its channel partners.

veeAM

As the leader in availability across multi-cloud environments, Veeam is uniquely positioned to help customers along their journey to deliver Intelligent Data Management. It is the leader in Backup solutions that deliver Cloud Data Management for virtual environments built on VMware vSphere and Microsoft Hyper-V hypervisors. The software provides backup, restore and replication functionality for virtual machines, physical servers and workstations as well as cloud-based workload. The company has more than 343K customers worldwide, 59K channel partners, and offices in more than 30 countries.

VIDEONETICS

The fastest growing company in the field of Unified Video Computing platform development, Videonetics has developed an integrated software platform to manage video data as well as other sensor generated data in a single unified framework. The platform is enabled with patented video management technology and is integrated with AI and Deep learning engines for analyzing the video in real time for metadata generation and correlating them in space and time domains.

TeamViewer

Installed on over 1.9 billion devices and creating over 750,000 new IDs every day, TeamViewer is a global provider of remote connectivity solutions. The company offers secure remote access, support, control and collaboration capabilities for online endpoints of any kind. By innovating cutting-edge yet easy-to-deploy Augmented Reality (AR) and Internet of Things (IoT) implementations, the company enables businesses of all sizes to tap into their full digital potential. TeamViewer's software supports in more than 30 languages.

VERTIV.

Solving the most important challenges faced by data centers, communication networks and commercial and industrial facilities, Vertiv offers a portfolio of power, cooling and IT infrastructure solutions and services that extends from the cloud to the edge of the network. The company does business in more than 130 countries. It brings together hardware, software, analytics and ongoing services to ensure its customers' vital applications run continuously, perform optimally and grow with their business needs.

vmware®

Founded two decades ago, VMware, a global leader in enterprise software has been behind the technology innovations transforming entire industries—from banking, healthcare, and government to retail, telecommunications, manufacturing, and transportation. The company's cloud, networking and security, and digital workspace offerings provide a dynamic and efficient digital foundation to over 500,000 customers globally, aided by an ecosystem of 75,000 partners.

UiPath

The leading provider of Enterprise Robotics Process Automation (RPA), UiPath is delivering free and open training and collaboration & enabling robots to learn new skills through AI and machine learning. It is the fastest-growing enterprise software company partnering with the world's best consulting and BPO firms. It has a 200,000-strong developer community, and 5MM+ robots at work in over 2,500 global enterprises. The employee base grew to over 2,500 people today, across 37 offices in 20 countries. The company is backed by over $400 million in funding from Accel, CapitalG, Credo Ventures, Earlybird's Digital East Fund, Kleiner Perkins, IVP, Meritech Capital, Madrona Venture Group, Seedcamp and Sequoia.

Western Digital.

As a global company, Western Digital, the leading data infrastructure provider creates environments for data to thrive. The company is driving the innovation needed to help customers capture, preserve, access and transform an ever-increasing diversity of data. Everywhere data lives, from advanced data centers to mobile sensors to personal devices, its industry-leading solutions deliver the possibilities of data. Western Digital data-centric solutions are marketed under the G-Technology, HGST, SanDisk, Tegil, Upther, and WD brands.

FLASHBACK

2018 Hotel Shangri-La New Delhi

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
DATAFIRST
DATAGALAXY
DIMENSION DATA
ESDS SOFTWARE
GOOGLE
GPX INDIA
IBM INDIA
MICROSOFT
NETMAGIC
NET 4
NETCON TECHNOLOGIES
NXTGEN
NXTRA
PI
RELIANCE
RICOH
SIFY
TATA COMMUNICATIONS
TCS
VODAFONE
WIPRO

DATA PROTECTION

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

DESKTOP/ALL-IN-ONE

ACER
APPLE

ASUS
DELL
HP
LENOVO

DIGITAL CAMERA

CANON
FUJIFILM
KODAK
NIKON
SONY
SAMSUNG

EDUCATION SOLUTIONS

CARRIER LAUNCHERS
CLASSMATE
CORE
EDUCOMP
EDURITE
EDUTECH
EDUVISORS
EVERONN
HCL
NIIT
NEXT EDUCATION
PEARSON
SMART
RADIX

EMS

AGGRESSIVE
AMARRAJA
DIXON
FOXCONN
FLEXTRONICS
INTEX
JABIL
NTL ELECTRONICS
SANMINA
SFO TECHNOLOGIES
XIAOMI

FLASH DRIVES

HP
KINGSTON
MOSER BAER
SANDISK
SAMSUNG
SONY
STRONTIUM
TOSHIBA
TRANSCEND

GRAPHIC CARD

AMD
NVIDIA

HDD/SSD

LENOVO

SEAGATE
SONY
TRANSCEND
TOSHIBA
WESTERN DIGITAL

LAPTOP

ACER
APPLE
ASUS
DELL
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LENOVO
LG
MICROSOFT
PANASONIC

MANAGED PRINT SERVICES

CANON
HCL
HP
KONICA MINOLTA
KYOCERA
PANASONIC
RICOH
WEP PERIPHERALS
XEROX

MOTHER BOARD

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DIGILITE
ECS
FOXIN
GIGABYTE
INTEL
MSI
ZEBRONICS

MONITOR

AOC
ACER
BENQ
DELL
HP
LG
SAMSUNG
VIEWSONIC

NETWORKING & WIRELESS

ARUBA
ATI
AVAYA
BROCADE
CAMBIUM NETWORKS
CISCO
DELL-FORCE 10
DIGISOL
D-LINK
EXTREME NETWORKS

HUAWEI
JUNIPER
MATRIX
NETGEAR
RADWARE
RUCKUS
TP-LINK
RIVERBED
UBIQUITI
ZYXEL
ZTE

OPERATING SYSTEM

ANDROID
LINUX
CHROME
MAC
UBUNTU
WINDOWS

PASSIVE NETWORKING

ADVA OPTICAL
BELDEN
CIENA
CITADEL
COMMSCOPE
DIGISOL
DLINK
HUAWEI
INFINERA
R&M
SCHNEIDER
TEJAS
ZTE

PERIPHERALS

AMKETTE
DELL
FOXIN
IBALL
HP
INTEX
LG
LOGITECH
TVS-E
ZEBRONICS

POWER SUPPLY (UPS)

APC BY SCHNEIDER
BPE
CYBER POWER
DELTA
INTEX
LUMINOUS
MICROTEK
NUMERIC
SOCOMEC
UNILINE
VERTIV

PRINTER

BROTHER
CANON
HP
EPSON
KONICA MINOLTA
KYOCERA
PANASONIC
RICOH
TVS-E
XEROX

PROCESSOR

AMD
INTEL
TEGRA
QUALCOMM

PROJECTOR

ACER
BENQ
CANON
CASIO
DELL
DELTA
EGATE
EPSON
HITACHI
LG
NEC
PANASONIC
SAMSUNG
SONY
VIEWSONIC
VIVITEK

SMART PHONE

APPLE
ASUS
BLACKBERRY
GOOGLE
I BALL
INTEX
HONOR
HTC
KARBONN
LAVA
LENOVO
LG
LYF
MICROMAX
MOBIISTAR
MOTOROLA
NOKIA
OPPO
ONE PLUS
PANASONIC
SAMSUNG
SONY
VIVO
XIAOMI

SERVER

DELL
HPE
IBM
LENOVO
ORACLE
HUAWEI

SECURITY

A 10 NETWORKS
ACRONICS
ALLOT
ARCON
ARRAY NETWORKS
ARXAN
BLUECOAT
CHECKPOINT
CISCO
CORE SECURITY
DARKTRACE
DATA RESOLVE
DELL TECHNOLOGIES
F5
FIRE EYE
FORCEPOINT
FORESCOUT
FORTINET
F-SECURE
GEMALTO
HID
HPE
HUAWEI
IMPERVA
INNEFU
IXIA
INFOBLOX
JUNIPER
KASPERSKY
NETSCOUT
NIKSUN
NETSCOUT
PALO ALTO
PING IDENTITY
POSITIVE TECHNOLOGIES
RADWARE
RAPID 7
RIVERBED
SAVVIUS
SECLORE
SKYBOX
SMOKESSCREEN
SONICWALL
SOPHOS
STARTUS
TENABLE
THALES
TIPPING POINT
TRENDMICRO
TRUSTWAVE
WINMAGIC

SERVICE SUPPORT

ACCEL FRONTLINE
AFORESERVE
DIGI-CARE
HCL
INTARVO
IQOR
F1 INFOSOLUTIONS
MICROCLINIC
REDINGTON
TVS-E
WIPRO

SOFTWARE/ERP

ADOBE
BMC
BUSY
CA
CLOUDERA
HPE
IBM

INFOR
INTUIT
MICROSOFT
NEWGEN
ORACLE
PEGA SYSTEMS
QUEST SOFTWARE
RAMCO
SALESFORCE
SAP
TALLY
VEEAM
VERITAS
ZOHO

STORAGE

AMI
CISCO
DELL EMC
HITACHI VANTARA
HPE
HUAWEI
IBM
LENOVO
NETAPP
ORACLE
QNAP
ZTE

SURVEILLANCE

AXIS
BOSCH
CANON
CP PLUS
DLINK
GE
GODREJ
HIK VISION
IMPULSE
HONEYWELL
NEC
PELCO
SAMSUNG
SECUREYE
SPARSH
TYCO
UTC
ZICOM

TABLET

ALCATEL
ALPHA
ASUS
APPLE
BLACKBERRY
COOLPAD
DATAWIND
GOOGLE NEXUS
HONOR
IBALL
LAVA
LENOVO
MICROMAX
MOTOROLA
SWIPE
SAMSUNG
XIOMI

TELCO

AIRTEL
BSNL
JIO
MTNL

VODAFONE IDEA

TELECOM

ALCATEL LUCENT
BT
C-DOT
CIENA
ERICSSON
FIBCOM
HUAWEI
ITI
MATRIX
NSN
RAD
RADWIN
R&M
SIFY
STERLITE
TATA TELE SERVICES
TCIL
TEJAS
UT STARCOM
VIOM NETWORKS
VERIZON
ZTE

THIN CLIENT

CITRIX
HCL WINBEE
HP
NCOMPUTING
RDP
DELL-WYSE

UTM & FIREWALL

BARRACUDA
CISCO
CHECPOINT
FORTINET
GAJSCHIELD
HUAWEI
PALOALTO
SONICWALL
SOPHOS
TRUSTWAVE

VIDEO CONFERENCE

AVAYA
BUSINESS OCTANE
CISCO
CLEARONE
HUAWEI
LIFESIZE
LOGITECH
PANASONIC
POLYCOM
PEOPLELINK
VIDYO
ZOOM

WI-FI

ARUBA
ATI
CISCO
DLINK
EXTREME NETWORKS
HUAWEI
JUNIPER
MOJO NETWORKS
SONICWALL

THE TEAM BEHIND

At VARINDIA, we believe that the strength of the organization is the team and it is at the center of success. An efficient team that meets with an effective approach will exchange, make better decisions and distribute tasks fairly. The team is at the center of VARINDIA's structure and the business success of its readers. It has been a combined effort to meet the goal and reach the top.

The Brand Book helps the industry with its strong digital presence, by connecting the buyer and seller interface. With this Coffee Table Book, brands now have the opportunity to listen to the customer.

We have a team of dedicated and hard-working journalists, who have worked round the corner to deliver high-quality editorial on tight deadlines. Attempt has been made to depict the major developments which have taken place in the technology sector and highlight the facts that provided an impetus to the growth of the sector.

Each and every department at VARINDIA has efficiently and cohesively put their heart and soul to meet the common goal. This project would never be complete with a bunch of highly talented and inspiring team members and we are happy to see the hard work resulting in such success.

Our social media experts also leverage your unique, original content to gain followers, fans, and devotees. The Brand Book has hence proved as the potential tool for developing creative ideas into innovations.

We dreamt We practised and We succeeded!!

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ENGINEERING **THE CHANGE**

TRANSFORMATION

- Autonomous Welding Robot
- Commercial Mesh Network for Utilities
- Dual screen smartphone

INCUBATION

- **399** Patents*
- **49** R&D Labs*
- **30+** Digital Frameworks

SKILLS

- Leading Player in Embedded Applications
- **4,000+** Engineers in Digital Technologies
- **33%** Digital Revenue Share*

* As of March 31, 2019

10 Vertical Leadership Zone

51 Clients from World's top **100** ER&D Spenders

90% Repeat Business

69 Fortune 500 Clients

Trends in
Technology Curve

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 are playing the key role in enabling a true smart city. Indian IT industry has a very strong potential to achieve $1 trillion mark by 2022 and at the same time India is also world's largest sourcing destination for the information technology (IT) industry, accounting for approximately 67 per cent of the US$ 124-130 billion market, achieved through 10 million workforces. More importantly, the in dustry has led the economic transformation of the country and altered the perception of India in the global economy.

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. India is also gaining prominence in terms of intellectual capital with several global IT firms setting up their innovation centres in India. The IT industry has also created significant demand in the Indian education sector, especially for engineering and computer science. At the same time cloud represents the largest opportunity under SMAC, increasing at a CAGR of approximately 30 per cent to around US$ 650-700 billion by 2020. The social media is the second most lucrative segment for IT firms, offering a US$ 250 billion market opportunity by 2020. There is a sharp Increase in the smartphone sales and penetration of internet to rural India brings many strategic benefits to the netizens.

Slowdown in US economy poses the biggest risk to India's $167 billion IT outsourcing industry, hurting TCS, Infosys and Wipro.

Outsourcing

AFTER MARKET SERVICES

India, with more than 1.3 billion population, owns more than 2.4 billion electronic devices and appliances, in their homes and offices. And this needs repair and services. Experts peg India's after-sales market at present to be a $4Bn opportunity and the appliances and electronics vendors need to treat it as a gold mine rather than a liability. This industry, though has remained much neglected so far, is slowing gaining traction with innovative service providers like Servify and UrbanClap.

34

E-COMMERCE

Propelled by rising smartphone penetration, the launch of 4G networks and increasing consumer wealth, the Indian e-commerce market is expected to grow to US$ 200 billion by 2025. During 2018, electronics is currently the biggest contributor to online retail sales in India with a share of 48 per cent, followed closely by apparel at 29 per cent. E-commerce and consumer internet companies in India received more than US$ 7 billion in private equity and venture capital in 2018.

36

FINTECH

The Indian Fintech software market is poised to touch USD 2.4 billion by 2020. The financial services sector is pouring money into artificial intelligence (AI), with banks, expected to spend $5.6 billion on AI in 2019 – second only to the retail sector. The convergence of open banking, data protection regulation, digitalisation of services and advancement of technology and artificial intelligence has caused profound and prolific changes to the financial services industry.

38

HARDWARE

Disruptive technologies and innovations in application engineering fuelling the growth of hardware consumption, which is at an inflection point and is expected to increase with a CAGR of 24.4 per cent to USD400 billion. Further, IT adoption has increased with the Governments various programmes including NeGP, GST and Digital payment, which create large scale. and India has become the digital capabilities hub of the world with 75 per cent of global digital talent present in the country.

42

46
MOBILE PHONE

India is the second largest mobile phone producer in the world. The number of smartphone users in India will be doubled by 2022, there will be 829 million smartphone users in India, accounting for 60% of the population. A handful of Chinese phone makers are aggressive with their go-to market strategy are capturing more than half of the Indian mobile phone market.

48
SOFTWARE

The Indian IT-BPM industry is expected to touch US$350 billion mark by 2025 from US$153 billion. The domestic market is expected to grow at rate of 10-11 per cent and likely to add 130,000-150,000 jobs in FY2019. India remained as the top destination for outsourcing IT services with a 55% market share. The Indian software sector's value proposition is unmatched in the world.

50
IOT

India's Internet of Things or IoT market is expected to reach $ 9 billion by 2020 with industrial IoT taking a major share of around 55% to touch $4.9 billion. With Government's push towards smart cities, 100 such cities already designated, this segment is also poised for a rapid growth in coming times. Other areas that may see early traction include connected homes, manufacturing, healthcare and public services.

52
TELECOM SERVICES

India's growth momentum is likely to accelerate in FY19, with the telecom penetration is just at 60% and 70% of the population are in the rural India. The rural sector is the key growth area in the coming year. The overall IP traffic is expected to grow 4-fold at a CAGR of 30% by 2021. With the entry of 5G, it is expected to be another one trillion dollars opportunity. with this India is also the world's second largest telecommunications market

CYBER SECURITY & INTELLIGENCE ⟨54

Cyber security systems and principles are designed to safeguard websites and web applications from attackers seeking to disrupt, delay, alter or redirect the flow of data. The attacks continue to grow in both number and sophistication. Cyber criminals continue to target organizations and citizens across the globe to steal information, stage cyber extortion attacks, and steal money through fraudulent transactions. Cybercrime is creating unprecedented damage to both private and public enterprises, and resulted in driving up IT security spending. Hackers are bypassing traditional defenses by continually engineering new methods of attack. As digital transformation proceeds, cybersecurity must be an enabling function rather than a block to innovation and change. When there is any cyber fraud happened, Bank's responsibility to secure the client's money. A digital incident cannot be blamed on the customer's ignorance. States are at different stages of maturity in terms of implementing the policies.

CYBER SECURITY
TOP 5 CYBER THREATS

We live in dangerous times...

3.04 mn records compromised every day

126,936 resords compromised every hour

2,116 records compromised every minute

35 records compromised every second

38% of systems breached were compromised in seconds

60% were compromised in Minutes

205 days was the average time between breach and detection (Some take years.)

90 million cyber-attacks annually at a global cost of **$575 billion**

A global industry targeting prized assets-

Hacker Economy $1 Trillion

After-sales Service Industry :
GROWING BUT AT SLOW PACE

Traditionally considered as a liability, electronics appliances vendors need to change that mindset to turn after sales service as a multi-billion dollar opportunity

With its rising economy and over a billion plus population, India is constantly adding up more electric and electronic appliances to its households. As per a recent study there are more than 2.4 billion devices including home and office appliances, smartphones, and other electronics in Indian homes and offices at various stages of their life cycle. These devices and their users need regular services which offers a gold mine for after-sales service providers.

As far as market opportunity is concerned, most electronics brands spend at least two-third of their marketing budget on after sales, and multiple study says, the Indian after-sales market is at present a $4 billion opportunity whereas the global market is pegged at $40 billion.

Traditionally the vendors of such electronic devices considered offering after-sales service as a liability but slowly they started realizing that devices these days do not offer much difference in terms product quality and features, what can make them stand alone in the market is the kind of experience they offer to their customers.

Here we bring some notable after-sales service providers that are working their hearts out to change the after-market dynamics of the country.

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.

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.

Servify

This is a Mumbai based startup founded in 2015 and offers app-based after sales services to varied brands. Within just three years the company

could onboard more than 45 top brands and claims to have 740 million devices on its platform and is supported by over 6000 service centers across the country. The company is doing a monthly business of around Rs 10 crore.

Some of the brands Servify serve include Apple, OnePlus, Xiaomi in smartphones, Godrej, Panasonic in home appliances and Airtel, Reliance Jio and Vodafone Idea in telecom services.

Its offline retail partners are Croma, Reliance Digital and Sangeetha Mobiles, online eretailers like Amazon and PayTm Mall, distribution partners like Redington, Ingram and HCL. The company has also partnered with insurance service providers like HDFC Ergo, Acko and AmTrust to offer insurance products to its customers.

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.

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.

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.

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.

UrbanClap

This is a new age service model built by this startup three years back. The company, in an innovative model, has partnered with local mechanics and repair shops to offer after sales service to almost every electronics appliance including smartphones, ACs, TVs, washing machines and refrigerators.

Their business model was so successful and the market opportunity was so huge that it attracted investors like former Tata Group Chairman Ratan Tata. The other investors include VY Capital, Bessemer Ventures, SAIF Partners and Accel Partners.

The company claims to have over 100000 professionals on board and present in 8 cities with more than 30 million customers.

E-Commerce Industry :
AT THE CUSP OF EVOLUTION

While at one hand India's e-commerce market stares at a humongous growth keeping the factors like market opportunities, digital payment, access to smartphones and broadband etc., in mind, on the other hand, it also shows some concern with the changing government policy

The e-commerce has transformed the way business is done in India. Driven by technology and modernisation, the retail sector in India is at the cusp of evolution. Disruptions throughout the value chain – sourcing, manufacturing, transportation, procurement, warehousing and inventory, distribution, marketing and advertising, selling, logistics, delivery, after sales servicing, etc. – are driving this evolution, not just in retail but throughout the broader consumer business practices.

The Indian e-commerce market is expected to grow to $200 billion by 2026 from $ 38.5 billion as of 2017, according to a report by IBEF. Much growth of the industry has been triggered by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 560.01 million as of 2018. India's internet economy is expected to double from US$125 billion as of April 2017 to US$ 250 billion by 2020, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from US$ 39 billion in 2017 to US$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

Market Size

India is Asia's third largest and the world's fourth largest retail market. The retail market in India is expected to grow from $795 billion in 2017 to $1.2 trillion by 2021. Further, as the internet penetration in the country increases and more international retailers start operating in India, the share of organized retail market is expected to increase from approximately 12% in 2017 to 22-25% by 2021. This will also be driven by the growth of e-commerce market from $24 billion in 2017 to $84 billion in 2021, according to Deloitte.

Propelled by rising smartphone penetration, the launch of 4G networks and increasing consumer wealth, the Indian e-commerce market, according to IBEF, is expected to grow to $ 200 billion by 2026 from $ 38.5 billion in 2017 Online retail sales in India are expected to grow by 31% to touch $ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall. During 2018, electronics is currently the biggest contributor to online retail sales in India with a share of 48%, followed closely by apparel at 29%, the report pegs.

India's e-commerce market has the potential to grow more than four folds to US$ 150 billion by 2022 supported by rising incomes and surge in internet users. Online shoppers in India are expected to reach 120 million in 2018 and eventually 220 million by 2025. Average online retail spending in India was US$ 224 per user in 2017.

Shares of Various Segments in E-commerce Retail Value (2018)

Electronics · Apparels · Home and Furnishing · Baby, Beauty and Personal Care · Books · Others

Source: IBEF
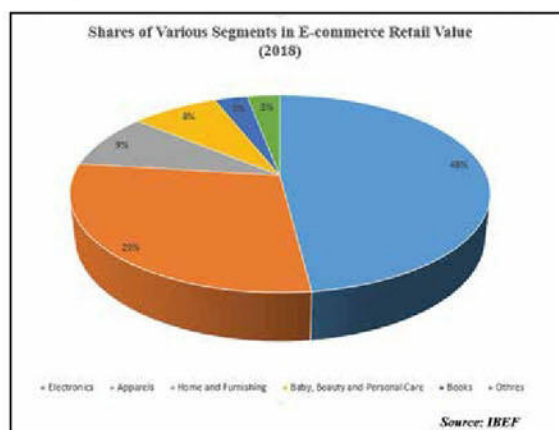
Key Drivers

The biggest driver of ecommerce growth in any country is the ease of conducting the commerce. It does allow the customers to buy things at their convenience, without physically visiting any store, without even carrying the stuff themselves and making the payment digitally.

What is enabling this process is the phenomenal rise in internet and smartphone adoption in the country. Close to 40% of India's mobile phone

users now are smartphone users and there are more than 500 million people who use internet on a regular basis. This huge mass is driving the e-commerce growth in India.

What further adding to the growth is the ease of making payment for the purchases made. India's digital payment market is the fastest growing in the world, though in absolute numbers, it's still miniscule. Post demonetization, there was a huge growth in digital payments, customers are having multiple mobile wallets and the more and more merchants are adopting e-money every passing day.

On top of this, many e-commerce service providers are also offering cash on deliver (CoD) facility that puts a customer at his comfortable best to do the purchase as he is able to dispel the little distrust he has on the e-commerce process of fearing the loss of his money.

A young demographic profile, rising internet penetration and relative better economic performance are the key drivers of this sector. The Government of India's policies and regulatory frameworks such as 100 per cent foreign direct investment (FDI) in B2B e-commerce and 100 per cent FDI under automatic route under the market place model of B2C e-commerce are expected to further propel growth in the sectors. As of August 2018, the government is working on the second draft of e-commerce policy, incorporating inputs from various industry stakeholders. In February 2019, the Government of India released the Draft National e-Commerce Policy which encourages FDI in the marketplace model of e-commerce. Further, it states that the FDI policy for e-commerce sector has been developed to ensure a level playing field for all participants. According to the draft, a registered entity is needed for the e-commerce sites and apps to operate in India.

Investments/ Developments

Flipkart, after getting acquired by Walmart for US$ 16 billion, is expected to launch more offline retail stores in India to promote private labels in segments such as fashion and electronics. In September 2018, Flipkart acquired Israel based analytics start-up Upstream Commerce that will help the firm to price and position its products in an efficient way. Paytm has launched its bank - Paytm Payment Bank. Paytm bank is India's first bank with zero charges on online transactions, no minimum balance requirement and free virtual debit card

As of June 2018, Google is also planning to enter into the E-commerce space by November 2018. India is expected to be its first market.

E-commerce industry in India witnessed 21 private equity and venture capital deals worth US$ 2.1 billion in 2017 and 40 deals worth US$ 1,129 million in the first half of 2018. Google and Tata Trust have collaborated for the project 'Internet Saathi' to improve internet penetration among rural women in India which will give a further boost to e-commerce in rural areas which has so far remained fairly untouched.

According to EY, E-commerce and consumer internet companies in India received more than US$ 7 billion in private equity and venture capital in 2018.

E-commerce and consumer internet companies in India received more than US$ 7 billion in private equity and venture capital in 2018. Online retail sales in India are expected to grow by 31 per cent to touch US$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall. Online retail is expected to contribute 2.9 per cent of retail market in 2018.

Much growth of the industry has been triggered by increasing internet and smartphone penetration. Internet penetration in India grew from just 4 per cent in 2007 to 34.42 per cent in 2017, registering a CAGR of 24 per cent between 2007 and 2017. As of September 2018 overall internet penetration in India was 42.87 per cent. The number of internet users in India is expected to increase from 560.01 million as of September 2018 to 829 million by 2021. Internet penetration in rural India is expected to grow as high as 45 per cent by 2021 compared to the current rate of 21.76 per cent. The e-commerce retail logistics market in India is estimated at US$ 1.35 billion in 2018 and is expected to grow at a 36 per cent CAGR over the next five years.

Government initiatives

Since 2014, the Government of India has announced various initiatives namely, Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs 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:

• In order to increase the participation of foreign players in the e-commerce field, the Indian Government hiked the limit of foreign direct investment (FDI) in the E-commerce marketplace model for up to 100 per cent (in B2B models).

• In the Union Budget of 2018-19, government has allocated Rs 8,000 crore (US$ 1.24 billion) to BharatNet Project, to provide broadband services to 150,000 gram panchayats

• As of August 2018, the government is working on the second draft of

E-commerce Industry in India (US$ billion

Source: IBEF
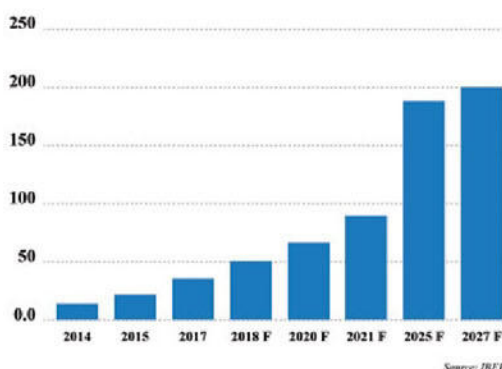
e-commerce policy, incorporating inputs from various industry stakeholders.

• The heavy investment of Government of India in rolling out the fiber network for 5G will help boost ecommerce in India.

• In February 2019, the Government of India released the Draft National e-Commerce Policy which encourages FDI in the marketplace model of e-commerce. Further, it states that the FDI policy for e-commerce sector has been developed to ensure a level playing field for all participants. According to the draft, a registered entity is needed for the e-commerce sites and apps to operate in India.

Road Ahead

The e-commerce industry been directly impacting the micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. The Indian e-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest e-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in e-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term.

Despite these positives in the Indian market, the industry seems to be little concerned about what lies for them in future considering the government's new FDI policy for e-commerce. The new policy says that online marketplaces can no longer sell exclusive products on their platform and a vendor cannot supply more than 25% of its inventory. This created some flutter in the market, so much so that analyst firms like Morgan Stanley expressed concern that Walmart may like to exit Flipkart.

Online Shopping in India (million)

Tier-II and below   Metro & Tier-I

Source: IBEF
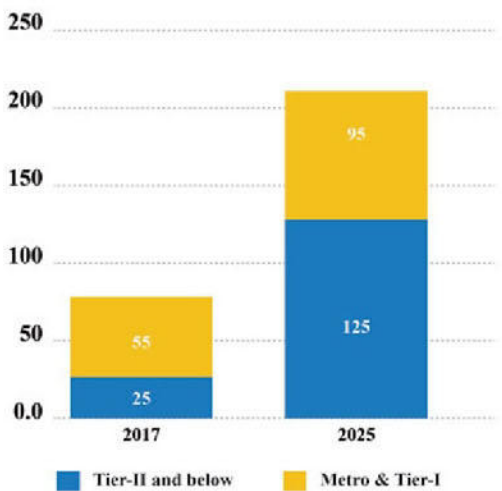
FinTech Industry :
UNPRECEDENTED GROWTH

FINTECH
financial technology

Within a span of just 2 years, more than 1000 firms have joined the FinTech bandwagon to offer agile, improvised and easy-to-avail financial services to end users

Fintech refers to the technologies that aide in offering financial services, including banking, investments, insurance etc. These technologies are being used by startups as well as established players in the financial value chain to offer customized, secured, improvised and easy-to-avail financial services to the customers. Fintech also pertains to the start-ups that are emerging to challenge traditional banking and financial players, using these technologies and covers an array of services, from crowd funding platforms and mobile payment solutions to online portfolio management tools and international money transfers.

As per RBI India ranks second in terms of FinTech adoption globally, with an adoption rate of 52 per cent. It is reported that there are as many as 1,218 FinTech firms operating in India which have created a large number of jobs. They are also generating a healthy appetite for investment.

Some of the major FinTech products and services currently used in the market place are Peer to Peer (P2P) lending platforms, crowd funding, block chain technology, distributed ledgers technology, Big Data, smart contracts, Robo advisors, E-aggregators, etc. These FinTech products are currently used in international finance, which bring together the lenders and borrowers, seekers and providers of information, with or without a nodal intermediation agency.

FinTechs are attracting interest both from users of banking services and investment funds, which see them as the future of the financial sector. Even retail groups and telecom operators are looking for ways to offer financial services via their existing networks. This flurry of activities raises questions over what kind of financial landscape will emerge in the wake of the digital transformation.

Financial institutions are seeking to increase their knowledge in relation to technological innovation, both through partnerships with tech companies and by investing in or acquiring such companies. Despite this, there are wide differences in the preparedness of market participants for these changes in practice.

Developments in Payments landscape in India

Fintech enablement in India has been seen primarily across payments, lending, security/biometrics and wealth management. The modes of payments in India have leapfrogged from cash to alternate modes of payments registering phenomenal growth. The innovations have happened in all spheres - from common USSD channel access through NUUP, Immediate Payment Service (IMPS) – initiation of transactions through various options for real-time payments to end customer, with the latest being the Unified Payments Interface (UPI). Some of the developments in this regard are discussed below.

Fast Payments: Leveraging on the high mobile density in India, with a population of more than one billion, many PSPs utilize mobile payment apps to link underlying payment instruments with mobile phone numbers for fast payments via the Immediate Payment Service (IMPS) or for issuance of m-wallets. The Unified Payment Interface (UPI) developed by NPCI provides complete interoperability for merchant payments as well as P2P payments. The UPI enables users to link their bank accounts with their mobile phone numbers through an application provided by the

Global private investment (VC, PE and M&A) in blockchain & cryptocurrency 2013-2018

2013	2014	2015	2016	2017	2018
$0.2	$0.7	$0.5	$0.6	$4.8	$4.5
69	114	134	159	218	494

Capital invested ($B)   Deal Count
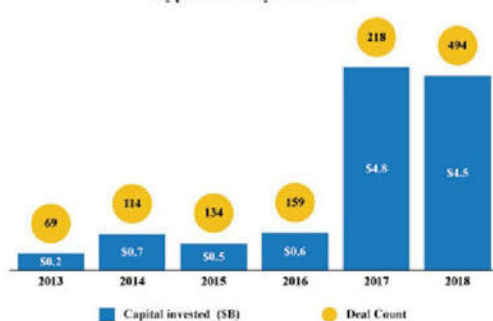
Source: KPMG International

Number of Indian FinTech deals in last two years

Month	Deals
Mar'17	30
Jun'17	34
Aug'17	22
Dec'17	22
Mar'18	30
Jun'18	39
Aug'18	27
Dec'18	15

Source: KPMG International

payment service providers (PSPs) and obtain a virtual address which can be used for making and receiving payments. Introduction of UPI has the potential to revolutionize digital payments and take India closer towards being a "Less Cash" society.

Process Innovation: With the nation-wide implementation of Aadhaar, providing a unique identification number to all residents of India, NPCI has launched an Aadhar Enabled Payment System (AEPS) that is a safe and convenient channel enabling micropayments with every transaction validated by biometric authentication. In a further impetus to digital innovations, Unique Identification Authority of India (UIDAI) in collaboration with TCS plans to roll out an Android-based Aadhaar-Enabled Payment System (AEPS). The application can be downloaded by merchants on a smartphone and would require a fingerprint scanner to use it. The application is intended to facilitate undertaking transactions without any Card or PIN.

Wallets: The traditional modes to make payments include cheque, electronic payment modes viz., NEFT, RTGS, etc. and card (debit and credit) payments. The need for prepaid payment instruments in the form of physical card or e-wallet was felt to give non-bank customers the facility to use electronic modes of payments and give existing bank customers a safeguard measure that limits the extent to which they are exposed. The emergence of bank (State Bank Buddy, Citi MasterPass, ICICI Pockets) and non-bank (PayTM, Mobikwik, Oxigen, Citrus Pay, etc.) payment wallets in India has changed the landscape of payments. Many start-ups 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. Several leading banks have launched their own digital wallets leveraging NPCI's IMPS platform. These digital wallets are integrated with social media features as well. Digital Innovators are also promoting the Online to Offline (O2O) model to facilitate digital payments at local stores.

According to the Capgemini's World Payment Report, mobile wallets will witness a compound annual growth rate (CAGR) of 148 per cent over the next five years and will be $4.4 billion by 2022. The digital wallets are also supposed to outshine UPI.

BHIM (Bharat Interface for Money): BHIM is a mobile app developed by NPCI, based on the Unified Payment Interface (UPI) and was launched on 30 December 2016. It is intended to facilitate e-payments directly through banks and as part of the drive towards cashless transactions. BHIM allow users to send or receive money to other UPI payment addresses or scanning QR code or account number with IFSC code or MMID (Mobile Money Identifier) Code to users who do not have a UPI-based bank account. BHIM allows users to check current balance in their bank accounts and to choose which bank account to use for conducting transactions, although only one can be active at any time. Users can create their own QR code for a fixed amount of money, which is helpful in merchant transactions.

The Market

India's FinTech sector may be young but is growing rapidly, fueled by a large market base, an innovation-driven startup landscape and friendly government policies and regulations. Several startups populate this emerging and dynamic sector, while both traditional banking institutions and non-banking financial companies (NBFCs) are catching up. This new disruption in the banking and financial services sector has had a wide-ranging impact.
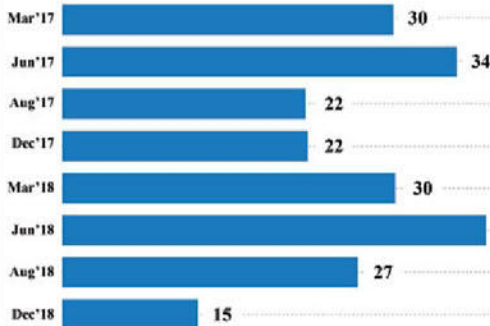
In India, FinTech has the potential to provide workable solutions to the problems faced by the traditional financial institutions such as low penetration, scarce credit history and cash driven transaction economy. If a collaborative participation from all the stakeholders, viz., regulators, market players and investors can be harnessed, Indian banking and financial services sector could be changed dramatically. FinTech service firms are currently redefining the way companies and consumers conduct transactions on a daily basis.

According to a report by Google and Boston Consulting Group (BCG), the Indian digital payments industry is estimated to touch $500 billion by 2020, contributing 15 per cent to the country's GDP.

An interesting angle to India's digital payment story is that it is going to be dominated by micro transactions (tractions of value lower than Rs 100). In fact, 50% of person-to-merchant transactions are to be under Rs.100, says the Google-BCG report. Alternate digital payment instruments like digital wallets, UPI, payment banks, Bharat QR are expected to grow fiercely and estimated to double their contribution to 30 per cent in the digital payment industry.

The Indian FinTech industry grew 282% between 2013 and 2014, and reached USD 450 million in 2015. At present around 1200 FinTech companies are operating in India and their investments are expected to grow by 170% by 2020. The Indian FinTech software market is forecasted to touch $2.4 billion by 2020 from a current $1.2 billion, as per NASSCOM. The transaction value for the Indian FinTech sector is estimated to be approximately $ 33 billion in 2016 and is forecasted to reach $ 73 billion in 2020.

The NEFT system handled 195 crore transactions valued at around Rs.172 lakh crore in 2017-18 growing by 4.9 times in terms of volume and 5.9 times in terms of value over the previous five years. Similarly, the number of transactions carried out through credit and debit cards in 2017-18 was 141 crore and 334 crore, respectively. Prepaid payment instruments (PPIs) recorded a volume of about 346 crore transactions, valued at Rs.1.4 lakh crore. Thus, the total card payments, in volume terms, stood at 52 per cent of the total retail payments during the year 2017-18.

Investments

In 2018, Asia achieved a new high for fintech funding, with

$22.7 Bn

Investment in Fintech firms in Asia in 2018

almost $22.7 billion raised across 372 deals. More than half of this investment, however, came from one global-record shattering megadeal in H1'18: a $14 billion Series C round by Ant Financial. Outside of the Ant Financial deal, Asia only saw only one additional deal over $1 billion: a $1.3 billion raise by online lending platform Lu.com in December. While China continued to account for the largest fintech deals in Asia, there was an upswell of activity in other jurisdictions in the region over the course of 2018. Among the top ten deals during the year, three were based in India (Paytm: $356 million; PolicyBazaar:

Size of Indian FinTech Deals in last two years

Period	Value
Mar'17	$365.7 million
Jun'17	1,683.2
Aug'17	189.1
Dec'17	211.8
Mar'18	378
Jun'18	399.4
Aug'18	766
Dec'18	182.3

Source: KPMG International

wrappers over existing payments infrastructure. Examples include Apple Pay, Samsung Pay, and Android Pay, which sit on top of existing card payment infrastructure enabling the user's mobile devices to act as their credit/debit cards. There are also mobile payments built on new payment infrastructure, for example mobile phone money services, such as M-Pesa in Kenya and IMPS in India, which provide payment services. While such innovation facilitates the entrance of new users to the financial system, it may also move the provision of some payment services to non-banking companies that are not regulated as financial entities. There are a number of web-based and mobile-based payment applications that primarily focus on the customer experience and often aim to better integrate payment transactions within the commerce value chain. These service providers usually do not offer banking services other than payments, and they normally do not apply for banking licenses. The services can be offered by the payer's own payment service provider (PSP) or by third party services (TPS), where an innovative service provider links payers and merchants by using the payer's online banking credentials but without necessarily involving the payer's PSP in the scheme or solution or by using the card payment infrastructure (Alipay, PayPal).

200 million; CentrumDirect: 175 million), one in Australia (Avoka: $245 million); and one in the Philippines (Voyager Innovations: $215 million).

According to KPMG, the Indian Fintech sector raised $1.7 billion (Rs12,000 crore) in investments in 2018 though it is much lower than what the industry raised in 2017 - $4.3 billion. If we pit it against global trend, the size as well as the growth looks pitiable. Worrldwide, investments across mergers and acquisitions, private equity and venture capital funding in fintech space doubled to reach $111.8 billion in 2018.

However, the total number of deal volumes increased in 2018 as compared to 2017. In 2018 the total number of investment deals in the country's fintech sector increased to 111 from 108 in 2017.

Driving Technologies

This exponential growth of the digital payment sector is driven by multiple factors including convenience to pay, the ever-growing smartphone penetration, rise of non-banking payment institutions (payments bank, digital wallets, etc.), progressive regulatory policies and increasing consumer readiness to the digital payment platform.

Mobile and Digital Payments: The majority of developments in the areas of payments are based on mobile technology by providing

Digital currencies (DCs): Digital currencies (DCs) are digital representations of value, currently issued by private developers and denominated in their own unit of account. They are obtained, stored, accessed, and transacted electronically and neither denominated in any sovereign currency nor issued or backed by any government or central bank.

Digital currencies are not necessarily attached to a fiat currency, but are accepted by natural or legal persons as a means of exchange and can be transferred, stored or traded electronically. DC schemes comprise two key elements: (i) the digital representation of value or 'currency' that can be transferred between parties; and (ii) the way in which value is transferred from a payer to a payee.

Privately issued DCs, such as Bitcoin, facilitate peer-to-peer exchange, possibly at lower cost for end-users and with faster transaction times, especially across borders. DC schemes are also known as 'crypto currencies' due to their use of cryptographic techniques. It is reported that there are hundreds of crypto currencies currently in use with an aggregate market capitalization of around USD 6.5bn5. However, only a very small fraction of these currencies are traded on a daily basis.

Crypto currencies derive their value solely from the expectation that others will be willing to exchange it for sovereign currency or goods

Startups working with Indian banks to develop FinTech Solutions

S.No	Name of Start-up	Technology offered
1	Fairassets Technologies India Pvt. Ltd.	P2P Lending
2	Tonetag	Sound mobile based mobile to mobile, mobile to POS payment without internet without Bluetooth solution
3	Coinn Mobile Technologies Pvt. Ltd	Bluetooth based Payment solution
4	Abhar Technologies & Service Pvt. Ltd.	IOT, Enterprize non IT project management
5	Neural Brain Technologies Pvt. Ltd.	Machine learning based Analytics for productivity analytics
6	Skybits Technologies Pvt Ltd.	AI and machine learning based solution for email segregation, auto response and face recognition .
7	FTL technologies Systems Pvt. Ltd.	Online market place
8	Vibil Technologies Pvt Ltd	Machine Learning and OCR based real time eKYC verification with adhaar, RTO ,passport, PAN, Cibil ,Income tax offices.
9	Signzy Technologies Pvt. Ltd.	Machine Learning and OCR based real time eKYC verification with adhar, RTO,passport,PAN, Cibil and Income tax offices
10	S2pay digital	Payment Solution without buddy and state bank
11	Lyncbiz India Pvt. Ltd.	Gamification
12	VuNet Systems Pvt Ltd	MLP based Data Analytics(Specially fopr ATM and network)
13	Paydigital technologies pvt ltd	Independent payment solution mainly for institutions and Universities. Icollect can independently manage this solution.
14	Liv artificial intelligence pvt ltd.	Voice recognition, Artificial Intelligence, Natural Language processing
15	Propalms Technologies Pvt Ltd (Accops)	Server Virtualization ,work from home
16	Prime Chain Technologies Pvt Ltd	Block chain Technologies
17	Think Analytics India Pvt Ltd	Data analytics
18	Woas Technologies Pvt Ltd.(Wooqer)	Enterprise WhatsApp and rapid small application development
19	Active.AI	Artificial Intelligence, Natural Language processing
20	Custmore Interactive Solutions Pvt. Ltd.	Customer engagement plateform

Source: RBI

and services. DC schemes may allow for the issuance of a limited or unlimited number of units. In most digital currency schemes, distributed ledger technology allows for remote peer-to-peer exchanges of electronic value. The various DC schemes differ from each other in a number of ways; they have different rules for supplying the currency; they differ in the way in which transactions are verified.

The implications of DCs for financial firms, markets and system will depend on the extent of their acceptability among users. If use of DCs were to become widespread, it would likely have material implications for the business models of financial institutions. DCs could potentially lead to a disintermediation of some existing payment services infrastructure.

At the moment, DCs schemes are not widely used or accepted, and they face a series of challenges that could limit their future growth. As a result, their influence on financial services and the wider economy is negligible today, and it is possible that in the long term they may remain a product for a limited user base on the fringes of mainstream financial services.

The regulatory perimeter around DCs is a complicated issue and regulation may depend on the definition of DCs in particular jurisdictions. The cross-border reach of DC schemes may make it difficult for national authorities to enforce laws.

Distributed ledgers Technology: Distributed ledger technologies (DLT) provide complete and secure transaction records, updated and verified by users, removing the need for a central authority. These technologies allow for direct peer-to-peer transactions, which might offer benefits, in terms of efficiency and security, over existing technological solutions.

The impetus behind the development and adoption of distributed ledger technology are the potential benefits. The major benefits are reduced cost; faster settlement time; reduction in counterparty risk; reduced need for third party intermediation; reduced collateral demand and latency; better fraud prevention; greater resiliency; simplification of reporting, data collection, and systemic risk monitoring; increased interconnectedness; and privacy.

Distributed ledger technology is an innovation with potentially broad applications in financial market infrastructures (FMIs) and in the economy as a whole. Its most common use at present is for digital currencies, but firms are stepping up their R&D activities for other uses including securities trading, smart contracts, and land and credit registries. If widely adopted, distributed ledger technology can pose new challenges for regulation. Though there are no imminent concerns,

constant monitoring of developments in the application of the distributed ledger technology to financial services and systems is prudent given the significant potential of the technology.

Block chain Technology: Block chain is a distributed ledger in which transactions (e.g. involving digital currencies or securities) are stored as blocks (groups of transactions that are performed around the same point in time) on computers that are connected to the network. The ledger grows as the chain of blocks increases in size. Each new block of transactions has to be verified by the network before it can be added to the chain. This means that each computer connected to the network has full information about the transactions in the network. Block chain potentially has far-reaching implications for the financial sector, and this is prompting more and more banks, insurers and other financial institutions to invest in research into potential applications of this technology.

Frequently cited benefits of Block chain are its transparency, security and the fact that transactions are logged in the network. Some of the disadvantages currently include the lack of coordination and the scalability of this technology. One of the best-known applications of Block chain technology at the present time is bitcoin. Transactions in this virtual currency are largely anonymous. This creates ethical risks for financial institutions dealing with users of this currency, because they are unable to (fully) verify their identity.

It has also been observed that market participants in other securities markets are exploring the usage of Block chain or Distributed Database technology to provide various services such as clearing and settlement, trading, etc. Indian securities market may also see such developments in near future and, therefore, there is a need to understand the benefits, risks and challenges such developments may pose.

Road ahead

The future of Fintech in India looks more bright than the present. With increasing smartphone penetration, surge in broadband userbase, newer technologies helping end users availing financial services in a way hitherto unknown, the future offers an unforeseen success for the industry.

However, the opportunity will also bring along quite a handful of challenges related to regulations and supervision. This, of course, is already being closely watched by the apex bank and the RBI has already started using technologies like SupTech and RegTech to make regulatory framework more efficient through automated processes and lowers the costs of compliance.

IT Hardware Industry :
MOMENTUM MAINTAINED
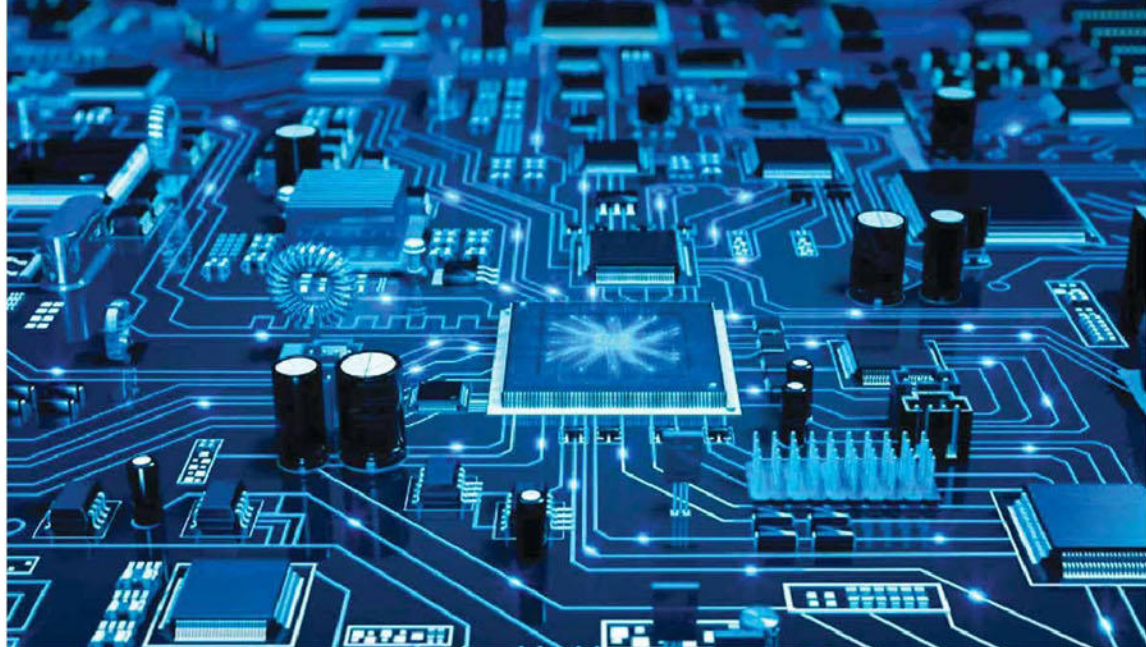
The year 2018 did not offer many surprises for the Indian IT industry and, despite some challenges, it sustained the momentum it gained in the previous year

The Indian IT hardware industry in 2018 behaved the same way as it did in 2017 – no big spikes in the business nor a big plunge. The year maintained the momentum it gained in 2017 despite factors like demonetization and GST. While the server and printer market registered a significant growth, the PC market saw a decline primarily because of muted consumer demands in the last quarter. The industry also saw many enterprise customers in telecom domain putting a 'hold' on their big purchases keeping the big spends required in 5G in mind. The transition towards Industry 4.0 also slowed down some big ticket sales in manufacturing industry in the current year which would reflect in the coming quarters.

Overall, the industry showed resilience towards the market dynamics and kept adopting with the newer challenges, like processor shortages in PC industry in Q4, and thus maintained a steady growth.

Server Market

The overall server market in India showed a moderate growth of 4% in CY2018 to reach $1293 million in revenue as against $1243 million in CY2017. The first two quarters – Q1 and Q2 – showed significant growth of 33.7% and 15.9% respectively which was negated by a sharp decline in next two quarters -Q3 and Q4 – by 8.1% and 17.2% respectively.

While the first half of the year saw major deals coming from tier-1 telcos, large IT, ITeS companies, banking and retail showing the consecutive growth, the next two quarters saw dip in business majorly due to the absence of multi-million dollar deals from IT and ITeS service providers and spillover of telco deals in the coming quarters

The x86 server market accounts for 86.7 percent of the overall server market in terms of revenue. The contribution in the x86 market mostly came from the professional services vertical followed by manufacturing, telcos, and Government.

Investments in the infrastructure remain as the top priority for enterprise business applications, data management, content and collaboration, web infrastructure and application development and

India Top 5X86 Server Companies, 2018 Q4 Revenue Market Share

Legend: Dell Inc, Hewlett Packard Enterprise, Cisco, Lenovo, Super Micro, Others

Source: IDC
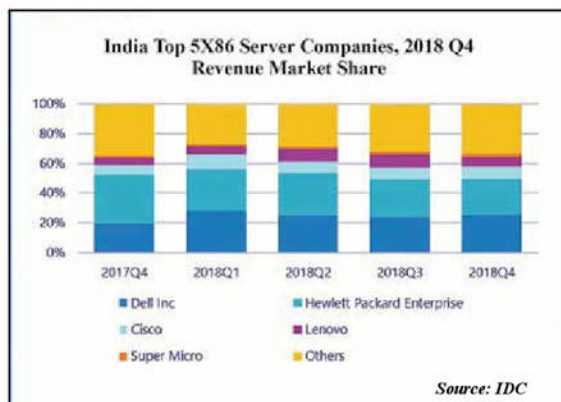
testing workloads.

The Intel-based x86 platforms are robust and provide the price-performance balance for enterprises looking to deploy these applications for their end users. However, the large enterprises from the data-intensive industries such as banking and telcos still prefer to use the non-x86 platforms to run their core applications demanding higher availability and performance.

If we consider the behaviour of the industry in Q4, the x86 server market in terms of revenue declined YoY by 17.2 percent to reach $267.1 million from $322.6 million in Q4 2017. Professional services, manufacturing, communications and media, and Government accounted for 84.8 percent of overall x86 server market revenue. Government saw the biggest Y/Y growth of 104.4 percent owing to the investments coming from various federal government departments and local state

Government projects. The blade and rack servers which contributes for 78.6 percent revenue share has seen a surge in their ASPs due to the higher core, memory and processing configurations for newer workloads demanding higher IOPS.

The non-x86 server market also declined YoY by 17.1 percent to reach $41.1 million revenue, in Q4 2018. IBM tops the market with a revenue share of 74.3 percent, followed by HPE with share of 23.9 and Oracle with 1.8 percent during Q4 2018. Banking remains top vertical with 52.0 percent revenue share followed by manufacturing and professional services with 18.9 percent, and 9.0 percent respectively, during Q4 2018.

In Q4 2018, Dell Inc. and Hewlett Packard Enterprise (HPE) tied for the pole position in the India x86 server market with revenue share of 25.3 percent and 24.6 percent to reach $67.6 million and $65.7 million respectively. Dell Inc. continued to show its good performance throughout 2018, as a result their business grew YoY by 44.2 percent at end Q4 2018. Cisco was able to register the revenue share of 8.1 percent followed by Lenovo who stood at 6.6 percent revenue share at the end of Q4 2018. ODM direct continued supporting the DC capacity expansion of tier-1 cloud providers in India and now accounts for 26.2 percent revenue share in Q4 2018.

Going forward, the year 2019 is expected to show better results as pending from Central Government was an all-time high in Q4 2018 owing to the initiation of new projects related to various ministries under the central Government. First quarter of 2019 is expected to be big due to large projects in the Government sector across education and smart cities segments, while the general election in 2019 would slow down the overall growth of server market during 2019.

It is also expected that telecommunications spending to come from the initiatives such as IMS stack for VoLTE, VRAN, 5G testbed programs towards 5G development and network expansion. Some of the banks refresh are expected to keep banking vertical stable for 2019 whereas manufacturing spend would be focused towards implementation of ERP, SCM and CRM applications.

External Storage Market

India's external storage market is witnessing a double growth with the demand comes from Professional services, BFSI, manufacturing, telecommunications and government industries.

Increasing data generation from client interaction, growing into main stream with the strong growth of internet penetration ,growing smartphones, entertainment and various disruptive technologies including AI, Bigdata,IoT and increasing data from smart cities has influenced the growth. Another factor influencing like, increasing technology advancements in data storage and growing adoption of flash technology is anticipated to drive India data storage market during the forecast period. Secondly, increasing in internet population, growing use of cloud storage and high speed data access technologies is anticipated to drive India data storage market through 2021. The market for external storage in India is growing at 10% annually and is slated to grow at a CAGR of 5.6% over next five years.

Infrastructure modernization to improve agility and scalability is of high importance for today's organizations. This trend is compelling organizations to deploy/consider new age storage solutions. Another factor of the SSD prices has declined rapidly, it has impacted the demand outlook for HDDs negatively. Accordingly, the enterprise HDD petabyte

India External Storage Systems by Market Share (Vedor Revenue), 2018Q2

Source: IDC

demand has grown more slowly for all years which has expected in the previous HDD forecast. The HDD industry revenue steadily declining from $24.4 billion in 2018 to $21.2 billion in 2023.The external storage market in India grew at 16.7 per cent (year-on-year) in 2018, which is one of the highest in the world.

The most popular external storage device for the Indian companies is an all-flash storage array (AFA) -- a storage architecture designed to take advantage of solid-state memory technology. Increased storage spending from professional services organizations drove the incremental growth in Q3 2018. Professional services, banking, manufacturing, telecommunications and government industries contributed close to 82% of overall external storage market in Q3 2018.

External storage offers hard disk drives (HDDs) or solid state drives (SSDs), all-flash and hybrid storage arrays for block, file or object-based storage, or a mix of these. However, the majority of the vendors started offering NVMe based flash arrays to drive an incremental growth in the coming quarters.

Midrange external storage segment saw an exponential YoY growth and continued to lead the market constituting more than 66.9% of the total Q3 2018 external storage market, while both entry-level and high-end storage segments declined YoY in Q3 2018.

India is seeing growth and leading the Information Transformation. Majority of the OEMs are focusing on new technologies and innovative pricing models to ensure traditional external storage consumption in the market in the wake of increasing acceptance of cloud storage solutions across organizations.

Major Vendors Analysis

Other growth factors like, online media consumption has shown tremendous growth over the past few years. Among the digital devices, mobile devices have taken over as the preferred medium of consuming online media. The smartphone market has seen an unprecedented growth in the last 2 years. Smartphones sales are going to touch 4.6 billion in 2019. This increase in the number of mobile devices is making it easier for consumers to access music and video content on the go.

Dell EMC is currently number one in India in the external storage market, followed by Hewlett Packard Enterprise with 18.0% market share in Q3 2018. Smaller external storage OEMs including Netapp, Lenovo and Hitachi Vantara has witnessed a significant YoY growth due to large multi-million-dollar deals from professional services organizations in Q3 2018. Dell EMC's mid-range business grew by 20% and in a market in India; price point is one of the key factor.

The growth of storage products and solutions are influenced with the vision of Indian CIOs, their looking into a cost-effective, modern, scalable, secure and hybrid Cloud experience, they are gradually moving their operations to Cloud-enabled, software-defined data centres.

Indian enterprises are now striving for Hybrid Cloud and multi-Cloud offerings where the same ease, simplicity and security can be achieved on-premise that a Cloud-only environment is expected to provide, in less cost.

The sheer volume of data and its importance to business operations make data protection much more challenging. Disruption incidents are occurring frequently, but more alarming is the increasing amount of irreversible data loss. More than three-quarters (76%) of respondents in India and globally experienced some type of disruption within a 12-month period. Moreover, around 30% of Indian businesses said (27% globally) that they were unable to recover data using their existing data protection solution.

Around 85% of India respondents are using at least two data protection vendors, in comparison to 75% worldwide. The most common type of disruption faced by organizations in India using two or more vendors were -

* Unplanned systems downtime (51%)
* Data loss (36%)
* Local disaster that affected access to data for an entire site/group (34%)

Although unplanned systems downtime is more prevalent, data loss is far more expensive. For example, in India, those who encountered downtime experienced 29 hours of downtime on average in the last 12 months, costing $958, 583 (vis-à-vis 20 hours of downtime for global leaders, costing about $ 526,845). Indian respondents said that they lost more data than global & APJ counterparts, averaging 3.31
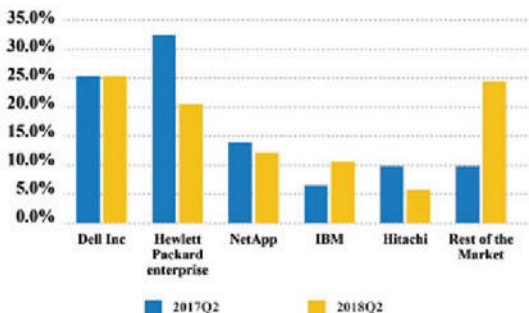
terabytes lost with a price tag of $1,287,788 (vis-a-via 2.13 terabytes costing $995,613 globally). It's clear that organizations now recognize both at India (95%) and global level (81%) to take data protection more seriously for categories of data that have the greatest monetary value.

Challenges Sarroanding Data Protection

Although, most of the Indian businesses are struggling to implement a solution that adequately fits their needs, data protection "adopters" sprang forward by nearly 50 percentage points from 2016 to 2018. Moreover, data protection "leaders" in India increased by 29 percentage points between 2016 to 2018, nearly 20 percentage points more than global counterparts.

The majority, 94% of India respondents said that they faced at least one challenge in relation to data protection (Globally: 95%). The top challenges in India include -

The lack of data protection solutions for emerging technologies

India Enterprise Storage Systems by Market Share (Vedor Revenue), Q32018

Source: IDC

Inability to keep track and protect all data because of growth of DevOps and cloud developments

The complexity of configuring and operating data protection software/hardware

For those who are struggling to find adequate data protection solutions for newer technologies, 71% in India said they could not find suitable data protection solutions for artificial intelligence and machine learning data, followed by cloud-native applications (58%) and robotic process automation (46%).

However, the challenges presented by emerging technologies and the rapid growth of data are just beginning to take shape. As such, more than 1/3rd (32%) in Indian respondents believe that their current data protection solutions will be able to meet all future business challenges as compared to only 16% globally.

Cload Is Changing the Data Protection Landscape

As per the Global Data Protection Index 2018, public cloud use in India has increased from 34% to 44% (Globally: Currently 40%, 28% in 2016) of the total IT environment in organizations between 2016-2018. Moreover, 100% of Indian organizations said that they are using public cloud as part of their data protection infrastructure (Globally 98%).

The top ase cases for data protection within pablic cload in India are -

Backup/snapshot services to protect workloads developed in public cloud using new application architectures (62%)

Cloud-enabled versions of on-premises data protection software to protect public cloud workloads (59%)

Backup/snapshot services to protect workloads developed in public cloud using legacy application architectures (52%)

Regalation Is an Impending Catalyst for Evolation

The research shows that 72% of Indian businesses felt very confident that their organization's current data protection infrastructure and processes are compliant with regional regulations, in comparison with only 35% globally.

Lastly, with the rapid change in industry dynamics and the advent of newer technologies, it has become imperative for organizations
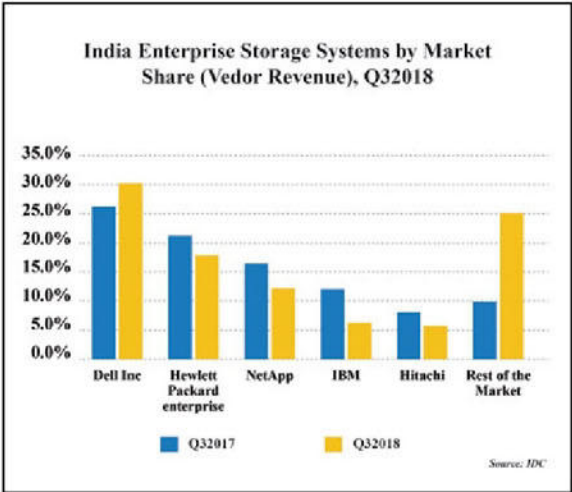
to focus on the practical application of emerging technologies like AI and IoT to accelerate their digital transformation journey. The key in organizations' digital transformation journey is the generation and analysis of data. Businesses in India are seeing better potential in the value of data & are monetizing it more than its global counterparts. This is a testimony of our progress as a nation highlighting our level of preparedness for the future security outbreaks."

PC Market

The overall India traditional PC market shipments for the calendar year 2018 stood at 9.3 million units, a decline of 2.8% Year-on-Year. This was primarily due to the muted consumer demand and the absence of large special projects in Q4 as shipments for the quarter stood at 1.99 million units, down by 23.8% YoY and 26.7% QoQ.

The overall market saw good momentum in H1 2018 due to stable consumer spending and the execution of special projects. However, the market witnessed challenges in H2 2018 in both consumer and commercial segment owing to the aggressive stocking of inventory, drop in demand and impact of processor shortages.

All-in-One, Ultrasmall and small desktops saw a combined growth of 23% YoY, while convertibles and ultraslim notebooks observed a cumulative growth of 75% YoY. Traction towards exciting new categories such as branded gaming notebooks continued in CY2018, clocking a growth of 123% YoY. Gaming and new form factors have been driving the growth of the premium market segment in CY2018.

In CY2018, the consumer market dropped by 1.5% and recorded an overall shipment of 4.54 million units. Consumer Notebook shipments saw a growth of 0.7% over last year owing to increase in demand for growing categories like gaming and ultraslim notebooks, thereby commanding a share of 82% out of the overall consumer PC market while Consumer desktops saw an annual decline of 10.2% due to the weakening contribution of the unbranded desktops.

In CY2018, the commercial shipments declined by 4%, recording a total volume of 4.76 million units, as the year did not see any large-scale special projects in the education segment. Large and Very Large businesses saw a total growth of 17.6% YoY. Companies in IT/ITES and BFSI have been driving the spending in the Enterprise segment.

The drop is largely attributed to the sluggish demand from the SMB segment owing to credit uncertainty and lack of execution of large special projects. Moreover, challenges in fulfilling enterprise orders due to processor shortages also accounted for the drop in commercial volumes.

HP led the overall India traditional PC market with a 31.0% share in CY2018 and recorded a YoY shipment growth of 0.6%. The vendor has maintained its dominance in the consumer PC market in CY2018, growing 5.6% YoY due to continuous engagement with channel community and penetration across Tier 2 and Tier 3 states to increase footprint and build brand awareness. The vendor led the commercial segment in CY2018 with key strategic wins in enterprise accounts in IT/ITES vertical but registered a decline of 3.9% in shipments YoY as the vendor was not able to execute high-volume special projects in the public sector segment.

Dell remained second with a 23% share in CY2018 but witnessed a soft decline YoY in shipments by 0.2% in the overall traditional PC market. In the consumer market, Dell Inc. was down by 11.5% YoY owing to challenges within the channel towards H2 2018. The vendor recorded a growth of 10.6% YoY in the commercial segment, driven by the refresh in enterprise demand and strong positioning within global accounts across the large and very large business.

Lenovo held the third position with a 20.6 % market share in the overall India traditional PC market in CY2018, which is a marginal decline of 1.3% in shipments YoY. The consumer PC business grew by 17.0% YoY in CY2018 as the company aggressively captured consumer mindshare in the ultraslim notebook category and continued with online channel focus and regional exclusive store penetration. Lenovo's commercial segment dropped by 13.3 % YoY in the year as the company did not witness the execution of large manifesto projects. However, the company saw strong growth in the Enterprise and SMB segments.

Indian Printer Market

India Hardcopy Peripherals (HCP) or the printer market posted yearly shipments of 3.7 million units in CY2018, registering a Year-on-Year (YoY) growth of 5.5%. In 2017, the total shipment number was 3.5 million units. In 2018 the market posted shipments of approx. 0.85 million units, a YoY decline of 2.6%, as per latest IDC Asia/Pacific Quarterly Hardcopy Peripherals Tracker , CY2018Q4. While the months following the festive season, online sale are usually on the lower side but 2018Q4 saw an unusually low demand from the consumer end, a stark contrast with the overall CY2018 trend.

The annual growth was led by Inkjet printers, specifically Ink Tank printers which grew by 21.4% and now command 68.4% of the overall Inkjet market in India. The online sales during 2018Q3 played a significant role in catering to the increased demand from the Consumer and SMB segment. The year ended with the Inkjet market commanding more than half of the HCP market followed closely by Laser.

The Laser market also expanded by 3.7% on the back of strong demand from SMBs and Government's tight monitoring of the refurbished copier market. Government's increased seizing of illegal units at major ports has given the market players ample opportunities to expand their customer base by targeting the users of these machines with attractive pricing schemes," adds Johri.

In the last quarter, Inkjet printer shipments grew by 2.9% YoY with a contribution of 50.0% to overall India HCP market. Growth in inkjet printer shipments was led by Ink tank printers which recorded YoY growth of 10.5%. The overall laser printer market declined YoY by 4.8%. However, the laser copier market continued the growth momentum and registered a healthy YoY growth of 28.2%.

The market performed much below the expectations in 2018Q4 because of a combination of factors like excess inventory being carried forward from 2018Q3 owing to a drop in festive buying from consumers, aggravated further by channel partner issues across the country. Demand from SOHOs/SMEs was also reduced because of restricted lending to this segment from the banks. Government spending has also slowed down considerably in anticipation of the upcoming elections.

HP Inc. (Excluding Samsung) maintained its leadership in CY2018 HCP market with a market share of 40.2% and a marginal YoY shipment decline of 0.6%. While the inkjet segment slowed down because of decline in ink cartridge-based printer shipments, the laser segment compensated for the same. HP experienced good traction for entry level A4 laser printers due to extensive promotions, schemes and multiple projects. On the Copier side, HP grew significantly in CY2018 with a shipment growth of 202% and a market share of 11.4%.

Epson maintained its 2nd position in the overall CY2018 HCP market with a 15.0% YoY growth and it also continued to hold its leadership in inkjet segment with a unit share of 45.1% and YoY growth of 18.7%. The growth is primarily attributed to the Epson's channel depth and multiple channel schemes in the first half of the year. Increased promotional activities for the new Ink tank models also contributed to its growth.

Canon recorded YoY growth of 12.8% in CY2018 and maintained its 3rd position in the HCP market. In the copier segment, it maintained its leadership position with a 29.1% unit market share. The Government's strict regulations on the refurbished market coupled with Canon's increased focus on the Corporate segment helped to maintain its dominance in the copier market. In the Inkjet market, Canon saw strong YoY growth of 39.7% because of its increased focus on the ink tank segment through attractive channel schemes, End-user promotions and increased promotional campaigns.

Market research firm IDC expects the overall HCP market to decline in Q1, 2019 due to weak consumer and SMB sentiment. While overall inkjet market is expected to decline, Ink tank printers are likely to be the only bright spot in 2019Q1 as vendors continue pushing them aggressively. Moreover, the Government segment is likely to withhold on spending before the general elections leading to decline in demand for laser printers. Despite decline in government spending, demand for laser copiers is expected to remain steady owing to continued crackdown of refurbished copier market by government.

India PC Shipments (M), Share, and Year-on-Year Growth by Top 5 Companies, 2018

Company	2018 Shipment Volumes	2018 Market Share	2017 Shipment Volumes	2017 Market Share	Year-on-Year Unit Change (2018 over 2017)
HP Inc.	2.9	31.0%	2.8	29.9%	0.6%
Dell Inc.	2.1	23.0%	2.1	22.4%	-0.2%
Lenovo	1.9	20.6%	1.9	20.3%	-1.3%
Acer	1.1	12.0%	1.2	12.2%	-4.1%
Apple	0.4	3.9%	0.3	3.6%	6.8%
Others	1.0	9.5%	1.1	11.7%	-20.5%
Total	9.3	100.0%	9.5	100%	-2.8%

Source: IDC

Mobile Phone Industry :
GETTING CONSOLIDATED

The year 2018 saw the indian market that once appeared crowded with over 100 mobile phone brands, shrunk to, say 10, with only seemingly serious firms continuing business

The Indian mobile phone industry, the second largest in the world after China, demonstrated in 2018, what can be called as the law of nature – survival of the fittest and extinction of the weakest. The market that once appeared too crowded with more than 100 mobile phone brands doing some sort of business, gradually shrunk to make way for barely 10 odd numbers. The rule of consolidation was so fierce and inevitable that almost all the domestic phone makers had to either shut their shop or change their course of direction.

The market that once had more home-grown players than foreigners is now 90% controlled by the latter and former, put together, could barely be the rest 10%. Big names like Micromax, Lava, Karbonn and Intex that once ruled the Indian feature phone market completely and hold a significant part of the smartphone business in the country, are nowhere to be seen now.

At present, the country is being ruled by Chinese players like Xiaomi, Oppo, Vivo, OnePlus and Realme in 70% of the market and rest is distributed among Samsung, Apple and others. And the game is expected to be played by the same rules in the current year as well.

Market Dynamics

In 2018, India sold around 330 million mobile phones with nearly half of it contributed by smartphones. For the record, India is the world's fastest growing smartphone market followed by China and the US. In 2018, it grew by 10%.

According to research firm Counterpoint, India's overall mobile phone segment grew 11% and smartphones grew 10% in 2018 with feature phones growing faster than smartphones. India sold 145 million smartphones in 2018.

At the end of 2018, Xiaomi was the market leader in the Indian smartphone business commanding 28% of the share. A year back the firm's market share was 19%. It had dethroned market leader Samsung that ruled the Indian mobile phone business dispelling Nokia, in Q2 2018. Samsung ended the year with a market share of 24% showing a flat performance over 2017 and placed at number 2 in the list.

Vivo was placed at number 3 with 10% market share in 2018 showing a flat growth over 2017. However, it should be commended as the Chinese player could hold fort despite fierce competition from the bottom order. Oppo and Micromax are placed at number 4 and 5 with a market share of 8% and 5% respectively.

Compared to the smartphone business, the dynamics of the feature phone business in India in 2018, was quite interesting.

The Indian feature phone market is ruled by a telecom service provider who also sells phones, and not by a pure mobile phone company. Reliance Jio, the telco that started mobile services business in late 2016, is ruling the Indian feature phone business with 38% market share. It's JioPhone was an instant hit among the Indians the moment it was launched. Innovation in all forms – pricing, features and services offered including bundled-data package – saw the phone selling through the roof. In 2017 the firm's market share in feature phone business was 11%.

Samsung had a market share of 12% in 2018 in the feature phone business, showing degrowth from 21% a year back. Still, it held on to the number two spot in the list. Itel, a brand from the Transsion Group, is placed at number 3 position with 8% market share followed by Nokia HMD and Lava by 7% each.

India **Feature Phone** Shipment market Share (%)	CY 2017	CY 2018
JIO	11%	38%
SAMSUNG	21%	12%
ITEL	12%	8%
NOKIA HMD	5%	7%
LAVA	7%	7%
OTHERS	44%	28%
TOTAL	100%	100%

Source: Counterpoint Research

Consolidation Takes The Lead: Disappearing Domestic Brands

The Indian mobile phone market was once ruled by domestic players like Micromax, Lava and Karbonn. Then there were other home-grown firms like Intex, Celkon, Zen and Smartron. All these companies did not do anything significant in the 2018. They were struggling to figure out what should be their course of action going forward, keeping the fast changing dynamics of the industry in mind. Many of these companies appeared to clear off their old stocks throughout the year and not really launching any new products

Micromax, once threatening Samsung in India from its crown, did appear to slow down a lot in 2018 compared to 2017, with around 5 products launched in the entire year. There were also reports that the company is closing its business and looking for new avenues to make money. The only news-worthy development from the firm was the contract it bagged from the Chhattisgarh government to supply 5 million mobile phones. The contract, a joint deal with Jio, was worth Rs 1500 crore.

Similarly, the other big player Lava, launched few phones in the entire year but it showed more consistency in terms of its product roll outs and launched some models – both feature phones and smartphones in regular intervals.

Other prominent names like Intex, Celkon and Smartron were almost off the shelf for the entire year. YU, a sister brand from Micromax, was also reported to have closed its business, though its MD Rahul Sharma had refuted the development. In the entire year the company launched just two products.

Smartron, a so-called IoT company that has the backing of ace cricketer Sachin Tendulkar, also appeared dormant the entire year. The company had started its business with a bang and launched two products in 2017 – tBook and tPhone but had launched just one more smartphone in 2018. The company seems to have shifted its focus towards IoT platform and services than smartphones.

Closed Businesses

Besides the slowing down of businesses by some mobile phone players, some companies even closed their business completely. Prominent among them are Comio and Gionee. Both the brands showed immense potential during their initial days but owing to unclear roadmap and intensified competition in the market, both the firms had to shut down their business. One more Chinese brand Coolpad too has reportedly closed its business.

Chinese Dominance

Since their entry into the Indian mobile phone market, Chinese players have remained a dominant force in the business. Some grew fast, some grew slow, but they maintained their pace and gradually snatched the lion's share from other brands including Apple, Samsung and domestic ones.

By the end of Q1, 2019, Chinese players commanded 66% market share of the Indian smartphone business.

According to the latest research from Counterpoint's Market Monitor service, volumes for the Chinese brands grew 20% year-on-year (YoY), mainly due to the growth of Vivo, Realme, and OPPO.

While Vivo's volume grew 119% YoY, OPPO grew 28% YoY. Vivo's expanding portfolio in the mid-tier (Rs.7,000 – Rs.14,000 or roughly US$100-US$180) drove its growth along with aggressive IPL campaign around its flagship V series. OPPO, on the other hand, focused on expanding its portfolio in the less crowded Rs.15,000 – Rs.25,000 (roughly US$210-US$350) segment.

Commenting on the influx of Chinese brands, Tarun Pathak, Associate Director, said, "India's smartphone market continues to attract a lot of attention from Global and Chinese players. Data consumption is on the rise and users are upgrading their phones faster as compared to other regions. This has led to users spending more on their purchase which is driving up the overall average selling price (ASP) in the market. As a result of this, the premium specs are now diffusing faster into the mid-tier price brands. We estimate this trend to continue leading to a competitive mid-tier segment in coming quarters."

Some other Chinese brands that demonstrated significant growth during the year include Tecno (+221%), Honor (+183%), and Infinix (+146%). OnePlus, the brand that is holding the pole position in India in the premium smartphone segment, reported 85% YoY growth in that category.

5G & Foldable Phones

With 4G getting matured in almost all the markets, the telecommunication world is abuzz with the latest technology – 5G. This year's Mobile World Congress at Barcelona too was flooded with 5G announcements – from equipment vendors showcasing 5G smartphones and other devices to service providers announcing their 5G trials. While 5G trials need user equipments (UE), the commercial service roll out is dependent on commercial devices.

Though many of the global operators are already done with their 5G trials, commercial launch is expected to begin from the second half 2019. Device vendors are also equally enthusiastic to bring out their wares at the earliest.

In this article, we tried to gather together all the 5G devices, including 5G smartphones that are announced so far. Though all vendors have not specified the timeline for the commercial availability of these devices, a few have.

So far, a total of 23 vendors have announced their plans for 5G devices and these devices come in seven form factors. These are 5G smartphones, hotspots, indoor CPE, outdoor CPE, modules, snap-on dongles/adapters and USB terminals. Of these, there are 12 smartphones, excluding local variants, five hotspots, eight CPEs, five modules, two snap-on dongles and one USB terminal. Besides, five 5G chipsets were also announced by five vendors – Qualcomm, MediaTek, Intel, Huawei and Samsung.

The smartphone firms that have announced their 5G smartphones are Huawei, Samsung, LG, Nubia, OnePlus, Oppo, Sony, TCL, Vivo, Xiaomi and ZTE.

IDC has predicted that by end of this year the worldwide shipments for 5G smartphones would reach 6.7 million. The report also says that the number would grow exponentially to cross 400 million in next five years – by 2023.

The current year is expected to witness a new high for technological innovation with the introduction of foldable devices and 5G smartphones. Marketing buzz around 5G is in its early stages but expected to ramp up quickly.

"And while use cases for upgrading to a 5G device/service remain unclear, it is evident that after 2019 the adoption will begin to attain significant numbers," the research firm says. The firm currently expects 5G smartphone shipments to account for roughly 1 out of every 4 smartphones shipped globally in 2023.

However, the firm cautions that the smartphone market will continue to be challenged and 2019 is projected to experience its third consecutive year of declining shipments. IDC predicts that worldwide smartphone volumes will fall by 0.8% in 2019 with volumes dipping to 1.39 billion. However, the smartphone market will begin to pick up momentum in the second half of the year showing an year-over-year growth of 2.3%.

India **Feature Phone** Shipment market Share (%)	CY 2017	CY 2018
XIAOMI	19%	28%
SAMSUNG	24%	24%
VIVO	10%	10%
OPPO	8%	8%
MICROMAX	5%	5%
OTHERS	34%	25%
TOTAL	100%	100%

Source: Counterpoint Research

Outlook

Year 2019 is expected to show some drastic disruptions in the mobile phone business, experts believe. Multiple research firm forecast that smartphone shipments would slow down across the globe as the world would prefer to lay their hands on 5G smartphones that will upgrade to a new 4G smartphone. Multiple vendors have launched around 12 5G smartphone models and are just waiting for the commercial roll out of 5G services. As 5G is calculated to offer 50 times more data speed than 4G, consumers would not mind waiting for few more months to experience the next technology marvel.

At the same time, another set of researchers predict that feature phone business still has a huge scope and another one billion such devices will be sold in next three years. Counterpoint predicts that in 2019 alone, 400 million feature phones will be shipped globally having India as the biggest market for that.

From an Indian perspective, the consolidation of the market is at its peak, and at the end of 2018 only a few serious players were left in the market that are investing in R&D, market studies and bringing out products with new features like dual and triple camera phones, AI-enabled pop-up cameras etc.

With 5G expected in later part of 2020, the mobile phone business in 2019 in India would largely follow similar patterns of 2018 and remain focused on 4G smartphones, camera innovations and may somewhat incline towards content and data collaboration with telcos.

Software Industry :
ADAPTING TO CHANGING TIMES

Riding on its exports prowess, as usual, the Indian IT and ITES industry could able to register a solid growth in the last fiscal

The Indian IT and ITeS industry showed a solid performance in FY2019 growing at almost 8.5% over the previous year. Multiple factors influenced this performance for the Indian players. An electrifying startup ecosystem, future-looking government initiatives like digital India, rapid upgradation of IT and communications infrastructure, increased export business and an ever increasing IT talent pool – all added to the momentum of the industry in last couple of years.

India's highly qualified talent pool of technical graduates is one of the largest in the world, facilitating its emergence as a preferred destination for outsourcing. This leads to project India as a low-cost outsourcing market – almost 6 to 8 times less expensive compared to the US.

Like the past years, 2018 also saw India as the leading sourcing destination across the world, accounting for approximately 55 per cent market share of the $ 185-190 billion global services sourcing business in 2017-18. Indian IT & ITeS companies have set up over 1,000 global delivery centres in about 80 countries across the world and has become the digital capabilities hub of the world with around 75 per cent of global digital talent present in the country.

Factors like digitization, non-linear business models and SMAC remained the primary focus of Indian IT industry through out the year and these trends are expected to drive the growth of the industry in coming times as well.

Overall Market Size

India's IT & ITeS industry grew to $ 181 billion in 2018-19. Exports from the industry increased to $ 137 billion in FY19 while domestic revenues (including hardware) advanced to $ 44 billion. The market has grown at a CAGR of 10.45% from FY2010-19. Spending on Information Technology in India is expected to grow over 9 per cent to reach $ 87.1 billion in 2018.

India's IT industry is a collective of four distinct segments – IT services, business process management or BPM, software products and engineering services, and IT hardware.

IT services that includes export is the largest segment and contributed 51% of the total revenue of the Indian IT industry. Over 81% of the revenue of the segment comes from export alone. In FY19 the size of the Indian IT services

market was pegged at $92 billion and BFSI remained the biggest industry vertical for the market.

The BPM market in FY2019 was pegged at $36.2 billion and contributed around 20% of the total revenue of the industry. 87% revenue of the segment came from exports and the market is expected to reach $54 billion by 2025, according to Nasscom.

The software product and engineering services accounted for 19% of India's IT business and was pegged at $34.39 billion during last fiscal. Exports also contribute a major chunk of this business segment, around 83.9%, and the segment witnessed a growth of 10.5% during the fiscal.

Going forward, India's IT-BPM sector is expected to expand to $ 350 billion by 2025 and BPM is expected to account for $ 50-55 billion out of the total revenue. Moreover, revenue from the digital segment is expected to form 38 per cent of the total industry revenue by 2025.

IT industry employs nearly 3.97 million people in India of which 105,000 were added in FY18. The industry added around 105,000 jobs in FY18 and is expected to add over 250,000 new jobs in 2019. Hardware exports from India are expected to grow at 7-8 per cent in FY19

Notable Trends

The ever dynamic Indian IT industry, both software and hardware, saw some notable trends in the last year. Though these trends, being a part of a continuous part of the industry, did not just show up in 2018, but it certainly saw some sort of maturity in the last year.

Social, Mobility, Analytics and Cloud (SMAC), a paradigm shift in IT-BPM approaches experienced until now, is leading to digitisation of the entire business model and impacting in a big way how companies conduct business.

Emergence of tier II, tier III cities as preferred IT destinations was also a key trend during the last couple of years. Tier II and III cities are increasingly gaining traction among IT companies, aiming to establish business in India. Cheap labour, affordable real estate, favourable government regulations, tax breaks and SEZ schemes facilitating their emergence as a new IT destination. Giving rise to the domestic hub and spoke model, with Tier I cities acting as

IT & ITeS Sector

IT Services
- Market Size: US$ 92.49 billion during FY19E.
- Over 81 per cent of revenue comes from the export market.
- BFSI continues to be the major vertical of the IT sector.
- IT serves had around 51 per cent share in total Indian IT sector revenues in FY19E.

Business Process Management
- Market Size: US$ 36.2 billion during FY19E.
- Around 87 per cent of revenue comes from the export market.
- Market size of BPM industry to reach US$54 billion by FY25.
- BPM segment had around 20 per cent share in Indian IT sector revenues in FY19E

Software products and Engineering Services
- Market Size: US$ 34.39 billion during FY19E.
- Over 83.9 per cent of revenue comes comes from export
- The software products and engineering services segment grew 10.5 per cent in FY17.
- IT had around 19 per cent share in Indian IT sector revenues in FY19E

Hardware
- Market Size: US$ 14.48 billion during in FY19E.
- The domestic market accounts for a significant share.
- The segment had around 8 per cent share in Indian IT sector revenues in FY19E
- Hardware exports from India are expected to grow at 7-8 per cent in FY19.^

hubs and Tier II, III and IV as network of spokes.

For example, in October 2018, HCL Technologies laid the foundation stone for a new global IT development centre at Vijayawada. The facility will come up over 29.86 acres at an investment of Rs 700 crore.

Also the business dynamics of the Indian IT industry is also changing very rapidly. The market saw focus shifting from bagging big ticket deals to number of small ticket contracts. Startups played a big role in it as customers booked these small players for their expertise in the relevant areas rather than going for a big IT firm having presence in multiple domains. This also proved to be more cost effective. Riding on this trend it is expected that number of startups in India would rise to 50000 and would contribute 2% of the country's GDP in coming times.

Rising of onshoring was also a notable trend in 2018 as fall in automation costs and rise of digital has led to higher onshoring by the industry. Onshore revenue of Indian IT industry has grown from around 48 per cent in 2011-12 to 55.2 per cent for the quarter ended June 2018.

Exports Driving The Business

The Indian IT industry is thriving on the power of its business in exports, US being the biggest importer of our services. In 2018 almost 81% of business came from the industry's export segment and IT services remained the biggest contributor to that contributing to almost 57% of total IT exports. BPO business contributed 21.20% whereas and engineering and R&D, and software products business contributed to 21.80% of total IT exports by the Indian companies during 2018.

US has traditionally been the biggest importer of Indian IT exports; over 62 per cent of Indian IT-BPM exports were absorbed by the US during FY18. Non US-UK countries accounted for just 21 per cent of total Indian IT-BPM exports during FY18. As of FY18, US and UK are the leading customer markets with a combined share of nearly 80%. However, there is growing demand from APAC, Latin America and Middle East Asia.

Being the low cost exporter of IT services, India is going to attract more markets in other regions in the same manner it tapped US markets.

Investments/ Developments

Indian IT's core competencies and strengths have attracted significant investments from major countries. The computer software and hardware sector in India attracted cumulative FDI inflows worth $ 35.82 billion between April 2000 to December 2018, according to data released by the Department of Industrial Policy and Promotion (DIPP).

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.

Government Initiatives

Some of the major initiatives taken by the government to promote IT and ITeS sector in India are as follows:

• The government has identified Information Technology as one of 12 champion service sectors for which an action plan is being developed. Also, the government has set up a Rs 5,000 crore fund for realising the potential of these champion service sectors.

• As a part of Union Budget 2018-19, NITI Aayog is going to set up a national level programme that will enable efforts in AI and will help in leveraging AI technology for development works in the country.

• In the Interim Budget 2019-20, the Government of India announced plans to launch a national programme on AI and setting up of a National AI portal.

• National Policy on Software Products-2019 was passed by the Union Cabinet to develop India as a software product nation.

Road Ahead

India is the topmost offshoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut

Growth in export revenue (US$ billion)

CAGR 12.26%

Source: Nasscom, IBEF
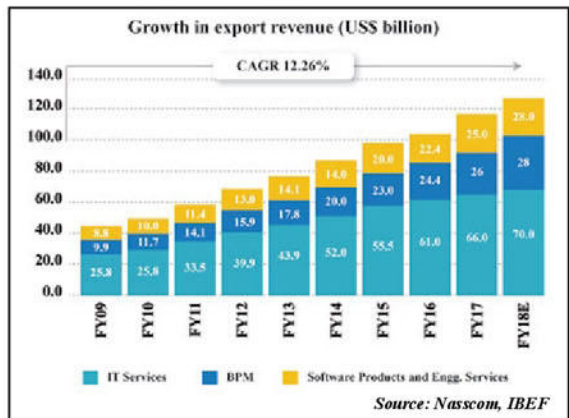
of opportunities for top IT firms in India. Export revenue from the industry has grown at a CAGR of 11.85 per cent to $ 137 billion in FY19E from $ 50 billion in FY10. The industry is expected to grow to $ 350 billion by 2025 and BPM is expected to account for $ 50-55 billion out of the total revenue.

Going forward it is expected that digital exports will become a major factor of growth for Indian IT players. This vertical is expected to rise to $310 billion by 2020 from $180 billion now, and the Indian IT majors would love to latch on to this opportunity.

Market size of IT industry in India (US$ billion)

CAGR 10.45%

Source: Nasscom, IBEF

IoT Industry :
THE NEXT BIG THING

Pegged to be a $9 Bn market by 2020, India's IoT industry is expected to see early traction in areas like manufacturing, public services, and healthcare
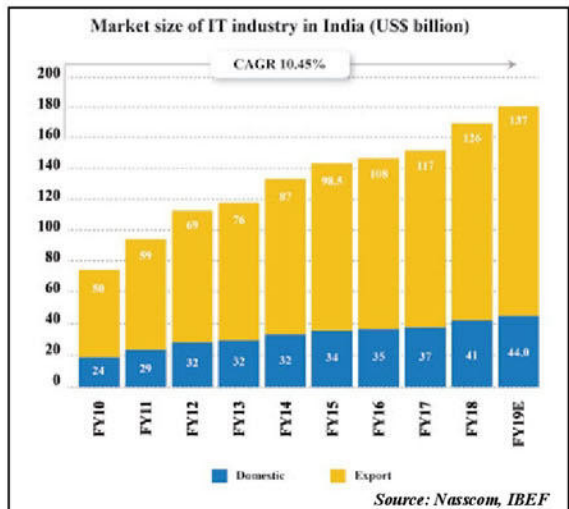
IoT or the Internet of things is a new concept in India and promises to connect everything in the world – living and non-living – to the internet. What it basically intends to serve is objects and appliances at home and offices can be remotely controlled and monitored, industrial machinery and processes can be controlled and executed without much human intervention and public service utilities like healthcare, safety, education and transport can be made more automated and error free.

In a nutshell, the efficient deployment of IoT has its relevance for home, offices, industries, governments and public service utilities. It is believed that if the world was disrupted by IT and communication technologies in the last 30 years, the IoT is going to dominate the rest of the time.

The India Scene

There are around 7.8 billion people on earth at present and out of that close to 4 billion are connected to the Internet. Of this connected population 50% live in Asia and 24% of whom live in India.

By the end of 2018, India had more than 500 million broadband connections and 40% of the country's population owns a smartphone. These are the people who are going to be the first ones to witness the magic of IoT.

Market studies indicate the India IoT industry has the potential to reach $9 billion by 2020 and the impact of IoT deployment will be evenly seen across spectrum including public utility, automated homes and offices, industries and connected factories and governments. According to many research reports India is going to be a key market poised to see large scale implementation of IoT applications – both industrial IoT (IIoT) and consumer IoT.

Key Areas

Worldwide as well as in India, it is believed that IoT will find its solace first in industrial adoptions. As per a Nasscom study, the Indian IoT market is set to grow to $9 billion in 2020 with 1.9 billion connections from $1.3 billion with 60 million connections in 2016. Of

this, 55% of the revenue or $4.95 billion would come from industrial IoT, the study says.

The key areas in the industrial IoT that are expected to see a greater traction include manufacturing (18%), transport & logistics (13%), automotive (11%) and healthcare (10%). Besides, digital utilities that includes smart cities will also see a significant use-cases for IoT.

The Indian Government has committed to develop 100 smart cities across the country with many have already deployed multi-layer IoT applications like smart parking, smart lighting, smart traffic control and policing. The other areas that are seeing rapid deployments include installations of smart meters across utility companies that provide electricity and water supply in these cities.

Smart homes is one more area where the industry expects early traction in India. Green field real estate companies that are building new homes are the low hanging fruits for this segment of IoT industry. Installation of smart lights, connected electric appliances and security and surveillance of these houses pose a great opportunity for IoT players doing business in these areas.

According to a Statista report the Indian connected home market is pegged at $870 million in 2018 and IDC reported that the smart home devices that include smart TVs, connected thermostats, smart lights etc is seeing over 100% growth quarter over quarter. In Q2, 2018 the number grew by 107% to ship 1.4 million such devices. "And this is the beginning, adds the report.

Public services is another area where we could see deployment of IoT solutions making some real difference in how we enjoy our lives. The ripple effect of an efficient IoT system in public administration translates into a better-connected, more secure and cost-effective standard of living. IoT is the pathway to creating smart grids that lead to better management of natural resources such as water and energy.

According to a survey by Tata Communications, one of the dominant players in IoT services, healthcare is the number one priority for 29.1% of respondents, followed by reduced traffic congestion 28.7% and lower pollution levels and environmental impact 24.2%.

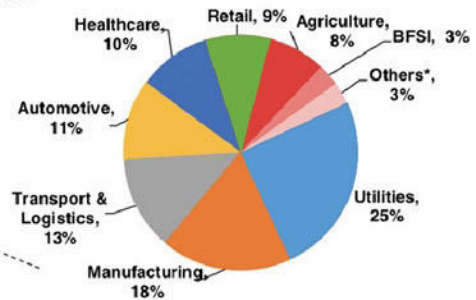The Government of India's IoT policy framework spells volumes

Indian IoT market is pegged at $9 Bn in value with 1.9 billion installations by 2020

IoT market in India (2020e)
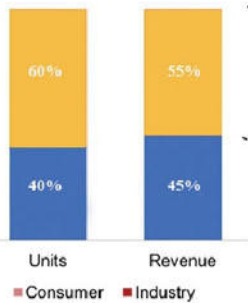
India IoT installed base (e): 1.9 Bn units
India IoT market size (e): USD 9 Bn

Market size by industry (2020e)

India Industrial IoT market size: USD 4.95 Bn
Others include food technology, education, construction etc.

Source: Deloitte-Nasscom

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of using IoT in public services. India's Department of Electronics and Information Technology (DeiTY) has already published a draft IoT policy document to ensure the country captures a 5-6% share of the potential $15 billion global bonanza by 202020. The paper covers IoT-specific training provisions, as well as research and development initiatives to support new IoT-enabled products and services.

Key Stakeholders

In an IoT ecosystem, there are primarily four key stakeholders – hardware players, network operators, system integrators and application developers.

Hardware vendors consist of players who manufacture and supply sensors, modules, transponders, smart objects like cars, appliances etc. As per the Deloitte report, these players will make up 10% of the total IoT market in India.

Network operators who would deal with required spectrum, network architecture and will integrate multi-vendor products to provide the IoT connectivity. Deloitte says these players will make up around 20% of the said market.

The role of the third pillar – system integrators – would play a key role in IoT deployments across areas – be it home, office or public services. These players would offer an interface, solution architecture and back-end integration of the products and solutions. This segment will pocket 20% of the market.

The largest chunk of the business, around 50%, according to Deloitte, will be taken up by application and solutions vendors. These guys would provide platform, service provisioning, analytics, artificial intelligence and cloud and data centre solutions to the deployers. They will also be responsible for CRM and billing as well.

Challenges

Every new opportunity brings loads of challenges with it, and so does the IoT. Unlike other technologies, what makes IoT more challenge prone is its all-pervasive nature. The technology aims at connecting billions of devices and objects, including human beings, wild animals, plants and not living things.

Connecting all these objects will generate unmeasurable amount of data and it is going to be an herculean task to manage, cultivate and analyse this data. Besides, IoT devices are meant to communicate data to external partners, thus creating a risk of privacy of data.

Connectivity and access to reliable internet is one more area of concern lack of which can hamper the growth of IoT in India. The other factors that pose a big challenge to the early adoption of IoT include lack of awareness, interoperability issues among vendors and protocols, and finding compelling and viable business cases.

Players across value chain preparing to tap the IoT opportunity

	Hardware Vendors	Network Operators	System Integrators	Application Vendors
Key components/ types	• Sensors • Modules • Transponders • Smart objects such as appliances, cars, machines, etc.	• Spectrum • Connectivity • Availability and quality of service	• Interfaces • Solution architecture • Back-end integration • Installation • Data management	• Platform • Service provisioning • Analytics/ Cloud • CRM/ Billing
Key developments	• Increasing investments in R&D to expend product portfolio in IoT • Increased adoption of 3G/4G enabled modules for IoT Communications • Increase n M&A activities to enhance market share and leadership	• Increasing investments in networks such as SigFox to raise connectivity revenues • Investments being made in both horizontal and vertival capabilities: still no standard approach beng followed • Marginal play even now in invest ment for IoT and in M&A activites	• Increasing investments in marketing consultncy and implementtion services • Focus on building digital capabili ties and solutions in Iot by acquiring niche companies and platforms	• Focus on both vertical and horizon tal solutions including Consumer and Industrial IoT; however, the volumes are more in case of Indus trial IoT • Change in erstwhile business models involving working with large number of consumers to working with groups of fewer consumers

Source: Deloitte-Nasscom

Telecom Services :
STABILITY RETURNS

The $35 billion Indian telecom services industry showed some signs of stability by the end of 2018 with ARPU getting somewhat normalised and telcos discovering alternate source of revenues

The Indian telecom services industry that seemed battered since 2016 from disruptions led by Reliance Jio, showed some signs of stability in 2018. The country that had 12 operators a year and half back is now limited with just four pan-India operators – three private and one PSU. The competition remained primarily between the private ones – with Jio at one end and the other two – Airtel and Vodafone Idea - at the other end.

While the country saw unprecedented growth in terms of data consumption during 2018, the telecom service providers, still appeared bleeding in terms of revenue as Jio continued to offer 'almost-free' services to its customers which compelled other telcos to match its offerings and thus take a big hit in their bottomline.

Though the year 2018 behaved almost the same way as 2017, it was comparatively less painful. Data price and ARPU appeared to be stabilising and coming back to sustainable limits, operators started searching for, and luckily found, some other source of revenues. Operators did monetise their business by partnering with content and OTT players, thus encouraging users to consume more data, and at times, enticing them to subscribe to some of the paid programs.

Some other key trends seen during the last year was, the operators started focusing more on enterprise services. They always had the means to offer such services in the past but telcos were too complacent with the big-volume low-margin game in the consumer business than the big-margin-low-volume strategy in the enterprise space. This seemed to have changed in 2018 as consumer business continue to offer peanuts – though lots of it.

Going forward, in 2019, the telcos are looking at a potentially heavy capex infusion, as the country is getting ready for 5G and the operators would need to pay for upcoming spectrum auction and necessary 5G infrastructure.

Industry Snapshot

By the end of 2018, India had three pan-India telecom operators – Vodafone Idea, Bharti Airtel and Reliance Jio, and one PSU – BSNL.

Service provider wise market share of wireless subscribers

0.30%

28.95%

23.82%

0.02%

1.62%

35.61%

• MTNL • Bharti • Reliance • Vodafone • Tata • Reliance Jio • BSNL
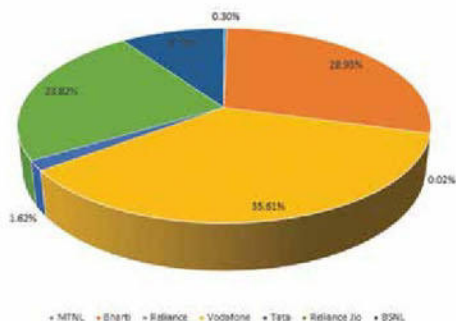
Source: TRAI

Service Provider-wise Market Share of Broadband (wired+wireless) Services as on 31.12.2018

0.44%

19.53%

20.81%

5.96%

54.02%

• Bharti Airtel • Vodafone • BSNL • Reliance Jio • Tata Tele
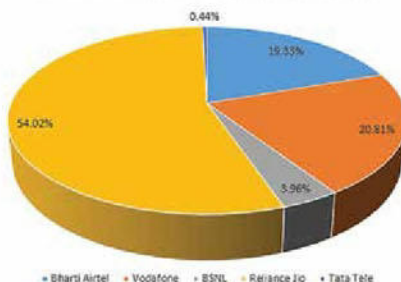
Source: TRAI

Vodafone Idea, that was created out of the merger between the two individual companies – Vodafone India and Idea Cellular – instantly became the largest operator in India basis its customer base with 408 million subscribers in August 2018. By end of December 2018, the operator had a total subscriber base of 418 million.

Bharti Airtel was placed second with 340 million subscribers, Jio with 280 million and BSNL ended the year with 114 million subscribers.

As per TRAI data, Vodafone Idea commands a market share of 35.61% whereas Airtel has 28.93% and Reliance Jio has a market share of 23.82%. State run BSNL is lagging much behind with less than 10% market share – 9.73% to be precise.

At the end of the year India had a total telecom subscriber base of 1197.87 million, of which 1176 million are wireless or mobile users and rest 21.87 million are wireline or landline users. Teledensity of the country reached 91.45% by the end of the year.

In terms of urban and rural subscriber break up, 666 million come from the urban areas and 531 million come from rural areas.

On the broadband front, by the end of the year, India had a total of 518.55 million users of which 500.38 million are mobile broadband users and 18.17 million are wireline broadband users.

As per TRAI data, in terms of wireless broadband, Reliance Jio is the biggest operator with 280 million subscribers, followed by Vodafone Idea with 108 million subscribers and Airtel with 98 million subscribers. State run telco BSNL has 11.38 million wireless broadband users.

In terms of wireline broadband, BSNL is the biggest player with 9.17 million users, followed by ACT Fibernet with 1.4 million and MTNL and Hathway are placed at third position with .78 million subscribers each.

The year 2018 also saw the making of India's largest telecom operator – Vodafone Idea. The over one and half year old merger process between Vodafone India and Idea Cellular finally reached completion in August 2018. Both the companies made a joint statement on Friday, 31 August, 2018 as NCLT gave its nod for the Vodafone Idea merger. With the closure of the merger, the new entity, Vodafone Idea Limited became the largest telecom operator in India with 408 million combined subscriber base as of June 2018 and enjoys 41.1% market share.

The new entity - Vodafone Idea Limited or VIL – also became the largest telco in terms of RMS or revenue market share with 32.2% share. The company claims it is the market leader in 9 telecom circles in RMS terms out of total 22.

Segment-wise Broadband Subscribers and Monthly Growth Rate in the month of December, 2018

Segment	Broadband subscribers (in million)		Monthly growth rate in the month of Dec-18
	As on 30th November, 2018	As on 31st December, 2018	
Wired subscribers	18.09	18.17	0.45%
Mobile devices users (Phones and dongles)	493.40	499.95	1.33%
Fixed Wireless subscribers (Wi-Fi, Wi-Max, Point-to-Point Radio & VSAT)	0.41	0.43	2.83%
Total	511.90	518.55	1.30%

Source: TRAI

Industry Investment

As competition in the Indian telecom space became fiercer and margins dwindled proportionately, operators pumped in significant amount of money in upgrading their telecom infrastructure in the last couple of years to have an edge over their rivals. In the current fiscal year, Mukesh Ambani-led Reliance Jio alone has invested more money than all other operators combined, a government data revealed.

In the financial year 2017-18 alone, the telecom operators had informed the government to invest Rs 74,000 crore towards the improvement of their telecom infrastructure. Of these Reliance Jio has emerged as the largest investor in the telecom

space in the last fiscal with an investment of Rs 32,575 crore, the telecom minister Manoj Sinha informed in Rajya Sabha.

The second biggest investor was the country's largest telco Bharti Airtel that invested Rs 12,812 crore in upgrading its networks during the year. Vodafone-Idea, the newly merged entity, have invested Rs 5800 crore.

These are the three private operators left in the Indian telecom space after a large scale consolidation happened with smaller operators either shutting shop or merging with bigger entities.

Besides these three operators, India has two state run operators – BSNL, that operate in 20 circles out of total 22, and MTNL, that operates in Delhi and Mumbai only.

These two PSU telcos also put in some money during this year to improve their infrastructure. BSNL has invested Rs 1330 crore and MTNL, Rs 180 crore, in FY 2018-19.

In 2018-19 alone, the industry added 2.8 lakh new BTS (Base transceiver stations) taking the total tally to 20.07 lakh from 17.19 lakh in March, 2018. These BTSes include that of 2G, 3G, 4G and LTE and put up across the country, the minister informed. He said around 9.74 lakh additional BTSes were installed in the country since July 2015.

The foreign direct investment or FDI in telecom industry touched $6.2 billion at the end financial year 2018 from $1.3 billion in FY 2016, showing a growth of five times in three years.

Also, the National Digital Communication Policy 2018 aims to attract investment of $100 billion or about Rs.6.5 lakh crore in the Digital Communications Sector in the coming days.

Getting Ready For 5G

Indian Communications Service Providers (CSPs) are in the midst of a major transformation of the network and IT infrastructure to meet the expectations and digital demands of the evolving digital consumer. They are realizing that ever-increasing consumption of mobile data demands improved and superior customer experience. Further, the upcoming 5G technology makes it imperative for the telcos to evolve the networks to deliver newer digital experiences to both their enterprise and retail consumers.

5G will deliver a ubiquitous network, extremely low latency and ultra-speed broadband. This combination will enable service providers and enterprises to deliver smart cities, smart workplaces, smart homes and more. Indian telecommunications industry has already started to move towards 5G. The Indian administration has set up a test bed in collaboration with Indian Institute of Technology – Madras in association with Indian Institute of Science, Bengaluru. Further Telecom Regulatory Authority of India (TRAI) has set up a high-level forum to make 5G a reality in the country by 2020.

In an effort to prepare the networks for 5G, Indian service providers like Airtel have already started adopting 5G technologies, such as Carrier Aggregation, and Massive Multiple Input Multiple Output (MiMO). The coming year will witness more and more adoption of 5G technologies as the Indian service providers move closer to 5G launch.

All four operators – Airtel, Vodafone Idea, Jio and BSNL – have forged some sort of partnership with 5G equipment suppliers and completed the initial due diligence. They are waiting to get 5G spectrum from the authorities to do the trials. From a vendor perspective Nokia and Ericsson remained the front runners as 5G equipment supplier.

Outlook

The year 2019 is expected to be a not-so-dynamic year and may not see much fireworks except the spectrum auctions for 5G radio waves. It is because the 4G ecosystem in the country would have matured by the first half of the year and the country would be getting ready to introduce 5G in 2020. While the backend work for 5G – laying of infrastructure, acquiring spectrum, completion of the trials – would get completed by the end of the year, service roll out can be expected in the second half of 2020.

With that in picture, the Indian telecom operators would also be getting hopeful of devising new business models around 5G and offering enterprise grade services, that can help them erase some of their nightmares of past two years.

CYBER SECURITY-CYBER CRIME ISSUES AND CHALLENGES

- Offence dominant: attacks easy, defence very costly
- Attacks on Critical Information Infrastructure
- Rising complexity of attacks- Ransomware and APTs
- Cyber Espionage on critical and sensitive Information
- Piracy, Trademark, Copyright and IP Violation

- Security and Privacy protection treated as a Cost Centre
- Lack of Security and Privacy in Design of Products and Systems
- Compliance driven approach and practices for security
- Vulnerabilities out in the open for anyone to exploit
- No focus on upgradation of legacy systems
- Cyber Security practices of SMBs across sectors

- Inadequate laws and regulation on privacy and security
- Coordination, info-sharing amongst stakeholders
- Reporting issues of cyberattacks/breaches
- Modernization of LEAs and Capacity Building
- Illegal transactions in non trackable Cryptocurrencies
- Rising Hacktivism in Cyberspace

- Lack of Cooperation and Collaboration amongst global stakeholders
- Diminishing Trust in ICT supply chain due to mass surveillance
- Tracking cyber criminals and their extradition for cyber crimes
- Lack of acceptable Norms and Rules of engagement
- Dark Net
- Cyber Warfare: state and non state actors

- Targeted breach, leaks, hacking and frauds
- Lack of skilled workforce and resources
- Poor awareness and cybre literacy
- Social media trolling, fake news, ideology propagation
- Obscenity and child abuse (pornography)
- Cyber stalking and cyber bullying

CYBER SECURITY

Digital India initiatives bring various disruptive technologies as opportunity for the technology players, who understand the value of data, which they say is the new oil.

The cybersecurity market in India is growing exponentially and is expected to employ over a million professionals by 2025. With 15% of enterprises having experienced a targeted attack and more than 53% losing sensitive data as a result, India's need for cybersecurity has never been more vital. The attacks are becoming more and more sophisticated, with phishing, identity thefts, advanced worms, DOS and DDOS all attacking vulnerable users who aren't equipped to deal with them.

The last decade has seen an exponential growth in cyber-crimes. At one hand technology has made common life simpler, but it has also given rise to crimes designed and devised by technology. Traditional crimes are today replaced with modern crimes, wherein the computer is used as a tool to attack common people and victimize them.

The issues concerning cyber-crime investigation is more complex and requires an analytical mind blended with technology and legal ramifications. Traditional crimes did not have much jurisdictional issues, whereas cybercrime has a bigger role related to jurisdictional issues. A criminal sitting in different continent can attack a digital device in other continent and hence the investigation becomes more complex in collecting and seizing of electronic evidence. The complexity arises to a new bar when the legal proceedings start.

The provisions in Information Technology Act 2000 has laid various provisions and sections leading to a fair trial. The last amendment of the IT ACT 2000 was done in 2008. Technology in the past 11 years has gone to a new level, but the law has not yet been modified to cater to modern crimes and hence may lead to acquittal of many cases where in electronic evidence could not be established against the accused. This is a serious concern and hence law enforcement and the judicial system has to work together to ensure that the criminals are booked and convicted according to the provisions in the law.

Cyberattack is one of the important security challenges that the country is facing today or the world is facing. The cyberattacks can pose wide-ranging threats to power grids; they can impact and cripple financial institutions that can result in leakage of sensitive information and so on. A report shows that more than fifty per cent of cybercrimes in India are traced back to this sleepy town of Jharkhand.

Home Secretary Rajiv Gauba said more than half of India's crimes committed by fraudsters posing as bank managers were traced back to Jamtara.

With the fact that digitization happening at a faster speed, there is a requirement to build safeguards for protecting and preserving vital company data. Jamtara is recognised as the Cybercrime capital of India. Cyberattacks have become more organised with significant funding, passion, they have become sophisticated, they often gain access and they wait for the right time, for the moment of their choice for their attacks.

It was the era of IT – vulnerabilities on the Network, Operating Systems, the applications, the virtual environments, Mobile Devices and Mobile Applications. Now the bad boys are moving their action into OT, where we are seeing the Industrial malware evolving to become autonomous, extensible, and capable of executing device commands specific to a particular ICS environment - Smart cars. Smart security cameras. Smart medical implants.

Everything around us is always connected and communicating, swapping data with other devices and uploading it to the global internet to help automobile, home, factory, business, and body perform better. It's no wonder that 15 billion connected things will be in use till 2019, supported with the rise of social media and e-commerce.

As we are entering into the technology disruption phase with the emergence of IoT technology, consumer apps have been transformed to highly complex level manufacturing and industrial applications. IoT is expected to transform business results for different industries. It is all about improving employee efficiency, creating new digital offerings, delivering new products, and creating an ecosystem that strengthens holistic solutions. Many industries have already identified IoT devices as clear value differentiators for their businesses.
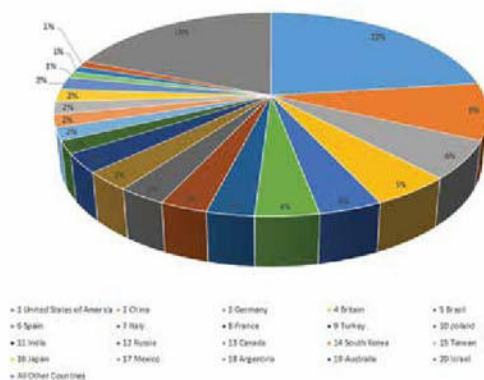
There are huge vulnerability gaps in such digitization moves which was happening at a maddening pace. This helped us realize huge opportunities is available to the experienced professionals to help build cyber security measures that was badly lacking. It has created further interest in cyber investigations, intelligence and forensics which are the further developed areas, which are evolving with huge untapped potentials for consultants in the country.

By 2020, Manufacturing, Transportation & Logistics and Utilities industries are projected to spend $40B each on IoT platforms, systems and services. Globally B2C Commerce is projected to invest $25B in IoT systems, software, and platforms within two years. Healthcare and Process industries are projected to invest $15B each in IoT. Going forward, the number of connected devices in the manufacturing industry will double between 2017 and 2020. The IoT will be another key driver of digital transformation in the manufacturing sector.

IoT is making its presence felt across the globe. Several countries are adopting IoT to increase competitiveness. According to a study, Chinese enterprises are most often adopting IoT to increase competitiveness (23%) while American companies look to reducing costs (19%). China is considered a global leader in adopting IoT to empower industries and enterprises to be more competitive.

A survey indicates that 70% of cyber security threats are from insiders that make it far more difficult to identify or resolve.

The cause of growth

The most highlighted terminologies including digitization, automation, AI, cloud, social media, blockchain, IoT and other such disruptive technologies are progressing at an enormous pace, totally exposing the data and other critical resources of an organization. The required security measures to safeguard and protect such vital resources have not developed at the same pace.

Challenges in cybersecurity

Lack of skilled cyber security professionals, want of security culture in organisations, voluminous data and absence of loyalty in employees are some of the key challenges faced today.

Need of the hour for the country to think

Digital India initiatives bring various disruptive technologies as opportunity for the technology players, who understand the value of data, which they say is the new oil. At the same time, the country has also been named as the most cybercrime vulnerable country in the world.

The RBI has recently reported that each working day banks are reporting over 5000 cyber security breaches each single day. The highly technologically developed and robust Aadhaar IT system was recently hacked by a young systems coder for the sake of fun and entertainment. Another instance is that the large GST tech system has also been exposed to severe cyber security breaches.

All this shows that India is a very fertile country for growing cybercrimes. With more and more banking and other such systems migrating to the cloud, it will create a more fertile ground for such cybercrimes.

Cybercrime : Top 20 Countries

Some of the the best cyber security empowered organisations in India are private sector banks including HDFC Bank, ICICI Bank, Yes Bank, Cognizant Technologies, Flipkart, and L&T (as per recent report of National Cyber Security Command & Operations Centre, New Delhi).

IT and business management roles in cybersecurity

Figure 1. Cybercrime is becoming big business

Enhancing cyber security strategy

Cyber security has to be built into the information security system as an ongoing proactive measure. There should be a team of cyber security experts that should constantly monitor, ethically hack and validate the integrity of the IT systems. All cyber accesses and operations must be closely monitored on an ongoing basis. Our suggestion will also be to document and administer a strong protocol and supervision driven system that constantly monitors employee access to the IT systems.

There is a strong recommendation for involving the HR management to monitor and evaluate behavioural patterns of employees working in the IT area for preventive identification of such criminal acts. It is an opportunity for the educational institutions to come up with the specialised course on Cybersecurity for achieving the long term and sustainable goal.

Finally, IoT, Big Data, and AI are all fed into each other and this creates an ecosystem of automation - IoT devices collect data on millions of criteria and use to train and improve AI algorithms and many do not know how these technologies are linked. As such, people should understand how IoT, Big Data and AI interact with each other to bring real improvements in business processes and improve their lifestyle.

Be Prepared!!!

Cyber-attacks are evolving from the perspective of what they target, how it affects the organizations, and evolving methodologies of attack. Information theft is the most expensive and fastest rising consequence of cyber crime. However, data is not the only target. Core systems such as industrial controls are being hacked in a dangerous trend to disrupt and destroy.

While data remains a key target, theft is not always the outcome of an attack. A new wave of cyber attacks sees data no longer just being copied but being destroyed or changed, in attempts to breed distrust. Attacking data integrity is the next frontier of cyber threats.

Cyber criminals are adapting various attack methods, such as they are aiming at the human layer. They are the weakest link in cyber defense, through increased ransomware and phishing and social engineering attacks as a path to entry.

Syndicate Bank embarking upon Digital Transformation in a big way in 2019

MRUTYUNJAY MAHAPATRA
MD & CEO
Syndicate Bank

BRAND PROJECTIONS 2019

Syndicate Bank is a robust Bank with a strong pan India presence. As a brand, it is one of the oldest among the commercial Banks. Digital Transformation is going to be the primary focus of Syndicate Bank this year. During the year, Project 'Suparna', which is the new version of CBS will be implemented throughout the country. The new Internet Banking and Mobile Banking software will be in place shortly. A digitally strong Syndicate Bank can penetrate the rural areas of the country more effectively than most of its competitors. It has a very strong rural base with about 59% of its branches being in rural or semi urban areas. It has about 2700 'Bank Mitr' who have been providing 'Door Step Banking' in rural areas much earlier than it was mandated by GOI vide RBI notification in Nov 2017. It can therefore easily satisfy all the three core components of Digital India - The development of secure and stable digital infrastructure, delivering government services digitally, and universal digital literacy.

TRANSFORMING CUSTOMER JOURNEY

The year 2019 is undoubtedly the year of buying experience. The customer today expects banking transactions to be smooth, seamless and swift--whether online or offline. This requires an outstanding end-to-end unified process. To facilitate this, Syndicate Bank has fast tracked both internal and customer facing digital technologies. The IT infrastructure has been comprehensively upgraded and made ready to move into market benchmarked technologies like private and public cloud, service oriented architecture, next generation data management and agile project management. The priority for the year 2019 will be to put in place a system which is a great process intelligence from end to end, keeping the customer at the center. It aims to deliver a truly personalized experience. The CX will serve as the base of customer trust and loyalty. This automatically translates into enhanced business. Increased productivity and 'Ease of Business' should be the natural outcome. It has already set the ball rolling by posting a profit for the second successive quarter.

Today the customers are buying the experience, not just the product. This holds true for all businesses including Banking. Convenience is the key word today. To stay in the game, it is required to tweak its offerings, reacting to the customer as swiftly as possible to make banking convenient for the customer, in order to stay one step ahead of its competitors. The Bank is investing greatly in technology. With the help of global consultants, it is already on the path of transforming itself into a world-class organization which would be capable of delivering the best in class. It is looking for new ways to stand out among the crowd. At the heart of this change are the digital enhancements that provide prospects and customers with genuinely happy experiences, driving greater satisfaction levels.

ACTION PLAN

Decades ago, branding was defined as a name, slogan, sign, symbol or design, or a combination of these elements that distinguish one company, product or service from another. Today branding is more complex and even more important. It is not just about getting the target market to select you over the competition: it is also about retaining them. Syndicate Bank is a brand that is now 94 years old. It has had a glorious past, though it did lose some sheen in the past years, but it is now definitely metamorphosing into a new and improved version of itself. It shall definitely be occupying a lot more space in media in the current year – be it print, audio or social media and eventually in the minds of the people.

COMMITMENT TO DIGITAL INDIA AND SWACHH BHARAT MISSION

Digital India is all about ensuring that the Government's services are made available to citizens across the country, electronically by making the country digitally empowered in the field of technology. The transformations it has now embarked upon at Syndicate Bank is going to lead it to an entirely different and enhanced level of effectiveness –

- Its Digital transformation, with the able support of a leading global consultant will be helping the bank to use digital technology to solve traditional problems.
- The implementation of the new version of CBS is slated to be complete by the year end.
- Internet banking and Mobile banking software are being upgraded.
- Analytics capability through Analytics Centre of Excellence is slated to be established.
- Data Lake, TMO, ecommerce enablement and rapid ramp up of ATM and digital usage is being focused upon.

Syndicate Bank also plans to reach out to the customers in a major way. All this and much more in the pipeline puts the bank in a position, which is in sync with the mission Digital India.

Acuutech®

ACUUTECH continues to deliver and invests in NEXT GENERATION technologies

BHAVESH MEHTA
Group CTO
Acuutech Ltd

TRANSFORMING CUSTOMER JOURNEY

As a provider that delivers turnkey, business ready solutions, improving the customer experience through simplification, removal of technical complexity and integration between components has been core to everything that Acuutech does. Looking at its latest range of integrated, on-premise, hybrid cloud solutions, Acuutech continues to deliver its customers streamlined deployment, migration and support solutions, in a way that it constantly improves, refines and enhances the customer journey and ultimately delivers increased business productivity.

For Acuutech, its approach has always been towards an experience driven approach. The way it talks about the next wave of Acuutech MESH services and capabilities, these are discussed and framed in an experience centric way. It talks in terms of simplified systems management and deployment that does not require technical knowledge, and has billing and commercial terms that are flexible to meet client requirements.

Ultimately the technology and product that underpins fantastic client solutions must be excellent and it is through harnessing and delivering that technology in a way it delights, empowers and enables, that ultimately directs Acuutech to focus on experience driven market engagement.

SECURITY & MARKETING ROADMAP

For Acuutech in 2019, as a partner focused provider, its marketing emphasis is very much centred on educating the end-customer about the benefits of its technologies and services, then sign-posting them to its partners for delivery and adding value & engagement. It is doing this through a combination of building a great distribution and business partner eco-system that is well educated and ready to deliver end-client solutions.

Acuutech also works with its partners to run high-quality, deeply informative events & roadshows with their clients and opportunities to help them show the business value and key commercial benefits that Acuutech's offering can provide, coupled with the value add services the business partner can offer.

Security is central to all IT platforms and it is a multi-layered activity, encompassing technology and process. One of the key challenges for organisations is correctly taking advantage of the security, encryption and protection systems built into the software and operating systems they use. Worse still, for many organisations, a lack of understanding of the security capabilities in the products they use leads to incorrect configuration and an increased risk of attack or breach.

Acuutech removes the complexity and challenges associated with delivery platforms that are secure and reliable. Through its advanced knowledge of the Microsoft technology landscape, Acuutech configures and combines the suite of security capabilities within the platform to provide protection from the group up.

This all-up approach starts with protecting the base hardware, firmware and operating system, with validated components and security-signed drivers and updates - moving into the software services and platform sub-systems, enabling encryption and advanced authentication by default to protect communication and data snooping and then providing a new

generation of capabilities that allow organisations to protect and isolate important virtual machines and workloads in a way that has not been possible before.

This holistic approach not only delivers secure systems, but also allows organisations to drive down costs and improve resource utilization by removing the requirement for dedicated separate secure environments or system "air gapping".

ACTION PLAN

In India, Acuutech is delivering its next generation technologies, services and solutions via an indirect model, through a group of trusted go-to-market partners. In 2019, with the release of a raft of new technologies and services from Microsoft, Acuutech aims at positioning its solutions and brand as the thought leaders and technology innovators, who can deliver this range of highly advanced and cutting edge solutions to its partners in a simplified, ready to go form.

This allows the partners to easily deploy Acuutech's range of integrated offerings into their client base and empowering them to drive additional value, in key verticals or areas of specialization.

NEW TECH VIS-À-VIS R&D

R&D is core to everything Acuutech does. As an organisation at the forefront of advanced Microsoft based technology solutions, Acuutech continues to invest in R&D that allows the company to deliver the latest and most advanced solutions and capabilities to its partners and customers in a way that is simple to deploy and manage. And in doing so, it removes the complexity and significant cost inherent utilizing these new technologies in the traditional way, therefore opening them up to a significantly wider audience and market.

NEXT GENERATION FLEXIBLE HYPER-CONVERGED PLATFORM

ACUUTECH MESH

TURNKEY, HCI, HYBRID

Organisations want an agile, cost-efficient and trusted IT infrastructure which is future-ready, rapidly scales with demand and facilitates their business growth.

A wealth of experience, with over 23 years of building complex end-to-end solutions

A system which enables them to take full advantage of the new generation Microsoft Azure Stack HCI plaform capabilities to leverage indsutry leading hyper-converd performance. Coupled with a full range of external services fro the cloud, including applications on demand, security, mobility, and business continuity. All delivered in an easy to manage, ready to go package.

Acuutech MESH is the answer. An extensive IT platform specifically developed for agile businesses, built upon the leading technologies of Microsoft Azure Stack HCI and Lenovo. MESH is a proven, turnkey IT solution, its deployment de-risks IT investment and enables organisations to get on with their core task...delivering business success.

PLATFORM

The root of the platform is the HCI hardware appliance, build on the foundations of the Microsoft Azure Stack HCI platform. Available in various configurations and topologies. This platform delivers high-performance, highly available storage, networking and visualisation to support your most demanding applications.

- **Volume replication** – Synchronous or asynchronous replication between two sites to enable fast system fail-over and disaster recovery.
- **Application hosting** – Virtual machine creation and management.
- **Software defined networking (SDN)** – Network segmentation and isolation, ideal for organisations wanting to separate tenants or business units.
- **VM encryption and protection** – Encrypt and protect sensitive or secure VM's from the base platform, allowing secure workloads to be run concurrently with other VM's.

HYBRID

Hybrid solutions extend the capabilities of your HCI platform into the cloud providing additional protection and data access solutions.

- **Managed Disaster Recovery** – Fully managed DR, from on-premises to the cloud. Full design and configuration of fail-over, data replication monitoring and application fail-over testing.
- **Off-site backup to Azure** - VM level backup of your HCI appliance, Windows VM, VMWare or bare metal systems, unlimited retention period, coupled with flexible backup snapshot intervals
- **Hybrid File Server** - Make any file server share available over the Internet or archive rarely used files to Azure, saving local space.

CLOUD

Leverage the benefits of key cloud services. Fully configured solutions, curated and tuned to be simpler to use and manage.

- **Infrastructure on demand (IaaS)** - Flexible virtual machine and infrastructure services, simplified with support for multiple deployment locations.
- **Virtual desktop** - Azure hosted virtual desktop solution, supporting a wide range of VM types and configurations.
- **Applications on demand (PaaS)** - Enhance IaaS and Office 365 through support for PaaS database services and the Azure Marketplace.

Driving thought leadership in advanced technologies and solution design

- **Office 365** - Full support for all Office 365 subscriptions, with migration, support and maintenance built-in.
- **Multi-factor authentication (MFA)** - Provide additional challenge and response for user logins beyond a basic username and password.
- **Device Management** - Control and manage your user's mobile devices and desktop computers. To protect business-related data and applications.

FEATURE ENHANCEMENTS AND SUPPORT

Acuutech MESH is a turnkey solution platform; upgrades and feature enhancements are included, and this approach applies to new versions of cloud-based services and on-premises platform capabilities. The system fully supports the life-cycle of your users and systems, providing reliability today and into the future.

Platform

- Hyper converged appliance
- Volume replication and failover
- Application hosting platform
- Software defined networking
- VM Encryption and protection

Hybrid

- Disaster recovery
- Offsite backup
- Hybrid-file server

Cloud

- Infrastructure on demand (IaaS)
- Virtual Desktop
- Application Services on demand (PaaS)
- Office 365 Productivity suite
- Multi-factor authentication
- Device management

acer
explore beyond limits™

CHANDRAHAS PANIGRAHI
CMO and Business Head
Acer India

FACT FILE

Name of the Founder/s : **Stan Shih, Carolyn Yeh, George Huang**

Headquarter : **Taiwan**

Year of inception : **1976**

Interesting Facts :
1. *Became the No.1 gaming Brand in the country*
2. *Hosted the Predator Gaming League*
3. *Launched path breaking products at IFA (Thronos, Swift 7 etc)*

Path-breaking products/solutions from last FY :
Predator Thronos (A gargantuan gaming chair), Swift 7 - the thinnest laptop in the world

Acer at the forefront to spearhead Gaming in India

Branding Projections 2019

Acer's major focus, for the year 2019-20 is going to revolve around Gaming. The year 2018 has been remarkable as Acer successfully maintained the position of the No. 1 PC laptop Gaming Brand, which is a result of Acer's strong focus on innovation and commitment in offering cutting edge gaming products to Indian customers. Acer India has been at the forefront of pushing PC gaming envelop with our Helios, Triton and Nitro series, where each one of them caters to the varying specifications of gamers. Acer also has taken leadership position when it comes to cooling technology in PCs.

Additionally, Acer has been able to create an entire ecosystem of gaming devices starting from laptops, desktops, monitors, gaming chair Thronos, and accessories like mouse, headset, mousepad etc., while also planning to continue introducing its thin & light devices. Acer is thus moving to become a more holistic player in the technology industry and entering into a PC+ era.

Acer has been doing quite a lot in the VR, IoT and cloud industry, by providing solutions such as aBeing cloud, which handles customer information securely and provides a reliable infrastructure upon which to build a network of Beings.

Acer also aims to further enhance its in-store customer experience to make it more hassle free.

Transforming Customer Journey

For any consumer focused brand, customers are their priority. These days with the presence of so many mediums, the product discoverability factors have increased, wherein customers can research and buy their preferred products through multiple channels. Acer provides easy ownership of devices by various EMI options, 3 years warranty and accidental damage protection. All these factors sum up to the importance of improving customer journey with a brand.

New Tech vis-á-vis R&D

Acer tries to understand how new technology affects business productivity and efficiency in a positive way, so that enterprises will not be hesitant to adopt new technology. Acer has introduced services for enterprises with limited CAPEX to build on their technology front by providing devices (computers, laptops) on hire on a monthly/quarterly basis which then can be upgraded as new technology is introduced.

Acer evolved from a manufacturing powerhouse to a globally-recognized technology brand, providing world-class IT products and services and has been at the forefront of bringing revolution in the Indian IT Landscape. Acer's consistent growth journey is propelled by its long term strategy of investing significantly in research, innovation and marketing.

Being a leader in Government Business in India, Acer has been involved along with the implementation authority whether at the centre Level or at state Level from the very beginning since the launch of the National e-Governance Plan in the year 2006. Strengthening its commitment to 'Make in India', Acer has started exporting desktops manufactured in India to other countries. We have one of the very rare distinction amongst Global OEM's of manufacturing and exporting Servers, Desktops etc. to various South East Asian countries.

intel CORE i7 8th Gen

Intel® Core™ i7 processor.

acer

NOW YOU CAN TAKE YOUR BUSINESS LIGHTLY.

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TravelMate X5

Stylish, strong, lightweight premium **magnesium lithium alloy chassis**

Maximized touchscreen display with optimum screen to body ratio*

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Built-in fingerprint reader for easy and secure access

HDMI, 2 x USB 3.1 Type-A, 1 x USB 3.1 Type-C (supports display, data and power)

Effortless portability at just **980 gms**

Industry-Grade Security with hardware-level Trusted Platform Module

*Conditions Apply

8th Gen Intel® Core™ processors: Designed for what's coming next.

TravelMate X5

*Non touchscreen model also available

At just **980 gms** and **14.9 mm** thin, the TravelMate X5 is wrapped in a luxurious premium-quality lightweight **magnesium alloy chassis** which is stronger than aluminum at the same thickness. With industry-grade security TPM 2.0, it ensures secure authentication and safeguards your company data.

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actifio
Radically Simple

ACTIFIO looks to positioning itself as a leading player in the DAAS SPACE

RAVI KOLLIPARA
Vice President & Country Manager
Actifio India

TRANSFORMING CUSTOMER JOURNEY

The foundation for Actifio's customer success begins before any IT organization or company becomes a customer. Its solution architects work with enterprises to scope the right Actifio solution to serve the targeted use cases for their applications' data and the service level agreements (SLAs) they want for those applications.

The Actifio Global Services team then deploys that custom-defined solution in alignment with customer needs. Before the implementation process is completed, the Actifio solution will be demonstrated to show it is meeting all implementation goals. Simultaneously, the customer team will access free online Actifio University training or optional live Training Courses.

Actifio uses a number of critical remote access and reporting capabilities that allow the Customer Success team to see exactly what's going on in the customer's systems. The team then tailors their approach to their environment – whether it's helping with a standard software updates or troubleshooting.

SECURITY ROADMAP

The year 2018 was significant for data virtualization and DaaS vendor Actifio. It raised $100 million in venture capital to help scale its vision of comprehensive DaaS offerings. Actifio's engineering efforts and ecosystem alliances are more closely aligned to help organizations boost their data confidence in the complex multi-cloud, DevOps, and heterogeneous database world.

Actifio presents a formal security layer as well as a common sense means to manage potential vulnerabilities. This is one way to impact the span of protection required. Once that surface area is reduced, it suggests a look at technical standards and special security compliance attributes.

Actifio can also be used as reference point in time.

ACTION PLAN

In 2019, in conjunction with its global OEM with IBM, Actifio will be leveraging their brand and reach to extend key marketing and branding strategies.

All Actifio geographies share an emphasis on high-credibility content based on real customer success. For instance, APAC marketing/branding campaign highlights cost savings and actively engages regional channel partners.

The Actifio marketing /branding messaging is aimed predominantly at the following titles and roles -
- Business and IT Transformation Leaders: CIO's, VP Ops, VP Infrastructure
- IT Operations Teams: DBA's, Backup Administrators, Data Center Managers
- Actifio is ramping the targeting of Application and DevOps teams, as well as Data Scientists and CISO's -- particularly in conjunction with its growing IBM partnership -- to allow them to leverage the Backup budgets to drive their initiatives.

NEW TECH VIS-À-VIS R&D

Driven by new services, lower costs and on-demand/pay-per-use operational models, enterprises are increasingly operating in hybrid and multi-cloud environments to accelerate time to market, agility and increase efficiency. Applications and data are distributed across multi-cloud environments and need to be seamlessly protected, managed, moved and accessed anywhere. Copy data, making up an average of 13 times the size of production data, was already a massive problem on-premises, and has now exploded in the multi-cloud environments.

Actifio announced Actifio GO is the industry's first multi-cloud-centric solution to address not only the need to contain copy data sprawl and reduce storage costs, but also meet the scale, speed and data transformation requirements across multiple cloud platforms, while delivering the low-friction cloud experience. Actifio GO accelerates customers' time to go-live by up to 17x, by eliminating the need to deploy and manage Copy Data Management software, by requiring no on-premises storage, and with a no-risk free trial, pay-per-use model and no lock-in — not even to Actifio GO.

BRAND PROJECTIONS 2019

Actifio, the leading enterprise Data-as-a-Service (DaaS) software provider, finished a strong calendar year 2018 that included major growth milestones and rapidly increasing adoption of its application-centric, cloud-agnostic, hardware-independent platform.

As 2019 begins, Actifio continues to differentiate from the competition as more data-driven organizations are modernizing their legacy infrastructure-oriented data management strategies and implementing hybrid and multi-cloud approaches that begin with getting control of their data. Actifio accelerated its growth and achieved several major milestones to carry its momentum forward into 2019 –

- It surpassed the 3,500 mark in global customers across 38 countries
- Announced new alliances with technology leaders such as IBM, Fujitsu, Google Cloud Platform (GCP), Amazon Web Services (AWS), and Microsoft Azure, as well as adding numerous new resellers and service providers around the world
- Introduced the most comprehensive cyber resilience solution on the market, Cyber Incident Recovery solutions, in partnership with IBM and integrated with IBM Resiliency Orchestration software
- Actifio Sky now offers the broadest range of support available — across Amazon AWS, Microsoft Azure, Google Cloud, IBM Cloud, Oracle Cloud, VMware Cloud, and Alibaba Cloud — while protecting customers' existing investments with hybrid and on-premises solutions for VMware, HyperV, Nutanix, Linux, Windows, AIX, HP-UX and Solaris
- Hosting its annual global user and partner conference, Data Driven 2019 in Boston (June 18-19), drawing over 500 participants (customers, partners, prospects) from enterprises with a combined market value over $2 trillion.

ADOBE
changing the world through digital EXPERIENCES

SUNDER MADAKSHIRA
Head – Marketing, Adobe India

BRAND PROJECTIONS 2019

Digital technology is changing lives faster than ever before. On one hand, digital technology has empowered people with a whole new range of possibilities and experiences over the last few years. On the other, while these digital changes are exciting, they also put enormous pressure on businesses to keep pace with changing customer behaviour and preferences. Customers today expect everything they do online to work just the way they want, instantly and easily. Without a doubt, organizations are acknowledging that today, customer experiences matter more than ever.

A winning experience can take many forms, but there are a few common elements: It's personal. It's consistent. It's elegant. And it's everywhere people are. Companies who can do this will forge stronger connections with their customers, resulting in brand loyalty and growth. A great customer experience is the differentiator that separates market leaders from the pack.

Adobe is uniquely positioned in the industry because it is the only company that can give its customers everything they need to design and deliver exceptional experiences. Its cloud solutions enable its customers to work across the content workflow from inspiration, to creation and delivery, to management and measurement.

TRANSFORMING CUSTOMER JOURNEY

As businesses in India look to bring customer experiences to the core of their business strategies, they need to create amazing content across form factors, to appeal to their customers. In parallel, businesses need to invest in a robust digital strategy that helps them leverage the power of data intelligence to deliver a compelling, relevant and personalised experience for each of its thousands of customers, as if they were their only customer.

Adobe is changing the world through digital experiences. It gives everyone -- from emerging artists to global brands -- everything they need to design and deliver exceptional digital experiences. As Adobe continues to be synonymous with all 'customer experience' conversations in the market -- the brand is inspired by its CEO Shantanu Narayen's philosophy that People do not buy products, but they buy Experiences". Adobe has deep and unique insights on how the world's best brands are delivering the best experiences to their customers. This learning helps the company to constantly innovate and work on its products and with its customers, to ensure that they design, execute, measure and calibrate their efforts to enable the best customer experiences.

Adobe's business has rapidly transformed over the years and shifted its focus from being product-focused to customer experience driven. Adobe believes that understanding customer needs and aligning solutions to address people's need is a key aspect in empowering brands in creating holistic customer experiences. It believes that brands need to epitomize what they proclaim and therefore it empowers them in doing exactly that. Adobe uses the philosophy and solutions to ensure that its customers have the best experiences when they interact with the company. Its multi-channel and multi-touch journey is designed to ensure that customers experience and deliver 'Experience'.

SECURITY ROADMAP

Adobe was founded with core values that have shaped every part of its culture—trustworthiness being an important part of its values. It believes that privacy is an essential element of consumer trust and that responsible practices power great experiences. Adobe is committed to respecting consumer privacy and recognizing the importance of transparency and consumer choice. It has a strong foundation of security controls and Privacy by Design on which it will continue to build.

NEW TECH VIS-À-VIS R&D

Majority of businesses in India still operate on non-linear thinking, which is evident from the way they are looking at newer business models. One of the immediate impacts of changing business models has been the way brands interact with their customers and how they want to deliver value to them though each of these interactions. Adobe is well positioned to enable that by offering tomorrow's technology today and helping customers reimagine their journeys in a renewed marketplace.

Adobe has always been driven by its customers and it always wants to provide the best experiences to them. The key drivers for growth have always been to help companies in their journey of wanting to digitally transform themselves and provide frictionless and relevant touch points across all moments of truth. In other words, Adobe has creativity and innovation as its DNA which is evident in its genesis. It will continue to constantly evolve to help its customers in delivering better customer experiences.

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.

AMD Celebrates 50 Years of Innovation

Vinay Sinha

Managing Director, Sales
AMD India Private Limited

50 years ago, on May 1, 1969 Jerry Sanders, a visionary and pioneer founded Advanced Micro Devices as a Silicon Valley start-up. Over the last 50 years the company went on to achieve many historic firsts –from the first company to break the 1GHz barrier to introducing the world's first x86-64-bit architecture to launching the world's first APUs. This year, AMD has again pushed the envelope with the industry's first, 7nm CPUs and GPUs.

AMD today develops high-performance computing and visualization products to solve some of the world's toughest and most interesting challenges. There was never a better time to be in the semiconductor industry, and the company is ready to tackle the next 50 years with high-performance computing and graphics solutions that transform lives.

AMD is laser focused on capturing more of the $75 billion-dollar market for its products. The company has a strong vision, a robust long-term product roadmap and the right business-minded culture to lead the industry in the years to come.

To commemorate the 50 th anniversary, President and CEO Dr. Lisa Su along with other senior AMD executives rang the opening bell at NASDAQ on May 1.

To celebrate the company's rich history of innovation in gaming and high-performance computing, AMD also invited fans to celebrate the company's 50-year journey by unveiling the 'Gold Edition' versions of AMD Ryzen 7 2700X processors and AMD Radeon VII graphics cards. The company provided customers with a unique opportunity to obtain commemorative versions of its top-tier gaming products, free games, and other one-of-a-kind keepsake items.

- The AMD Ryzen 7 2700X processor is one of the top sellers at many etailers, having captured the hearts and minds of enthusiasts worldwide. The new Gold Edition version includes AMD CEO Dr. Lisa Su's signature imprinted on the processor cover and gold AMD50 packaging.

- The AMD Radeon VII is the world's first 7nm gaming graphics card, delivering exceptional performance and amazing experiences for the latest AAA, eSports and Virtual Reality (VR) titles, demanding 3D rendering and video editing applications, and next-generation compute workloads. The new Gold Edition graphics card features a red shroud and gold AMD50 packaging.

50 LEGENDARY YEARS

AMD | 50

New AMD PRO Processors for business.
The professional grade security and manageability
you need, the experience you deserve.

AMD RYZEN PRO   AMD RADEON   AMD EPYC

AmZetta addressing large consumer needs through digital solutions

SRIDHARAN MANI
Director and Chief Executive Officer
AmZetta Technologies Pvt. Ltd.
(Formerly known as American Megatrends India Pvt. Ltd.)

AmZetta™

FACT FILE

The formation of the new, independent company AmZetta Technologies, LLC (AmZetta) was announced in April 2019.

Following this announcement, AmZetta will assume responsibility for StorTrends Network Storage products, SnapVDI Thin Client solutions, IoTbrix Cloud-based IoT Firmware Development

Brand Projections 2019

AmZetta, headquartered in Georgia, USA and having its Corporate Offices in USA and India, engineers and manufactures various hardware and software solutions for ever changing demands of modern businesses. Established its India operations in 1994 by President & CEO S. Shankar, who also founded American Megatrends, Inc. (AMI) in 1985, AmZetta boasts of a team of highly skilled engineers with centuries of cumulative experience innovating successful cutting-edge technology for OEMs, businesses and enterprises alike.

AmZetta is consistently evaluating the emerging technologies and looking at its impact on the business prospects. It selects those technologies that has market attractiveness and integrates with its time tested products and solutions to increase value proposition and strengthens the brand.

Transforming Customer Journey

The company regularly discusses with its solution partners and take their valuable feedback related to its product/solution performance in the customer environment. It listens to its customers and partners on the areas of challenges felt by them in using its solution. AmZetta looks at the advancements in technologies and improves its solution to better customer experience.

From the age of text, the world is entering into the age of voice and gesture control. Constraints related to handling large volumes of data and discrete data sets are lifted with advancement in technologies. AmZetta develops its solutions with cutting-edge technologies to provide easy access and enables its customers to make effective decisions.

AmZetta's B2B2C digital solutions are built to address large consumer market needs. Its healthcare solutions are built to reduce the overall disease burden caused by NCDs (Non-Communicable Diseases). It is working with NGOs, Governments, Trusts, Healthcare institutions, Educational Institutes, Corporates, Insurance and Medical community to build an effective ecosystem that collects the key health parameters of an individual and provide highest level of care with the partner eco system. It does believe that no one single product or solution can address the market needs in healthcare and hence, it has built an ecosystem to address the same.

Array Networks striking a balance between its brand and the customer needs

SHIBU PAUL
Vice President – International Sales
Array Networks

Brand Projections 2019

Business Intelligence has helped Array Networks optimize its work and focus on productive trends. Its strategy is to offer compelling hyper converged solutions in the area of Networking and Security including ADC, WAF, WVS, DDoS, IPS, and NGFW. It competes to accommodate customers' existing solutions and show clear and quantifiable performance improvement over Array's hyper converged AVX platform.

With the help of its dedicated channel ecosystem, Array Networks is focused on developing a skilled pool of resources. It has gained a competitive edge in terms of clear and quantifiable cost advantage through customizing its customer needs.

Transforming Customer Journey

Array Networks believes in delivering experience above customer's expectation. Its focus will be on customization rather than just offering standard products, for which Array Networks has set up Array Center for Technology and Innovation (ACTI) in Bangalore. ACTI features state-of-the-art technology and has a fully equipped customer training center capable of providing enhanced support to local and global customers.

Array Network's monitoring and reporting system (MARS) provides unique insights that allow network administrators to quickly spot potential problems and quickly remediate threats to ensure performance and user experience.

The company always tries to strike a balance between its brand needs and the needs of its customers. By aligning its products and solutions with that of the customer's needs, Array Networks is able to empower its customers to influence the evolution of products through customization.

Action Plan

Array Networks in 2019 aims to launch very unique differentiated solutions in the market which exceeds its customer requirements by focusing on customization, engineering & R&D strengths. It strives to offer delightful service and support to its customers.

On the Channel front, the focal point will be to engage with highly skilled selected partners who can evangelize customers. The purpose is to improve the channel efficiency and effectiveness by hands on training.

Array's AVX Series Network Functions Platforms bring consolidation, convenience and workflow enhancement to networking and security and provides deep visibility to the application access and anomaly usage.

New Tech vis-á-vis R&D

Array is focusing on utilizing hyper convergence in Networking and application security and visibility. Its hyper converged platform helps customers to consolidate multiple stand-alone networking functions with guaranteed performance. Array Networks wants to invest in technologies that will allow the company to provide additional value in terms of security and application enablement.

Array Networks is also investing in its R&D team for local customization and better turnaround times. ACTI provides timely feedback and first-hand insights needed for its engineering team to maintain high standards and drive profitable growth momentum.

FACT FILE

Name of the Founder : **Lawrence Lu**
Headquarter: **Milpitas, California**
Year of inception : **2000**

Interesting Facts :
- **Array Networks to invest $20m in Research Lab, Design in India**
- **With 40% YoY growth, Array Networks India is the fastest growing entity globally**
- **Array Networks moves to second position in the ADC market in India**
- **Array contributes to Smart Cities mission, with 15 cities and still counting**

The path-breaking products/solutions from last FY :
- **Tolly Group testing shows significant performance improvements for WAF and NGFW Virtual Appliances running on Array Networks AVX**
- **Array Networks launches Monitoring and Reporting System (MARS) for transforming Application Data into Actionable Intelligence**
- **Array AVX Network Functions Platforms earn ICSA Labs Security Certification**

The Tolly Group reveals the true potential of our AVX series.

Array Networks is now #2 in the Indian ADC market.

Array Networks is now #2 in the Indian ADC market.

Array Networks, Inc. today announced that it has secured the second position in the application delivery controller (ADC) market in India for Q42018. Compared to 4Q2017*, Array's market share in ADC category has grown to 22.6% from 17.4% as per IDC's Quarterly Ethernet Switch tracker, Q42018. The significant growth predominantly comes from its latest wins and closing deals in the government and large enterprise sector.

- Array's market share in ADC category has grown to 22.6% from 17.4% in 4Q2018 compared to 4Q2017

- Array Networks moved from 3rd position to 2nd position, pulling ahead of competition*

- India ADC market size US$ 35.7 million in CY 2018, IDC's Quarterly Ethernet Switchtracker, Q42018

We want to share our appreciation and gratitude to our customers, partners, and employees worldwide. We constantly strive to discover new ways to help you attain your goals while we achieve ours. We deeply appreciate the role you played to help us meet and exceed our expectations. We remain mindful and grateful that our success is built on your support.

SECURITY and enhancing the MOBILITY EXPERIENCE are the focus areas for ARUBA

SANTANU GHOSE
Director - India
Aruba (a HPE Company)

BRAND POSITIONING

Aruba is a wireless networking subsidiary of Hewlett Packard Enterprise. The big team at Aruba consists of both employees and partners who are working together to promote the Aruba brand in the market and that is helping the company to win more customers and penetrate into newer cities. The brand is slowly moving from tier I to tier II, tier III towns and is now present in 32 cities through an extensive channel partner network.

Aruba differentiates from the rest of the security vendors in a way that it has a 360 degree offering. Besides having its own products, Aruba also collaborates with other security products. Additionally, Aruba considers itself a multi-vendor company, because from a security aspect it just does not secure its devices, but it secures multiple vendors and is truly neutral about it.

USP OF THE ARUBA BRAND

As the entire India gets connected, the key focus segment for HPE Aruba remains to be mobility. Wi-fi is becoming a lifeline of the Generation Y and this is what Aruba continues to focus on by improving the technology year over year. It has released its Wi-Fi 6 (802.11ax) version of products and this is going to be a much more deterministic technology for connecting various things.

Aruba is also working beyond Wi-Fi: it is looking at security in a very different way. It understands that if the user is connecting multiple devices and gadgets through Wi-Fi, he needs to secure them. Aruba therefore is focusing on security big time: it is not only securing the perimeter but is also doing Network Access Control (NAC), User and Entity Behavioral Analytics (UEBA) with Aruba IntroSpect. Aruba is also looking at how to ensure continual usage experience without disruption. And for that it bought a company called Cape Networks and is creating an offering called Service Assurance.

In Service Assurance, Aruba is using artificial intelligence and machine learning to understand how the network is actually behaving from a user application perspective, so that customers have a better experience and face no disruptions. It can actually predict if there are going to be any issues in the network and fix that even before the problem hits it or can pinpoint where the problem is and do a root cause analysis to fix the issues quickly. So Service Assurance using AI and ML is a big focal area.

Security and bettering the mobility network are the two important areas for Aruba at present.

India is adopting Wi-Fi in a very big way. Especially in public infrastructure, rural Wi-Fi and urban Wi-Fi hotspots are getting created, which have the capability to run 24x7x365. That is definitely a characteristic Aruba has in a way that it offers non-stop Wi-Fi. It does online upgrades without disrupting the network or any kind of downtime on the upfront. The key USP of the Aruba brand is having robust Wi-Fi devices, which can run 24x7x365 days and they are non-stop.

Security robustness is another important aspect of Aruba products. The biggest bank in India is Aruba's customer, securing 7, 50,000 end devices. That's a great example of the scale and robustness Aruba has on the security software. It is also managing many mission critical installations with its security software in India, some of the most critical networks of India are actually supported through its security software, which is Clear Pass, which also talks about robustness and operates for 365x24x7 without shutting down.

INDIA – AN IMPORTANT MARKET FOR ARUBA

India is the fastest growing market with its GDP growing faster than anywhere in the world. And so it happens to be a strategic market for Aruba too. The country also throws up a lot of talent: a lot of its R&D activities are done out of India. It has a big R&D team working in India between Bangalore and Chennai. Hence India is a key contributor to the Aruba business and Aruba technology initiatives. A lot of patents also get generated out of here. Besides there are also plans to start its own manufacturing plant in the country.

There are a lot of other things that Aruba is doing in India from an innovation perspective. The worldwide team is very focused on the India market. It is also looking to contributing to the society by building some very critical networks and taking up key technology initiatives with some large hospitals, educational institutes, public networks, etc. So, a lot of support is coming from the worldwide management of Aruba over to India.

Avaya focuses on its proposition of being a 360-degree solutions provider

ADARSH KAUL
Chief Marketing Officer
Avaya India

Brand Projections 2019

Avaya's brand strategy revolves around three clear concepts – providing delightful customer experiences through its innovative services offerings, agile and open innovation and collaborating with the right partners. The company is focused on innovation by building open, converged and innovative solutions to enhance and simplify communications and collaboration, whether in the cloud, on-premise or hybrid or both.

Avaya also devises innovative programs for its partners to help them best utilize its solutions and create differentiated offerings. For example, through its recent initiative 'Avaya & Friends', Avaya is making advanced solutions available to its partners, who can use them to propose innovative, vertical-specific technologies for their customers.

Another clear strategy for Avaya is to invest into building great services. Its blend of hardware and software is one of the key strengths that sets Avaya apart from its competitors. The company has continuously innovated in both software and hardware, enabling it to provide great services.

Transforming Customer Journey

Avaya has recognized the shift to an experience economy and has built its strategy around it. Be it its cloud solutions, or its industry leading product – Avaya Vantage, it is centred on providing customers with a seamless, flexible and yet an agile experience. Through the 'outside in' approach, Avaya ensures that each one of Avaya's innovative ideas is inspired by its customers.

Avaya's open-standards based approach incentivizes bold ideas, making it possible for its customers to push the boundaries and bring to market entirely new services and conveniences that forever change the way their industries operate. It is enabling its channel and customers to easily and incrementally integrate cutting-edge technologies with its proven industry-leading platforms.

Over the last two quarters, Avaya has invested a lot and has made significant strides in UC, CC, cloud and AI and all of these innovations are customer-driven and focused on what will drive value for the customers. Moreover, its open architecture and strong technology pipeline has prompted customers to take notice.

Security Action Plan

As businesses across the world digitize, security has emerged as one of the major concerns. Avaya believes that security has to be thought of as a key business priority rather than testing for security once the product/solution is already built. In 2019 and beyond, Avaya will continue to ensure that its solutions are secure and match the industry and global standards. From a go to market strategy perspective, Avaya is constantly working with its partners and customers to ensure they are looking at security with a keener lens rather than just a tick mark in the balance sheet.

Avaya is extremely focused in securing its offerings from the ground up, rather than looking at security as an after-thought. Avaya has decades of extensive experience in safeguarding personal data and helping its customers, that must comply with the highest standards of security (e.g., governments, other public authorities and organizations, such as financial institutions), to meet their legal obligations when it comes to privacy and security.

New Tech vis-á-vis R&D

As technology continues to become more pervasive, every business irrespective of industry and sector has to adopt newer technologies to continue to be relevant today. Technology is not an enabler anymore, but it's the core of business strategies and organizations across the world are heavily investing in new technologies such as Artificial Intelligence, Machine Learning, Data Science, Blockchain etc. The most traditional businesses such as retail, healthcare etc. have been seen using technology for greater RoI and innovation.

From a Digital India and Make in India perspective, R&D is crucial to not only make technology affordable, but position India at the forefront of technology innovation.

Avaya is extremely committed towards R&D. As a business which is focused towards driving delightful customer experiences through its solutions, R&D is at the core of Avaya's strategy. India is a big R&D hub for Avaya globally and it has 3 R&D centres in India.

The India R&D centre has a strategic role to play for Avaya globally, and acts as a major platform of innovation for Avaya and its partners. There are multiple products and solutions innovations built in India for the world and Avaya continues to invest steadily in ramping up its R&D capabilities both in India and globally.

Axis Communications positions itself as a premium brand as part of its brand strategy

SUDHINDRA HOLLA
Sales Director, India & SAARC
Axis Communications

Brand Projections 2019

Axis Communications positions itself as not a luxury brand but a premium brand and its customers and channel partners are aware of it. It also leverages this positioning as part of its brand strategy and continues to augment the premium nature of the brand with the total cost of ownership to its partners and end customers. Axis is positioned as a premium brand because of the kind of quality it offers in all its products and compatible with other products as well that help design a complete solution which caters to end customer requirements.

Transforming Customer Journey

Axis believes that it is important to have an experience-based approach over a product driven one to improve customer journey. It tries to influence customers through effective POC and share customer references to potential for better understanding of Axis Solutions. Also, it feels that educating customers about the Axis tools such as Site designer, Product selector, Axis Design Tool etc and how it benefits their businesses with these tools further enhances customer experience.
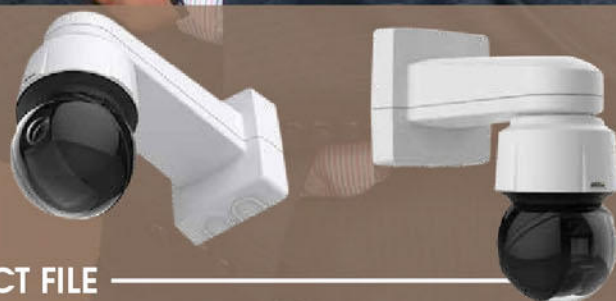
Communication strategy

Axis Communications uses social media as a platform to get its messaging out to the right target audience with the help of whitepapers, solution index, information, etc. Based on the target segment, it plans its marketing initiatives. It also uses digital platforms for its marketing strategy. Axis reaches out to the end customers and even the partners by digitally promoting and creating awareness about its end-to-end solutions offerings - network camera, storage analytics, access control, etc. all to the same software which is easily manageable and acting as one stop solution for all business requirements.

New Tech vis-á-vis R&D

It always depends on the customer whether he wants to opt for premium quality products which actually solve the issue or choose mediocre products which compromises on the safety and security. Axis Communications optimizes a lot on manufacturing. It designs the products and software, but give it to a third party to manufacture it. It works with reputed contract manufacturers to ensure that the products are manufactured in such a way that will not comprise the quality and maintain efficiency.

Axis has different product series like P-series and M-series that are sold majorly in emerging market. These are affordable products and designed for particular segments and businesses.

FACT FILE

Name of the Founder/s : **Mikael Karlsson, Martin Gren and Keith Bloodworth**
Headquarter : **Lund, Sweden**
Year of inception: **1984**

Interesting Facts :
- *Axis Communications is celebrating over thirty five years, since its inception*
- *Axis' no backdoor policy is the most unique end-to-end solutions wherein the data gathered by the cameras is un-hackable*
- *Axis has been working closely with different cities across India to implement smart city, safe city- Bhavnagar, Aurangabad, Nanded, Kolhapur, Hyderabad Community CCTV Nenu Saitham project*

The path-breaking products/solutions from last FY :
- *Axis PTZ cameras: AXIS 6125- LE; AXIS 6055-E; AXIS Q8742-LE; AXIS M5054*
- *Audio systems: AXIS C3003-E; AXIS C2005; AXIS C1004-E; Audio Bridge: AXIS C8033; Microphone: 2N SIP Mic*

Barco strives to deliver great customer experience along with innovative products

RAJIV BHALLA
Managing Director
Barco Electronic Systems

FACT FILE

Name of the CEO : *Jan De Witte*

Headquarter : *Kortrijk, Belgium*

Year of inception : *1934*

Interesting Facts :

- *Projecting more than half of all movies in cinemas worldwide*
- *Making events amazing 30,000 times a year*
- *Providing insight for 1 out of 4 smart cities*
- *Sharing over 5 million ideas with ClickShare everyday*
- *More than 7,00,000 Barco medical displays in use in 90+ countries*
- *80% of new car designs see their first light on a Barco screen*

The path-breaking products/solutions from last FY :

- *UniSee Bezel-less LCD Video Wall*
- *wePresent WiPG-1600W, an upgraded wireless presentation system in classrooms and meeting rooms*
- *Barco WiCS-2100 Wireless solution for classrooms and small meeting rooms*
- *F80 Series of Professional Projectors*
- *XDL Line of 4K Laser Projector*
- *OverView LVD 5521B, a 55" extreme narrow bezel LCD video wall for entry-level and mid-end applications*

Innovation delivered

Innovation has been the lifeblood of Barco for over 85 years and it will continue to be the driving force in shaping Barco's unique positioning as a brand that enables brighter outcomes for its customers, employees and other stakeholders. It is broadening its innovation strategy and focusing on bringing in innovation that matters to its customers.

As part of its Corporate DNA, Barco strives to combine its zeal for innovation with a strong focus on execution and a clear commitment to outcome-based solutions.

Barco has a strong R&D presence across the globe and is continuously investing in strengthening its capabilities both in hardware and in software. In India, it is heavily investing in its software labs, which it believes will strengthen and catalyse its ability to deliver unique services combining its hardware and software capabilities.

With it's In India, For India' strategy, Barco is aligning itself better to the local customer requirements and moving towards agile transformation.

Achieving superior customer outcomes

Barco is advancing its capabilities to achieve superior customer outcomes and follow a customer-first attitude, by combining hardware, software and services. Across every Barco business, it tries to fully understand customer needs and explore new business models to learn how it can deliver and capture value throughout the solution lifecycle.

In 2019, consumers are buying experiences more than products and solutions and various researches have shown that customers are driven towards businesses which excel in providing great experiences. Barco always believes in delivering "wow experiences" and will continue to focus on building innovative products and solutions, with experience at its core.

Behind Barco's slogan of "Enabling bright outcomes" there is a core truth. The products and services it sells often make a significant difference in the way companies work to collaborate and communicate. Its new visualization solution – Barco UniSee, which is completely bezel-less is a huge step forward for the video wall industry. Similarly, Barco ClickShare is a unique proposition for delivering a wireless experience for more effective, intuitive and worry-free collaboration in customer's meeting and training rooms.

Sustainable employability : Barco cares!

Barco is convinced that the key to well-being in the workplace is 'Sustainable employability'.

Keeping the team motivated and giving them a sense of direction is ever more critical in today's competitive day and age. Hence, employee satisfaction remains a strong focus for Barco and it has a very clear and focused people strategy. By appreciating and stimulating talent, by encouraging its people to learn and develop themselves, by motivating them and by keeping them healthy – both physically and mentally –, Barco wants them to feel strong, valued and fit. It also focuses on the employees' ability to proactively anticipate change, evolution and trends so they are ready to face the challenges of an ever-changing world – either within or outside our company.

Considering the initiatives and efforts of Barco to build a strong culture of 'one team', the company was recently certified as a Great Place to Work® in India.

When big data becomes knowledge and images become insight...

Experiences come to life.

Barco helps you achieve your goals, whether it's protecting the health and safety of millions, creating magical moments, or supporting people to work smarter together.

That's how we create brighter outcomes, around the world.

Entertainment

Designing solutions to turn heads and create compelling moments

- Projecting more than half of all movies in cinemas worldwide
- Thrilling millions of visitors every minute of the day

Healthcare

Connecting healthcare professionals at every patient touchpoint

- Guiding 5000 surgical procedures each day
- Improving diagnosis in more than 90 countries

Enterprise

Helping people collaborate well by ensuring engaging experiences

- Providing insight for 1 out of 4 smart cities
- Sharing over 5 million ideas with ClickShare everyday
- Helping design over 50 million cars every year

Barco solutions

Video walls

Wireless collaboration

Projectors

Healthcare solutions

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ENABLING BRIGHT OUTCOMES

BARCO

FOSTERING INNOVATION

SANJEEV CHHABRA
Managing Director
Brightstar India

"In this digital world, the era of AI, IOT and Cloud is unravelling which will transform & evolve human life at a pace unseen on this planet, ever before. Our future as an organisation depends on our ability to embrace this change and evolve to be a part of this futuristic ecosystem.

Brightstar is partnering with the technology leaders in the enterprise, networking and cloud space to be a part of this revolution to enable technology solutions for the virtual and connected world of the future. Additionally, Brightstar continues with its legacy business under the brand "Beetel". I would say, that the market has a lot to expect from Brightstar and the future will be very exciting."

Brightstar India (a Softbank Company) Making itself and its customers ready for the future

2019 – UNFOLDING

The basic tenets of Brightstar's strategy are innovation led, agility driven, business focus and efficiency-based customer centric approach. Its strategy assists the company in providing quick response to changing business situations, service orchestration focused on business outcomes, optimize and enhance operational efficiency. On top of it is the human touch that endures to strike a long-term relationship with stakeholders at various levels.

Brightstar's go to market (GTM) is always in line with the vendor. It adds value by bringing to table its distribution expertise. This has yielded results in acquiring valued partners and getting preferred vendors.

Brightstar India launched a consumer facing state-of-the-art internet of things (IoT) camera product. This is an innovative product for technology savvy people. Under its iconic brand Beetel, the company came up with GSM fixed wireless phones. This is a product which is exclusive to Beetel. Again in emerging technology solutions, Brightstar partnered with OEMs to launch VCaaS (video conference as a service), SeCaaS (security as a service) and Wi-Fi as a Service.

All these measures enable Brightstar to develop concrete points of differentiation.

TRANSFORMING CUSTOMER JOURNEY

For Brightstar India, it is not just to understand and address customer pain points but also to foresee the future. It has a talented team which consists of people from diverse backgrounds, experience and different countries who provide Brightstar with new and creative ways of problem solving. The core objective here is customer delight.

Brightstar India strives to provide a superior experience to its channel partners, original equipment manufacturers (OEMs), and retail customers by addressing each element of value chain. For instance, Brightstar partners will now have access to gross ledger, business done month-on-month (MoM), billing details, payment updates etc. This information can be accessed anytime and anywhere by its partners.

Brightstar's B2B customer segment consists of enterprises of all sizes, government organization and armed forces. Regular communication and meetings with customer unravel business insights that forms the core of experience driven economy.

Beetel brand has a PAN India presence and a high brand equity. 70+ Beetel service support centers aid in providing an unmatched customer experience for all product ranges, be it its trademark landline phones or cutting-edge internet of things (IoT) based products.

Brightstar has also acquired 60+ customers in cloud solutions within a short time span of 14 months. Herein, Brightstar offers end to end experience from proof of concept (PoC) to installation to after sales support (with own call center). In distribution, it is also now offering SDWAN solution, analytics, loggers and so on. This shift from product to experience helps the company in charging a premium as well. All this makes the company stay ahead of the curve and be a prominent player in this shift.

DIGITAL BUSINESS

Digital business has led to creation of new industries and new age companies. Brightstar being a SoftBank company has access to these latest technologies and companies. Some of these companies have shown exponential growth in the past few years. Its key priority is to align with these companies, and develop a joint go to market (J-GTM) plan. This will provide these companies a trusted name in distribution space which has a PAN India reach and for Brightstar these will be new lines of revenue. In long term this alignment will become a key differentiator for the company.

ACTION PLAN

Brightstar is the market leaders in audio-video (AV) space and landline phones category. For 2019, its goal is to provide enhanced value proposition and further strength this leadership position.

Brightstar India is a pioneer in networking domain. It provides last mile connectivity services to major Indian telcos, while its SDWAN solutions are used by enterprises of all sizes. This is a result of innovation seeds laid down in the past decade.

To be a part of the Indian consumer growth story, Brightstar has ventured into cinema, speakers, accessories and security & surveillance segments. In these business segments, it has its plans in place to develop a sustainable competitive advantage that will make both OEMs and partners stick to it. For future growth, Brightstar wants to test uncharted waters in new technologies such as blockchain, artificial intelligence.

Wireless Cloud Camera

beetel

Connect in Seconds

Features

- Surveillance and talk through phone
- Panoramic Navigation
- Up to 8 people view
- Storage on Cloud & Local (SD Card up to 128 GB)
- Motion detection and tracking

100°

360°

beetel

1 mega pixel

CC1

2 mega pixel

CC2

Fixed Wireless Phone

F3-4G

Features

- HD Volte calling (Jio / Airtel/ Vodafone) All supported
- Wifi Supported – Up to 8 simultaneous connections
- Receive & Send SMS
- Phonebook memory

Bluetooth Cordless Phone

X79N

Features

- Bluetooth function to pair 2 mobile phones
- Two way speakerphone with adjustable volume
- 30 incoming calls memory
- Phone book to store 100 Nos. with Name

Canon

CANON CONTINUES TO DRIVE INNOVATION TO BE AN UNDISPUTED LEADER IN IMAGING

KAZUTADA KOBAYASHI
President & CEO
Canon India

BRAND PROJECTIONS 2019

Canon always strives to delight its customers. It has continually introduced best-in-class products in India and has built a loyal customer base in the country. Canon remains committed to the Indian market which has been one of the best performing markets in the APAC region. The year 2018 has been great for the company where it was able to achieve double-digit growth and is confident of maintaining the same momentum in 2019 too. It is noteworthy that an equal contribution has been made to this growth from both B2B and B2C verticals.

From a business perspective, India holds a huge potential for Canon and it will continue to delight its customers with newer and better products. As part of its strategy, Canon will continue to focus on high-quality products along with providing a great customer experience and after-sales support. It is also focused on expanding the sales and service network in tier-II and tier-III towns through small kiosks, besides expanding the retail platform Canon Image Square in the relevant markets.

Canon is equally focused on its B2B and B2C offerings and believe that both these segments together will drive its growth. It has a diverse portfolio of products and solutions, including cameras and consumer segment printers that form the B2C business. It also has a strong focus on B2B business as well in the office segment and commercial printing segment.

TRANSFORMING CUSTOMER JOURNEY

At Canon, the belief in 'delighting you always' translates into creating a memorable customer experience for its customers. This experience starts at the time, when customers enter their retail platforms to experience a product, when they buy the product and even afterwards when the customer connects with Canon for after-sales service. At all stages, Canon's endeavour is to build a strong connect that helps build customer loyalty.

Canon always believes that alongside bringing innovative and quality products to the market, it is also imperative to understand customer needs and challenges and accordingly reach out to them real time, to resolve their issues. It constantly communicates with its audience through these channels to showcase them its products, along with understanding their sentiments, which enable Canon to innovate further.

Canon has invested in creating multiple touch points for its customers at every stage of their buying journey to ensure that they have a memorable experience with Canon. Its multiple platforms including Canon PIXMA zones, BIS Lounges and ASF Level III centers along with its digital footprint, have helped Canon strengthen its customer connect.

Canon takes pride in the fact that its services don't end at the point-of-purchase, but continues for years to come.

ACTION PLAN

Canon has been working very closely with its retailers, distributors, channel partners and Value Added Resellers (VARs) in all major cities to bring forth its portfolio of cameras, printers and related services to SOHO consumers. It also plans to reach out to tier 1 & tier 2 markets through sustained marketing campaigns, easy upgrade offers and add-on solutions.

For its product offerings, Canon's strategy is to be available at every point of purchase for its consumers, be it an IT store, national retail chains, online shopping platforms or even tele-shopping. From a channel perspective, it also has new dedicated partnership programs for VARs and SIs namely Canon Corporate Reseller Program (CCR) and Office Cartridge Reseller Program (OCR) to target the B2B markets. With their help, Canon will be focusing on cities namely Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Pune, Ahmedabad and Chandigarh.

NEW TECH VIS-À-VIS R&D

Being one of the global leaders in the imaging solutions, Canon is driven by innovation. To ensure that it meets the specific requirements of the markets, Canon relentlessly works towards improvising its product offerings, thereby being committed to its motto of 'Delighting you Always'.

With respect to its product portfolios, in the camera segment, Canon's strength lies in what it calls "Trinity of Imaging", which implies that Canon is developing and producing major components such as lenses, processors and sensors. Similarly, it has a wide offering in its printer segment: Canon has Wi-Fi enabled and non-WiFi printers. Canon's ink tank model has redefined the inkjet business with lower running cost and high capacity on ink.

As part of the R&D, Canon continues to innovate across all domains – be it security, speed, capacity, ease of use, precision, print or image quality, etc. As India is one of the key markets for Canon, it is committed to keep meeting customer requirements in the country through its diverse product offerings.

Check Point®
SOFTWARE TECHNOLOGIES LTD.

2019 going to be highly critical for Check Point from a security perspective

BHASKAR BAKTHAVATSALU
Managing Director
Check Point India

FACT FILE

*CEO : **Gil Shwed***
*Presence in India : **Bengaluru***
*Year of inception : **1993***
Interesting Facts :
- ***Check Point Software to acquire Dome9 to transform Cloud Security***
- ***Check Point Software acquires ForceNock, a Web Application and API Protection start-up***

Brand Projections 2019

Check Point is a highly consumer-centric company that addresses the security needs of enterprises of all scales. Its ability and depth of offerings that come from more than two decades of being in the security space differentiates Check Point from the rest.

The year 2019 is highly critical for Check Point as new, sophisticated fifth-generation cyber security threats across the globe are taking place. Its strategy for this year is to focus on new technologies that are equipped to protect both mobile and cloud networks. Check Point has been dedicated to providing customers with uncompromised, innovative protection against all types of threats, reducing security complexity and lowering total cost of ownership. This focus purely on security is the foundation for its success.

Transforming Customer Journey

The buying experience is among the most important differentiator in both sales & marketing irrespective of the industry. It is all about going to lengths to understand customer's needs and requirements in order to deliver a great experience. As customers become more aware, their expectations for scalable end-to-end seamless experience increases. In the current competitive and progressive environment, every phase of the buyers' journey is created – be it from awareness to consideration along with after sales support while addressing their security pain points effectively.

Check Point offers the largest security technology portfolio to the industry. Its single-architecture, integrated, intelligence-driven solutions protect customers from the data center to the cloud and all points in between. This gives customers the freedom to create, grow and transform their businesses securely, by protecting them against current and potential attacks across all their networks, virtual, cloud, remote office and mobile environments.

Check Point is focused at every stage of buyer journey from awareness to post purchase. It is a more consultative approach that it adopts to understand the need, tailor makes and implements the solutions, giving the customer a seamless experience throughout their journey.

Security Action Plan

Security is continually cited as a key barrier to wide-spread enterprise cloud adoption. As enterprises continue to put more data (at rest & in motion) on the cloud, network and end applications, the traditional security perimeter is proving to be ineffective, providing a backdoor for hackers to access enterprise systems.

Check Point's single-architecture, integrated, intelligence-driven solutions protect customers from the data center to the cloud and all points in between. This gives customers the freedom to create, grow and transform their businesses securely, by protecting them against current and potential attacks across all their networks, virtual, cloud, remote office and mobile environments. Check Point Infinity leverages real time threat prevention solutions to create a consolidated architecture. The single security system enables cohesive policy, intelligence, and management across network, cloud, and mobile environments.

Organizations are today facing 5th generation attacks, whereas enterprises are protected with only 2nd or 3rd generation security. It is very important therefore to educate enterprises on the rising concerns and ways to prevent it.

The Check Point Ethos is "Prevention Not Detection", because once Malware is inside, it's already too late. Today's cyber-attacks are the most advanced and impactful, while the security deployed by most businesses are generations behind and incapable of protecting against such attacks. Check Point is the only leading cyber security vendor for over 25 years, and is the only company that provides effective security to prevent 5th generation cyber-attacks and whatever comes next.

Cisco continues to lead in product innovations, customer and partner success

Brand Projections 2019

Cisco has a long legacy of empowering individuals and businesses to understand and utilise technology in driving positive business outcomes. In November last year, as an important milestone in the evolution of its business, it launched a new brand platform known as "The Bridge to Possible" that brought to life the essence of what makes Cisco so unique, paying homage to its heritage, and showing its lineage to the present and the future.

This was one of the most strategic brand initiatives and Cisco believes that this strategy provides Cisco a stronger position in the market.

While Cisco has brought these stories to life, it has also announced a series of technological innovations across its product portfolio including software-defined wide area network (SD-WAN) that unified security solutions with the SD-WAN technologies. It's a cloud-first, software-driven approach that routes traffic, maintains application performance, and adapts to changing conditions.

More recently, Cisco announced a new architecture that extends the data center to everywhere the data lives and everywhere that the applications are deployed. Its cognitive collaboration solutions are yet another exciting reveal, given it will enable high performance teams and elevate customer experiences with the use of artificial intelligence.

From a business strategy perspective, Cisco has enhanced its business model to focus on software and services that align with the rapid pace of transformations. These transformations take place within various markets, industries, and countries across the globe.

Transforming Customer Journey

With the advent of 'digital first' and the digital world shifting to marketing, Cisco has transformed the buyer journey experience. Cisco has also invested in an integrated technology stack that aggregates data to define each buyer persona, detail their precise whereabouts, predict their needs, structure a sequential messaging that maps with their purchase journey and finally enable the most relevant offer to suit their business needs.

At Cisco, customer experience is a mind-set that every person across the organisation endorses, this has helped build customer centricity as well as analyse and review the customer journey at every stage of the relationship. Its research and analytics show a greater affinity on the part of the customers to do business where the experience is as important as the products and services. It also focuses on a positive customer journey to lead customer retention, generate loyalty, increase renewal and ultimately have a multiplying effect on the bottom line.

While Cisco implemented certain fundamental changes in its marketing programs and processes, the major shifts were done in the areas of customer experience strategy, analytics, performance, content management, data-driven storytelling, automation and technology.

Action Plan

The integration of Sales with Marketing and Communications further reaffirms Cisco's belief that everyone is a marketer. Cisco's comprehensive solution portfolio gives it the confidence to continue with its current approach, providing innovative portfolio solutions and intelligence based decision making. Cisco has already witnessed healthy growth and it looks forward to sustained advancements in many opportunities coming its way.

As a strategic go-to-market motion, Cisco will continue to lead in product innovations, customer and partner success paradigms and community charters.

Cisco intends to continue showcasing powerful stories that drive social innovation, and how its technology impacts the world. It lives by the mantra that 'between hope and possible there is a bridge - Cisco, the bridge to possible'.

New Tech vis-á-vis R&D

Cisco's growth strategy is based on identifying and driving market transitions whether it involves new technology adoption, reengineering its product and services portfolio, or garnering acquisitions. In fact, acquisition is one of its five pillars to drive strategic growth through innovation for the company - build, buy, partner, invest and co-develop.

PRABHJEET SINGH
Head of India Marketing
Cisco India and SAARC

FACT FILE

Name of the Founders : *Leonard Bosack, Sandy Lerner*

Headquarter : *San Jose, California, United States*

Year of inception : *1984*

Interesting Facts :

- *The Indian School of Business, Hyderabad (ISB) signed a Memorandum of Understanding (MoU) with Cisco to build India's first truly Digitally intuitive Campus.*

- *Cisco is announcing innovative solutions that help customers embrace a new age of wireless connectivity by ushering in Wi-Fi 6. Cisco is also extending the industry's most extensive campus networking portfolio by delivering a campus core switch purpose-built for cloud-scale networking.*

Cisco provides affordable solutions for businesses of any size. It pride itself on the diversity of its technology portfolio, which includes cloud-based networking solutions from Cisco Meraki, cloud-based voice, meeting, and video solutions through Cisco Webex, and cloud-based security solutions like Cisco Umbrella and Advanced Malware Protection. All of these solutions are hosted on the cloud where one pays less upfront for the technology, and subsequently incurs a low, monthly subscription cost that is manageable for most small and mid-sized businesses.

हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड

Touching Lives… Every Day… In Every Way…

Hindustan Petroleum Corporation Limited

Citadel prioritizes its focus in the digital space for its customer's ease

Brand Projections 2019

Citadel has always focused on marketing and PR for its brand. It is continuously creating a space for its brand visibility in the industry by its public relation strategy, event participation such as datacenter dynamics, Gartner IO, etc. It has a good website and its digital marketing is in place which gives out frequent communication to its customers and partners on its products, technology updates, and development of the company.

Transforming Customer Journey

Citadel's sales and technical team are constantly reaching out to the customers to talk about its products and technology it offers. All the tech and product related details are made available to the customer digitally and it provides them handy information which they access anytime. Internally Citadel's processed and systems are integrated with SAP, which provides seamless transactions for its customers, right from the first order to delivery. This creates an extraordinary customer experience for all its customers and partners.

It believes in extraordinary customer experience and has an extremely talented team who are focused on innovating customized products that fits the customer's requirement. Hence, Citadel does not find a customer for its products, rather it finds products for its customers. It is very much focused on delivering customized products, creating extraordinary customer experience by delivering Innovative & Reliable Connectivity Solutions. All these factors reflect in its brand positioning strategy and this is believed to be the key differentiation and key to Citadel's success.

Nowadays, customers are open to investing in new technology or solutions if that helps in improving efficiency in their business. As far as Citadel is concerned, its main focus is to provide customized solutions for its customers. These customized solutions help its customers to save money and improve efficiency in their business.

Security Roadmap

Keeping updated to the trend in the industry, Citadel has prioritized its focus in the digital space for customer's ease. It is planning to reach out to its customers through digital i.e e-commerce route in the year 2019. This move will help to focus on its channel partners and customers.

Action Plan

Citadel's go-to-market strategy will be talking to the end customers directly. It will work with the right partner and provide local support to support engineering and customization. For the high-end customer, Citadel has AFL hyperscale products which will be positioned as high-performance fiber products for global and local products in India. Similarly, for infrastructure & smart city solutions, Citadel will have CISNET range of products and solutions, which will provide end to end customized solutions to the customers.
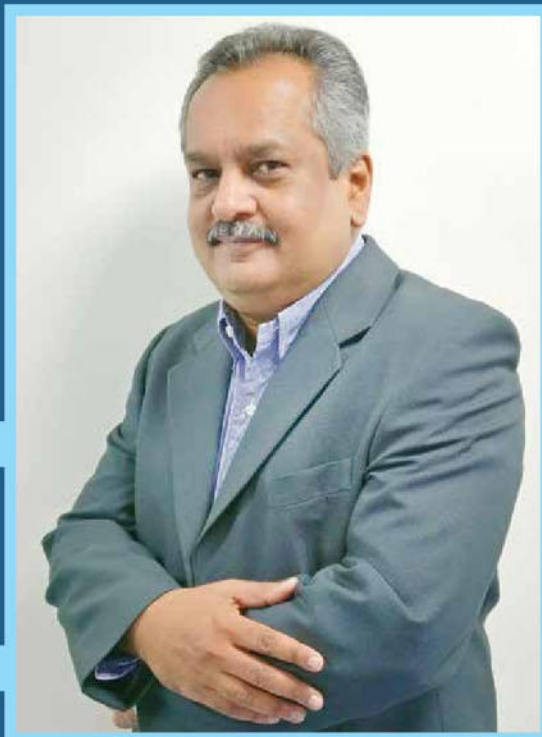
K K SHETTY
Managing Director
Citadel Intelligent Systems

FACT FILE

Headquarter   : Bangalore, Karnataka

Year of inception   : 2007

About the company :

Citadel Intelligent Systems Ltd, provides customized Fiber Optic Interconnectivity solutions. With over 250 years of collective rich industry experience, it is committed to collaborate with its customers to deliver customized Fiber Optic Interconnectivity solutions.

Citadel's products find their application in Aerospace & Defense, Enterprise Datacenters & Hyperscale Datacenters, Telecom Networks, Convergence & Smart cities and Security & Surveillance Systems.

Citadel Intelligent Systems manufacture Single Fibre & Multi Fibre Connectivity products and Ruggedized Fibre Optic assemblies for harsh environment applications. It also manufactures and assembles Value Added Fibre management systems serving customers across diverse market segments. Its Core Competencies include product development, customization of product designs and manufacturing of value added Fibre optic assemblies to meet its customer's requirements.

CITRIX®

Citrix endorses its commitment to the digitization vision

RAVINDRA KELKAR
Area Vice President, Sales & Services
India Sub-continent, Citrix

Brand Projections 2019

In 2019, Citrix aims to significantly increase its market visibility by growing beyond traditional area of virtualization into digital workspace thereby ensuring differentiation in terms of its positioning. Encouraging partners to reach beyond core virtualization products and focus on high growth areas of Workspace, Networking and Analytics will be a potential game-changer for Citrix.

The redefinition of workplaces, culmination of mobile work and millennial entrants in the workforce, coupled with the rapid pace of digitization are majorly responsible for an overall change in how work is traditionally done. In this evolving landscape, Citrix finds itself well positioned to support organizations through these changes. Citrix looks to expanding its market presence by being able to meet the needs of more users, by means of products like Citrix Workspace enveloped in a Citrix Cloud.

With the proliferation and growth of digital tools through technologically enhanced workspaces, Citrix looks forward to working closely with its partners in 2019 to change the entire industry together.

Transforming Customer Journey

In 2019, customers will realise the importance of digital transformation that will be experienced by everyone, across organizational verticals. Citrix believes there are three trends that will gain prominence this year – analytics, cloud and customer experience. Enriching employee experience by improving infrastructure and thereby the interface, in particular will take precedence in an organization's priority list.

Further, the next step forward with the availability of analytics, along with cloud at the core, would be to provide unified access of information to employees, irrespective of the device. With this flexibility, organizations must also ensure retention of an added layer of security.

Presenting a highly capable interface is a point of differentiation for Citrix and with an upgraded portfolio, it's going to be easier to present Citrix solutions directly to business leaders. For Citrix partners, this results in opportunities to sell a wide-ranging set of solutions to existing customers, and also opportunities to win new ones.

New Tech vis-á-vis R&D

As India moves towards digitization at a rapid pace, a recent Gartner study predicts India's IT spending to grow 6.7% in 2019 to $89 billion. With the government increasing its IT spend and encouraging digitization through Digital India efforts, India is believed to be on the fast track to embrace digitization.

Citrix's commitment to the digitization vision is evident through its R&D centre located in Bangalore that is one of the largest locations worldwide for the company that has helped to understand customer needs better, in the product development stage itself.

FACT FILE

Name of the Founder : **Ed Iacobucci**
Headquarter : **Fort Lauderdale, Florida, United States**
Year of inception : **1989**

Interesting Facts :
- *Citrix announced the elevation of Ravindra Kelkar to Area Vice President, Sales & Services, India Sub-continent, from his previous role as Senior Director, Enterprise & Public Sector, Citrix India*
- *Citrix Systems has announced the acquisition Sapho, which will enhance the guided work capabilities within Citrix Workspace.*

At Commvault, Customer is at the core of everything

RAMESH MAMGAIN
Area Vice President of Sales
India & SAARC – Commvault

A Data Revolution

Today data is everywhere. Especially in India, the digitalization journey Indian citizens are going through is immense. Government initiatives like digital India, smart cities have further added to proliferation of data. New age technologies such as 5G will also lead to further explosion of data as it will break down many barriers and let customers work much closer with businesses, opening up multiple ways to perform tasks.

In this new India, Commvault can help prospective customers manage the growing data, find the right place to protect it based on the type of data that exists inside of their company. It has given its existing customers the ability to truly access the information whether it's through a store or an archive, solve their critical pain points, take care of them and finally win their trust. Apart from this, over the past few years Commvault has helped them secure that in a way that is compliant with regulations like the EU's General Data Protection Regulation (GDPR).

Customers today are much more aware about cyber-attacks. However they still lack understanding of tools to be used to secure their data. The only key to solving this problem is digital literacy. Awareness about the risks of cyber-attacks aren't enough; consumers need to be informed about general data protection tools such as - having an end to end data protection solution, using strong firewalls and anti-virus systems.

Commvault feels that the media, government and technology companies have an integral role to play. Media needs to report more about how consumers can keep their data safe and why they need to take cyber-attacks more seriously. Government needs to adopt a stronger policy on unlawful monetization of user data and companies can conduct awareness camps around the same. Unfortunately few companies realize the importance of their data only once they have lost it. Therefore a proactive Data Protection approach, rather than a reactive approach is always recommended.

2019 - a year of experience economy

At Commvault, customer is at the heart of everything. It has got an incredible platform, an incredible set of capabilities and customer's trust. The portfolio it has today is in the right space; it addresses all the problems which customers are facing and more importantly, what is shaping the future. In many ways, Commvault is getting ready for the new India.

For Commvault it is about the data; it's about driving value from the data, to make customer experience even more smoother. The data explosion around means that Commvault is in a very strong position and it is able to show it can manage and secure data and it is about helping customers do more with their information and making the world better.

Commvault believes that the growing competition will only ensure that the customer gets the best solution. Therefore it wishes to focus on its own strengths as its ultimate motive is to make the customer's job easy and help them to get their job done.

While some of the competitors may speak of moving a petabyte of data, Commvault manages up to Exabytes of data for its consumers.

Besides managing huge volume of data, Commvault's robust programs like the Partner First Approach, its multicloud capabilities and use of new age technologies is what sets it apart.

Business growth drivers

The key growth triggers to Commvault's business are –

• Increased compliance by government: At a macro level, regulations around data protection seem to be working for a company like Commvault, because companies now want to ensure they comply with the rules set by the government to keep customer's data. Besides this, increased awareness around having a robust data protection and recovery framework has also increased over the last few years.

• Digital transformation, boom of e-commerce and cyber security risks: All the industries today are undergoing digital transformation. With customers and businesses going online to buy and sell products/ services, risks of cyber-attacks are also increasing. Therefore, there is a need for trusted brands like Commvault, who can keep data safe.

• Data explosion: Easy accessibility to the internet, increased consumption of data over the net, Government's initiative such as Smart City and Digital India are leading to a data explosion. Therefore, creating a need for technologies which can help manage this data.

• The evolving role of buyers: Today IT decisions are not just made by CIOs or CTOs of organizations. They are made by any CXO who needs technology to solve his business problems. The role of a CIO or CTO also has gone through a transformation. They don't anymore work as techies who can only solve technology related issues, they are now at the center making decisions to ensure operational efficiency and profitability.

This in turn helps a brand like Commvault because it understands solutions and the value which it brings to the table.

COMMSCOPE

Always anticipating.
Always ahead.

What do you see in the future of your network, your business, your industry? CommScope sees nothing but potential ready to be unleashed—and we're building the solutions that make it happen. We're always anticipating, so you can always be ahead. That's how now meets next.

Learn more at commscope.com

COMMSCOPE®

FACT FILE

Name of the Founder : **Frank Drendel**

Headquarter : **Hickory, North Carolina, United States**

Year of inception : **1976**

Interesting Facts :

- *CommScope has demonstrated augmented reality (AR) capabilities with its imVision automated infrastructure management solution enabling customers to "see" what's going on in their local area networks. The software-based imVision enables IT managers to monitor and control every aspect of their network infrastructure*
- *CommScope has completed its acquisition of ARRIS International plc to drive profitable growth in new markets and shape the future of wired and wireless communications*

The path-breaking products/solutions from last FY:

- *CommScope has collaborated with Nokia to develop a Massive MIMO (multiple input/multiple output) integrated antenna solution*
- *CommScope is joining the fixed wireless access market with the introduction of a new integrated antenna solution based on xRAN open interface specifications*
- *CommScope is offering new antenna models that support 4xMIMO (4T4R multiple input/multiple output), advanced modulation and carrier aggregation of unlicensed frequency bands*
- *CommScope is introducing a next generation platform, CommScope Era, an all-digital C-RAN antenna system.*

CommScope constantly thinks beyond to meet the needs of what's next

MYLARAIAH J N
Director, Enterprise Sales, India & SAARC
CommScope

Brand Projections 2019

CommScope is at the forefront of shaping infrastructure, products and solutions that enhance people's lives. It is focused on helping its customers transform networks with efficient solutions that optimize network performance and deployment speed.

The mind-set of focusing on today but always looking ahead sums-up CommScope's tagline - "Now meets next." It speaks to who CommScope is. "Now meets next" declares CommScope's passion for progress and celebrates its ingenuity.

Transforming Customer Journey

Improving customer journey starts internally, with speed, flexibility and responsiveness. It is focused on continued improvement, knowing that it ultimately benefits its customers and partners, enabling it to perform and create value for shareholders.

Last year a few changes were made in CommScope to improve its velocity, and deliver its products and services faster to its customers. CommScope has done this by coupling its manufacturing, R&D and product line organizations together. From design to delivery, it has become faster and is able to service its customers faster in an ever growing market at a more rapid pace.

Action Plan

CommScope sees B2B and B2C having more commonalities than differences. In both cases, business is done person-to-person. And establishing trust is the most important thing it can give to its customers. A core value of CommScope is integrity. CommScope has never been more future-focused than it is today, and it is grateful to its customers and partners for trusting CommScope with the future of their networks.

It expects to meet its commitments and maintain its product quality while collaborating with its customers to provide solutions to their key network challenges.

As mobility, cloud, the internet of things, virtual augmentation, and other factors, proliferate, the world is becoming more connected and CommScope has an opportunity to become a bigger force in helping its customers transform their networks to support a connected lifestyle. It is doing this by helping them solve problems, such as building more network for less money and doing it much faster. CommScope continues to create value for its customers and partners through providing simple, elegant and efficient solutions that help customers to quickly build, optimize, and operate their networks.

New Tech vis-á-vis R&D

Innovation remains the centre of everything at CommScope. Its employees have created a product portfolio over 100,000 parts strong. In the IEEE Spectrum's 2017 Patent Power Scorecard, CommScope trailed leading industry giants and finished ahead of other noteworthy industry names and competitors.

CommScope spends approximately 200 million U.S. dollars per year in R&D. It will continue to identify innovation which helps customers solve problems, such as building more network for less money and doing it much faster.

> **CP PLUS is always committed to bring in best-in-class products & solutions, thereby creating a differentiated space in security domain**
>
> ———
>
> **ADITYA KHEMKA**
> MD
> CP Plus

CP PLUS: Differentiation with Innovation in Surveillance & Security

The Indian surveillance sector is coming of age. There are multifaceted surveillance solutions and products for the varied customers, from HD to AI based solutions with Deep learning. There is a considerable shift in solution design as more and more customers are looking to get tailor-made security solutions for their modern day security challenges. CP Plus is investing a substantially, in emerging technologies and Cloud Computing to structure more sophisticated solutions, which should enable it to cater to many diverse markets across geographies.

Additionally, CP Plus is looking to further expand in terms of addressing security and surveillance issues for Govt, Infrastructure, Transportation, Corporates, SMEs & residential complexes. The government, in general, has been the biggest segment in terms of volume demand.

It is working towards building integrated security offerings, thereby empowering businesses with AI-based solutions with business intelligence

As an industry leader in devising futuristic products and solutions for the market since inception, CP Plus has strived to make surveillance solutions available to millions of people through simple applications, reach and affordability.

Key Achievements

CP Plus journey has been exciting. Being part of the technology-driven sector, it has exemplified cutting-edge products and solutions for its clients since inception. CP PLUS has been able to provide tailor made solutions which are innovative, diverse and affordable for its clients across market verticals. It attributes its path breaking success to its sound R&D initiatives, a wide portfolio of products and solutions, sensitivity towards its customers' needs, and delivering the best value propositions.

CP PLUS products pass stringent quality control tests and carry international certifications such as UL, CE, FCC, etc. As a front-runner in the surveillance sector, CP Plus has achieved multi-fold growth and its market reach in on a growth trajectory.

CP PLUS is present across geographies and millions of customers are benefitting from its advanced surveillance solutions. It has a strong India wide network of 7000+ CP Plus preferred partners, presence in 600+ towns, local service & support in 52 locations and has many such endeavours in its list of achievements so far.

Business Projections 2019

CP Plus has been an industry leader for over a decade and has relentlessly worked on a goal of building a safe and secure society. In the last few years, technological advancement in video surveillance has helped in shaping the industry. Consistent with the on-going demand from heightened security needs, the security industry continues to experience a technology transition from relatively passive analogue CCTV video systems to more sophisticated network-based IP video solutions that include integrated analytics.

In sync with global market trends, CP Plus foresees that IP technology, integrated solutions, and cloud storage may drive the future markets driven by continuous technological enhancements, such as Storage Area Network (IP SAN) for storage, scalability, video analytics, face recognition and so on.

CP PLUS will continue to launch relevant products & solutions, catering to respective industry verticals & businesses.

Expanding the product portfolio will also be another focus area this year, along with optimization of its solutions according to the changing dynamics in the vertical market owing to digital transformation and customer-centricity.

Finally CP PLUS will continue to be a brand, where a consistent relationship is built on Security & Trust.

Speed, Reliability & Value Performance – the 3 pillars of Compuage Infocom's branding strategy

ATUL H MEHTA
Chairman & Managing Director
Compuage Infocom Limited

FACT FILE

Name of the Founder : **Atul H Mehta**
Headquarter : **Mumbai**
Year of inception : **1987**

Interesting Facts :

- *Compuage joins hands with 15+ cloud brands to become a one stop cloud\solution provider in the country*

- *Compuage Opened a Branch Office in Colombo, Sri Lanka to enhance its operations in SAARC nations.*

The path-breaking products/solutions from last FY:
Cloud Solutions for all the needs of enterprise

Our Business Verticals

PC Components, Peripherals & PCs   IT Enterprise   Cloud Computing   Mobile Devices   Hardware Services

Brand Projections 2019

For Compuage, channel engagement is the key when it comes to technology distribution. And so it organizes channel partner meets in metros, tier II and tier III cities; conducts on ground activation programs to help its partners sell out the stocks creating a win- win- win situation for its vendors, channel partners & Compuage and also organize training and development programs for its channel partners and provide them hands on experience of the latest technology trends.

Compuage's brand position is based on 3 pillars of Speed, Reliability & Value Performance. Combined with channel engagement and Speedy support, Reliable work force and Value, Compuage has been in the forefront of the distribution landscape in India and SAARC and will continue to do so in the coming year as well. Compuage is primarily into the B2B segment, although it does have a market place where channel partners can create white label page and can sell to their customers through the same.

Transforming Customer Journey

Improving customer (partner) journey is the key when it comes to experiences. It is not just about the product features anymore but also about pre-sales and post-sales support which creates a lasting impression in the minds of the customers (partners). Compuage's marketing focus is to create enough engagement with the channel partners; through its demo gears and experience zones Compuage partners get to feel the product, understand the usage and then become influencers for the end consumers.

Security Action Plan

Security breaches are both physical and technical. For physical, Compuage has installed CCTVs across all its offices in India and has outsourced round the clock physical guards for addressing the breach in time. For technical, Compuage has preferred a private MPLS network connecting all its offices across India.

Compuage has also implemented UTM (Unified Threat Management) devices from Check Point at its datacenter. It uses Cisco Ironport for its email security scanning. The internal IT team at Compuage regularly checks for threats and provides solutions in an ongoing manner. At the desktop level, Compuage has installed an Endpoint solutions for security.

New Tech vis-á-vis R&D

Compuage does enough R&D before making any technology investments. Not just because of budget issues but Compuage is also committed to E-waste management and carbon footprints effecting the world at large. And therefore Compuage follows the mantra - Reduce, Reuse and Recycle.

Crayon The Software Experts

Crayon Software believes in the power of Intelligent Cloud in **the Digital** Transformation journey

BRAND PROJECTIONS 2019

Crayon Software's strategy is based on a philosophy called SAM FIRST/ CLOUD FIRST. It's an approach which is the foundation on which it helps its customers embark on their digital transformation journey. It involves the investments Crayon Software has made in the arena of Software and Cloud Analytics through which it advises and consults customers on the fastest, most effective and pragmatic use of their software assets. It uses its expertise to do a deep study of their software estate, which in turn leads to a transformational adoption of the cloud. The entire process is brought to life through the INTELLIGENT CLOUD – a complete lifecycle management portal that enables and monitors and controls the customer's Digital transformation journey. This strategy has paid rich dividends and continues to be the cornerstone of Crayon Software's strategy in India. It sees itself as consultants with deep expertise in ushering the Digital Transformation revolution for its customers in India.

TRANSFORMING CUSTOMER JOURNEY

The way Information technology is run today is vastly different from yesteryears. Where earlier the focus was on systems of record, now it's all about the user experience that technology can influence and creating the focus is primarily on delighting customers by providing great experience at the tip of their fingerprints and at the speed of light. Crayon Software's strategy around providing a unified interface for its customers through the INTELLIGENT CLOUD is a substantiation of this experience economy.

ACTION PLAN

Crayon Software believes that digital marketing, and digital assets like the Intelligent cloud and skilled resources that understand how to execute in a digital world are the key ingredients that will help it succeed in this journey.

In a world where marketing is shifting from product-driven to experience-driven, the emphasis is on digital marketing - creating digital properties that enhance the experience by focussing on outcomes and not speeds and feed.

Security is another very vast subject and Crayon Software's approach towards securing the enterprises it works with is by using a combination of partners that have deep functional security expertise in specific areas coupled with robust features in the OEM softwares. Crayon Software's architects work as the single point of contact that understand the customers' security challenges and then cohesively work with its partners to deliver enterprise wide security solutions.

NEW TECH VIS-À-VIS R&D

It is an age old dilemma where the budgets are spent on keeping the lights on and very little is left to adopt new technology. Optimisation of business assets and driving efficiency in operations becomes key in releasing resources to focus on new technology.

Innovation is the name of the game today and one needs to be constantly looking at newer and better ways to approach customers' problems and solving them.

Crayon Software has already developed a state of the art cloud platform that helps it to contribute in a small way towards India's DIGITAL INDIA initiative. It works with a lot of start-ups, ISVs and also born in the cloud technology companies to accelerate their digital transformation journey. Crayon Software's CLOUD Economics practice coupled with optimization techniques make technology extremely affordable for customers.

VIKAS BHONSLE
CEO - Crayon Software Experts India

FACT FILE

Headquarter :   Oslo, Norway
Year of inception :   2002

Interesting Facts :

- *50% of the workforce engaged in pureplay advisory & consulting services is on software & cloud.*
- *We provide the strongest, robust & most intelligent cloud platform to the 2 most popular hyperscalers in the globe.*
- *We address 80% of Global Market, which represents our services*
- *We have setup something called as the ISV incubation center. Here we work with ISV's across industries & help them evaluate, based on their technology, the most attractive option on the cloud.*
- *Another unique proposition is that we are one of the very few people, who have the expertise & capability to carry out GDPR assessments for our customers.*
- *We optimise our customers Digital IT spends by leveraging the expertise we have in Cloud Analytics. This has helped customers save significant amount of money by optimising their Cloud Infrastructures.*

Path-breaking services: Software & Cloud Analytics, Advisory & Consulting Services, Managed & Subscription Services, GDPR Experts, Volume Licensing Optimisation & Management.

Intelligent Cloud
Transforming Your Cloud Experience

SAM | Cloud | DIGITAL 360° | Partner | CLOUD DESK | pulse

CtrlS Datacenters is focused on addressing customer needs and help them achieve digital supremacy

B. S. RAO
VP – Marketing
CtrlS Datacenters

BRAND PROJECTIONS 2019

CtrlS Datacenters' strategy has been to 'stay focused on customer needs' – creating value and delighting its customers, providing them a competitive advantage through scalability, operational efficiency, resource optimization and helping them align with their business objectives. It has also focused on innovation – rolling out very innovative products and services that exceed its customer expectations driven by the company's culture of innovation. As far as 2019-20 is concerned, CtrlS Datacenters will continue to focus on staying on top of most burning issues faced by its customers and addressing them through its unique and differentiated offerings, and help them overcome their challenges.

TRANSFORMING CUSTOMER JOURNEY

Customer expectations and experience are critical factors – based on their experience with a product or service buyers make their future buy decisions. It is therefore imperative for all service providers and product companies to focus on designing all related services/products in line with the customer expectations. It is very important for service providers and product companies to enhance the customer experience and deliver the results in line with the technology and business of the customers. CtrlS has been helping customers in their journey – be it legacy to cloud, on-premise to colocation, reactive to pro-active disaster/security management – and likewise it stays committed to helping its customers successfully complete their journey from 'digital transformation' to 'digital supremacy'.

ACTION PLAN

CtrlS Datacenters has a Single Priority – 'Focus on Customer Needs'. To ensure alignment with this priority, it continues to engage its customers very closely through flesh and blood contact. While social media will continue to be an additional interface to engage customers, CtrlS Datacenters also leverages other online tools for two-way communication.

It leverages its differentiated value proposition (DVP) to offer meaningful and relevant services to its target segment through direct and in-direct channels. Today, CtrlS has established its credentials as one of leading datacenter player who provides industry best SLA of 99.995% through its Tier-4 datacenter infrastructure.

FACT FILE

Name of the Founder	:	**Sridhar Pinnapureddy**
Headquarter	:	**Hyderabad**
Year of inception	:	*2008*

Interesting Facts :

- CtrlS is Asia's largest Tier - 4 datacenter player
- CtrlS operates 1 million Square feet of datacentre space in the country
- CtrlS is planning to build 3 hyper scale datacentre and enhance its footprint to 6 million square feet by 2021

It also has an internal Security Operations Center (SOC) manned by over 100 security experts (CISSP/CISA certified) which works round the clock, monitors threats and mitigates them proactively. It has deployed world class security tools combined with robust process to ensure complete protection from both internal and external security threats and has also launched its Managed Security Services to help customers secure their infrastructure and applications from security threats.

NEW TECH VIS-À-VIS R&D

CtrlS Datacenters has had 200 innovations over the last decade – all the innovations were focused on rolling out robust, affordable and differentiated services. Through 80 innovations in energy efficiency, CtrlS Datacenters has lowered the PUE to 1.36, resulting in cost savings for its customers from anywhere between twenty to thirty percent.

It is building three large hyperscale datacenters in India – a 200 MW (2 million square feet) datacenter in Hyderabad, a 200 MW (1 million square feet) datacenter in Mumbai and a 100 MW datacenter in Chennai. Its datacenter footprint will cross 6 million in the next eighteen to twenty four months, providing the ability to offer colocation services at an affordable cost due to economies of scale. The key factors for growth at CtrlS include the compelling need to outsource on-premise datacenter, cloud adoption, IoT, growth in social media consumption, big data/analytics and data localization. It continues to have a laser sharp focus on developing affordable, robust, scalable and differentiated offerings to its customers to help them solve their problems and align their IT strategies with the business goals.

CYBERARK®

CyberArk strives to be its customers' last line of defence

ROHAN VAIDYA
Regional Director, Sales, India
CyberArk

BRAND PROJECTIONS 2019

CyberArk is a pioneer in the privileged assess security domain and has evolved to be the undisputed leader. CyberArk's YoY investment in R&D for product development, global support as well as field staff have helped the company to remain ahead of the curve. As the privileged assess management scope expands with businesses adopting innovative technologies like IoT, RPA and DevOps, CyberArk has worked to provide solutions to manage privileges, credentials and secrets on these emerging technologies.

TRANSFORMING CUSTOMER JOURNEY

CyberArk has always cultivated a culture of "listening to customers". There are many initiatives which CyberArk runs globally as well as locally to make sure that it understands the customers' needs and create products and services around those needs. One example is CyberArk Customer Portal, which is popular with customers to get updates which helps them to navigate and understand CyberArk products and services better. One of the highlights of the portal which most of the customers express their contentment is on their participation to vote for new enhancements or new features, which then feed into development and eventual general availability (GA).

SECURITY ROADMAP

The age of digital transformation is here. Cloud, virtualization and containerization are becoming mainstream. With all of the buzzwords and technology hype, it is easy to forget the real business drivers behind this age of innovation. Established enterprises are adopting these new technologies to ensure and recapture their market leadership positions. It truly is an exciting time in B2B technology. Business critical applications are the motor that keep firms running. They too are seeing change with the adoption of cloud and SaaS applications, but are often overlooked when it comes to their security.

Statistics show that 80% of the successful breaches have been the outcome of compromised privilege accounts. CyberArk has for two decades protected privileged account across the IT landscape. In an in-progress cyberattack, CyberArk becomes its customers' last line of defence.

ACTION PLAN

In India, CyberArk has a 100% channels driven go-to-market strategy. It works on the Distributor – Reseller model where its focus is on investing with its partners to build their pre-sales, implementation, post-sales and operation skills which in turn helps customers to realize a better value of CyberArk products. Over the last couple of years in India, CyberArk has invested significant amount of time in training partner resources as well as making sure they have them CyberArk certified. It has been following a structure process to expand its ecosystem in India which is helping to increase customer satisfaction.
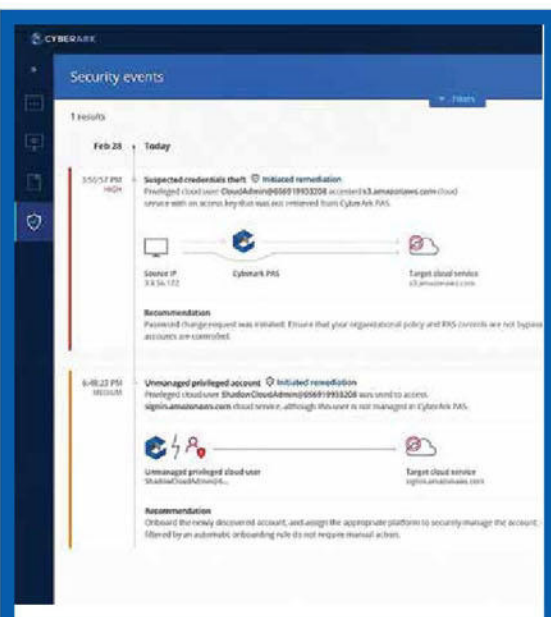
FACT FILE

Name of the Founders	:	Udi Mokady, Founder and CEO; Alon N. Cohen, Founder, former Chairman and CEO
Headquarter	:	Petach Tikva, Israel, with U.S. headquarters located in Newton, Massachusetts
Year of inception	:	1999

Interesting Facts :

· CyberArk saw a total revenue of $343.2 million, which increased 31% year-over-year
· Availability of CyberArk Privileged Access Security Solution on AWS Marketplace
· Acquisition of certain assets of privately-held Vaultive, Inc., a cloud security provider to Advance Privileged Account Security for the Cloud

The path-breaking products/solutions from last FY :

· Launch of CyberArk Privileged Session Manager for Cloud: Through a transparent user experience, this offering extended privileged access session isolation, monitoring and control to the most common web applications, cloud and social media platforms.
· Launch of SAP-certified CyberArk Privileged Access Security Solution: This solution strengthens and extends security across SAP environments, including SAP ERP systems, by protecting against privileged access-related risk and credential compromise

CYBERBIT
PROTECTING A NEW DIMENSION

Cyberbit emphasizes on being more valuable and helpful to its customers

BRAND PROJECTIONS 2019

For Cyberbit it appears to be challenging to align its strategy for 2019-20, as it is tasked with positioning and differentiating 4 products in the crowded cyber security space - A Cyber Range simulator, Security Orchestration, ICS/SCADA Security, and Endpoint Security. It revisits its competitive messaging every year as it prepares for its annual sales kick-off, and often rewrite substantial parts of the message based on lessons learned from the past year that reflects its product roadmap.
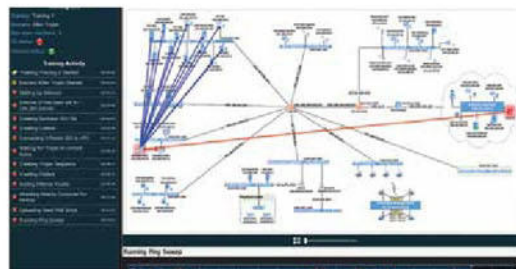
TRANSFORMING CUSTOMER JOURNEY

According to Cyberbit, one does not have to be Apple to understand that the buying experience can greatly impact business. Indeed, a customer experience has to start at the sales and marketing stage. But achieving a customer experience when it comes to selling software can be more challenging. Cyberbit places more emphasis this year on being valuable and helpful for its customers.

Cyberbit will provide them with helpful thought leadership content such as buying guides and surveys that will help them in their day to day work, regardless of whether they buy its products. And Cyberbit makes sure they enjoy it on the way, for example by using more video content.

ACTION PLAN

As a portfolio company, the main goal in terms of brands positioning is to keep it simple and inspiring. Therefore, this year, Cyberbit will be focusing its

SHARON ROSENMAN
VP-Marketing, Cyberbit

brand positioning around the topic of people and preparedness. The cause of a security breach is most often lack of preparedness, especially when attackers were able to get past security systems. This is the moment the security team is put to the test.

Cyberbit's unique offering is in helping security teams prepare for the attack - by means of simulated training, and automating the incident response processes.

Cyberbit is one of the very few companies that directly focuses on people - the security team.

The industry has been busy developing numerous security technologies, and while doing that, overlooked most important asset – the people. The market is short of nearly 1M practitioners and organizations are overwhelmed.

NEW TECH VIS-À-VIS R&D

Cyberbit's technology helps organizations do more with less. In a world where it is very hard to hire, train, and certify cyber security experts, Cyberbit enables organizations to manage effectively with their existing workforce, thereby reducing their overheads. It also empowers entry level security practitioners to be more effective. While this does not reduce the cost of its R&D, it dramatically increases the return on the investment for Cyberbit's customers, not to mention the reduced probability of costly breaches.

FACT FILE

Name of the Founder :	***Adi Dar***
Year of inception :	***2015***
Interesting Facts :	

· *Cyberbit has announced a US $30 million investment from Claridge Israel, to accelerate growth, and accommodate the rising demand for its Cyberbit Range product and its entire security portfolio. With this funding, Cyberbit will expand sales and marketing, primarily in North America.*

· *Cyberbit has announced a six medal sweep winning four gold and two silver medals in the 2019 Cybersecurity Excellence Awards.*

· *Cyberbit has announced that Rakesh Kharwal will take the helm of Cyberbit's rapidly expanding operations in the region as Managing Director, India/South Asia and ASEAN.*

The path-breaking products/solutions from last FY

Cyberbit SCADAShield Mobile that enables on-demand audits and provides asset discovery, threat detection and vulnerability assessment for use cases ranging from on-site compliance audits to understanding the security posture of an Industrial Control System (ICS) network.

D-Link empowers its customers through product innovation and superlative customer experience

TUSHAR SIGHAT
Managing Director & CEO
D-Link (India)

FACT FILE

Name of the Founders : **Ken Kao with six other colleagues**
Headquarter : **Taiwan**
Year of inception : **1986**

Interesting Facts :

- *Post its foray into the CCTV segment in 2017, D-Link redefined its brand reliability by announcing 5 years product warranty on its CCTV range. D-Link further expanded its CCTV product portfolio.*

- *CY2018-19 saw D-Link redefine its Enterprise marketing strategy. Key appointments at leadership position, introduction of new products/ solution for SMB/ Large enterprises, pan India system integrator program and renewed focus on enterprise support were some of the drivers of D-Link Enterprise business.*

- *In the consumer space D-Link continued to lead with innovation, as its whole home mesh Wi-Fi system, Home security camera, wide range of AC routers, IoT products etc. are being widely implemented.*

The path-breaking products/solutions from last FY :

- *The new Wi-Fi Router launched at CES recently is powered by McAfee and it automatically helps secure all connected devices at the network level in a home, including non-display IoT devices.*

- *COVR, D-Link's whole home Wi-Fi system is another interesting product. The Wi-Fi MU-MIMO technology in COVR creates powerful, fast, and highly efficient Wi-Fi network.*

- *On Enterprise front D-Link continues to focus extensively, and has broadened its product portfolio with introduction of new age switching & wireless solution. Structured cabling is another key segment wherein D-Link is led the segment with innovation.*

Brand Projections 2019

D-Link continues to lead the market with its Wireless, Switching and structured cabling solutions. Its brand legacy, emphasis on innovation, unique business approach and customer-centric value has led to the company to emerge as a leading networking brand in the sub-continent. D-Link has deep domain knowledge, skilled workforce, delivery capabilities and efficient sales force to help retain its competitive positioning amongst peers.

D-Link monitors the market needs, technology trend and then provide cost-effective solutions to help customers build up a highly efficient and reliable network. It is this approach that has led to D-Link being regarded as premium networking brand in the country. Recently it ventured into CCTV segment and have diversified its product portfolio that includes both Active & Structured cabling products.

D-Link has a strong network with a healthy mix of National distributor, Business distributor & Channel partner. At present D-Link has 4 National Distributors, 80+ Business Distributors, over 15000+ re-seller/ partners & 2000+ System Integrators catering to the networking needs of customers present across the length & breadth of the country.

Transforming Customer Journey

D-Link has invested in empowering customers through product innovation and superlative customer experience. Being a technology driven organization,

D-Link has been present across various digital platforms and is leveraging on technologies like Artificial Intelligence (AI) and Analytics to expand sales, customer acquisition, analyze buying trends and improve customer experience.

D-Link has been actively working towards understanding the evolving market needs and enabling customers with customized solutions. With its marketing campaigns, D-Link seeks to extend its innovative networking solution to the masses as well as business enterprises, and help differentiate the brand positioning basis the product and service offerings.

Security Action Plan

The group of engineers at D-Link have been working relentlessly on developing solution that enable businesses to protect their data and ensure reliability. D-Link Business Cloud is one such solution that is based on latest in cloud technology. It is an ideal solution for small and medium sized enterprises, service providers and partners as it easily scales the capacity to grow business and aids growth.

Commitment towards R&D

D-Link (India) acquired its long-term solution partner - TeamF1 Networks (P) Ltd. in June 2014 as a wholly owned, but independently operated subsidiary and integrated the latter's expertise in developing software for its hardware, and is actively supporting the 'Make in India' movement. Both D-Link and TeamF1 Networks are aligned with government of India's latest initiative to promote "Make in India". In fact the current excitement around 'Make in India' has set the stage for D-Link to integrate its hardware capabilities with TeamF1's software skills.

Home Wireless | Wi-Fi Camera | Business Wireless | Structural Cabling | Switching Solution | IP & CCTV Surveillance | Industrial Switching

dailyhunt

In the big league now: Rise of Vernacular & Video content consumption in India

SUNIL MOHAPATRA
Chief Revenue Officer (CRO)
Dailyhunt

The latest update on the Internet growth in India has pegged its rise at 627 million, a double digit growth seen in March 2019! Unsurprisingly, this upsurge in internet users is fuelled by the non-urban counterparts of the country. This segment has registered more than three times the growth as compared to urban users, taking it to 566 million as on December 2018. Reason? Increased availability of bandwidth, cheap data, affordable smartphones and the general rise in internet awareness.

Last year, research highlighted that regional language internet users have already outpaced English users. In fact, numbers hint that by 2021, more than half of India's total internet users, will be non-English users.

This means, that an average Indian browsing today is seeking, consuming, and sharing content in his regional language.

Dailyhunt, being India's No 1 news and local content discovery platform by default commands attention. With 1000+ content partners, and a wide variety of content published daily in 14 regional languages, Dailyhunt is a rich multi-media platform for the multi-lingual Indian today.

The growth story of Dailyhunt has just started. Dailyhunt's monthly active users have seen a triple digit growth over the last one year. Its user targeting capabilities too, have grown multi-folds, including precise Pincode targeting, app-level targeting and the popular contextual targeting.

On an average, Dailyhunt users spend close 24 minutes engaging with varied content on the app. Its machine learning empowered and AI-driven personalization is one big cause for this stickiness.

Besides vernacular content, the other big change at the forefront of consumer-centric innovation is Video content. As data powered smartphones find their way into newer hands, content consumption especially that of video will continue to rise. The sports worshiping, news following, and entertainment hungry Indian viewer is three times more engaged with videos as a format than last year.

The growth of vernacular & video is assured and inevitably.

ABOUT DAILYHUNT

Based in Bengaluru, Dailyhunt is India's #1, News and local language content discovery application which offers 250,000+ new news and content artifacts every-day in 14 languages licensed from over 1000+ publication partners. Our mission is to be 'the Indic platform empowering a billion Indians to discover, consume and socialize with content that informs, enriches and entertains'.

The Dailyhunt group has 206 Million monthly active users and Dailyhunt platform has 165 Million monthly active users covering 95% pincodes in India with emphasis on reaching Tier 2 &3 India. The time spent per daily active user is 24 minutes per user per day consuming over 15 Billion-page views of content and 2 Billion+ video views per month. It's unique machine learning and deep learning technology enables smart curation of content and tracks user preferences to deliver real-time, personalised content resulting in best engagement rates in the Industry.

Voted by Sensor Tower as 'Most downloaded News app in 2018 on Google Play store'. Dailyhunt's current investors include Matrix Partners India, Sequoia, Omidyar Network, Falcon Edge and Bytedance. Dailyhunt app is available on Android, IOS & Windows platforms and on mobile web as well. Do visit **www.dailyhunt.in**

SNEHASHISH BHATTACHARJEE
Global CEO - Denave

Denave
Sales.Enabled

Denave empowers sellers' journey leveraging emerging technologies creating robust sales pipeline

BRAND PROJECTIONS 2019

Denave is a pioneer in providing end-to-end sales enablement service. It focuses on empowering sellers through its sales journey with intelligent mix of people, process, technology and innovation. It has hence invested in developing technology solutions to help make the sales journey shorter without compromising on the output but accelerate the RoI. Its brand positioning for 2019-20, in alignment with the business focus is therefore oriented towards building the brand persona as a 'global sales tech company'.

TRANSFORMING SELLERS' JOURNEY

Denave enables its customers to expand its customer reach, boost their sales strategies with crucial insights pertaining to market and their target customers with incremental revenue impact. It identifies five broad steps in a complete selling process where it empowers and enhances the experience of its B2B customers -

Identify next new customer: Denave's Intelligent Database Management is the next step, a technology driven scientific process involving smart data extraction engine leveraging Machine Learning based algorithms (ML) and comprising data evaluation, data analysis, data verification that is augmented by Analytics driven insights.

Identifying buying probability of the prospects/suspects: The 'cleaned, verified and contactable database' rendered in the first step is further prioritised basis purchase history / buying-pattern / technograph of look-alike organizations.

Identifying purchase propensity: Pure play of tools like Marketing Process Automation channelling communication across relevant digital platforms along with integration with a smart CRM helps greatly at this stage.

Identifying sales qualified leads (BANT qualified) and improving sales motion by driving higher productivity and quicker impact: Denave leverages smart CRMs with an ability to automate lead quality validation, because of which the sales motion can be optimized by more than 20%-25%.

Closing sales loop: Capturing all the relevant real time data points to give crucial insights into the sales elements help its customers to react quickly and aptly. Hence, at this last stage Denave seamlessly integrates CRM with the sales ecosystem that is driving the sales closure.

NEW TECH VIS-À-VIS R&D

R&D enables exploring and adopting intelligent solutions and intuitive products which are smart and scalable in keeping with the evolving technology dynamics. At Denave, the significance of R&D is estimated in the same vein. In fact, it invests almost 10% of its profitability on R&D and another 15% on implementing successful R&D outcomes leveraging technology – 25% dedicated for R&D! Its Intelligent Database Management service comprising of 'Whitespace Discovery', 'Data Cleaning', and Database Profiling' is one service that helps reduce time and efforts effecting the input cost involved in sales.
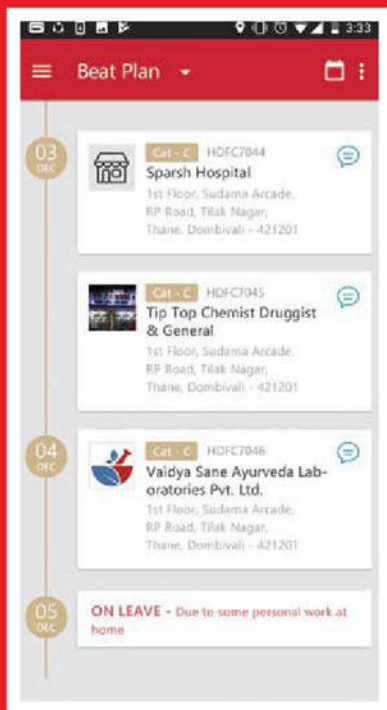
DenREX

DenSales

FACT FILE

Name of the Founders : *Snehashish Bhattacharjee, Global CEO & Co-Founder; Debabrata Majumdar, Director & Co-Founder; R Narayan, Director & Co-Founder*

Headquarter : India
Year of inception : 1999

Interesting Facts :
- *Denave unveils Merchandising Analytics Solution*
- *Denave launches DenTrack - an end-to-end Trade Marketing Tool*
- *Denave launches Densales - an end-to-end Sales Force Automation Solution*
- *Denave aims to become $150-200 million company by 2022, according to Denave global CEO*

The path-breaking products/solutions from last FY :
- *DenSales- Denave's proprietary Sales Force Automation Tool, help addressing numerous business challenges while implementing and executing a robust field force strategy.*
- *DenCRM- Denave's proprietary Tele lead generation tool developed through best practices to manage customer relationships for achieving desired business growth.*
- *DenREX- Denave's comprehensive retail excellence solution offers deep market intelligence of the entire retail ecosystem.*
- *DenTrack – Trade Marketing Process automation tool acts as a robust end-to-end solution offering 360-degree real time and interactive view of all the trade marketing activities.*
- *Merchandising Analytics Solution – It identifies the gaps in processes, training, data acquisition and data integration in Retail through intelligent data assessment techniques.*

Dell believes in the 'Right Product at the Right Place with the Right Differentiator'

RITU GUPTA
Marketing Director, Consumer & Small Business
Dell, India & ANZ

The product however continues to be the king for Dell, while the customer is its ultimate brand ambassador as they are at the core at everything it does. A few years ago, it launched the Dell Social Media Listening Command Center for using customer interaction for product improvement and new product development, as well as manage and monitor customer feedback. In addition to delivering conversations for engagement on social media, Dell's Social Media Listening & Command Centre also offers customer driven innovation to its businesses, which helps with product marketing decisions and strategy.

Having the right product in the right place with the right differentiator, whether it is the experience or technology, is what Dell firmly believes in. To stay competitive, brands must have a loyal customer base because this can definitely give brands an edge against their biggest competitors.

Action Plan

From the purposeful innovation, to its post-sale experience management, to its communication, to the range of touch points for purchase and experience, Dell's Go-To-Market (GTM) strategy is based on the insights that it gets from its customers. They see the brand as trusted partners that can equip them for their technology needs, going beyond simply buying its products. Understanding the user's perspectives and gathering the necessary customer feedback leads it to develop and deliver superior solutions, best-in-class services and innovate based on the requirements of its customers.

The dynamic nature of business as well as evolving consumer needs pushes a brand to address audience, digital or offline. The introduction of the Dell Exclusive Stores a few years ago was a key decision to reach consumers in the far corners of the country, which are now present in 680 Indian cities. Dell has been very consistent with being present in multiple GTMs; digital business has been a big focus via DESA (Dell Express Ship Affiliate). It has also recently launched built to order PCs on Dell.co.in for consumers who wish to buy directly from Dell.

For Consumer – individual or small businesses – Dell is available via multiple routes under offline and online.

Security Roadmap

Small businesses want to do one thing – do business. To be able to do that, their digital transformation begins with using the right technology. Dell considers itself to be trusted advisors to SBs. A customer can call up a Dell Tech Advisor and expect true consultation on anything technology. Dell supports customers' digital transformation that includes security, application and management of IT.

Business Strategy for 2019

A business is considered 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, the brand. An articulately devised strategy, the proposition not only builds customer's trust, but also forges strong customer links with the brand. Such a strategy can only be devised through a combination of well-analyzed data that gives meaningful business pattern such as consumer behaviour and a communications strategy that delivers the message as devised.

Dell builds on this resourceful combination of insightful data and targeted messaging to deliver technology that can transform its customers' lives.

Transforming Customer Journey

One of the biggest differentiators for a brand is its relationship with its customers. Earlier, when there weren't so many brand choices, marketing and advertising used to be the primary drivers of customer relationships. Today, there are many more choices of brands and the key differentiator is the experiences that the brand provides to the customer.

Brands today have much more confidence in their offerings, depending on the exemplary experience that they offer their customers. If a customer wants to try out a competitor, a brand who knows that they offer better experiences to their customers, understands that it is just a matter of time that before they return. It is the hard-to-replicate brand experiences that keeps a customer engaged and coming back for more.

Dell Technologies bringing together technologies from the edge to the Core to the Cloud

SRIHARI PALANGALA
Senior Director and Head of Marketing
Dell Technologies

Positioning Strategy 2019

India is rapidly digitizing, particularly so in some sectors like BFSI, Manufacturing, IT/iTeS and new age web technology. With the strong tailwinds of digitalization, organizations are rapidly investing to stay ahead of the curve while reaching out to the growing consumer and customer base. This environment around clearly puts the onus and importance on the businesses for leveraging technology in their business models and it is quickly becoming a boardroom and CEO talk.

Dell Technologies is uniquely positioned in the market as a vendor with products ranging from the Edge (endpoint devices, with consumers or with sensors like IoT) to the Core (data center – around compute, storage and networking) to the Multi-Cloud (on-premise or off-premise or hybrid).

As a strategy to differentiate between the brands, Dell and Dell EMC are the essential infrastructure company for choices around the edge to the core to the multi-cloud for businesses, while Dell Technologies is uniquely positioned to work with customers on their digital transformation journey. The impact of technology on their business from the infrastructure to virtualization orchestration, to the application layer, all are enveloped in the best of breed security.

Transforming Customer Journey

Technology buying for businesses is and always has been complex. Previously, it was more in the realm of the technology buyer only – but increasingly, the customer journey really starts even before the customer actively starts looking at specific products. It starts with the solution identification – around "what is possible" and how technology can make an impact on the business. These tend to be conversations on innovations in business and technology. Alongside, technology buyers also look at optimizing on their existing investments.

As technology vendors involve themselves with customers on their solution journey, it helps build the trust – and customers look to vendors who can provide comprehensive solutions and be with them on their digital transformation journey.

Product-driven conversations follow with the buying cycle; most often, it's working with customers on their transformation journey around IT, digital, workforce, security and application transformation that sparks the conversation. As customers look and evaluate – and experience the transformation impact, the product conversation follows through.

Dell Technologies believes in giving customers ample choices and multiple routes to their transformation journey, e.g., building vs buying (converged infrastructure) or farming out workloads in a multi-cloud world.

Dell works closely in tandem with customers as their transformation partner of choice and offers multiple choices to customers around their structured and unstructured data as well as driving insights/actions on the data. Transformation today is powered by data and the storage of data. Its innovations around the edge help drive organizations into the future of work and what is possible. With a broad portfolio of solutions and products – Dell constantly drives deeper engagements in accounts as well as go broader in the country as new organizations move to leverage digital and technology. It does all of this directly and through partners as well – constantly allowing the customers to choose from multiple options and range of solutions.

Security Roadmap

Security and privacy are a key concern for businesses today for both, data stored as well as in flight, and there are constantly new regulations for businesses to adhere to. Through its unique solutions combining RSA, SecureWorks and VMware, Dell can work with customers on comprehensive security all the way from edge devices to the cloud.

Commitment towards R&D

Dell Technologies invests $4.5 billion annually towards constant R&D, making its products often best of the breed. As an example, at CES this year, Dell won a record number of 121 awards – bettering its own position from last year and continuously growing its awards and recognition for its products. Even closer back home, Dell's CIOs have voted for Dell Technologies solutions as one of the best in multiple categories – on infrastructure as well as client products.

eScan chosen as the preferred security partner by enterprises

BRAND PROJECTIONS 2019

As a part of its Vision 2020 to become a brand leader among security products and solutions in India, eScan is realigning its channel and product policies to increase channel confidence and accelerating growth. It sees a great opportunity for channel partners to join hands with one of the fastest growing security solution provider like eScan for mutual business growth, keeping in mind the recent threats on Digital India and smart cities along with emerging technologies.

TRANSFORMING CUSTOMER JOURNEY

eScan has made its products and solutions designed in such a way with minimalistic human intervention cyber threats can be contained and outbreaks can be prevented. This includes proactive patch management updates/alerts to group-wise rules and policies deployment with a central web-based management control to track and mitigate any untoward incident such as ransomware attacks to APTs or targeted attacks.

ACTION PLAN

eScan's solutions are designed keeping in mind the various small to large enterprises using the datacenter and cloud solution for their IT needs and is agile enough to provide real-time protection for data application security. One of the key concerns of CIOs today is the layered defense they need to build apart from safe guarding the data leakages. It requires a multi-pronged approach to defend as well as find the breaches in time to mitigate them. The key concern remains to find the weak links quickly and patch them. As datacenters and cloud technologies enable companies to seamlessly migrate between technologies as well as reduce cost, the acceptance levels for datacenters and cloud solutions are fast becoming the trend. eScan has developed security solutions precisely for these kind of scenarios, where users are alerted when a breach happened, apart from multi layered security to protect the networks, end-points and secured the data.

NEW TECH VIS-À-VIS R&D

eScan strongly believes that if the current solutions and technologies already deployed are able to handle the existing workload and serve the target customers without sacrificing the needs, it is not important to migrate to newer technologies. It always favors the best and optimal use of existing technologies, protecting the same with best-of-the-class security solutions, rather than migrating solutions to a newer platform without fully studying the cost-benefit ratio and also the risks involved with adopting the newer technologies.

As a security solution developer, eScan has been continuously building and strengthening its technology that use the latest Artificial Intelligence to IoT based specific solutions to be ready for the next wave of change in IT adoption. With its prolific R&D processes, eScan is chosen as the preferred security partner by enterprises for its agility to provide customizable security solutions for small to large enterprises.

GOVIND RAMMURTHY
CEO & Founder – eScan

FACT FILE

Name of the Founder : Govind Rammurthy

Headquarter : Mumbai

Year of inception : 1993

Interesting Facts:

- *eScan launched an offer to reward its channel partners with 2 nights and 3 days trip to Pattaya (for Southern region) & Goa (for Mumbai region) separately.*

The path-breaking products/solutions from last FY: eScan Cloud is an endpoint security SaaS platform product. With eScan Cloud edition we can deploy layered security to endpoints within the organization's endpoint infrastructure. eScan Cloud offers a powerful MSP platform for partners who can provide a complete SaaS model based security services to their customers.
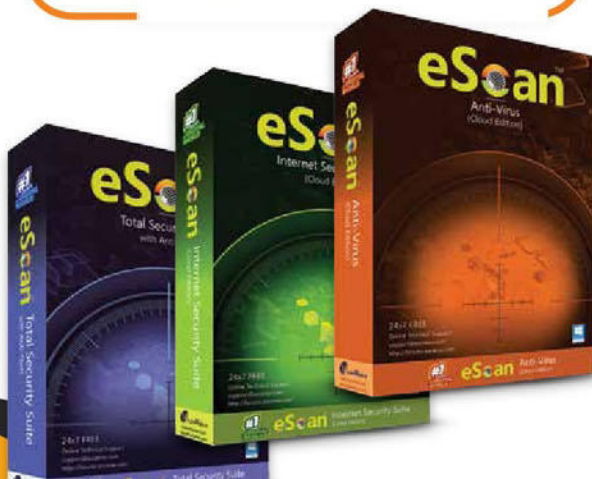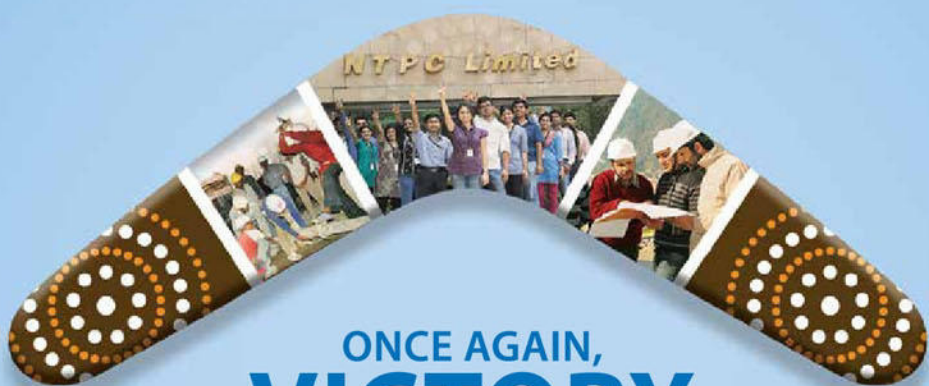
ONCE AGAIN,
VICTORY
COMES BACK TO US.

NTPC has been chosen as **'Great Place to Work'**, yet again.

NTPC has been adjudged once again as **'Great Place to Work'** by the Great Place to Work Institute. Its unique **'people first'** approach and initiatives for growth make NTPC one of the most preferred employer amongst the best in India.

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ESDS positions itself as an Indian CSP having its own Technology and Data Centers

BRAND PROJECTIONS 2019

4 years back ESDS Software Solution got its American patent followed by the UK patent. As an organisation, ESDS realized the reason for its existence, and it has grown 6 times of what it was 4 years back. It positioned itself as an Indian Cloud service provider with Make-In-India Cloud platform, having American and UK patent. The customers know why they should be hosting their data with an Indian CSP like ESDS, and understand why it needs to be an Indian CSP having its own Technology and Indian Data Centers hosting the data within the National Boundaries. This belief helped ESDS to bag 9 digital contracts.

Being an Indian CSP, ESDS gives comfort to its ISV partners that it won't run any Analytics on their data and replicate their Applications into its own SaaS offerings. FY2020 looks bright but also challenging ahead, as the growth will be in triple digit compared to the previous year. ESDS understands that it needs to continue to improve quality of its services delivered to its customers in a constantly changing Digital India.

TRANSFORMING CUSTOMER JOURNEY

Customers are moving from buying products & services to buying experiences. What this means for ESDS is that it has to move from selling products & services to selling "WoW" experience to potential & existing customers. "One size fits all" experience to make customers attracted and remain loyal doesn't work anymore. ESDS sees this trend coming as it is also into product development and UX being the most important factor in the success of any product, ESDS could relate it to CX in the services industry. ESDS's strategy is clearly aimed towards delivering the "WoW" experience at each stage of its customer's journey by creating a 720-degree view of a variety of relative data that is available through all the relevant mediums.

ACTION PLAN

Currently ESDS has got 31% of India's population connected to its Cloud through some or the other Bank, Govt initiative or an E-commerce portal once in a week. It hopes to take this to 40% in this year itself and 70% by the end of 2022. ESDS has a clear understanding of how it wants to achieve this target and which type of customers it needs to target to achieve its long term goal. ESDS feels that a True Digital India and a Secure and a prosperous digital India is possible with ESDS and with ESDS's Cloud Technology.

COMMITMENT TOWARDS R&D

ESDS invests 10% of its profits into R&D, and the R&D manages to generate 30% extra profit for the company Year on Year. It does not consider R&D as a cost, as whatever it has managed to achieve in last 4-5 years have been purely due to its R&D and the amazing products that have come out of its Research Labs. If the R&D team had not conceptualized the concept of Enlight Cloud with Vertical auto-scaling in 2011, then there would have been no advantage for its customers to host with ESDS.

FACT FILE

Name of the Founders:	***Piyush Somani – Founder, CMD & CEO***
Headquarter:	***Nashik; Corporate Office - Mumbai***
Year of inception:	***2005***

PIYUSH SOMANI
Founder, CMD & CEO
ESDS Software Solution

enabling futurability..
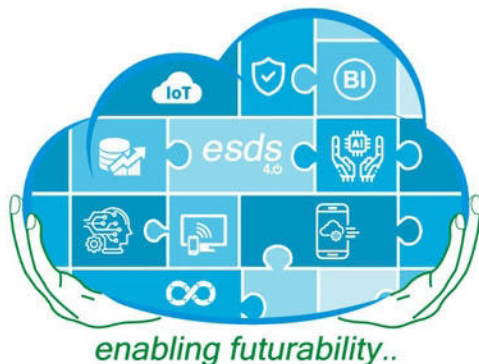
TRANSFORMING BUSINESS DIGITALLY

ESDS believes in a holistic approach in the digital transformation of the business. It encompasses organizational activities, processes, competencies, and models for leveraging the changes and opportunities. It considers digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future shifts at its core.

ESDS understands that the human element is critical in various stages of transformation right from a collaboration between multiple ecosystems to culture, skills, and empowerment. Understanding and Integrating Digital Transformation has helped us identifying business opportunities and speed up the process from ideation to designing, prototyping and implementation. ESDS aims to optimize Innovation and the end-to-end customer experience in our goal to achieve complete Digital Transformation.

TRANSCENDING BEYOND DISRUPTIONS TO STEER INTELLIGENT TRANSFORMATIONS

enabling futurability..
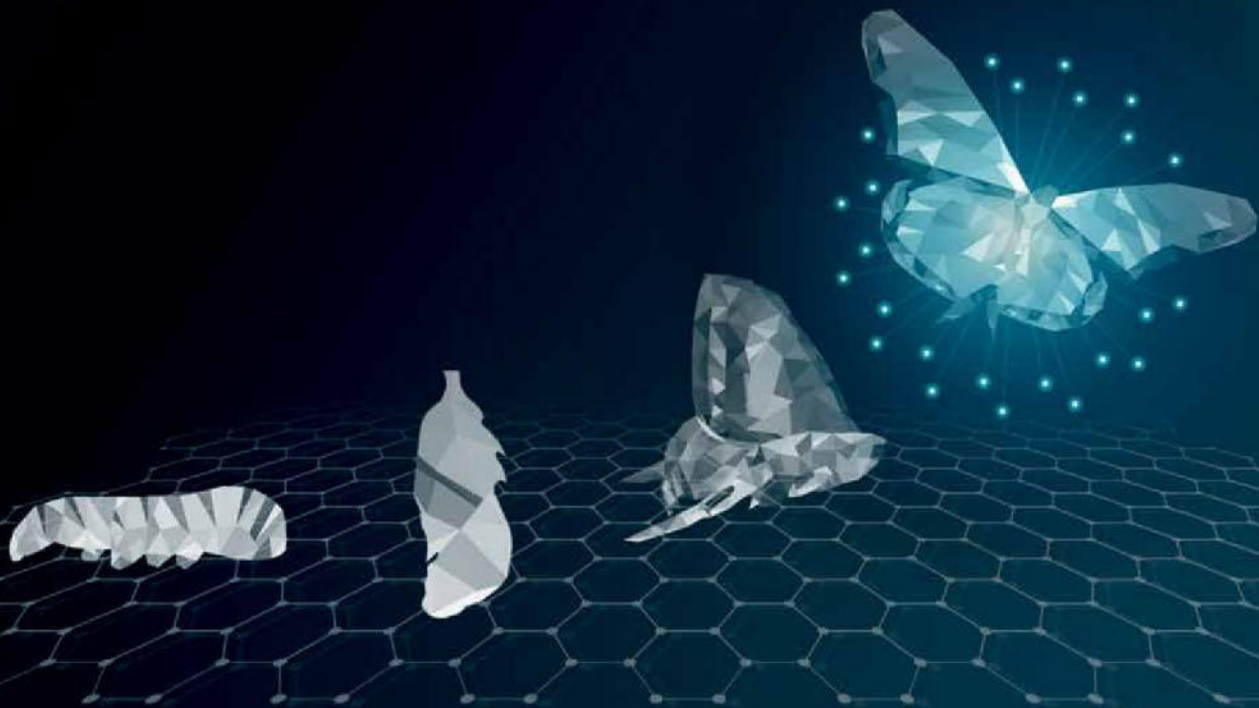
Learn More: www.esds.co.in
For business solutions, please write to relationship@esds.co.in
Call us: 1800 209 3006

EverestIMS offerings deliver a 360 degree enterprise and telecom management coverage

EVERESTIMS HAS ALWAYS APPROACHED CUSTOMER ENGAGEMENT FROM A "CONSULTATIVE" APPROACH, IN ORDER TO ENSURE THAT THE MAIN FEEDERS INTO THE CUSTOMER JOURNEY ARE PROPERLY ARTICULATED AND SHARPLY FOCUSED.

SATISH KUMAR V
CEO
EverestIMS

BRAND PROJECTIONS 2019

The strategy of EverestIMS derives from three words - "evolving customer needs". The brand draws its strength from the melding of customer focussed products and solutions with future requirements and focuses on what need may evolve over a period of time.

The company's strategy for 2019-20 is aligned towards the outcomes that it generates for its customers. For EverestIMS, it is not just about solving problems anymore, but it is about propelling clients ahead of their competition.

TRANSFORMING CUSTOMER JOURNEY

At EverestIMS, the engagement begins with "Customer Experience Design" where it aligns interactions with a seamlessly crafted engagement process that significantly drives customer satisfaction at each point of contact as a core value proposition that the company adheres to.

EverestIMS has always approached customer engagement from a "Consultative" approach, in order to ensure that the main feeders into the customer journey are properly articulated and sharply focused.

EverestIMS possesses the capability for complete 360 degree enterprise coverage, which is both modular and integrated at the same time. The customers gain immensely from this flexible and scalable approach and allows them to pick and choose exactly the right fitment to their needs, as opposed to what solution providers assume they may need.

ACTION PLAN

EverestIMS, offerings help deliver 360 degree enterprise coverage. Everest IMS 5.0 offers complete Heterogeneous IT Infrastructure Management, while NCCM delivers a robust back-end, Service Manager ensures process and service delivery, while IoTMS offers the business use case for a connected world of smart devices.

EverestIMS' unified platform (UNMS) directly targets varied discreet mechanisms in Telecoms and Enterprise to collect crucial performance data from their setup. This data becomes critical to start the digitization journey in any enterprise. With its launch of Everest UNMS platform they target telecom with optical, MPLS, WIFI etc. networks too.

NEW TECH VIS-À-VIS R&D

EverestIMS has always firmly committed itself towards RoI driven products and solutions. It derives its competitive advantage from the manner in which it helps propel its customers business ahead. The opinion is that

IT is no longer a cost-centre, rather a hub that enables the enterprise to evolve and scale with growing business needs. The RoI gained from proper technology adoption is tremendous and the immediate need of the hour.

When others see a budgetary issue, EverestIMS sees an opportunity to innovate and craft a solution that is a win-win for both sides. It may be deftly creating a sub-solution from an existing larger rack to fit with the client's needs, or wrapping an entirely new product around the given problem. It is never the short to mid-term, but the long term that matters.

As a product company with a consultative delivery model, EverestIMS has harnessed a strong and robust internal R&D unit.

The team is dedicated to crafting innovative features for existing products - driving new products and creating disruptive models of nimble delivery for existing products and solutions. The entire team is based out of India, but one that is equipped with global perspectives which it brings to the table. This dual advantage will play an important advantage in 'Digital India' and 'Make in India' as its development footprint arises from here.

FACT FILE

Name of the Founder/s :   **V Satish Kumar (Co-Founder &**
Management Team possess over 130 years of consolidated
experience)

Headquarter :   ***Bangalore***

Year of inception :   ***2017 (Became an Independent Indian***
entity from DMX Technologies)

Interesting Facts :

- *EverestIMS launches Unified Everest IMS 5.0, Everest NCCM & Everest SM 2.0*
- *EverestIMS IoT platform integrates with Bionic Yantra's REARS*
- *EverestIMS completes one year of its successful Channel Partner Program*

Path-breaking products/solutions from last FY : Everest IMS 5.0 - A true Unified Monitoring and Management system for heterogeneous digital infrastructure system and Everest UNMS for telecom management.

Extreme Networks named a leader

in the latest Gartner Magic Quadrant for the Wired and Wireless LAN Access Infrastructure

Subhasish Ajay Kumar Gupta
Regional Director, India

Post-acquisition in the past two years, how does the new Extreme Networks position itself in the market place?

Following a year of rapid, transformative growth, Extreme Networks is now one of the largest networking companies in the world - catapulting from #13 to #3 in the enterprise networking industry - and 2019 is all about accelerating momentum. We have successfully integrated the industry's best-in-breed pioneering technologies from companies like Cabletron, Motorola, Avaya, Brocade and Zebra under one brand. Today, we are hyper-focused on driving our customers' success, and have the industry-best innovations and smarter solutions to do it – from the enterprise edge to the cloud, including:

* Smart OmniEdge to accelerate your digital transformation and reclaim your focus on business growth with an intelligent, adaptive, secure network edge

* Automated Campus to let you build an automated, secure, intelligent end-to-end campus network with custom connections for every user and device

* Agile Data Center to leverage cross-domain automation, network visibility and adaptable platforms for quicker competitive response and better business outcomes

Extreme counts some of the world's most recognized brands as customers, like Unilever, Adidas, GoPro, Penn State, Walmart, FedEx and CERN to its family of customers, along with Volkswagen, NASA, T-Mobile USA, Deutsche Bank; and we are taking share and growing at 3x the industry average across our key vertical markets (retail, trans /logistics, hospitality, health care, manufacturing, SLED and federal government).

What is Extreme Networks go to market strategy in India/Saarc region?

Positioned as a Leader by Gartner, Inc. in the Gartner Magic Quadrant for Wired and Wireless LAN Access Infrastructure, July 2018 and a Challenger by Gartner, Inc. in the Gartner Magic Quadrant for Data Center Networking, July 2018; we are growing at a fast pace in the India/Saarc region market. Our strategy has been to focus and consolidate in specific vertical markets – Education, Manufacturing, Healthcare, Utility (includes power/airports) and Government verticals.

We are also focusing on the government-initiated Smart City domain with our comprehensive offerings for the entire IP infrastructure, and have already won a couple of prestigious projects in India.

Extreme has four state-of-the-art research & development labs in India to support development of our three solutions pillars: Smart OmniEdge, Automated Campus and Agile Data Center, as well as the software and automation that brings it all together. Most vendors today sell closed technology stacks with domain-level visibility. This makes it difficult for customers to adopt new, software-driven approaches that drive the business forward, or to test new technologies that aren't driven by the vendor they have aligned with. In contrast, Extreme provides technology that works in a multi-vendor heterogeneous environment, eliminating vendor lock-in. We deliver real, multi-vendor capabilities that meet the needs of the modern enterprise. For example, the Extreme Management Center allows for full visibility and management of multi-vendor networks, and Extreme Workflow Composer enables cross-domain, multi-vendor IT automation that allows organizations to automate at their pace—from automating simple tasks to deploying sophisticated workflows. Further, our standards-based, multi-vendor interoperable and adaptable data enter fabric gives customers the ability to build once and re-use it many times. All of this gives organizations the ability to accelerate their digital transformation initiatives, and to adapt and respond to new service demands with cloud speed.

Channel buildup is a key parallel strategy that is being consciously rolled out to support this.

How does channel engage and leverage a profitable and long-term association with Extreme in India/region?

Extreme Networks is a channel-driven company. At a time when many around us are cutting back on investment, we are investing $50 million into the channel this year. We have also increased the number of people in a channel facing position by 50%. Our goal is to make the entire program simpler, smarter and stronger, and technology plays a critical role in making this happen.

We have significantly upgraded our partner portal and recently added the Extreme Partner Solution EXcelerator, a one-stop location for partners to easily find everything they need to help them close deals. We call it our partner "easy button."

We've also invested in our partner training experience. We built a training platform initially for our employees called ExtremeDojo that delivers solution training on demand and in bite-sized video nuggets. It was so effective, that we decided to roll it out to partners without additional cost to them. Partners can earn dojo belts by successfully completing modules around our three solutions portfolios. Completing the training gives each person foundational and commercial knowledge about Extreme's business model, our solutions portfolio, vertical positioning and solutions selling strategies in a modern and engaging format. Additional investments include a new Partner Marketplace, where partners can access automated demand-generation campaigns. We also launched the Extreme Global Partner Reach Network that enables partners to improve their capabilities to serve global customers by partnering with vetted Extreme partners located in other regions.

With businesses growing year-on-year, and also a much bigger spectrum of market to address, we have invested in a senior role for India/Saarc region, with Venkat Datla coming on board last November. Venkat has a strong channel/alliances background and with a team of channel account managers, we have developed a clear-cut strategy on channel engagement and enhancement.

Venkata Seetharamaraju Dalta
Channel Sales Director, India

Welcome to Extreme Networks-India family. How do you intend to address channels to build business in India?

In India we do 60-65% off our channel business with our top 25 partners. We want to grow further and increase our market share through these partners with a inclusive Extreme partner program.

What are the benefits of Extreme's inclusive partner program?

Benefits of Extreme's inclusive program include active engagement between Extreme's specialists and the customer's internal team to understand and address specific needs, leveraging the extreme toolkit of technical expertise, tools and business intelligence to implement solutions tailored to each customer's business needs.

With such a comprehensive solution portfolio, what is Extreme's training/enablement strategy for the channels in the region.

We have a robust training platform in our ExtremeDojo platform, which delivers solution training and certification on-demand and in bite-sized video nuggets. We also conduct instructor-led training to provide our partners with hands-on experience with our products and solutions. We have an ATC in India already for our datacentre solutions and are working on signing another ATC for our software suite in India.

With end-to-end solutions, profitable partner programs, deal protection and the industry's leading training programs, partners will benefit immensely by aligning with Extreme.

Extreme™
Customer-Driven Networking

Purpose-Built for Each Place in the Network

Secure Automated Campus

Agile Data Center

Management, Support, and Services

For more information, visit
www.extremenetworks.com

FIREEYE™

Innovation is the core driving force for FireEye's growth

SHRIKANT SHITOLE
Senior Director and Country Head for India, FireEye

Growth Projections 2019

At FireEye, the mission is to relentlessly protect its customers with innovative technology and expertise learned on the front lines of cyber-attacks. This drives everything the company does, and this alignment should help drive its continued expansion in India into 2020, which is to acquire, build and grow –

- Acquire - Engage prospects to create RELEVANCE and ACCESS
- Build - Engage customers to ACCELERATE existing opportunities
- Grow - Engage accounts to increase WALLET SHARE

Transforming Customer Journey

FireEye is increasingly focused on improving the customer journey. For example, one way it is making it easier for prospects to engage FireEye on their journey is its new FireProof Cloud Email Threat Analysis experience. This recently launched effort allows organizations to try out FireEye at no cost, with no hardware or software to deploy. More broadly, it is looking at more thematic programs and increased levels of account-based marketing.

Security Action Plan

Across India, there has been a growing realization from business leaders that cyber security risks don't just impact IT equipment but rather the entire operation.

FireEye witnesses first-hand impact of cyber-attacks on real people every day and this inspires it to relentlessly protect its customers from the impact and consequences of cyber-attacks. Its fundamental belief is hands-on front-line expertise and intelligence, combined with innovative technology that provides the best means to protect its customers from cyber threats.

FireEye knows more about advanced cyber threats than any other player in the market. It has 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.

It wants to cement FireEye's reputation as an intelligence-led security company that provides visibility at all levels and helps boards understand the criticality of shifting from compliance to risk management.

New Tech vis-á-vis R&D

India has underinvested in its cyber security for a long time. This is becoming a more significant challenge as businesses become more reliant on technology. Enterprises with fixed budgets also have an opportunity to scale up their security with solutions such as the FireEye Security Suite, which is an enterprise-grade protection to secure networks, emails and endpoints for growing mid-market organizations. This security suite helps automate workflows based on the best-practice playbooks from frontline security experts and stream-line the security operations for efficiency and cost control.

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 customers from cyber threats.

FireEye has heavily invested in R&D and it has a significant R&D presence in India to deliver the future of security. FireEye's R&D presence in India contributes to wide range of security domains, from securing network traffic, to securing endpoints including mobile and data stored in the cloud.

fitbit

Fitbit strives to position itself as a brand for customers who want a healthier lifestyle

ALOK SHANKAR
Country General Manager - India
Fitbit Inc.

Brand Projections 2019

Fitbit continues to innovate and introduce products that are aligned with its vision of making everyone in the world healthier through a diverse product line-up. It believes that one size does not fit all in health and fitness, and so Fitbit's device and software experiences are designed to fit seamlessly into any lifestyle.

Fitbit offers users a wide array of devices spanning styles, form factors and price points to fit their varying health and fitness needs/goals. It sees an opportunity to continue to bring more consumers into the wearables category with these products. Fitbit offers a best-in-class user experience from its software to the hardware on its wrist to help motivate users on their health and fitness journey, and a supportive social network to help them reach their goals.

Fitbit's presence is also growing every quarter, thanks to its omni-channel model that allows it to further expand and reach the length and breadth of the country with great partners across offline and online players. In the coming year, Fitbit would continue to make its products more accessible to everyone in India by building on Fitbit experience for its consumers through multiple touch points.

Transforming Customer Journey

Fitbit has always achieved user retention and top of mind recall for more than a decade now. Being a category pioneer, Fitbit believes that it has a deep understanding of what consumers want in a health and fitness device.

Fitbit understands that consumers have a wide range of needs and preferences – from people interested in improving health through everyday activities such as walking to work, to more active consumers looking to maximize their fitness – which is why it offers a vast product line up designed to cater to varied needs and requirements. It delivers what consumers want – newer, smarter, more engaging, more fashionable devices at competitive price points.

FACT FILE

Name of the Founders : **James Park, CEO, President and Co-Founder; Eric N. Friedman, Chief Technology Officer & Co-Founder**
Headquarter : **San Francisco**
Year of inception : **2007**

Interesting Facts :
- **The brand enjoys a global active user base of 27.6 M (As of December 2018)**
- **Based on aggregated and anonymous Fitbit user data between Jan 1, 2014 – Oct 15, 2018, 73% of Fitbit users who set a weight loss goal on Fitbit ended up losing weight. Users with 5 + active friends took 819 more steps than their average steps**
- **Among low activity users, users who have participated in both Fitbit adventures and challenges walk on average 2,000 more steps per day than users who have not been in a Challenge**

The path-breaking products/solutions from last FY :
- **Fitbit Versa: Launched in 2018, Fitbit Versa is a modern, intuitive smartwatch that offers a comfortable design and a dashboard that simplifies how one accesses their health and fitness data. It comes with features such as female health tracking, personalized insights and guidance, notifications and quick replies, etc.**
- **Fitbit Charge 3: The latest evolution of Fitbit's bestselling Charge family of devices, Charge 3 was launched in 2018. It features an elevated, premium swimproof design with touchscreen display, 15+ goal based exercise modes, 7 days of battery life, and Fitbit's most advanced sensor and algorithm technology in a tracker.**

Action Plan

The strategy for 2019 is to educate the masses about the product and the key differentiators that make it stand apart in the market. Fitbit enjoys its strong acceptance in India and has been well received by consumers. Fitbit believes that fitness is for everybody and should not be restricted to the physical appearance.

Broadly speaking, Fitbit is targeting the people who are busy but squeezing fitness into their schedule and it continues to expand its retail footprint, drive strong marketing and PR and launch new products to strengthen its market position.

New Tech vis-á-vis R&D

Over the past few years, India has been undergoing a major change in terms of awareness in the health and fitness space. Fitbit believes a healthier, more active lifestyle is within reach and that has caught the consumers' attention.

The solution that Fitbit has created – the Fitbit platform – enabling people to be more active, exercise more, sleep better and manage their weight is ideal for people in India, and taps into the growing focus on personal wellness. Fitbit believes that users are more likely to reach goals if they are encouraged to have fun, smile, and feel empowered along the way.

FORTINET®

Fortinet strengthening its position as a leader in the network security market

BRAND PROJECTIONS 2019

Fortinet in India continues to exceed market growth rates, demonstrating demand for its products and services and illustrating its ability to drive disciplined cumulative growth year on year. Its ability to provide its customers with broad protection and visibility to every network segment, device, and appliance, whether virtual, in the cloud, or on-premises sets the company apart from the competition.

Fortinet has consolidated and strengthened its position as a leader in the network security market in India with strategic customer wins, business expansion and growth across verticals, expansion of customer and partner base, introduction of new technologies and services, increased manpower for sales and support and investments in R&D, training and support. With these growth parameters and well established infrastructure, Fortinet is well poised to grow its footprint in the Indian market.

TRANSFORMING CUSTOMER JOURNEY

Fortinet's commitment to innovation and integration goes far beyond its wide portfolio of market-leading solutions and industry-leading number of certifications and patents. Fortinet's FortiGate products success however goes beyond mere industry recognition. Fortinet's Enterprise Firewall customers across 16 different industries have also provided close to 900 product reviews, with nearly 500 of them perfect five stars on Gartner Peer Insights.

ACTION PLAN

An important market in focus for Fortinet is Operation Technology and Critical Infrastructure. Fortinet foresees a sizable business opportunity in this market and will work closely with its partners to expand our business.

Partners have always been a critical element of Fortinet's go-to-market strategy. Fortinet arms its partners with the right programs - like deal registration, renewal tracking, incentives for promoting its technologies, and trade promotions - to drive profits.

Market penetration has helped Fortinet grow its business in smaller cities. Partners are a core part of Fortinet's business expansion with it being a 100% channel driven company. Its partner base grew from 1500 to 1800 registered partners in India helping it to penetrate markets like Gorakhpur, Ghaziabad, Jammu, Aurangabad, Ajmer and many other smaller cities.
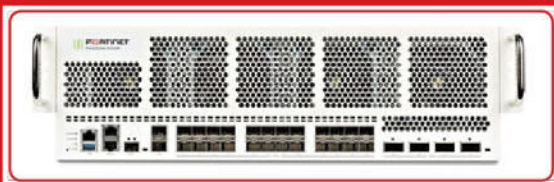
NEW TECH VIS-À-VIS R&D

Fortinet continues to lead product innovation through the active support of the latest industry standards, including integrated support of TLS 1.3 to secure internet traffic, new deception-based technologies to address intrusions and trust-based segmentation that operates seamlessly across the extended Fortinet Security Fabric, from core to edge and to cloud. Based on the number of patents issued and superlative third-party testing results, Fortinet has emerged as a leader in cybersecurity innovation. Its commitment to delivering solutions that tackle some of the most complex cybersecurity issues that customers face today is matched by its investment in research and development of solutions that combat the cyber threats of tomorrow.

Fortinet's development centre in Bangalore employs around 124 research professionals. The centre primarily works on the Wi-Fi technology and those that protect against cyber-attacks in a Wi-Fi environment. India has filed 100 out of the 530 patents that Fortinet holds in the areas and also in of cyber security and areas related to self-healing networks. Other areas that the Bangalore R&D centre is working on relates to Machine Learning, IoT, real-time locational systems and solutions that are used by its customers.

RAJESH MAURYA
Regional Vice President, India & SAARC
Fortinet

FACT FILE

Name of the Founders :	Ken Xie & Michael Xie
Headquarter :	Sunnyvale, California
Year of inception :	2000

Interesting Facts :

- Units shipped to date - 4.4 Million +
- Customers - 385,000+
- Market leadership #1 Unit market share (IDC)
- Number of patents issued - 618

FORTINET SECURITY FABRIC

Increasing Security
Without
Additional
Complexity

Today's cyber security solutions must be effective against the most complex attacks without adding complexity.

The Fortinet Security Fabric integrates multiple security technologies into a seamless architecture delivering increased security capabilities and reduced complexity.

For details contact:

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Hikvision follows its mission statement 'See Far, Go Further' to be at the forefront of technological innovations

HIKVISION®
See Far, Go Further

ASHISH P. DHAKAN
MD & CEO - Prama Hikvision India

BRAND PROJECTIONS 2019

Hikvision has positioned itself as a leading brand with innovative technologies like Artificial Intelligence (AI), IoT (Internet of Things), Machine Vision and Robotics, in the Indian Security market. Hikvision has successfully implemented a comprehensive brand strategy aligned with the local ethos and cultural sensibilities. The company looks forward to a brand strategy roadmap for 2019-20, which is more data driven, technology enabled and content empowered.

It continues to add value through its key successful initiatives including, 'Make in India', RMA Centers, HCSA Training Programs and CSR activities. Its go-to-market strategy is focused on customer centricity, technology innovations, quality products and value added services.

TRANSFORMING CUSTOMER JOURNEY

Hikvision prioritizes customer service with 17 RMA centers across India. Considering the fast paced changes in the industry trends and technologies, Hikvision has prioritized customer service as a key initiative. There are new customer service trends that are redefining the market dynamics. The relentless dedication to customer's success is its core corporate value.

The company remains invested with the core objective of better customer service. Hikvision in India is spearheading its footprints into Tier-II and Tier-III cities by enhancing the customer experiences at all touchpoints.

ACTION PLAN

The agenda for 2019 is to consolidate Hikvision's leadership position in the Indian security market by participating in the major security projects along with System Integration partners. It is aiming to expand its network further into Tier-II and Tier –III cities and have plans to expand the 'Make in India' manufacturing facility.

Hikvision will be focusing more on IP based surveillance systems in the security project business. It foresees that the proliferation of IoT enabled Integrated Security Solutions and AI Applications will drive the security project business.

NEW TECH VIS-À-VIS R&D

Hikvision has a long term research and development focus and commitment. Its R&D centers continue to offer cutting edge technologies in security and surveillance products.

Hikvision has brought in many new technologies (AI, Deep Learning, AI Cloud, IoT and Big Data) to deploy smart applications across verticals. These latest products and solutions include Artificial Intelligence enabled DeepinView Cameras and DeepinMind NVRs, AI Cloud, AI Enabled Face Recognition Terminals and Swing Barriers, Smart Pole, Emergency Call Box, AI Technology Applications (Face Recognition, People Tracking , Perimeter Protection), Intelligent Traffic Management Solutions and Mobility Solutions, Access Control Solutions, Intrusion system, PanoVu Cameras, etc.

HITACHI
Inspire the Next

HITACHI Vantara transforms its customer's journey with the POWER OF DATA

FACT FILE

Headquarter : **Santa Clara, California**

About the company:

Hitachi Vantara, a wholly-owned subsidiary of Hitachi, Ltd., helps data-driven leaders find and use the value in their data to innovate intelligently and reach outcomes that matter for business and society.

It combines technology, intellectual property and industry knowledge to deliver data-managing solutions that help enterprises improve their customers' experiences, develop new revenue streams, and lower the costs of business. Only Hitachi Vantara elevates the innovation advantage of its customers combining deep information technology (IT), operational technology (OT) and domain expertise. It works with organizations everywhere to drive data to meaningful outcomes.

Anupam Nagar
Senior Director – Channels & Alliances, Hitachi Vantara, India

TRANSFORMING CUSTOMER JOURNEY

Hitachi Vantara is a new digital company that helps customers achieve unprecedented outcomes by tapping the full potential of their data. In 2019, it will continue to act as a unique catalyst for intelligent industry innovation, allowing banks to better understand their customers, telecom to analyse the wealth of data coming from IoT, hospitals to deliver better patient care, and businesses everywhere to deliver better outcomes.

Hitachi Vantara is building on its vast experience by helping customers modernize their core infrastructure, simplify data governance and deliver data driven insights leveraging Machine Learning and Artificial Intelligence to reduce cost, minimize risk, and maximize efficiencies for growth.

Digital transformation is all about business transformation. The right data strategy separates businesses that thrive in the digital economy from those that don't. Hitachi Vantara has always focused on transforming its customer's journey by unlocking the power of their data.

With 2019 witnessing an increasing shift towards adopting an 'experience – led economy', the company is excited to see how the market dynamics play out, given an increasing focus towards business transformation conversations, rather than individual technology or platform – focused discussions. As a company, Hitachi Vantara is always looking to derive valuable insights from data, innovate intelligently and deliver outcomes that help enterprises improve their customer experience journey.

Hitachi Vantara has strived to improve its product offerings to offer peace of mind to its customers across different industries. Hitachi Vantara's object storage solution allows users to orchestrate the movement of data to public clouds, cost-effectively and automatically, whilst maintaining control of data security. Hitachi Content Platform (HCP) is an intelligent object storage platform based on robust compliance features, metadata-driven classification, indexing and full content search designed to lower compliance costs associated with ever-changing regulations, such as the General Data Protection Regulation (GDPR).

THE CHANNEL ROADMAP

When Hitachi Vantara was launched in September 2017, the aim was to leverage the broad portfolio of innovation, development and experience across Hitachi Group companies to deliver data-driven solutions for commercial and industrial enterprises.

With enterprise boundaries extending to the edge, in the coming year, Hitachi Vantara will continue to work closely with its customers and partners to maximize the value of their date at every step of the innovation journey.

In India, Hitachi Vantara has brought about significant changes in its channel play and go-to-market strategy with its partners in the recent years. It is focused on further enhancing its back-end operations and building its systems to support its partners. The vision is to create a self-sustaining, profitable and value-added partner ecosystem capable of addressing the requirements of every segment in the market. In addition, Hitachi Vantara's commitment to deliver new value through collaborative co-creation with its customers and partners will continue to be part of its larger strategy.

In the coming year, Hitachi Vantara plans to provide its partners with access to untapped segments and solutions, that will help result in increasing the overall growth in their business and expand avenues to add tremendous value to their customers' digital transformation journeys.

Hewlett Packard Enterprise

HPE aims to advance the way people live and work

SOM SATSANGI
MD
HPE India

Brand Projections 2019

HPE is reiterating its commitment to simplifying hybrid information technology and powering the Intelligent Edge. It is living its brand purpose every day – to advance the way people live and work. HPE is working with many customers across industries to align its business strategy with the right enterprise technology blueprint and helping them simplify their IT infrastructure by moving them towards composable platforms, intelligent storage platforms hyperconverged infrastructure, and modern network technology architectures.

Transforming Customer Journey

HPE has always believed in the importance of improving its customer's buying experience and has accordingly worked towards ensuring they continue to make informed buying decisions. For instance, as part of its commitment to partner with central and state governments for smart city projects, last year HPE launched a Customer Experience Center (CEC) in Gurugram to showcase and demonstrate IoT-based smart city solutions. Prior to the launch of this CEC, HPE set up a Centre of Excellence (CoE) in Delhi with its platinum channel partner, PC Solutions.

Security Action Plan

The key to businesses' success is speed to market, which heavily depends on secure and available information assets. However, protecting the digital business should be aligned with key IT and business decision-makers to ensure security of the hybrid IT infrastructure and data-driven operations, as well as enable workplace productivity.

HPE brings new perspectives on how organizations can transform from traditional static security and recovery practices to intelligent, adaptive models to keep pace with business dynamics. It also explores the customers' models and frameworks, as well as steps that will help take them from where they are today to reach their short- and long-term business security and resiliency goals.

New Tech vis-á-vis R&D

Today, organizations across sectors face increasing pressure to compete in the digital realm and quickly adapt their business models to new market needs. Managing a mix of IT infrastructure puts a great deal of pressure on IT departments, especially those with resource constraints. The IT Asset Lifecycle Solutions from HPE Financial Services enables companies to extend the life of legacy systems with tested, certified, used IT equipment.

The HPE GreenLake Flexible Capacity is another solution that enables businesses scale capacity as needed. It provides the customer access to a dashboard of real time analytics showing how much capacity is being consumed so along with the IT provider they can ensure capacity is optimized for the business. It also enables the IT provider be aware of any potential periods of high demand on the horizon so HPE can provide a local buffer of capacity that can be drawn on as needed.

Aruba, a Hewlett Packard Enterprise company has existing R&D facilities in India. In a bid to support the Make in India and Digital India, HPE is looking at expanding this R&D capabilities in India with manufacturing.

FACT FILE

Name of the Founder/s : **William R. Hewlett and David Packard**

Headquarter : **6280 America Center Drive, San Jose, California**

Year of inception – **1939 as Hewlett-Packard and in 2015 as Hewlett Packard Enterprise**

Interesting Facts :

- **Bhopal Smart City Development Corporation Ltd. selected HPE to create India's first cloud-based Integrated Command and Control Center to monitor and administrate multiple city civic utilities and citizen services across 7 cities in Madhya Pradesh through a central cloud.**

- **HPE announced a collaboration with biotechnology and AI start-up Jungla to enable real-time personalized medical care for patients**

- **HPE announced key changes to its industry-leading HPE Partner Ready program to accelerate solution providers profitable growth by rewarding them for investing in product lines aligned to high-growth market areas including composable infrastructure, hyperconverged solutions, storage, software and consumption services**

- **HPE launched Cloud28+ member spotlight pages, which allows partners, groups or programs to create highly personalized pages within the Cloud28+ ecosystem.**

The path-breaking products/solutions from last FY :

- **HPE Superdome Flex, the scalable and modular in-memory computing platform enables enterprises of any size to process and analyze massive amounts of data and turn it into real-time business insights**

- **HPE OneSphere, the multi-cloud management solution provides a unified experience across public clouds, on-premises private clouds and software-defined infrastructure**

- **HPE GreenLake Hybrid Cloud, an industry-first service to optimize public, private and hybrid cloud consumption**

IBM

IBM focused on helping businesses in their digital transformation journey

REKHA MURTHY
Director – One Channel,
IBM India/South Asia

IBM'S TECHNOLOGY EDGE IN THE DIGITAL WORLD

Today, the world is progressing ahead on the digital transformation journey with new age technologies like artificial intelligence (AI), cognitive, blockchain, IoT and more, delivered on the cloud. It is witnessing a shift in the epicentre of market disruption which has revolutionized the relationships between clients and business, while producing new ways of delivering and consuming information. Interactions between brands and partners are now constant, instantaneous and multidimensional.

IBM is focused on helping businesses with their digital transformation journey, working very closely with its ecosystem of partners across hybrid cloud, digital business automation, digital transformation, security and fraud detection, database management, customer experience and analytics solutions. In 2019, IBM sees an opportunity in scaling growth in the IT infrastructure space through its core offerings of SAP HANA on power, high performance computing, PowerAI and software defined storage as well as new industry and business solutions around blockchain, AI and cloud. A data-driven business strategy backed by cloud and AI will continue to bring in transformational and cultural change in 2019.

But a digitally charged world is not without challenges.

At the very base of it digital transformation is the ability to develop actionable insights. The key is to gain smarter, more accurate insights faster than the competition and then translate them into action as well as the ability to continuously transform and rapidly respond to the needs of enterprises. This remains critical for IBM's clients.

To facilitate this, one needs a wide gamut of technology solutions to address their needs as well as Data. Not just an organization's internal data, but also external data sets such as weather, social and other open data sets that are freely available. And this data needs to be fluid so that it is accessible at any time, from any location and in context for the specific user. This explosion of information requires IT infrastructure that is not only able to synthesize and make sense of it all, but also capable of integrating across customer touch points.

IBM and its partner ecosystem team is uniquely positioned to work with clients across various industries to listen, understand and deliver value-added solutions to transform their businesses all while leveraging information and relationships across channels, business units and supply chain partners. This approach has made it possible for IBM to maximize value for its partners.

IBM'S CHANNEL PARTNER STRATEGY

IBM has been focused on helping businesses in their transformation journey. It has revamped its channel partner strategies to improve revenues and align itself to emerging technology trends such as cloud, IoT, analytics, mobile and social. Through its partner outreach, IBM builds, nurtures and grows a thriving and effective ecosystem where its partners can provide solutions, services, and value based skills to enable their client's success.

IBM has therefore adopted a 3-pronged strategy– building loyalty, extending capability and accelerate time to revenue.

Traditionally, companies have looked at partners as resellers and not as solutions providers who can contribute with critical insights to their businesses. For example: today, customers for marketing software solution, for instance, are CMOs not CIOs, who are not looking for resellers of licences but, for partners who can add value.

Enriching partners is about helping them build rich capabilities, solutions and services from IBM's technology offerings. IBM continues to strengthen its partner-first model across all markets, differentiating IBM's unique portfolio and creating value for IBM and partners across all partner type.

It works with its partner communities to accelerate development and delivery of cloud and AI solutions to its clients and at the same time improve its partner end-to-end experience while increasing adoption of these solutions, improving partner experience and enhancing skills.

For example, IBM PartnerWorld, the award-winning global program designed to help its partners increase demand, grow their business, and improve profitability has been recently refreshed and enhanced with new content and offerings for partners to leverage such as -

- Refreshed Market and Competitive Intelligence site which partners can refer and take content from to up their game in market.
- Skills gateway - A university like program for learning for BPs
- Third party marketplaces where BPs can do digital shopping of IT solution
- Partner to Partner Connect

THE PARTNER ECOSYSTEM IN 2019

While organizations embark on the path of digital transformation, there is the need to bring together the organization's strengths and help the customers in India be successful in the expanding opportunistic markets. As solution providers, advisors and partners, businesses need to demonstrate a true understanding of its customer's business and empower them. Digital transformation through technology is what clients are essentially looking for and as the industry leader, IBM has the experience and edge.

IBM is committed to deepening the engagement with its partner community to drive success for themselves and its clients. The three key areas where IBM will make significant investments this year are - improving end-to-end partner experience, simplifying partner incentives programs with clear client segmentation and doubling down on commitment to partner enablement, competency and certification.

InterraIT addresses three key areas – Artificial Intelligence, Machine Learning, and Advanced QA and Testing Services

ASOKE K LAHA
MD
InterraIT

Transforming Customer Journey

InterraIT has aligned its strategy on the basis of its study of the global market for software and its own strengths and weaknesses.

InterraIT is aligning into the space of Experience Economy by addressing three areas as key routes in terms of technology. The three areas that InterraIT is focusing are Artificial Intelligence, Machine Learning and Advanced QA and Testing Services.

The company believes that it is ideally suited for the transition because of its long and strong track record in information and digital technology.

Action Plan

InterraIT is revamping and drastically scaling up its digital business and working with cutting-edge, next-generation technologies. The company has been traditionally into software and that has provided tremendous education into its new journey. InterraIT has been developing software for global MNCs for decades which empowered it to get and service digital business for existing and new clients across the globe.

Having developed and supported world class software for top global clients, InterraIT has found itself agile and educated to address the security concerns of the client with top most priority. It has expertise in data security, cloud and physical infrastructure, based on years of research and dedicated management, all of which come handy into taking care of its clients' security concerns.

New Tech vis-á-vis R&D

Newer technology adoption sometimes become an issue for many organizations with fixed budgets. But at the same time it is the only way to keep oneself wanted in the market. Being in the global arena, InterraIT has always acquired new skills, new domains and trained and retrained its people in consistently newer technologies. InterraIT has a dedicated R&D which analyses the latest technology trends, experiment on POCs and help indicate new roadmaps for the company to stay relevant to the global marketplace.

FACT FILE

Name of the Founders : **Asoke K. Laha/ Dr. Ajoy K. Bose**
Headquarter : **California, United States**
Year of inception : **1996**

Interesting Facts :

- *Deepening its engagement with artificial intelligence and machine learning, InterraIT buttressed its position as a leader in the IT service industry with the announcement of a partnership with Bayestree Intelligence, an enterprise product company that specializes in artificial intelligence (AI) and machine learning (ML) technology. The partnership will help InterraIT incorporate ML- and AI-based solutions to offer its global customers next-generation digital technology experiences and efficiency.*

- *InterraIT has partnered with AutonomIQ, a cloud platform that uses AI and machine learning for autonomous testing, to bring autonomous testing solutions to market for large public and private clients. Through this partnership, global enterprises will be able to realize value from their digital initiatives much faster, with much higher quality.*

About the company :
InterraIT has been a leader in the Information Technology Industry since its founding in 1996. The company is a Global Software Services organization that delivers innovative business and technology solutions to Fortune 1000 companies. InterraIT' s operations are spread across five countries, with a sales network spanning the United States, Canada, Netherlands, Germany and India. The company has three cutting-edge development centers in India, from which we provide state-of-the-art technology and responsive service to its customer across the globe.

Proactivity & Flexibility – the two key attributes of Inspira

MANOJ KANODIA
CEO
Inspira

FACT FILE

Name of the Founder : **Prakash Jain, Chairman**

Headquarter : **Mumbai**

Year of inception : **2008**

Interesting Facts :

- *Inspira made key investments in the following -*

1. *Algonox - Providers of fully managed digital workforce that consists of robotic process automation, cognitive technology, AI and different types of automation which rapidly automates repetitive, rules-based processes, to deliver the most valuable and predictable outcomes for businesses.*

2. *ITSPE - They offer ITS products, solutions and consultancy services in Traffic Control and Management, Intelligent Transport System, Traffic Engineering and Road Safety.*

3. *i-RAM Technologies - iRam Technologies has comprehensive end-to-end home automation solution with all networked elements seamlessly working on LAN and over internet.*

- *Inspira has expanded its footprint and now has its presence in Singapore, Dubai, Nigeria, Ethiopia, US*

The path-breaking products/solutions from last FY :

- *Successfully implemented & operating one of the largest datacentres in BFSI segment in Asia*
- *Implementing one of the largest smart city project in the country*
- *Implementing enterprise fraud risk management (EFRM) solution for 3 public sector banks in India*
- *Deployed & Managing Cyber Security Operations for BFSI & Enterprise customers*

Brand Projections 2019

Inspira would like to be reckoned with two key attributes - Proactivity and Flexibility. Inspira has the right experience and expertise to strategize solutions to meet the specific needs of the customer and guarantees the returns he has been looking for. It innovates technology to offer services that makes its customers' life easy.

Transforming Customer Journey

Inspira is in the business of service where everything boils down to just one simple aspect - 'people'. Inspira takes immense pride in its people. They are the experts in their fields and more importantly they are highly customer-centric. Inspira management values their skills and appreciates the individuality they bring on the table. Every appreciation email Inspira receives from its customer instills more confidence and credibility in the people and company culture.

Improving Customer Journey is simple – give them what they need in the least complicated manner and in a budget that fits their pocket. Inspira has been practicing the same since its inception and reaped amazing benefits, including customers who now act as its brand ambassadors and help the company spread the good word.

Action Plan

Businesses today are realizing the benefits of going digital. The Government is supportive and drafting policies which requires trades of various sizes to adopt digital. Start-ups are mushrooming across the country with disruptive inventions. Inspira is revamping its SOC into a state-of-the-art facility, expanding its team and planning new offices in Africa and USA.

Managing Information security of an enterprise is an ongoing process. It is not a one-time activity. The security posture of the company must evolve continuously to address the ever-evolving threat landscape. Inspira has a very tried and tested methodology that it proposes to its customers to help them manage their information security requirements. The centre piece of this strategy is its state-of-the-art security operations centre (SOC) which monitors the security posture of the organisation round the clock.

New Tech vis-á-vis R&D

Inspira has evolved annuity/consumption-based models for most of its new age services like Managed Security services, RPA, Blockchain, Cloud etc. There is negligible upfront cost making adoption easy. Also, it helps customers understand the cost benefit analysis. Most of these solutions have a quick pay back in form of saving from having to manage legacy investments.

Inspira's continuous effort as a system integrator is to make technology more affordable and easier to adopt. It also has a few IPs of its own in spaces as diverse as Healthcare, RPA and Smart city where it has invested significantly in R&D to evolve products that can meet the unique needs of its target markets. Another form of investment goes into creating industry specific use cases. This shortens adoption timelines.

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- Cyber Security
- Healthcare

Established in 2008, Inspira is the one stop destination for all advanced IT solutions.

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IRIS

Iris Computers making rapid countrywide expansion

SANJIV KRISHEN
Chairman
Iris Computers

BRAND PREDICTIONS 2019

Distribution has always been at the center of gravity for the Iris group. While continuing to maintain a reputation of being the most responsive distributor in the country, Iris, which was set up by Sanjiv Krishen 23 years ago, is diversifying its activities by providing a host of additional services through Iris Global Services (IGS). The Iris group has already made strategic additions in the areas of mobility, user productivity, cloud computing, information security and data maintenance and it expects to continue augmenting its offerings.

TRANSFORMING THE CUSTOMER JOURNEY

Most industries, today, are going through some form of disruption in their business models and the field of distribution is no exception. Channel customers want more from distributors than ever before and their expectations seem to be based on more personalized interactions that address their specific situations and needs. Iris recognized this fact and decided to set itself apart from competition by delivering world class flexibility and accessibility. This unique promise made to its customers helped them connect with them at an emotional as well as rational level.

In fact, since its inception in 1996, Iris has maintained a high level of personalized attention for its channel partners. Some partners have needed technical guidance, while others have asked for support with structuring complicated orders. But the common denominator of needs is prompt and efficient delivery with realistic timelines. While these needs may be manageable at a small scale, when dealing with more than 3000 resellers, the proposition becomes a lot more complex. And yet for 23 years this has been

Iris Computers' hallmark and the unique promise that sets it apart. It is this work ethic that has shaped Iris Computers into a powerhouse IT distribution entity and has helped it to steadily build its turnover to 1300 Crore, reflecting an enviable growth of 30% over last year.

NEW TECHNOLOGY ADOPTION

Adopting new technologies is a key part of Iris' value proposition. They make it a point to internally implement, many of the technologies that they sell. This gives firsthand experience to them and a better understanding of what customers need.

SECURITY ROADMAP

With cyber-attacks on the rise, no company is immune to the threat of a security breach. Information security is a priority for our customers and to meet this market need, we established a separate division called Iris SecurX. Video Surveillance will be another focus in 2019 and will address a market which is expected to grow by 28%. Iris is well poised for this.

![ITI LIMITED logo] **ITI LIMITED** (A Government of India Undertaking)

ITI bullish on a strong growth year in the wake of various opportunities

K. ALAGESAN
Chairman and Managing Director
ITI Limited

Brand Projections 2019

ITI Limited is a public sector undertaking in the telecommunications technology segment. Over the years ITI has been successful in creating its own brand identity. It has started assembling and manufacturing many products and each of these products speak for the brand that it stands for today. ITI completely believes in quality products that try to distinguish the ITI brand from the rest. And that is the reason why it does not believe in shortcuts and strictly abides by the systems procedures.

ITI has reported a turnover of 2051 crores for 2018-19, while in 2017-18 it posted 1700 crores, therefore witnessing a 20% growth. The company is aiming at a growth 40- 50% in the next year.

ITI has also signed a Memorandum of Understanding (MoU) with the Department of Telecommunications, Ministry of Communications, Government of India for the year 2019-20. The MoU envisages to achieve turnover and profit for the company for the year 2019-20 by giving greater thrust towards manufacturing of telecommunication equipment's and other emerging technology products in the Broadband, Internet of things etc. The MoU also focuses to drive the Make in India and Digital India initiatives of the Govt of India.

Major projects undertaken

ITI has upgraded its infrastructure in all its plants and is today manufacturing diverse products that also includes smart cards. It understands that a lot of requirements are going to come from state governments like UP and Haryana and also from Energy Efficiency Services Ltd. (EESL) for smart energy meters and so it has started manufacturing them, which is also going to be the future product for ITI.

As far as smart energy meter is concerned, ITI proudly states that it is one of the two companies that manufactures it in the country. IT will soon be in a position to manufacture them in huge quantities and deploy them on the field.

The smart energy meter is IoT enabled with a SIM card. ITI has received an order of Rs 25 lakhs for these smart meters. As there will be a huge requirement coming, ITI has started setting up a facility in Bangalore too.

Another project that ITI is getting into is the BharatNet Phase II project on an EPC (Engineering, Procurement and Construction) model. It is also working on the Mahanet project under the Maharashtra Government and has taken up these projects on behalf of both the state governments and BSNL.

ITI also works together with backend partners. As per requirement, ITI manufactures and supplies components, which includes solar panels, radio modems, OFC cables, ONT, OLT, which also happen to be its core competency products, while cabling and other such works are taken up by its back-end partners.

Given its strong focus into manufacturing, ITI is also acquiring a plant in Raebareli for manufacturing core cables. As far as productivity is concerned, it has three lines in Raebarelli and one line in Palakkad.

Besides supplying products to BSNL, BBNL, EESL, ITI is also taking up the ASCON (Army Static Switch Communication Network) project, for which it is serving the Defence sector and is offering its end-to-end secrecy solution. The Army, the Air Force and the Navy have been together integrated into this network. ITI is also pitching these products for the paramilitary forces, Assam Rifles, Ministry of Home Affairs, NTRO (National Technical Research Organisation) and many more.

Another success story of ITI is that it has its own datacenter for which it has invested close to 200 crores. It has partnered with Trimax IT Infrastructure & Services who acts as a datacenter consultant for ITI. It is running as a Tier 3 plus datacenter and has a capacity for 250 -300 racks, which can further be expanded to 1000 racks. There are further plans to set up one more datacenter in Naini, Allahabad.

ITI also has the capability to manufacture and supply smart cards and has thus set up a smart card manufacturing facility, where it has put in four lines. Each line can manufacture 1000 cards per hour. Its automated system can therefore churn out 1.5 crore cards per year. Getting an accreditation for manufacturing NPR cards or any smart cards is really difficult, but ITI believes that it has been fortunate to have received the accreditation by NPCI.

ITI has also identified and tied up with many as 25 to 30 start-up companies and is in the process of tying up with many more. It tries to create a synergy between the start-up companies and ITI so that it is in a position to meet their requirement. It already has a Start-up hub with hundred seats and its aim is to have 1000 more seats.

ITI provides them with facilities like WiFi, power, furniture and other such office facilities the start-up companies need to carry out their work. Additionally, if any start-up has any good ideas, ITI looks forward to backing it up and taking it forward.

iValue continues to deliver partner and customer delight

KRISHNA RAJ SHARMA
Director and CEO
iValue InfoSolutions

Brand Projections 2019

iValue from its inception has been focused on value addition, with an aim to enhance value to all its stake holders – customer, partners and vendors.

Over the years iValue has set the benchmarks for rest of the industry, the key ones being Government practice since 2010; BFSI practice since 2012; focused consultant engagement since 2014 for enterprise segment and Enterprise channel focused team since 2016. Services delivery is a new arrow in iValue's quiver.

Transforming Customer Journey

iValue has had the privilege of being part of top brands across BFSI, ITeS, Telecom, Government, Manufacturing, Pharma segments in the DX journey needs of both Business and IT. Two decades of the team's expertise and experience in managing the digital journey of its customers is helping iValue's partners to expedite timelines of design and delivery along with reduction of risks.

Action Plan

iValue has been practicing enterprise customer engagement directly to identify and create incremental opportunities for its partners and vendors. iValue leverages on partners' relationship with customers to expedite decision making cycle for its OEMs through its compelling and complimenting offerings.

iValue's GTM continues to revolve around 2 frameworks – customer life cycle adoption and solution life cycle adoption. The new GTMs added in addition to Government and BFSI practices are Enterprise GTM and Enterprise Channel focused GTM.

iValue has started leveraging analytics to enhance customer life cycle adoption framework where it does a targeted business development for its OEMs across top 3000 accounts. The analytics helps to identify which set of solutions can be positioned to which customers at a given point of time across 10 cities of India.

Threat vectors are always evolving, and budget should not be a concern when it comes to securing an organization's infrastructure, as these are must have technology solutions rather than good to have.

iValue's approach is more business initiative centric around DX/ transformative needs of customers in a hybrid datacenter environment.

iValue Infosolutions
Digitally Empower and Transform Your Enterprise

At iValue we help companies manage, optimize and protect their digital assets. Our capability set encompasses decisively implementing and deploying solutions that power Data, Network & Application (DNA) management for enterprises in collaboration with our trusted partners. We possess over two decades of experience while our vertical expertise and practices cover BFSI, Government & Enterprises of all sizes. Our global presence spans 13+ locations across multiple continents.

Forge ahead with confidence

Our competency and experience help us craft and develop seamless digital infrastructure solutions spanning the entire gamut of enterprise needs. We help organisations scrutinise and reimagine their existing IT infrastructure smartly, efficiently & effectively.

Winner of the Deloitte India technology Fast 50 award for India and Fast 500 award for Asia-Pac for **"The Fastest Growing companies"** and Red Herring **"Asia 100"** finalist across two consecutive years.

Contact: www.ivalue.co.in / marketing@ivalue.co.in / +91 95319 99484   Follow us on

FACT FILE

Name of the Founder : **Sunil Kumar Pillai**

Headquarter : **Bangalore**

Year of inception : **2008**

Interesting Facts :

1. *Bagged the APAC Distributor of the Year 2018 Award from Hitachi Vantara, MicroFocus and AlgoSec*

2. *New Leadership team announced – Krishna Raj Sharma – Director and CEO, Swaroop Muvvala – CFO, Jagannathan K – Head Services*

3. *New GTMs in addition to Government and BFSI practices are Enterprise GTM and Enterprise Channel focused GTM*

Path-breaking services:
iValue's recent signups have been a mix of niche and popular offerings such as Alcatel Lucent Enterprise, Titus, FireEye, Arbor, Arcserve, BlackBerry, which will fuel the Enterprise DX in addition to its existing offerings
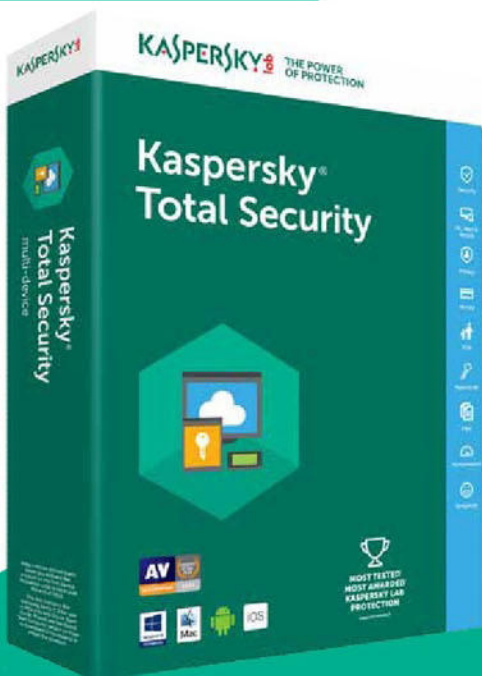
KASPERSKY lab

Kaspersky giving its customers a total security experience

SHRENIK BHAYANI
General Manager
Kaspersky Lab (South Asia)

BRAND PROJECTIONS 2019

Kaspersky has a strong channel program and it works hand in hand with its partners to ensure a win-win situation, with a sharper focus in reaching out to its customers.

TRANSFORMING CUSTOMER JOURNEY

The main objective and strategy of Kaspersky is the satisfaction of customers towards its brand and products. It always had a great partner support. It also has 24/7 customer care service so that every query of customer is being handled on time. Due to this Kaspersky does not get any complaints from customers after the installation of the software.

In this competitive world, Kaspersky Lab is not only product-driven but also experience-driven as it believes in giving a wholesome experience to its clients. Nowadays the clients not only look for a product which can solve their problems but they also look for the after sales service which Kaspersky aces and aims in providing them. Training programs are conducted for corporates to make them aware of possible threats as it is very important to make more and more people aware about these.

Programs are organized for partners and consumers for the same.

SECURITY ACTION PLAN

The agenda of Kaspersky Lab for 2019 is to add more features in its partner program and keep it updated to keep customers always happy with its updated products. Not many people are aware of the threats caused by virus that can make them lose the entire data and delete important files. The main moto of Kaspersky is to make more and more people aware of the threats and help them protect their system at the same time.

Kaspersky Lab has launched a new program called as 'Kaspersky Security Cloud 19' which has many features like parental control, wi-fi security, etc. for securing the digital business. This new program aims at targeting as many customers as possible as it has all new features covering all aspects of cyber security.

Kaspersky has a great range of solutions for securing the enterprise as it always believes in staying up to date with all its features and products for its clients.

Nowadays everything has become digital. So awareness should be made in all parts of the country as everyday systems are exposed to new threats.

Critical infrastructure needs to be secured as attacks like ransomware have become a real threat. They must be protected from any virus attacks as these infrastructures contain a lot of important and valuable data which should always be protected at all times.

FACT FILE

Name of the Founders:	**Eugene Kaspersky, Natalya Kaspersky, Alexey De-Monderik and Vadim Bogdanov**
Headquarter:	**Moscow, Russia**
Year of inception:	**1997**

Interesting Facts :

- *Kaspersky further strengthened its network by appointing Supertron Electronics as its B2C distributor in India*

- *Kaspersky Lab has partnered with 7 premium partners in association with VR Infotech, it ND in India, with the intention of fuelling market growth for Kaspersky's products in tier 2 and tier 3 Indian cities*

- *Kaspersky Lab announced the appointment of Sandra Lee to the position of head of channel sales for the Asia Pacific*

Keysight Technologies addresses its customers' problems with the right products

SANDEEP KAPOOR
EMEAI & Marketing Manager India
Keysight Technologies

FACT FILE

Name of the Founders : **Bill Hewlett and Dave Packard**

Headquarter : **Santa Rosa, California**

Year of inception : **Founded in 1939 by Bill Hewlett and Dave Packard as HP, Keysight became an independent company focused on the electronic measurement industry in November, 2014**

Interesting Facts :

- *Earlier in March, 2019, Keysight announced a joint demonstration of Ixia's AresOne-400 Gigabit Ethernet (GE) test system and the Marvell Prestera CX 8580 Ethernet switch at the Open Compute Project (OCP) Global Summit, March 14-15, 2019.*

- *Keysight acquired Thales Calibration Services in Melbourne Australia, a subsidiary of Thales Group. This acquisition establishes Keysight as the largest calibration and support services organization in Australia.*

- *Keysight demonstrated maximum achievable 5G New Radio (NR) data throughput performance using the company's 5G NR network emulation solution, which is based on Keysight's UXM 5G Wireless Test Platform, and Samsung's 5G NR Exynos Modem 5100.*

The path-breaking products/solutions from last FY :

- *Infiniium UXR series: In August 2018, Keysight lauched new Infiniium UXR series, the only oscilloscopes to support terabit research with real-time bandwidth up to 110 GHz industry- leading sample rate (256 GSa/s) and signal integrity (lowest noise and jitter).*

- *KeysightCare: KeysightCare provides complete customer care, far beyond basic warranty, including committed response times for service requests, tracking equipment configuration to keep test assets current, proactive software updates, enhancements, and fixes, choices of service tiers to fit your business needs*

- *PathWave: It is the industry's first software platform that integrates design, test, measurement and analysis that offers a wide range of plug-ins built upon a common architecture and framework and is available in a wide variety of configurations that target specific users, such as a design or test engineers.*

Brand Projections 2019

The key strategy and differentiation at Keysight is its in-depth understanding of customer challenges, their use model and helping them overcome the challenges. It does not approach customers simply with the product pitch or a product catalogue but it's positioning and approach is always with a focus that Keysight Technologies understands their problems and try to solve them with the right products, solutions and services. It leverages its software and services along with its products and tries to offer this as a complete solution.

A few of the key strategies that Keysight Technologies is focusing on in FY2019-20 are electrical vehicles, 5G design and manufacturing, latest advanced technologies for electronic warfare stimulation and satellite communications.

Transforming Customer Journey

Keysight Technologies is currently focusing on making its website more user friendly. Other than products, the website is also based on industry verticals. It has case studies, and solution documents under each industry verticals. Within industry verticals, Keysight has formulated various sub verticals. For instance, under aerospace and defense industry, there are sub verticals like electronic warfare testing, radar testing.

When customers visit the website, they will find information based on their needs. If there are things they would require assistance, they can raise an enquiry and Keysight's experts reach out to them for additional details. Keysight Technologies is thus investing on making this digital to digital experience a smooth one.

New Tech vis-á-vis R&D

Keysight Technologies works as partners for its customers, and organizes education seminars and events for them. If they are moving in with a new technology, the company helps them with its solutions and its expertise. For 5G technology, Keysight Technologies is partnering with several companies to bring their chipsets out in the market and plays the role of a key catalyst for making the new technology developments happen and help customers adopt them.

Keysight Technologies spends a large part of its revenue in R&D to be ahead in the curve.

IoT is a key part of Digital India because all the upcoming projects are using complete IoT platform for information exchange. Keysight Technologies is providing solutions for testing IoT devices and has also launched an IoT Innovation challenge.

For Make in India, Keysight Technologies is partnering with all the major defense manufacturers, space manufacturers, automotive manufacturers and general electronics manufacturers. It is working closely with them and providing them complete solutions for making this manufacturing possible for them in India. Its PathWave Platform is useful for all the companies who are part of Make in India project.

Kingston

TECHNOLOGY

Kingston successfully transforming its challenges into healthy customer relations

VISHAL PAREKH
Marketing Director
Kingston Technology India

2017 Ranking	Company	Shipment Market Share
1	Kingston Technology	23%
2	ADATA Technology	8%
3	Tigo	7%
4	Teclast	6%
5	GALAX	6%
6	Transcend Information	4%
7	Colorful	4%
8	LITE-ON Technology	3%
9	SunSpeed	3%
10	Apacer Technology	2%
11	Others	34%
	Total	**100%**

Source: DRAMeXchange, Oct., 2018

FACT FILE

Name of the Founders : **John Tu/ David Sun**
Headquarter : **Fountain Valley, California**
Year of inception : **1987**

Interesting Facts :
- *Kingston is the only brand to offer "Lifetime Warranty" for all RAMs, SD cards and microSD cards*
- *Kingston has more than 95% market share in secured USB solutions*
- *DRAMeXchange reports that Kingston owned 68.53% of the DRAM market share in 2017*
- *DRAMeXchange reports that Kingston owned 23% of the SSD market share in 2017 (in Channel Market)*
- *HyperX shipped more than 5 million headsets, fastest in the industry*

The path-breaking products/solutions from last FY:

Kingston UV500 SSD, which are affordable SSDs with encryption

Brand Projections 2019

Kingston is a market leader in designing, manufacturing and distributing memory products for desktops, laptops, servers, printers, and Flash memory products for PDAs, mobile phones, digital cameras, and MP3 players. For over three decades, Kingston has been the memory brand that customers choose to power their datacenters. It has successfully positioned itself as a lifestyle technology brand and the world's largest independent manufacturer of memory products.

In the times ahead, Kingston plans to combine one of the most extensive and stringent testing processes in the memory industry. In addition to that, this year Kingston aims at enhancing its business plans with special focus on after-sales service at its core. Besides, its channel partners will continue to play a key role in sustaining and expanding the brand's presence in the country.

Transforming Customer Journey

Kingston, for over three decades, has been the memory brand that customers choose to power their datacenters. It has always made the niche segment in focusing on after sales service. With new strategic partners for service and a healthy communication model, Kingston foresees to have a positive response from not only the customers, but also the channel partners.

Action Plan

At Kingston, several key advances like 3D NAND Technology in SSDs are actually propelling the demand for flash storage in a price sensitive market like India. With DDR4 RAM setting in the mainstream market, it is also a technology to look forward to.

Kingston has grown to be the largest independent memory module manufacturer in the industry. Its commitment to using the highest-quality components and 100 per cent testing makes Kingston memory the most reliable in the market.

Kingston considers that customers and channel partners are essential elements to fuel its ambitious business endeavours. Due to the volatile, unpredictable nature of the Indian market, in spite of facing austere competition, Kingston remains an undaunted brand due to the relentless efforts of its channel partners.

New Tech vis-á-vis R&D

Kingston always ensures that it does not compromise on the budget and affect the service. Kingston has also developed one of the most stringent and trusted testing processes in the memory industry. It makes continual investments in the world-class manufacturing facilities it operates throughout the world. However, with the upcoming technology, where it is at a boom always, Kingston tries its level best to upgrade the R&D section. Kingston has always undertaken the important step to ensure memory reliability is to screen memory components thoroughly and guarantee only the highest-quality components are used.

Lenovo

Lenovo sees itself as a trusted data centre partner to its customers

VIVEK SHARMA
Managing Director India
Lenovo Data Centre Group

Brand Projections 2019

Lenovo empowers its customers' Intelligent Transformation across capabilities such as IoT, high-performance computing, hybrid cloud, artificial intelligence and machine learning, by understanding its customers' business challenges.

It does not believe in a one-size-fits-all approach and with no legacy business to protect, Lenovo does not lock its customers into rigid proprietary architecture or software. Lenovo's unique position as a disruptor in the market enables it to be open to innovating and working with other vendors to strengthen its joint offerings. In fact, Lenovo's portfolio of data centre infrastructure solutions are designed with the customer in mind and embraces an open ecosystem of partnerships with industry-leading brands such as Nutanix, Microsoft, Red Hat, SAP, and VMware across the entire product lifecycle.

Lenovo is also working on some unique projects such as Lenovo Neptune technology that tackles the problem of traditional data centre cooling, while also keeping sustainability in mind.

Transforming Customer Journey

Lenovo understands that the world is on its way towards a widespread subscription economy. To keep pace with technology that is rapidly evolving, Lenovo recently introduced Lenovo TruScale™ Infrastructure Services, which provides its partners – resellers, VARs and distributors – with a 'pay-for-what-you-use data centre' service.

For its partners, Lenovo TruScale™ provides them with opportunities to win new accounts, and the evolving nature of the offering keeps communication channels open throughout the entire contract. This will help partners to foster stronger relationships with the end user, ensuring they're doing everything they can to meet that customer's specific needs and become invaluable to the organisation.

Security Action Plan

Security is built into Lenovo's entire ecosystem from product development, to manufacturing, supply chain and support. Lenovo takes the quality, reliability, and security of the products it sells very seriously. Lenovo employs rigorous business processes, product design, and supply chain controls to ensure our products meet our stringent requirements. As perhaps the most scrutinized server vendor, Lenovo takes extraordinary steps to ensure products are designed to industry standards and built with components from known, reliable suppliers. Lenovo's processes ensure that compromised firmware cannot find its way into our servers once deployed.

It also implements the EICC Code of Conduct through all its supplier contracts and ensures compliance via self-assessments and audits. Incidentally, the EICC Code itself requires implementation of the Code to the next tier of suppliers. It therefore applies across all tiers of its supply chain.

New Tech vis-á-vis R&D

In 2017, Lenovo earmarked a US$1.2 billion investment in artificial intelligence (AI) R&D for the next three to four years, and now operates four AI innovation centres in Morrisville, Stuttgart, Beijing, and Taipei. Lenovo customers can access innovation centre services remotely and have the opportunity to test and refine applications and workloads on a variety of systems optimized for high-performance.

As part of Lenovo's IoT growth plan over the next few years, the company is committed to continued investments in building a portfolio that takes infrastructure to where the data is, whether that be in the traditional data centre, in the cloud or increasingly, at the edge.

Significant investments in the IoT and Telco offerings over the past year have been made with several strategic partners such as Pivot3, Scale Computing, VMware, Intel, and Orange Business Services, to enable connectivity from edge to data centre.

FACT FILE

Name of the Founder : **Liu Chuanzhi**

Headquarter: **Headquarter is located in Hong Kong, with key operations centers in Beijing and Morrisville, North Carolina**

Year of inception: **1984**

Interesting Facts :

- Lenovo Data Centre Group enjoyed continued hyper growth in Hyperscale and Software Defined infrastructure, and increased its lead as #1 in the world's TOP500 supercomputer rankings, with 140 of the top 500 supercomputers being Lenovo installations

The path-breaking products/solutions from last FY :

- Lenovo and NetApp form global strategic partnership to co-develop range of Lenovo-branded storage products that combine NetApp's industry-leading all-flash data management solutions with Lenovo's award-winning ThinkSystem infrastructure.

- Lenovo announces Lenovo TruScale™ Infrastructure Services, a subscription-based offering that allows customers to use and pay for data center hardware and services – on- premise or at a customer-preferred location – without having to purchase the equipment.

- Lenovo unveiled its ThinkSystem SE350 edge server, putting increased processing power, storage and network closer to where data is generated, allowing actions resulting from the analysis of that data to take place more quickly.

ThinkAgile
ThinkSystem

LG LIVING UP TO ITS BELIEF OF CREATING A NEW MARKET ALTOGETHER

SANJEEV MITTAL
Product Head - IT
LG

NEW TECH VIS-À-VIS R&D

As one of the biggest manufacturer's in core LG product offerings and with significant outlays for R&D, LG drives and retains a front edge in innovation. This sets LG apart as it can visualize things before anyone else can and has done so and is also able to launch products ahead of competition.

Recently LG launched a slew of Monitors for Medical use. Even though a late entrant, it brought 4K into <32" sized medical monitors whereas the industry was still in inertia to FHD panel. For a country like India where cost matters, this 4K innovation has accelerated change in Medical imaging.

LG has also launched Thin Clients (Cloud end/access points) for enterprise with Innovation bundled in from the very start. It merged its strength in Displays to drive in innovative thin client devices in AiO form factors. It also used display sizes of up to 38" and soon to come 49" with very high aspect ratios, opportunities that LG believes will evolve to create a new market altogether as these will have direct bearing on user productivity.

LG's R&D focuses on sustainability, which means inventing technologies that guzzle less energy and are easier to manufacture with fewer parts, long lasting lifecycles thereby reducing e-waste generation. LG's products command a premium, as the TCO itself is significantly lower.

LG does not believe in fixed budgets. It has always kept time frames in mind, as better & faster adoption is key to leadership. LG has added AI to many of its products and actually got into robotics with its line of assisted gadgets. Soon it will be bringing in innovative technologies that will change the way customers live their lives or how businesses function in both B2C and B2B markets. Its people in innovation teams, who are part of a business unit be it in manufacturing, sales, marketing and customer service, dream up and execute new projects as they are the masters of their fields. LG's investment is having such people and retaining of these bright minds.

TRANSFORMING CUSTOMER JOURNEY

LG is No1 because it is fixated to better experiences. When PC gaming was taking off, LG partnered with PC gaming ecosystem stakeholders to bring forth the very best in gaming monitors. Early on it reached out to potential customers with its sponsorship of gamer connect events. This way LG has reached out to hundreds of attending gamers who get to touch, feel and use its fantastic displays. The experience does translate into tangible business that is almost sustainable by itself with increasing revenues. LG never sought 2019 as a benchmark for customer experience journey, as it is already in the thick of it.

Typical PC vendors have a host of products that they sell for every budget. Every single brand, even at the top end sells their PCs with older generation chipsets, as they are cheaper. While customers may lap it up for the brand, actually they are buying inferior older generation devices while the upcoming

software's are testing the hardware mettle. On the other hand LG sells its GRAM notebook (It was named GRAM because it weighed below a Kilo gram) with only latest generation CPU and memory. While LG is new at notebook business, it is steadily driving sales through customer experience, which makes it lead. GRAM is the world's lightest series of notebook PC which passes US MIL 810 standard for toughness, has a 21 hours battery life, comes with dual slot for SSD (the only one in its class) and comes with a FHD IPS panel with widest variety of connecting ports.

ACTION PLAN

LG's IT sales GTM this year has definitive business share coming from Notebook PC, Cloud end point devices, and Medical Imaging. It has created dedicated positions to drive sales in these categories. In fact the groundwork was being undertaken for last 2 years already and this year it shall see through its business prediction. 'Experience' will drive these businesses and soon they will equal the sales of LG's core businesses. That could mean 4 fold growth from present, by year 2025.

LTTS Taking Engineering to the NEXT LEVEL

BRAND PROJECTIONS 2019

L&T Technology Services (LTTS) understands that its brand identity will be communicated repeatedly across various channels with high frequency. Therefore, to ensure the consistency of its mission, vision and values as well as to distinguish its offerings from those of its competitors, it created Engineering the Change (ETC) as its brand promise in 2017. ETC will position LTTS as a thought leader in the ER&D space, create a 360-degree commitment that brings together the LTTS brand of excellence to the customers and communicate it as a singular message, thereby creating a unique story and amplify the message so that LTTS stands out among its competitors.

LTTS is a global leader in Engineering and R&D (ER&D) services and Engineering. The Company lives and breathes engineering with best-in-class expertise in engineering design, product development, smart manufacturing, and digitalization for 51 of the Global Top 100 ER&D spenders. ETC also perfectly captures the company's dedication towards facilitating the industry best services by assuming the role of a technology services provider as well as an engineering consultancy to the world's leading companies.

TRANSFORMING CUSTOMER JOURNEY

Customer experience has always been at the centre of LTTS' overall strategy to drive the growth trajectory. It firmly believes that healthy customer experience goes beyond improving service & product quality or decreasing wait time. In the ER&D sector, it is imperative to clearly understand what customers want right from the very moment they begin contemplating an offering that can further their business. From there on, it is all about making their journey toward buying a product or service as simple, clear, and efficient as possible.

SECURITY ROADMAP

LTTS has created 4 themes of business that could help disrupt traditional ways of doing business and are crucial to shaping innovation. These propositions around Digital Engineering, Smart Manufacturing and Operations, Pervasive Engineering, and Perceptual Technologies act as pillars that support the core theme of Engineering the Change.

The primary agenda for the marketing team is to capitalize on this interplay of digital and ER&D with increased industry focus on emerging technologies including Artificial Intelligence (AI), Internet of Things (IoT), Machine to Machine (M2M) communication, Augmented Reality (AR)/Virtual Reality (VR), 5G, Cyber Security, Advanced Robotics, Mobile Applications and Blockchain.

It is strongly focused on propagating the innovation led engineering practices at LTTS that facilitate for its customers faster product development, product differentiation, cost optimization and automation of redundant activities. It has also devised the Lakshya 2021 framework which is LTTS' five-year strategy plan that envisions LTTS transforming its end customers products and services using new age technology and digital engineering.

LTTS helps its customers across industries to pre-empt any attack on their products, generate threat models, define security requirements, design security architecture and help them in implementation and verification of their internal systems.

It has dedicated centers of excellence (COEs) in Israel and India for facilitating security solutions for automotive, home networks, IoT platforms, consumer & industrial products and manufacturing plants. These COEs provide robust security measures to most of LTTS' digital offerings and in optimizing old infrastructures of the customers.

ACTION PLAN

LTTS' go-to-market strategy plays an important role in determining the company's success across all the verticals. It ensures that its best-in-breed products and solutions that offer strategic advantage to the customers are exposed to highest visibility to the customer community and general audiences alike. It further believes that if its strategy is thorough, well researched and well executed then it can certainly have a positive influence on all aspects of its business.

Sales & Marketing at LTTS covers a broad spectrum of activities that include all the tasks and undertakings associated with - Promoting the company's solutions & services; Advertising & online promotions; Using consumer research to strike the perfect balance between the customer expectations and its offerings; Monitoring and enumerating sales patterns of similar services or solutions in the marketplace and Leveraging social media platforms to connect with influencers and showcase our offerings.

DR. KESHAB PANDA
CEO & MD
L&T Technology Services

NEW TECH VIS-À-VIS R&D

To help LTTS' global customers innovate and be ahead of the curve, LTTS is strategically investing in futuristic technological areas some of which have been highlighted below:

- **Autonomous Vehicle** – LTTS, in collaboration with global OEMs, has developed autonomous vehicles enabled with level 2 and 3 capabilities. LTTS' VANGEN (Video Annotation Generator) is a platform that helps in creating ground-truth data that is essential to verify and validate algorithms that go into the autonomous vehicles. LTTS also has developed expertise in application of LiDAR technology (Light Detection and Ranging) for detecting obstacles and measuring distances and arrival angle of various objects around the vehicles

- **5G** – LTTS is a one stop-solution for its customers covering the gamut of services in product variant development, 5G capabilities, simulations & automation, and product & midlife support. The Company's Narrow Band IoT (nBIoT) solution nBon developed with low memory and low power footprint provides thorough IoT device management enables easy integration to custom target platforms.

- **Compute Vision** – This interdisciplinary field deals with lending high-level understanding to machines or computers so that they gather more information from videos or digital images. It involves automatic extraction, thorough analysis and interpretation of useful information from digital sources. Compute Vision has multiple industrial applications including autonomous vehicles, biometrics, transport, security and surveillance, robotics, remote sensing, medical devices and quality control among others.

BHAVIN BHATT
Regional Director
India & SAARC, M.Tech

FACT FILE

Headquarter : **Singapore**

Year of inception : **May 2002**

About the company:

The vision of M.Tech is to be the preferred, 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. M.Tech selectively partners with market-leading vendors who are established in their respective domains. Together, they cover a broad spectrum of today's security and network performance requirements – from firewalls, web security, intrusion prevention and security analytics to cloud networking and network virtualization. M.Tech also provides training for security and network certified courses.

M.Tech focuses on 'Solutions' and not 'Products' to improve CUSTOMER CONNECT

BRAND PROJECTIONS 2019

M.Tech understands that it is never 100% secure in the cyber security space. This space is constantly evolving and so are the threats. The threat dynamics change by the hour and day.

M.Tech always keeps pace with this and tries to be a step ahead. In 2019 as well, M.Tech will continue to be vigilant and be a step ahead so that it can help its customers with its expertise to keep threats away.

TRANSFORMING CUSTOMER JOURNEY

There is a great transition in Customer Experiences, their preferences are for brands that they trust.

In this regard, M.Tech is focussing on a Customer First Mindset and Personalised Data as a Customer Property and no longer as a Business Asset. The company wide focus will be cutting across all touch points to render a Business strategy for every brand there by improving the Customer Journey.

M.Tech is geared up to compete and improve customer connect by strategically focussing on Solutions rather than the Product. Its Digital content is focused based on real pain points to an industry, End customer and providing concrete Solutions for the same.

ACTION PLAN

M.Tech always lends a good ear to its customers. Listening and understanding customer pain points is the key. M.Tech's go-to market always revolves around that. This year will be no different, as it intends to keep educating its customers and partners on the new threats and security trends in different forums and media.

M.Tech plans to do a number of seminars, conferences, face to face meetings, webinars, demos and also share its thoughts and views through digital and print media.

The Technical teams are continuously evaluating new threats, newer products and looking out for solutions that meet the ever changing challenges and Risks to Customer Networks. Its objective is to keep in step with the disruption and complement Digital India by updating the requirements to futuristic solutions that run on Cloud, IoT, AI, Blockchain and 5G. It is keen to support technology that complements Digital India, and provides real solutions to the changing data protection requirements.

NEW TECH VIS-À-VIS R&D

The convergence of technology has led teams to synergise and adapt to shared goals, this helps enterprises to be agile and have a flexible budget. With continuous changes in Regulation and Risks to Data Protection it is critical for organisations to increase their spend on DLP. Budgets need to be in sync with the levels of disruption in the Industry and demands of Regulation.

M.Tech is focused on a hybrid model, where it looks to needs and requirements of the Consumer, as well as the Partners. The strategy for GTM would vary based on region specific requirements as these are unique challenges that needs to be addressed on a case to case basis.

MICRO FOCUS®

Micro Focus serves its customers by being more agile and innovative

SAURABH SAXENA
Country Director
Micro Focus India

FACT FILE

Name of the Founder : **Brian Reynolds & Paul Andrew O'Grady**

Headquarter : **Newbury, UK and Sunnyvale, CA**

Year of inception : **1976**

Interesting Facts:

- *Micro Focus acquired Interset, a worldwide leader in security analytics software that provides highly intelligent and accurate cyber-threat protection*
- *It announced Strategic Direction - Digital Transformation and the Four Focus Areas (DevOps, Hybrid IT Management, Risk, Security & Governance and Predictive Analytics)*
- *It launched new partner portal to streamline pipeline development, boost opportunities to achieve predictable revenue and help close business for partners.*

The path-breaking products/solutions from last FY:

- *Micro Focus launched new data protection solutions for virtualized and Hybrid IT environment*
- *Announced the general availability of Micro Focus IDOL 12 - the latest offering that leverages AI to sift through big data to quickly and efficiently discover highly relevant information, and to simplify GDPR compliance*

Enterprise DevOps

As a modern DevOps enterprise, you need to accelerate time to market and increase quality. Micro Focus provides an easy-to-use, seamless toolset that scales across the SDLC. From on-premise to cloud and from mainframe to mobile, we address all your DevOps needs.

Hybrid IT Management

You need to bridge the gap between legacy infrastructure and the digital enterprise. Micro Focus solutions are easy to consume and deploy in any environment, including IT costs and time to value. We harden the latest technologies to make them work for you.

Security, Risk & Governance

From compliance issues to the most advanced cyber threats, you need to safeguard your enterprise. Micro Focus protects what you value most: users, data and applications.

Predictive Analytics

Everyone has data, everyone has analytics, but that's not enough. With predictive and proactive analytics Micro Focus helps you to not only deliver insights, but drive greater intelligence and productivity across your enterprise.

Brand Projections 2019

Micro Focus aims at enabling organizations to help them transform their business by offering business-critical tools needed to build, operate, secure and analyze within the enterprise. The requirement is to ensure that the enterprise has the capabilities to master hybrid IT with new agility-bridging traditional and transformational IT services from mainframe to mobile, and from corporate to cloud. Embracing the future does not mean replacing the past. Hence, Micro Focus helps customers manage the complexity in hybrid IT in three essential steps -

- Ensuring continuous delivery by embracing existing IT as the new capabilities is adopted,
- Increasing IT efficiency by automating routine tasks using preconfigured workflows, and
- Fuelling creativity & innovation by employing flexible technologies that evolve with your needs

Transforming Customer Journey

Micro Focus aims to better serve its customers. To provide the best solutions for customers, it underwent a journey to become more agile and deliver innovation faster, streamline its portfolio and lower total cost of ownership (TCO), and optimize the use of its resources to achieve greater efficiencies.

As disruptive enterprises leverage breakthroughs in cloud, mobile to deliver customized, valuable and immediate experiences, customers have more choices than ever. As a result, Micro Focus aims to keep pace to deliver the right quality and a flawless user experience.

Security Action Plan

Micro Focus realized the opportunity to deliver on transforming digitally and hence it has taken steps to constantly innovate, modify team and culture with the help of technology. It has created solutions that helps organizations transform their business in accordance with rapidly evolving IT requirements.

By combining industry-leading software and domain expertise in its four focus areas (Enterprise DevOps, Hybrid IT Management, Predictive Analytics and Security Risk and Governance), Micro Focus now delivers on all the critical aspects of enterprise digital transformation that will help customers innovate faster with less risk in comparatively less amount of time.

The company has curated solutions that are enterprise-grade security platform with built-in scalability and analytics to drive the Future of Security. It believes in securing what matters specifically when it comes to application, identity and data and catalyze value creation.

New Tech vis-á-vis R&D

Micro Focus has significant product development work being done in India for Security (Technologies: Identity, Access, SIEM, and Unified Endpoint Management), Information Management & Governance, and IT Operations Management (Products: Operations Bridge, Hybrid Cloud Management, Data Center Management, Network Operations Management, Data Protector). It also has a large Professional services team in Bangalore doing global delivery.

NetApp empowers customers to change the world **with data**

AI CENTRE OF EXCELLENCE IN PARTNERSHIP WITH NVIDIA

NetApp's AI Centre of Excellence in partnership with NVIDIA, at Bengaluru, will help create an environment to showcase technologies to help customers and partners navigate the world of AI thereby helping them drive businesses of today and enterprises of tomorrow. A year ago, NVIDIA and NetApp announced their collaboration to work together on an "AI-proven architecture." Powered by NVIDIA's DGX supercomputers and NetApp's cloud-connected flash storage, both resolved to streamline organizational collaboration by bridging data and the cloud.

The CoE will notably involve an investment by NetApp in the NVIDIA DGX workstation to provide customers and partners a better understanding of the role of AI and to deploy it to their advantage in a competitive environment. It will also enable them to experience first-hand the solutions and work with the skilled engineers from both NetApp and NVIDIA.

NetApp will also showcase the impact AI had on global customers as a result of the collaboration and will highlight how it has enabled companies to navigate the complex AI journey by unleashing the full potential of data by simplifying and accelerating the edge to core to cloud data pipeline. The customers can thereby accelerate AI implementation and scale with pre-validated architecture.

REVOLUTIONIZING DATA FABRIC TO DOMINATE HYBRID MULTICLOUD

The company has announced its boldest portfolio launch. NetApp is delivering a host of new capabilities that can help companies bring their data fabric to life. The new solutions and services allow customers to adopt and consume cloud on their terms. The company is thereby delivering a truly seamless hybrid multicloud experience that includes availability of NetApp® Cloud Data Services on NetApp HCI, the ability to expand with persistent storage across the biggest public clouds, and the ability for customers to manage, use, and pay for cloud services the way they want to.

The public cloud has created a new standard for IT that all industry leaders must match to provide the experience that users enjoy in the cloud and now demand on their premises. To be successful, organizations must fuel data-driven innovation by leveraging the cloud and modernizing their IT, bringing the power of the cloud to every part of their business through a seamless hybrid multicloud. Only NetApp, with its data fabric strategy, has what customers need to build a unique data fabric designed for their business—in any cloud, in one experience.

With NetApp, a company can now enable developers to build applications on-premises as easily as in the public cloud. They can make the apps and data portable across a hybrid multicloud regardless of location, without compromising service levels and centrally orchestrate application and data services together across a hybrid multicloud.

NEW TECH VIS-À-VIS R&D

NetApp, as a company is committed to contributing to the external ecosystem and supporting the vision to make India an innovation hub for the world. A corporate citizen of India since 2003, NetApp India announced in 2017, its Global Centre of Excellence (GCoE) which is a fully owned 15-acre multi-business unit/functional campus in Bangalore.

The key focus of NetApp India is to develop internationally competitive technological expertise by building world-class products leveraging the best of breed talent with continuous efforts of the teams here and globally. The 280 patents awarded and 500 that have been filed, are a recognition of our commitment to innovation. Today, the NetApp GCoE is at the heart of the company's strategy to help customers succeed in their digital transformation journey with the power of data.

PARAG AMALNERKAR
Director Marketing - NetApp India & SAARC

FACT FILE

Name of the CEO :   **George Kurian**

Headquarter :   **Sunnyvale, California, United States**

Year of inception :   **India Operations – 2000; 19 years ago**

         Global Operations – 1992; 27 years ago

Interesting Facts :

· *Data Visionary Center - NetApp unveiled a Data Visionary Center in Bengaluru in May 2018, that enables its customers and partners to collaborate, innovate, educate and drive digital transformation across Asia-Pacific region. The center also provides them an experience of NetApp's latest products and services in a real-time problem-solving scenario, along with insights about industry trends, flash storage, hybrid cloud, and other data center IT technologies. Companies will also have access to customized sessions on topics tailored to specific concerns and needs of the business, such as the need for cloud-ready workflows or methods to modernize storage through data management.*

· *Partnerships with Hyperscalers - NetApp attained great momentum in the cloud space aligned to their Data Fabric strategy. In fact, NetApp is the only company to have a partnership with the three largest hyperscalers, Microsoft Azure, Google and AWS giving them a competitive edge.*

· *NetApp NVIDIA partnership – The company announced its NetApp® ONTAP® AI proven architecture powered by Nvidia's DGX supercomputers and NetApp AFF A800 cloud-connected flash storage, to help streamline organizational collaboration by bridging data and the cloud. The motive was to help organizations achieve "edge to core to cloud" control over their data by delivering unprecedented access and performance to help customers achieve real business impact with AI.*
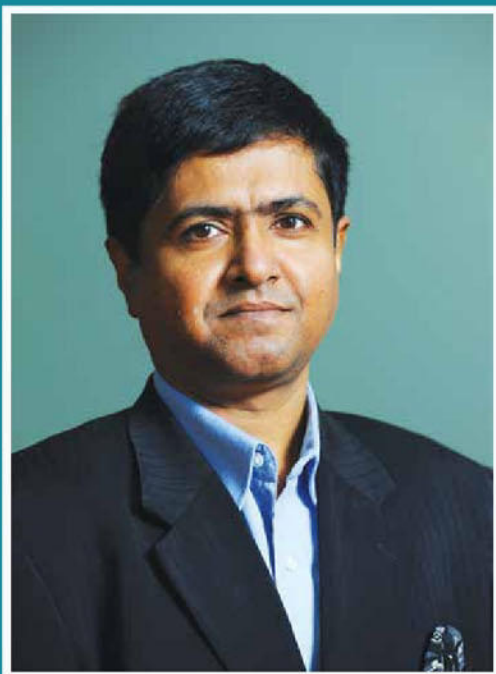
Multi-Cloud is the new de facto standard in the Digital World

PRASENJIT ROY
Sr. VP & Chief Marketing Officer
NTT Com-Netmagic

With digital transformation taking the center stage, organizations prefer hybrid environments to get the best of both the worlds. Digital transformation initiatives of organizations involve utilization of resources effectively to improve business processes, achieve operational enhancement and adopt new age business models. Cloud strategy, the backbone of the SMAC (social, mobile, analytics and cloud) framework needs to be implemented with a lot of considerations to ensure scalability and sustainability throughout the digital transformation process.

For organizations, which are newly adopting cloud, I believe hybrid multi-cloud is here to stay in the long run for enterprise. People might be uncomfortable and security on public cloud, but reliance on public cloud will grow. Mission-critical enterprises will still use a combination of public and private cloud – that's hybrid. At NTT Com-Netmagic, managing hybrid multi-cloud continues to be the Company's strength as we do bare metal plus public cloud by providing management across the IT infrastructure. In the past, we were leading with our own public cloud (SimpliCloud), but we recognize that there will be multiple hyper-scalers like Amazon Web Services (AWS), Microsoft's Azure and Google. We have partnered with all of them and we are offering best-of-breed solutions depending on the customer's needs. We can architect the cloud for them. Alternately, many of our existing customers have bare metal with us. Instead of having two partners – which might involve finer pointing in case of any issue like DR, etc. – they can have bare metal with us and public cloud with Azure; and we will handle both as a single party. They can buy Azure through us and we

will even manage the same for them. For enterprise-grade deployment, hybrid will work better for many factors.

Our managed Hybrid Multi-Cloud service is a combination of diverse set of managed services and the simple to use – cloud management platform (CMP), which is called the Multi-Cloud Insight. This enables businesses an access to major public cloud providers on a single pane of glass – with a selection of cloud solutions based on the type of their workloads and expected costs; provisioning of workload based on requirement; integration with existing private cloud environments across various hypervisors; providing migration and data ingestion as a service; management and monitoring of hybrid multi-cloud environment to avoid downtime, cost inefficiencies and over utilization of cloud resources; security and compliance and so on; all on a pre-configurable dash board. So for this, we not only provide our cloud services, but also partner with all these global cloud majors to ensure that customers are offered a seamless experience.
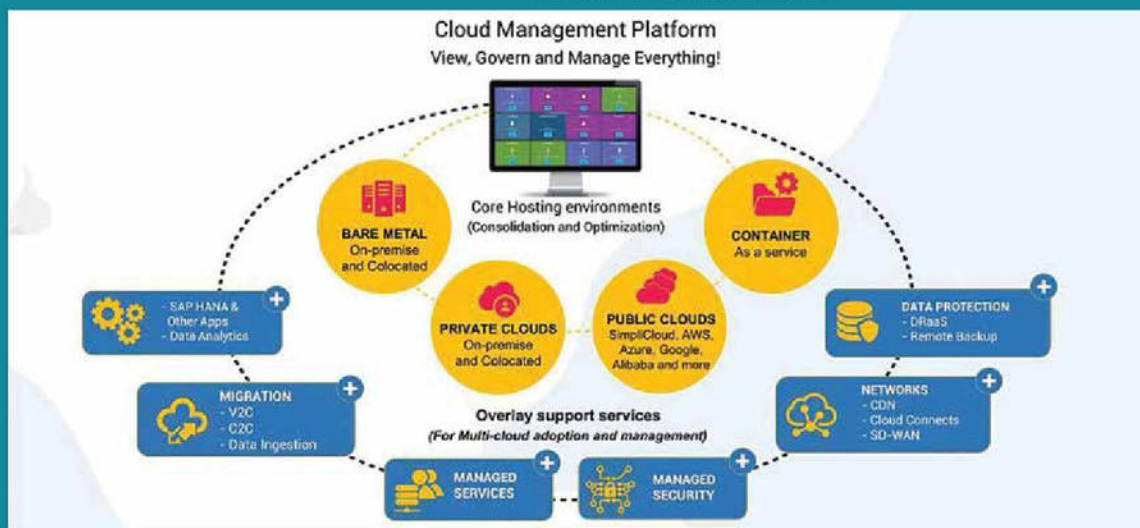
We integrate the entire range of solutions to the customer and help manage the infrastructure with a cloud management platform. We help in the management of different cloud applications through a single dashboard and aid the customers in selecting the least expensive cloud or the best performance cloud.

What also makes us unique is the range of services we offer customers what they want in terms of end-to-end managed services. Another enabler for us is the fact that we have a physical presence and that we are datacenter partners to most of the cloud service providers. Our potential back up of cash-rich NTT and our strong project management expertise has allowed us to create very large scale world-class datacenters, unmatched in their scale and quality, by any competition in India. And, we are continuously building more and more DCs, thus giving a huge assurance to global customers – looking for high-quality and long-term scalable space in India. We enable customers in the management of different cloud applications through a single online dashboard and aid the customers in selecting the least expensive cloud or the best performance cloud.

While delivering our multi-cloud services, the other major trend where we saw huge traction towards is security. We place great emphasis on security, and for that, we have an extensive bouquet of security services delivered through our 24X7 security operation centers (SOCs). Customers now want end-to-end security services and this raises our level of partnership with them. With current alliances with security OEMs, we are looking to add a few more and then provide a security offering in a big way.

NEW TECH VIS-À-VIS R&D

We have also further increased the impetus on Research and Development (R&D) and opened a third center in Bengaluru – in addition to existing centers in Pune and Mumbai -- to build next- generation multi-cloud platforms.

Cloud Management Platform
View, Govern and Manage Everything!

Core Hosting environments (Consolidation and Optimization)

BARE METAL — On-premise and Colocated

CONTAINER — As a service

SAP HANA & Other Apps — Data Analytics

PRIVATE CLOUDS — On-premise and Colocated

PUBLIC CLOUDS — SimpliCloud, AWS, Azure, Google, Alibaba and more

DATA PROTECTION — DRaaS — Remote Backup

MIGRATION — V2C — C2C — Data Ingestion

Overlay support services
(For Multi-cloud adoption and management)

NETWORKS — CDN — Cloud Connects — SD-WAN

MANAGED SERVICES

MANAGED SECURITY

NEXSTGO

2019 will be **a customer** focused journey for **Nexstgo**

SEEMA BHATNAGAR
Country GM, Nexstgo

FACT FILE

Name of the Founder :	*Alex Chung*
Headquarter :	*Hong Kong*
Year of inception :	*2016*

Interesting Facts :

Nexstgo Company Limited is licensed by VAIO Corporation to oversee the business in Asia. This license agreement between Hong Kong-based Nexstgo and the Japan-based VAIO Corporation includes manufacturing, sales and marketing as well as servicing of VAIO laptops under the VAIO trademark.

Path-breaking services:

Primus NX301, which is a 14" ultra-lightweight business-grade customizable flagship laptop computer. Very soon NEXSTGO SUPERMAN series will be launched in India.

BRAND PROJECTIONS 2019

Indian market is known to be one of the fastest growing ones in the technology segment and is open to embrace new lifestyle brands. Nexstgo is looking forward to introducing its fashion-forward and high-performance products to Indian consumers. The brand philosophy is to allow its customers to express themselves through technology, which Nexstgo aims to do it with its product ranges.

TRANSFORMING CUSTOMER JOURNEY

When talking about technology, India is the most potential market, which keeps welcoming the new revolution in the respected segment. The youth-oriented society is very much proactive when it comes to experimenting with the new gadgets, which may act as a part of their daily lives.

Nexstgo entered the market with the vision to be on the top, where the number of multinational and local businesses is striving hard to come up with something extraordinary. It has already unleashed its feature-rich laptop- Nexstgo Primus to reach the commercial segment and AVITA Liber, which touches the glamour side of the Indian consumer.

Nexstgo aims "to do what the giants can't".

ACTION PLAN

In the coming months, Nexstgo will be covering all the channels across the country. It is already there on all the e-commerce platforms like Amazon, Flipkart, Tata Cliq and Paytm. Since its marketing focus is also on digital front and not only traditional, Nexstgo sees huge potential in this field.

NEW TECH VIS–À–VIS R&D

The company focuses on bringing experiential technical solutions to modern-day corporate leaders. With the vision to deliver exceptionally innovative products, Nexstgo looks forward to technological breakthroughs and aims at shaping the future, with their ultra-innovative solutions. Nexstgo challenges every limitation of function, technology, and aesthetics, by using a human-oriented approach to design a splendid array of products.

NVIDIA.

Building high-performance GPUs and more intelligent machines

BRAND PROJECTIONS 2019

Twenty-five years ago, NVIDIA set out to transform computer graphics. Fuelled by the massive growth of the gaming market and its insatiable demand for better 3D graphics, NVIDIA evolved the GPU into a computer brain at the intersection of virtual reality, high performance computing, and artificial intelligence.

High-performance computers are essential instruments of scientists, researchers, artists, and creators. Its endeavour is to constantly power the ecosystem that solves the unsolvable – NVIDIA makes tools with amazing and incredible possibilities. Like a time machine, it makes computers for the Einsteins and da Vincis of contemporary times to help them see and create the future.

For as long as NVIDIA has been designing computers, AI has been the final frontier. Building intelligent machines that can perceive the world as people do, understand their language, and learn from examples have been the life's work of computer scientists for over five decades. In the field of AI, NVIDIA's platform accelerates both deep learning and machine learning workloads. It is engaged with thousands of organizations working on AI in a multitude of industries, from automating tasks such as reading medical images, to enabling fraud detection in financial services, to optimizing oil exploration and drilling.

TRANSFORMING CUSTOMER JOURNEY

NVIDIA has a platform strategy, bringing together hardware, system software, programmable algorithms, libraries, systems, and services to create unique value for the markets it serves. While the requirements of these end markets are diverse, NVIDIA addresses them with a unified underlying architecture leveraging its GPUs and CUDA parallel-computing platform, as the fundamental building blocks. The programmable nature of its architecture allows NVIDIA to support several multibillion-dollar end markets with the same underlying technology by using a variety of software stacks developed either internally or by third-party developers and partners. The large and growing number of developers across its platforms strengthen its ecosystem and increases the value of its platform to customers.

NVIDIA's sales strategy involves working with end customers and various industry ecosystems through its partner network. This strategy is key to achieving its objective of providing markets with high-performance and efficient GPUs. Its sales and marketing teams, located across the globe, work closely with end customers in each industry. NVIDIA believes that the depth and quality of its design support are key to improving its partner network's time-to-market, maintaining a high level of customer satisfaction, and fostering relationships that encourage end customers and partner network to use the next generation of products within each platform.

VISHAL DHUPAR
Managing Director, South Asia
NVIDIA Graphics Pvt. Ltd.

SECURITY ROADMAP

NVIDIA's business has evolved from focusing primarily on gaming products to broader markets, and from chips to platforms and complete systems. As an organization, it also empowers businesses to do more for cybersecurity through AI and Deep Learning. A significant portion of data is sensitive – whether as intellectual property, financial information, personal information, or other types of data for which unauthorized access or exposure could have negative consequences.

NVIDIA GPUs, CUDA, and RAPIDS are some of the critical building blocks being used to secure the future enterprise for anomaly detection, malware detection, credential misuse and more.

At a global level, NVIDIA invested in Deep Instinct, an Israeli start-up that leverages Deep Learning to mitigate cyber-attacks. Deep Instinct uses a GPU-based neural network and CUDA to achieve detection rates that are 99 percent accurate, compared with about 80 percent detection from conventional cybersecurity software. Its software can automatically detect and defeat the most advanced cyber-attacks.

COMMITMENT TOWARDS R&D

Innovation is at NVIDIA's core. Its invention of the GPU in 1999 defined modern computer graphics and established NVIDIA as the leader in visual computing. With the introduction of the CUDA programming model in 2006, NVIDIA opened the parallel processing capabilities of the GPU for general purpose computing. This approach significantly accelerates the performance of the most demanding applications in HPC in fields such as aerospace, bioscience research, mechanical and fluid simulations, and energy exploration.

Globally, the NVIDIA AI Labs are a testimony to its commitment towards R&D. The world's top researchers are pushing the boundaries of artificial intelligence at the NVIDIA AI Labs, which helps the company to keep them ahead of the curve with support for students, assistance from its researchers and engineers, and access to the industry's most advanced GPU computing power.

India continues to remain a central part of the R&D success for NVIDIA with design centers located in Pune, Bangalore and Hyderabad. The researchers at NVIDIA challenge themselves each day to answer the "what ifs" that push deep learning architectures and algorithms to richer practical applications.

Orange Business Services believes in being digital outside and human **inside**

BALA MAHADEVAN
CEO
Orange Business Services, India

BRAND PROJECTIONS

Orange has always been one of the top brands in the world, enjoying great value and presence in many countries around the globe, formerly known as France Télécom S.A. and got rebranded as "Orange " during the 1990s.

Orange Business Services is the business arm of Orange which provides solutions for across sectors, besides being a Telco operator, a network service provider, an ICT provider and many other things. Its branding strategy across the globe differs based on the nature of business, but the core value that Orange will always be digital outside and human inside is something that it likes to protect. Globally Orange Business Services is a large company and that is what it takes pride in.

SECURITY ACTION PLAN

Orange is one of the largest Network providers, with around half of the world's submarine cables being owned by it and is present in approx. 220 countries. It is present in almost every country in the world that has an airport: it connects enterprises and government throughout the world. Security has always been a part of the DNA at Orange: in fact it has carved out a separate business unit called Orange Cyberdefence. Orange Cyberdefense is the Orange Group's expert cyber security business unit, providing security solutions, managed security (MSSP), managed detection and reaction (MDR) and threat intelligence services to organizations around the globe. Over 1,600 large enterprises and thousands of medium and small businesses worldwide trust Orange Cyberdefense to deploy and manage their security.

NEW TECH VIS-À-VIS R&D

Orange Business Services carries out R&D at a very large scale globally and each country does its own for their domestic need. It does several types of researches in partnership with other companies, which is one aspect. Like at the mobile world congress, Orange came together with two other partners to fly a 5G drone. The other aspect is what it does on its own. Today it puts a lot of R&D on every vertical solutions. Vertical solutions could be in retail, smart cities, Manufacturing, etc and if one comes closer to India, it has an Orange Lab in Gurgaon

Every company in some form or the other is facing digital transformation. Whether it is a citizen, a private enterprise, a public sector enterprise or a govt organization, data is driving them all. Orange looks at this as a data journey, right from collecting the data, transmitting it or transporting it, storing it, and analyzing it to take action. The ongoing digital transformation of enterprises has created a new ecosystem. This new ecosystem is totally open and driven by heavy data usage. At Orange Business Services, it is known as the "Internet of Enterprises". It is in this ecosystem that machines, platforms, employees, customers, partners, and suppliers, both within and outside businesses, are constantly connected and can exchange information to optimize the way they interact and create more value. At Orange Business Services, the aim is to continue playing a major role in this ecosystem.

FACT FILE

Headquarter: Paris, France

Interesting Facts :

- *Following the acquisition of Basefarm in August and increasing its cloud revenues by 18% in the 1st half of 2018, Orange Business Services is pressing ahead with its growth strategy for the cloud computing market. Its target is to become a global leader in multi-cloud services.*

- *Orange Business Services inaugurated its HR Innovation Lab during the Orange Business Summit, Paris. The Lab is in line with its strong commitment to co-innovating with clients by harnessing technologies and human capabilities to support their specific business needs.*

- *Orange announces the acquisition of 100% of SecureData Group, and its consulting subsidiary SensePost. SecureData is the largest independent cybersecurity service provider in the UK, the largest market in Europe. This acquisition is yet another step toward establishing Orange's position as a leading player in the European cybersecurity market.*

CUSTOMER experience has grown to be vital for business GROWTH

MEHUL SAMPAT
Product & Marketing
ONEOTT iNTERTAINMENT LTD

EXPANDING ROLE OF A CMO

Chief Marketing Officers (CMOs) have typically overseen communications, brand management, advertising campaigns – and they still do, but, in this day and age with so many ways for marketers to learn about their customers – through big data, IoT, Artificial Intelligence (AI) and marketing automation among others – there has never been a more appropriate time for CMOs to become customer experience experts. The CMO needs to work very closely with the CIO to understand the underlying technologies in providing that experience to their customers.

TRANSFORMING CUSTOMER JOURNEY

There is no denying that customer experience is vital for business growth. To reflect the current competitive market, more and more of organisations are redirecting investment to customer experience innovations. The customer experience starts from how the customers find a vendor when they are looking for the product or service they want to consume, to the fulfillment of that service and the assurance provided by the brand post sale.

While this is easier said, shifting a brand's customer experience priorities involves digital, organisational and cultural change – and as with many change management exercises, there is a need for having clearly defined roles from the beginning. A question then arises with many organisations as to who should 'own' the customer experience to ensure the best results. Brands today need to put the customer at the centre of not just storytelling, but also in the products that the organization builds and all of its touch points with the customer.

This includes everything from the marketing touch points to sales, support, product, and more. For any CMO, marketing has become a louder voice in the age of customer obsession and they make sure that their organisations are thinking about those touch points holistically.

DATA ACTION PLAN

Key priorities will be to evolve data-driven decisions from being subjective to objective. Within customer experience change projects, CMOs play a huge part in analyzing data and using it to enhance customer experience across the business. The vast amount of data available has led the shift from subjective decision making in marketing to providing concrete answers to questions that had previously been a matter of opinion. For marketing teams working on a campaign, there are many a solution at their disposal. AI-driven tools can now statistically detect which designs will be the most successful and keyword analysis can determine which headlines will drive the highest engagement. So, for example, after hours of work on a campaign, if the CEO gives a feedback of "can we change the colour to blue, because I prefer that to orange", the team will be able to validate the colour choice based on data analysis and customer preference.

Additionally, tools such as heat-mapping can illustrate which areas of a website receives the most eyeball time. A/B testing with real time feedback can ascertain whether a particular customer segment is responding more favourably to a specific message and on which channel, allowing marketers to personalize the customer journey. Equipped with all these solutions, the excuse of "I like it better" can no longer drive marketing spend – solid evidence is required to justify gut feelings and opinions.

NEW TECH OPPORTUNITIES

The newer opportunity lies in orchestration and personalization of the entire end-to-end customer experience, moment to moment, at scale, on any channel, in real time. It's about harnessing the power of artificial intelligence, immersive media and new screens to deliver connected, engaging and hyper-personalized experiences at scale. Brands that can deliver on these parameters will win the hearts and minds of customers

ORACLE®

ORACLE looks to strengthen SaaS leadership, AUTONOMOUS DATABASE to be its next big growth DRIVER

BRAND PROJECTIONS 2019

Oracle has a very unique differentiation – that it is the only modern, enterprise-grade integrated cloud that's complete (end-to-end), open (based on open standards), modern and fully secure (multi-tier security). Rising interest levels and increased demand for its cloud services in India is another testimony to this. Oracle is helping its on-premises customers upgrade to Oracle Cloud, and is also winning net new customers who don't have a history with Oracle.

TRANSFORMING CUSTOMER JOURNEY

For brands, to keep pace with changing customer expectations, it's imperative to use artificial intelligence/machine learning to make their services more intuitive and contextual in real-time. Oracle is embedding AI/ML into all its cloud services, so that customers can better target their end customers with experiences to remember and improve stickiness.

In the cloud economy, customer experience becomes all the more important, because there are no second chances for cloud providers. So Oracle is making sure that both the company as well as its partners are in sync with customer expectations to create the best experience every single time, across touchpoints. It also has a team of customer success specialists whose main charter is to ensure customers get the maximum ROI from its cloud services and deliver the best ever cloud experience, thus ensuring that Oracle's customers serve their end customers in the best possible way.

ACTION PLAN

Cloud continues to be Oracle's top priority, not just with large enterprises, but with SMBs and start-ups as well. Empowering India's growth story, young firms are going to be a key pillar of its strategy in 2019 and beyond. Oracle has the technology, the people, the talent and the scale of its operations, to help propel this new business community to greater heights and support their growth journeys. It ultimately benefits India's economy, reinforcing its commitment to the country.

Oracle has two clear focus areas for growth - strengthen its cloud applications leadership and upgrade more customers to its autonomous database, so as to help customers future-proof their business.

SECURITY ROADMAP

At Oracle, security has always been a fundamental aspect in everything it does. For instance, Oracle Cloud offers a secure layer of defense across users, apps, data, and infrastructure - through a single pane of glass. Oracle Cloud helps prevent, detect, respond to, and predict sophisticated security threats starting with the 'core' of data all the way to the 'edge' of the network.

Oracle's Trust Fabric strategy brings in autonomous cloud security, enabled by artificial intelligence and machine learning. For instance, Oracle's next-generation cloud powers the Oracle Autonomous Database, which has three core attributes that leverage the power of AI and machine learning -

- Self-driving to automatically provision, secure, monitor, backup, recover, tune, upgrade
- Self-securing to automatically apply security patches with no downtime
- Self-repairing to maximize uptime and productivity with 99.995% availability which is less than 2.5 minutes of planned and unplanned downtime a month

RITESH SYAL
Senior Director and Head
Alliances & Channels, Oracle India

FACT FILE

Name of the Founders	:	Larry Ellison, Bob Miner, Ed Oates
Headquarter	:	Redwood Shores, California, United States
Year of inception	:	1977

The way to secure its data, the way to prevent data theft is more automation. And organizations need a cyber defense system that automatically detects vulnerabilities and attacks. And these two systems, the Oracle Autonomous Database and its highly automated cyber defense systems are designed to stop data theft.

By using AI to analyze a unified data set consisting of security and operational telemetry as well as providing automated remediation, Oracle's integrated suite enables customers to quickly adapt their security and operational posture as their risk landscape changes. This application of machine learning can potentially help thwart attacks, reduce the detection window from months to minutes, and more quickly address security breaches and performance outages.

NEW TECH VIS-À-VIS R&D

In the digital economy, cloud has proven to be a great equalizer – even a start-up with limited resources can take advantage of the same enterprise-grade modern technology that a large organization is using. So having a fixed budget doesn't mean a customer has to compromise on quality of technology he/she uses anymore.

Oracle invests over USD 5 billion every year on R&D globally. The aim is to help its customers succeed and upgrade to the technology of tomorrow, today. Its efforts in global innovation is paying off well, with generational innovations like the Oracle Autonomous Database and its Gen 2 Cloud infrastructure. These, amongst other solutions, are helping businesses accelerate innovation, improve productivity and enhance customer experience in the 'experience economy'.

PRYSM®

Prysm synonymous with Innovation & Delivering Better Customer Experience

GB KUMAR
Vice President, APAC
Prysm

Prysm is leading the creation of high-impact, immersive experiences with Prysm LPD 6K Displays powered by Prysm software. It delivers wow-worthy presentations and collaboration sessions on an expansive, bezel-free display. The 6K resolution, high contrast ratio, and interactivity will capture the audience and make them feel like they are immersed in the content, and not remain just passive participants.

Prysm's new line of LPD displays include the 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. Its rollable screen means it can be installed in a wider variety of spaces for maximum impact.

LPD 6K displays are available in 135" and 190" sizes which are completely seamless and bezel-less with very high resolution and contrast ratios. The immersive and vivid experiences remain consistent throughout the long lifetime of the product.

The common use cases are Board Rooms, Customer Experience Centres, Command & Control Centres, Retail areas and Private Theatres.

A Superb, Content experience - Prysm software engages the audience by bringing together all of the content, tools, and applications on a single digital canvas. There is no need to swap from one tool or application to the next, as it is all available at the fingertips.

Unify disconnected tools, apps, and content - There is also no need to toggle between apps again. With Prysm, the user can share content, tools, and applications side-by-side on a single digital canvas so the big picture can be quickly seen.

Actively collaborate with remote team members - One can also collaborate with remote team members by getting past the hurdles with video conferencing and screen sharing. Prysm lets all meeting participants view and interact with the same content simultaneously.

Streamline the way work flows – The user does not need to stop collaborating when the meeting ends. Prysm projects can be accessed from any device or Prysm-powered display — before, during or after a meeting – and continue working one left off.

Brand Strategy starts with the Partner-led experience

Prysm is synonymous with delivering best-in-class immersive story telling experiences for Executive Board Rooms, Customer Experience Centres, Command & Control Centres, Executive Briefing Centres, Innovation Rooms and other collaboration spaces.

Prysm elevates the brand experience of the end customers by enabling them to tell their story in a unique, engaging and immersive fashion. This is true whether it is in executive board rooms or customer experience centres. Using the Prysm visual workplace software on the immersive touch enabled LPD 6K displays is extremely easy. Prysm software seamlessly integrates with Skype for Business, Cisco, Polycom or Lifesize video conferencing thereby providing investment protection.

On Prysm Digital Workplace, the content stays intact and persistent even after the sessions and on any display device. Hence, the last-state content can be accessed from any device, any location and at any time since Prysm digital workplace is a cloud based secure solution.
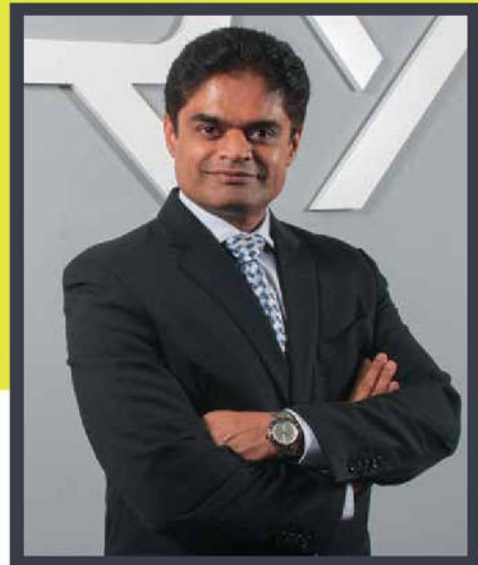
ROUTE-TO-MARKET STRATEGY

Prysm believes in 100% partner-led approach unless very few global end-customers who are keen for direct engagement. Prysm has recruited Inflow Technologies as its exclusive distribution partner for India. Besides, it operates through a number of Gold, Silver partners for addressing the enterprise market effectively.

Prysm works closely with its partners for arranging Demos to end-customers in Prysm and/or partner owned CECs in Bangalore, Mumbai and Delhi. It encourages end customers to experience the product and solution before making the buying decision for Board Room, Executive Briefing Centre, Innovation Centre or Training room solutions.

Prysm aggressively recruits Audio Visual and Collaboration Solution focused partners who believe in transforming the enterprise experiences and elevating the end-customer brands by providing the best-in-class visual, story-telling experience.

The Prysm brand inspires reliability, functionality, leading-edge and customer orientation. Prysm extensively trains and works through certified partners for achieving consistency in customer satisfaction across all the global locations.

Research & Development - the core of Prysm's success

Prysm has been a Research and Development intensive organisation right from the beginning, 13 years ago. Prysm invented Laser Phosphor Display technology for which it holds 300+ patents. Prysm owns the Hardware, Software, Manufacturing Process and customer support/satisfaction. This has led to very high level of predictability in Prysm's products, solutions, implementation and maintenance approach. Some of the tools such as RMS (Remote Display Monitoring), Display Uniformity Algorithm, remote software monitoring, Updates etc help in reliable and predictable outcomes for the customers.
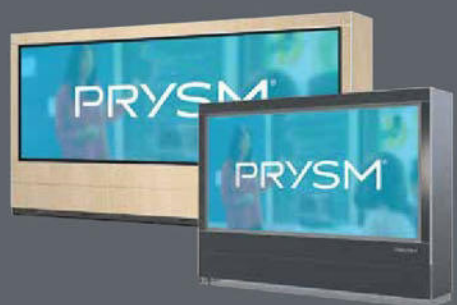
Enterprise customers such as Global Enterprises, IT Enabled Services companies, Fortune 500 Indian companies, Conglomerates, Banking & Financial institutions, Manufacturing, Automotive etc have benefitted significantly by deploying Prysm Digital Workplace in their organisations.

POLY carves out a new identity to CONNECT PEOPLE

There's a new champion of technology that connects people, not just things — and that's Plantronics, Inc. ("Poly" – formerly Plantronics and Polycom).

Poly is focused on making the human experience of communications and collaboration as rich and natural as in-person. The company powers authentic, meaningful human connection with comprehensive set of smart endpoints for unified collaboration.

Poly, which means "many" leverages the legendary audio and video expertise of Plantronics and Polycom and its breadth of smart endpoints that connect across and between unified communications platforms to reduce the distractions, complexity, and distance in the modern workspace.

Poly aims to be the solution of choice whenever and wherever collaboration clouds reach people. Over the next year, it will focus on four distinct areas of innovation –

- Making workspaces intuitively work for everyone. The modern open office has introduced distraction and noise into the work place, leading to lower productivity and employee satisfaction. Poly offers solutions today to address audible distraction in open spaces as well as technologies that make huddle rooms as powerful as traditional board rooms.

- Helping people collaborate, their way. People are now using three or more collaboration solutions in a given day and need endpoints that work with and across those solutions. Poly offers a wide range of solutions to meet this growing need.

- Designing solutions that are mobile-first for the modern workforce. Whether it is using a personal smartphone as a "business phone" or navigating through a day where personal and business blend, workers need voice and video capabilities that move with them. Poly's recently announced Elara 60 recognizes this is the new normal and joins Poly's award-winning mobile headsets to give people high quality tools to be productive from anywhere.

- Advancing cloud services that help IT pros and users get more out of their devices. As the macro trend of end user empowerment continues, IT pros are more challenged to know what is being used, and where. Poly is focused on making easy-to-use solutions also easy to manage.

The Poly logo honours the company's new path forward as well as its legacy: its lava red color and angle of letters form a propeller to reflect Plantronics 60-year aviation lineage while its three legs are inspired by the design of Polycom's iconic conference phone. Its new brand represents the many elements of its history that Poly brings together to enable people to work the way work happens today, which is anywhere and across multiple collaboration tools.

ANKUR GOEL
Managing Director, India & SAARC
Poly

FACT FILE

Headquarter	:	**Santa Cruz, California, United States**
Year of inception	:	**1961**

Interesting Facts :

PLANTRONICS + POLYCOM relaunches to focus on driving the power of many - Plantronics, Inc. ("Poly") announced that the company will transform into Poly, a technology company focused on the human experience of communications and collaboration, aiming to make communication as rich and natural as in-person. Poly, which means "many," leverages the legendary audio and video expertise of Plantronics and Polycom and its breadth of smart endpoints that connect across and between unified communications platforms to reduce the distractions, complexity, and distance in the modern workspace.

The path-breaking products/solutions from last FY :

- **Calisto 3200 and Calisto 5200 enhance Conference Call Options for Workers On-the-Go.** With 360-degree audio in a compact device, the new Calisto 3200 and Calisto 5200 share a simple plug-and-play design so individuals or groups of people can have a professional audio conferencing experience, from any room or remote location. Both the Calisto models integrate 360-degree microphones that transmit conversations with high-quality audio and voice clarity.

- **Polycom Trio 8500, a Smart Conferencing Solution for all business meetings is powered with legendary Audio, Video conferencing and easy content sharing features.** The closed technology ecosystem of phones, emails, chat, and shared sites is a thing of the past, and has been replaced by a growing number of open platforms that foster easier communication and collaboration within organizations.

- **Polycom Trio is the simplest way to connect, communicate and be productive using video conferencing, with flexibility for IT professionals and great video conference experiences for their employees. Polycom Trio 8500 guarantees next-gen video conferencing quality.** This exemplary device enables you to start calls on time, with the same interface as on Skype; Polycom's legendary voice quality makes sure every syllable you speak or hear is crystal clear with Polycom HD Voice technology.

Quantum.

Quantum continues to gain its customers' trust

Transforming Customer Journey

The "customer journey" is a key focus and strategic advantage for Quantum. It looks at every interaction ranging from its outreach to potential customers to serving its existing customers, many of whom have been loyal customers for three decades. To cite an instance, Quantum's CEO recently installed one of its newest products from box opening to streaming data to it. Quantum is hence woven into the fabric of society and in order to deliver to its customers the solutions that they need, Quantum continues to optimize every aspect of its journey.

Quantum customers continue to trust them because of the company's focus on helping them solve their most demanding video and rich media workflows in wide-ranging industries such as autonomous vehicle development, oil/gas research, blockbuster film production, geoscience development, and many more. The customers' experience from discussing their challenges with Quantum through quoting, installation, integration, and operations are key. In fact, many of the customers trust Quantum to manage the latter's solutions for them which, in turn, provides customers with the ultimate experience.

Action Plan

Quantum's go-to-market approach is to work with authorized resellers to reach out to organizations who have some of the most rigorous video and rich media workflow demands to understand their requirements in full and share how it can help them achieve their missions.

Quantum adheres to the highest industry standards to ensure that all data entrusted with it remains confidential.

New Tech vis-á-vis R&D

For some organizations, "keeping up with technology" is a challenge. However, Quantum's video and rich media workflow solutions help its customers achieve their missions which ultimately is helping its customers accelerate their revenues (if they are revenue-oriented) and lower their operating and capital expenses. Moreover, Quantum's solutions are designed to be upgradeable which means that as newer technologies are developed, it is easy and affordable for customers to upgrade to the very latest technologies.

Since Quantum's inception was more than 35 years ago, R&D has been a core competency. Quantum consistently delivers better performance at a lower cost helping organizations in India and around the globe solve their most difficult video and rich media workflow challenges.

JIM SIMON
Vice President of Global Field & Channel Marketing
Quantum

FACT FILE

Headquarter : *San Jose, California*
Year of inception : *1980*

Interesting Facts:
- *In 2018, Quantum welcomed its new CEO, Jamie Lerner.*
- *In 2018, Quantum once again was ranked 5-stars (out of a possible 5) by The Channel Co. in the USA*
- *In 2019, Quantum introduced its new marketing campaign – Create. Innovate. Protect. On Quantum.*
- *In 2019 Quantum's F-Series NVMe storage won NAB Show Product of the Year for Best New Storage Technology*

The path-breaking products/solutions from last FY:
- *In 2019, Quantum announced its newest deduplication appliances - the DXi4800 and DXi9000*
- *In 2019, Quantum unveiled its latest Xcellis Appliance for Demanding Video Workflows*
- *Quantum announced its new F-Series and VS-Series products. The VS-Series is an efficient, flexible platform designed for surveillance and industrial IoT applications, while the F-Series is a new line of NVMe storage arrays designed for performance, availability and reliability.*

R&M's Optical Distribution Frame Unites up to 5,376 Fibers

R&M is setting new standards for broadband suppliers with its PRIME modules / Freedom of planning when expanding FTTH networks

#4, Bellary Road, 12th KM, Opp. Govt. Flying Training School, Bangalore - 560064
www.rdm.com | Mail: ind@rdm.com

R&M

radware

Radware strives to be a brand that favours customer demands

NIKHIL TANEJA
Managing Director- India, SAARC & Middle East
Radware

BRAND PROJECTIONS 2019

Radware managed to stay ahead of the competition in the country, be it in terms of market share, technological innovations and relevant acquisitions. The launch of Bot Manager and Cloud Workload Protection Service and the recent acquisition of ShieldSquare signalling its expansion into Cloud Security Portfolio, together with being recognized as a leader In IDC MarketScape for global DDoS prevention clearly reflects its strategy to be way ahead of the lot and yet be with its customers at all times.

TRANSFORMING CUSTOMER JOURNEY

Customer is the King and it is imperative to keep the customer experience positive and seamless. Today's unpredictable threat landscape and the cost of securing an organization from cyber-attacks are driving customers to seek multitude of solutions both on-premise and cloud based.

Radware's transition to a SaaS subscription model for its cloud and cybersecurity software solutions is a clear indication that the company is listening to its customers to ensure their journey remains safe and seamless. It does not sell DDoS or WAF or IPS point product, but rather comprehensive data center attack mitigation solutions. Radware's success in the cyber security space is a direct result of its approach to provide its customers with a comprehensive solution against attacks targeting the data center helped by OEM channel partner relationships with Cisco, Nokia, and Checkpoint Software. Further Radware embraces channel partners, who are its immediate customers to help drive growth and customer success.

ACTION PLAN

With its new range of products and services, Radware has strengthened its go-to-market strategy further. Recent acquisitions have further boosted its focus. Radware India continues to engage with organizations in key verticals, including BFSI, Government and IT/ITeS.

Strengthening its relationships with existing customers, vendors and partners would be a larger part of the strategy while product innovation, improved service and support and commitment to research will form the other part.

SECURITY ROADMAP

These days, data breaches are an everyday occurrence. Companies collect volumes of data about their customers, from basic contact information to detailed financial history, demographics, buying patterns, and even lifestyle choices. Effectively this builds a very private digital footprint for each customer. When this footprint is leaked, it not only erodes the trust between consumers and the affected brand, but also erodes trust for all brands.

Radware provides comprehensive cyber security solutions ranging from Application and Network Security (SSL Attack Mitigation, DDoS Protection, Bot Management, Web Application Firewall, Advanced Threat Protection), Security Management & Monitoring and Cloud Security services which include WAF, DDoS, Workload Protection, Malware Protection and Bot Manager. Through this Radware covers the entire gamut of cyber security solutions and address the issues of security.

Radware since the day one of its operations in India has believed and embraced the B2B2C model and it continues to leverage the strengths of its channel partners to drive profitable growth for both. Businesses including its channel partners are going fully digital and Radware foresees huge potential in this trend. It has aligned very closely with its channel partners across tiers to make the most of this trend. This includes –

- Current trend and technology education to customers through webinars and round table meets
- Key industry event participation
- Channel enablement across tiers
- Periodic In-depth technical and sales training to channels

NEW TECH VIS-À-VIS R&D

About 30% of Radware's annual revenue is spent on R&D which goes to show its commitment in coming up with breakthrough products. It has been at the forefront of technological innovations in the cyber security domain, thanks to its R&D team who come up with cutting-edge technologies every now and then. This is made possible with a large R&D team spread across geographies including one in India.

Radware believes in making technology affordable. It has invested hugely in developing subscription-based SaaS products and solutions to make it affordable for the businesses of all sizes and Radware will continue innovating further towards this vision.

RAH Infotech
...connecting & securing your world

THE STRATEGY FOR RAH INFOTECH HAS ALWAYS BEEN TO INVEST IN ITS PEOPLE

ASHIS GUHA
CEO
RAH Infotech

BRAND PROJECTIONS 2019

Work ethos has always given RAH Infotech the edge over its competition. Every member of the team lives by its core values that helps build a brand of trust for the company in the world of distribution.

It intends to continue the practice of instilling its core values of Trust, Commitment, Team Work, Agility and Efficiency in the day to day operations of the organization. As an organization, RAH Infotech intends to always keep its people and values as priority in every strategy plan it floats, this year and in the years in future.

TRANSFORMING CUSTOMER JOURNEY

As a value added distributor RAH Infotech ensures it runs the extra mile for its Technology partners and Channel Partners and build a strong bridge between them to enable work beyond just financial transactions.

With a strong team for sales and an even stronger team in technology, RAH Infotech drives results for its vendors which is way beyond just sales. It partners with them in their Go-to-Market Strategy to ensure that its vision is always aligned to the vision they want to promote in the market.

Most importantly, although its effort is 100% direct, RAH Infotech's business is 100% Indirect, which is a lot of assurance to its partners and prevents any conflicts.

ACTION PLAN

Apart from an active social presence RAH Infotech pays keen attention to its digital presence. It is working towards establishing itself as true technology advisors for its customers. The team at RAH Infotech is gearing up to establish its presence in the market as a solution provider and complement its partners, rather than just be a product provider.

As a brand, RAH Infotech has always positioned itself as a true Value Added Distributor. Its services have always been delivered beyond expectations. Every year it spends a lot of time and effort in bringing its Technology partner and its Channel partners closer to their target audience. RAH Infotech is very selective of the technologies it works with and those it chooses to work with have a 100% of its support and dedication. It has always believed in quality than quantity.

It is its endeavour to build a good brand recognition and recall within its Technology and Channel partners. RAH Infotech works to add value to its customers in its day to day operations and also drive its value system amongst the entire work community internally and outside RAH Infotech. It also intends to continue to build on its visibility in the Network and Security market this year and in the years to come.

The team at RAH Infotech handles every opportunity big or small, with utmost focus and efficiency. The people are its strength and the strategy always revolves around ensuring its people feel encouraged, applauded and driven at all times.

SECURITY ROADMAP

RAH Infotech is associated with best technology brands in the digital world like Radware, Skybox, Rapid7, Forescout, Gemalto and many more leading names in the security space. These amazing technologies help it build a complete stack for the data center thus preventing any security breach.

It has solutions stacks that conduct vulnerability assessment and threat detection for hacking, fishing, data breach and other high risk security penetration. When it comes to security, prevention of a breach is undoubtedly the preferred option to remedy. Data is the epicenter of any organization and RAH Infotech is equipped to protect it!

NEW TECH VIS-À-VIS R&D

RAH Infotech is a VAD and not a product development organization and so while it does not control product costing structures, insufficiency of cyber security measures has cost businesses their sovereignty, intellectual properties, and in some cases their reputation. A spend on this aspect of security is equally important, if not more, than the physical security they implement.

However, RAH Infotech like any other business, is not immune to the cost pressure customers face today, especially in view of staying ahead rather than catching up with security threats, all the more when they come from legacy IT setups. Its fast-expanding services portfolio does make a difference here while it delivers world-class services at optimized price-points. The local touch helps create customer delight as well and that is enjoyed by everyone among its reselling and OEM partners in the form of customer loyalty.

Networking

Information Security

DR/DaaS/Back-up

RAH Infotech
...connecting & securing your world

Wireless/WiFi

Cloud Computing/
Virtualization

Connecting & Securing your World ≫

RAH Infotech was established in 2005 and today is recognized as the Fastest Growing Value added distributor in India. Our solutions are tested, renowned, reputed, recognized and awarded names in the Industry in fields like:

· Security – IT, Network & Data
· Infrastructure
· Cloud Computing & Virtualization
· Wireless Technology
· Networking

With our focused approach on partnering with our selective OEM's in networking and security we ensure our business has a defined goal and growth plan.

We take our recognition as the leading Value Added Distributor very seriously and thus follow a hand crafted approach to working as a team with our OEM's, Resellers and Customers. Each client and reseller is important to us and our technical team dedicates time and effort in coming up with customized IT solutions for every client.

Our Technology Partners:

actifio   Cambium Networks   FORESCOUT   gemalto   Infoblox CONTROL YOUR NETWORK

ixia   Quest   radware   RAPID7   SECLORE   SKYBOX SECURITY

Red Hat takes a 360 degree effort to understand its customer needs

BURZEEN VAKIL
Chief Marketing Officer
Red Hat India and South Asia

Impact of Digitization

Aided by the Government's Digital India initiative, organisations in India are taking significant steps to accelerate their digital transformation. Such transformation has visibly altered customer service as a concept too, resulting in revolutionary approaches to marketing. Today, organizations across BFSI, telecom, healthcare, education and aviation industries are adopting digital-first approaches wherein they provide a personalized, seamless experience to customers across all touchpoints. For instance, fintech players and banks are replacing conventional banking products and services available to customers through mobile applications. Similarly, several organisations have deployed bots in place of customer care executives to assist customers with their queries and complaints.

With such paradigm shifts, the lines between B2B and B2C markets are blurring. Companies today are heavily investing in systems and analytics to transform copious amounts of structured and unstructured data into insight driven actions in real time.

Transforming Customer Journey

Red Hat understands that customers expect personalized treatment and instant gratification, which is why it takes a 360 degree effort to ensure that it understands its customer needs completely. For instance, Red Hat has a tool to analyse how campaigns and programs are behaving by individuals or accounts. Accordingly, its marketing insights are translated into meaningful data and intelligence which can be used by its C-suite peers - be it financial, strategic, sales-focused or talent-oriented, to scale its digital capabilities.

Red Hat is also working towards understanding the customer journeys and experiences better through a customer vision exercise. Over the past decade, marketing has undergone a massive disruption and the company has been fortunate to capitalize on it.

Red Hat's community powered approach enables organizations to proactively harness the power of open source. Being the world's largest open source solution provider with over 20 years of industry leadership, Red Hat offers enterprises cloud solutions which can be customized to meet their diverse and growing business needs. Its customers such as BSE, NSE, UIDAI and GSTIN are live examples of how Red Hat has helped organisations in the Indian ecosystem take advantage of open-source innovation to digitally transform themselves. Customers value this open source ethos of transparency, community and collaboration and it helps customers consume the benefits of such innovation.

New hat.

Same soul.

Same openness.

Same freedom.

Same vision.

Same heart.

Same values.

Same promise.

Hybrid Cloud | Containers |
Cloud-Native App Dev | Automation

Red Hat

Enterprise software company
powered by open source technology.

riverbed

Riverbed invests to carve out a new brand identity

SUBBU IYER
CMO
Riverbed Technology

— **FACT FILE** —

Name of the Founders : **Jerry Kennelly and Steve McCanne**

Headquarter : **San Francisco, California, United States**

Year of inception : **2002**

Interesting Facts :

- **Riverbed launched the Riverbed Digital Performance Platform and a new brand identity. Riverbed's new identity as the "The Digital Performance Company" reflects the company's significant market momentum, technology and go-to-market investments, and relevance in today's digital world.**

- **For the fifth consecutive year, Gartner has placed Riverbed in the Leaders quadrant of the Magic Quadrant for Network Performance Monitoring and Diagnostics (NPMD).**

The path-breaking products/solutions from last FY :

- **Riverbed announced the latest release of Riverbed SteelCentral that redefines the application performance management (APM) market with the industry's first APM and end-user experience monitoring solution.**

- **Riverbed announced the latest release of the Digital Experience Management (DEM) solution Riverbed SteelCentral, with advancements that dramatically improve the performance of cloud applications.**

Brand Projections 2019

India's rural internet growth is booming; the number of humans that will be digitally connected in the country will reach 627 million in 2019. Billions of dollars will be spent on digital transformation. Everything that Riverbed does and offers is aimed to address this digital transformation. It enables its customers to make these extraordinary human experiences possible and this is what differentiates Riverbed in the market.

Riverbed is the only company that can help organizations measure, manage and enhance digital experiences that lead to better and more powerful human experiences for customers, even citizens and governments.

Transforming Customer Journey

Riverbed has transformed its business in a major way, transitioning from a company that sells products, to one that sells experience-based outcomes. This transition has been driven by customer demand – and most certainly influenced by the emergence of the Experience Economy - and has resulted in significant market momentum in India.

Riverbed understands that organizations in India and worldwide are racing to improve their digital performance to deliver more compelling human experiences. Unfortunately, traditional IT approaches fail to deliver the digital performance end users expect and fall short of providing a great human experience. It's this market reality that drives the company's business strategy and technology offering as well as its brand purpose.

Riverbed also helps IT quickly identify and respond to threats; empower users with fast, secure connectivity to the resources they depend on for business execution; and continuously safeguard corporate data without disrupting its availability. The results: stronger security and better business performance.

Action Plan

Riverbed is investing heavily in accelerating its brand awareness in India and around the world, in addition to delivering a killer technology platform that enhances digital performance across every aspect of its customers' business.

Riverbed has recently launched a global brand and ad campaign that centres on its purpose, which will drive much greater awareness for Riverbed and its relevancy in today's digital economy.

New Tech vis-á-vis R&D

As the race to improve digital performance intensifies, Riverbed is seeing a notable shift in IT investments to focus on technologies that empower businesses to measure, manage and enhance digital experiences. This shift is fueling significant market momentum for Riverbed in India in particular, where its Digital Experience Management business for example, grew 100% year over year.

Having a software-centric business model enables Riverbed to deliver more flexible go-to-market pricing models that are well-suited to the multiple markets, including India.
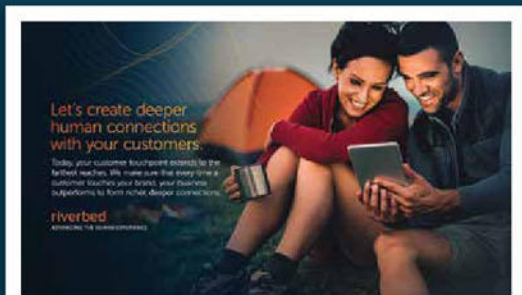
RSA as a customer centric brand helps organisations cope with technological changes

RAJNISH GUPTA
Regional Director - India
RSA – a Dell Technologies business

FACT FILE

Name of the Founders : **Ron Rivest, Adi Shamir, Leonard Adleman**

Headquarter : **Bedford, Massachusetts, United States**

Year of inception : **1982**

Brand USP

Organizations today are embracing the advantages (positive risk) of technologies through ambitious digital initiatives but the volatile, hyper-connected nature of digital business amplifies the negative side of risk. Digital initiatives have impacted organizations at fundamental levels with a wide range of benefits.

These digital initiatives take the form of several "digital operating models" which may be simultaneously affecting different parts of the organization. Enabling these new or evolving operating models is a set of common technologies or disciplines in various stages of deployment within the enterprise, including Cloud computing, robotics/automation, data analytics, IoT, mobile, and social media.

With all the benefits of the new digital paradigm and these operating models bring, there is a host of risks that must be managed.

RSA plays a significant role in -

• Proactively educating and creating awareness of the risks rising from digital transformations and digital business models

• Help organisations rethink and integrate their risk and security strategies. RSA enables risk management and security teams to work in tandem

RSA's marketing strategy is aligned to this, differentiating the RSA brand in the industry.

Transforming Customer Journey

Today's world is different because Of Change: Change can be positive as companies find new paths to growth through digital initiatives. But the fact is that, in today's world, a start-up can compete globally with a 100 year company seemingly overnight. Technology has accelerated the pace of change to the point the velocity of business can be overwhelming for risk functions to keep up. RSA has always been customer centric.

RSA's mission is to help organisations cope with these changes and help them control the speed of impact. Any incident can spiral out of control incredibly fast in today's ultra-connected world. This could help the customer – the viral marketing campaign; or hurt it – an IT disruption that spreads quickly into a business services interruption. These all add up to "improving customer journey".

RSA have had 'Experience Business centers' across the globe where customers can come spend the day/s to understand how its technology and solutions work. Simulations and real time customer situations can be shown at these locations. These are not recent, they have been with RSA for some time. RSA also holds customer works-shops and tech-days for them to have hands-on experiences. RSA India holds an annual event at the COE in Bangalore "RSA India Summit" providing a platform where customers can exchange experiences, learnings, meet and interact RSA engineers working on the products, meet RSA global executives.

Security Action Plan

Modernization provides opportunities to transform the way organizations do business using digital technologies. This ultimately increases business speed, agility, and efficiency.

With new digital technologies, there is an explosion of information, users (employees, customers, business partners, etc.) and their preferences, connected devices, digital channels and third-party applications all of which introduce new threats and risks to an organization.

RSA's advice is to have a business driven security approach to mitigate the risks that arise from 'digital transformation'.

RSA's GTM will not change much, as it will continue to focus on educating the market regularly on new risks, approaches to mitigate them. "Risk is everyone's responsibility and everyone within the organization must own it" is a message that needs to be understood and executed. The RSA brand aims to be synonyms with the term 'Digital Risk Management' and help customers manage risk in this dynamic digital business environment.

SAS has cemented its position as a LEADER in Analytics

Ssas

KUNAL AMAN
Head – Marketing
SAS India

FACT FILE

Name of the CEO :   **Jim Goodnight**
Headquarter :   **Cary, NC - USA**
Year of inception :   **1976**

Interesting Facts :

·   *SAS announces $1 Billion investment in Artificial Intelligence which will focus on three main areas - Research & Development innovation, educatin initiatives and expert services to optimize customer return on AI.*

·   *Siemens Digital Industries Software and SAS announced a new partnership that will help companies create new IoT edge and cloud-enabled solutions by applying SAS and open source streaming analytics through Siemens' MindSphere.*

·   *SAS is partnering with NVIDIA to help businesses bring AI into their organizations and collaborating across machine learning, computer vision and natural language processing*

·   *The Local Organizing Committee (LOC) of Special Olympics World Games Abu Dhabi 2019 has partnered with SAS to avail cutting-edge data analytics platform by SAS for the purpose of usage pre, post and during the event period.*

The path-breaking products/solutions from last FY :

SAS Viya SAS Viya: A cloud-enabled, in-memory analytics engine that provides quick, accurate and reliable analytical insights. Elastic, scalable and fault-tolerant processing addresses the complex analytical challenges of today, while effortlessly scaling for the future

BRAND PROJECTIONS 2019

Analytics is at the core of SAS. With over 40 years of domain expertise, SAS continues to apply analytics to some of the toughest business problems. With a commanding 30.8 percent market share in predictive and advanced analytics, SAS dominates the market with cutting-edge, innovative algorithms that help customers solve their most stubborn problems and unearth potentially missed opportunities. SAS has also been working on Data for Good initiatives both globally as well as in India to tackle critical humanitarian needs as well as save endangered species.

TRANSFORMING CUSTOMER JOURNEY

The ubiquity of mobile devices, 24/7 connectivity, and low storage costs mean that today's savvy customers are now in a position to demand excellence in every step of their buying cycle – and fragmented companies which operate in departmental silos are struggling to provide it.

Companies often leverage tools such as persona profiling, buying journey maps and customer life cycle diagrams to understand when and how various customer personas engage with them with the intention to use the resulting learning to optimize each touch point in the customer lifecycle. Hence the importance of customer insights and analytics to develop a holistic view of the customer and drive tailored communications.

As a leader in Analytics, SAS is in a great position to leverage its own solutions for data-driven marketing. SAS has developed products like Customer Intelligence 360, Visual Analytics, Enterprise Miner, amongst others that are laying the foundations to make the needed connections for integrated planning, integrated execution of marketing plans, and deriving the insights that enable experience-driven marketing.

Industry Applications of AI

Banking	Manufacturing	Government
· Automate manually intensive, highly repetitive tasks. · Quickly identify fraudulent transactions · Adopt fast, accurate credit scoring policies.	· Find early indicators of potential quality issues. · Avoid costly scrap and rework. · Identify areas for improvement. · Improve yield.	· Automatically detect fraud and improper payments. · Improve program efficiency and effectiveness. · Support national defense · Make smart cities smarter.

NEW TECH VIS-À-VIS R&D

For SAS, use cases takes precedence over budgets. In fact, it often helps clients select the use cases which have the most business impact, taste early success and then scale up the project. From a technology standpoint, SAS is already positioned by industry Analysts as leaders in AI and Machine Learning. SAS also has a very strong partner ecosystem. Currently, over 50% of its revenues are driven through these partners and it will continue to improve investment in its partnerships through 2019.

From an emerging technology standpoint, SAS is investing $1 Billion in AI research and development over the next three years. This investment has a special focus on making it easy for users with different skill levels to benefit. It is embedding AI capabilities into the SAS Platform and solutions for data management, customer intelligence, fraud & security intelligence and risk management, as well as applications for industries including financial services, government, health care, manufacturing and retail. SAS has a deep commitment to R&D and continually invests over twice the industry benchmark. Its largest R&D offices outside of USA are in the markets of India and China. SAS invested 26% of its revenues in R&D as opposed to an industry benchmark of 12%. This helps its offerings to remain relevant and cutting edge. As a core belief, this isn't going to change in 2019-20.

Savex constantly reinvents itself to serve customers better

RAUNAK JAGASIA
Director
Savex Technologies

Brand Projections 2019

Savex has products in the entire spectrum of ICT requirements, be a $1000 Laptop or a High Performance Computing (HPC) system worth several million Dollars. It is very well entrenched in the Consumer and SMB segments and is expanding its offering with tie-ups for Device/Infra as Service (DaaS / IaaS) as well as cloud like consumption models for Data Center Infrastructure.

Savex is now focusing to scale its Enterprise and Software divisions as it feels with the country's push on digitization, these markets will present an opportunity. It will also be announcing some exciting tie-ups and acquisitions. Savex is also looking at AI and IoT in a big way.

Transforming Customer Journey

Every organization today is looking to maximize RoI on its IT Spend and also better align cash flows to business. Savex has tied up with numerous NBFCs to convert Cap-Ex to Op-Ex. Additionally, it has options for Fair Market Value Leases (FMV) on its entire portfolio where a customer can buy products on leases of 3-5 years post which they can refresh the technology.

Specifically for Data Canter Requirements, Savex offers a pay as you go model similar to cloud where customers can pay per GB of Compute / Storage depending on their consumption.

Commitment to Digital India and Make in India

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 its 30 years of experience in the ICT field and a strong engineering profile of the top and middle management, Savex is also able to significantly contribute by giving valuable feedback to the vendors on where to focus their R&D Budgets.

ABOUT THE COMPANY

Savex Technologies is one of the largest Information and Communication Technology Distributor in India. It believes in long term relationships and is known for its trust and integrity in the market. It enjoys working very closely with its vendors and strives to be the first port of call for any challenge/ new opportunity that its vendors/customers come across. It is always looking to add products and solutions that will add value to its customers and help them grow their business.

CURRENT VENDOR PARTNERS

SAMSUNG — Hewlett Packard Enterprise — hp — Microsoft

Lenovo — BENQ — aruba NETWORKS — HUAWEI — D-Link Building Networks for People

Logitech — UBIQUITI NETWORKS — Check Point SOFTWARE TECHNOLOGIES LTD. — HARMAN — MICRO FOCUS

Acuutech — INFINIDAT

Hewlett Packard Enterprise

savex TECHNOLOGIES

PUT IT ALL ON GREEN

HPE GreenLake. Pay-per-use
IT is finally in your data center.

To know more:

🌐 www.savex.in   ✉ marketing@savex.in

Salesforce constantly innovates to better connect with customers

SUNIL JOSE
SVP and Country Leader
Salesforce India

FACT FILE

Name of the Founder : **Marc Benioff, Parker Harris**

Headquarter : **San Francisco, California**

Year of inception : **1999**

Brand Projections 2019

Being in the industry for over 20 years, Salesforce has constantly driven new innovations to meet the unspoken needs of consumers and businesses across all segments. As the #1 CRM Company in the world with more than 36,000 employees and 150,000 customers worldwide Salesforce will continue to innovate on its already established customer success platform to drive efficiency and growth for sales, service and marketing teams.

As the industry moves into an experience-driven economy, Salesforce believes that customers are part of this big transformation. Today's customers are faster, smarter, and more connected with each other than any other time in history. Simply put, customers are shaping business strategy, and if a business is not meeting their needs, they will go elsewhere. Businesses are no longer in control: it's now the Age of the Customer, and their expectations have dramatically changed the way we do business. To get ahead of competitors, businesses got to be leading the way. You need to be a Trailblazer.

For Salesforce anyone who can inspire others with their constant innovation is a trailblazer – developers, administrators, sales leaders, marketers, even CEOs. With a mission to empower people to blaze their own trails, Salesforce inspires and enables people to change the trajectory of their lives and their business, and then to celebrate their successes. That's why Salesforce launched our global Blaze Your Trail campaign, showcasing some of our customer Trailblazers.

Transforming Customer Journey

The future is closely tied to the digital revolution. By leveraging the possibilities offered by digital innovation and collaboration platforms India will be able to create new pathways for innovation and growth. This value shift is the fundamental phenomenon underpinning the new economy.

Companies are increasingly turning to Salesforce to accelerate their digital transformation journey to deliver intelligent and connected customer experiences across every touch point. This directs Salesforce's entire focus on innovating the best apps and platform technologies for its customers. Customers drive Salesforce to be more innovative. Salesforce invests in the success of its customers by investing in the cloud, listening to its customers and continuously evolving a platform on which they can accomplish whatever they set out to do. A customer-centric digital transformation is essential to drive business value, growth and success for customers.

Salesforce believes that growth is based on mutual success. The Customer Success Group at Salesforce is a team of trusted advisors, partners, and experts crucial to the success of its customers. It helps customers unleash the full power of Salesforce, find and implement technical solutions, and provide

guidance on how to build new products addressing business needs. It also helps its customers grow, thus delivering customer success.

Action Plan

The trust gap that Salesforce is experiencing now is actually a huge opportunity for brands. With emerging technologies like artificial intelligence (AI) still in their infancy, businesses have the power to influence, invest in, and deploy more personalized and intelligent tech leveraging innovation to create trusted relationships that advance their brand's mission.

At Salesforce, Trust is a number one value. When it comes to trust, nothing is more important than the open, transparent relationship Salesforce has with its customers, partners, and community. They have security built into every layer of the Platform educating customers on security protection and equally important is a wider conversation about how businesses can use Salesforce to be successful, to drive innovation and to better connect with their customers.

New Tech vis-á-vis R&D

Thinking differently is in Salesforce's DNA as they are constantly looking for ways to innovate beyond its products. India is one of the fastest growing regions for the company and it has been able to successfully transform businesses of all sizes, across segments, leading them into their next phase of customer success.

Salesforce has helped customers and businesses in India become disrupters and industry-leaders by using Salesforce platforms and solutions placing customers at the heart of their businesses. Its continued investments in the Ignite team, in terms of talent and innovation, will translate the promise of digital technologies-cloud computing, data analytics, mobile devices, and so on -into meaningful investments and transformation strategy for businesses.

The explosion of technology in the Fourth Industrial Revolution is further creating a massive demand for new skills. According to IDC, Salesforce and its ecosystem of customers and partners will create 3.3 million jobs globally by 2022 contributing $17.2 billion to the Indian economy. Salesforce launched Trailhead in 2014 with a mission to create a free online, gamified learning platform that empowers anyone to skill-up for a job in the thriving Salesforce economy. Trailhead is a free, gamified, online learning platform that empowers everyone to learn in-demand skills, earn resume-worthy credentials, and connect to opportunity from mentorship to employment. Salesforce works with industry and academia through the Trailhead by preparing students and skilling the workforce for this ever-changing business world, creating the next generation of trailblazers with in-demand job skills, thereby contributing to the Salesforce Economy in India.

Samsung investing heavily to understand the requirements of today's millennials

RANJIVJIT SINGH
Senior Vice President and Chief
Marketing Officer - Samsung India

Brand Projections 2019

Samsung was founded over eight decades ago and has been present in India for over 23 years. With a purpose of enabling people to do what they can't, Samsung always ensures that consumers remain at the core of all innovations. They are the ones who create, share, and more importantly inspire a whole generation by using Samsung products.

Samsung conducts regular studies to understand the evolving needs and mind-set of consumers. Basis some of the recent researches and surveys, Samsung strongly believes that this is the 'Era of Live'. Millennials today have moved from 'selfies' to videos to express themselves. The uptake of certain apps offering 'Live' feature is a clear demonstration of this trend. In order to take its understanding of the Indian millennials forward, Samsung recently launched a unique digital campaign, 'India Ready Action' empowering millennials to break stereotypes about India by showcasing the vibrancy and richness of the country, through their lens.

Samsung is also investing in offering cutting edge technology to its consumers. Recently launched, Galaxy A series and Galaxy M series have been a hit amongst the youth of the country.

Galaxy A series phones come with a great action camera that enables the 'Era of Live'. Since the beginning of this year, Samsung has launched six models under Galaxy A series, which have done extremely well. It has sold over 5 million units in 70 days, achieving revenues of over USD 1 billion so far. Its aim is to make Galaxy A series a $4-billion brand in India this year.

Even in the premium segment, the success of Samsung Galaxy S10 has been phenomenal. Owing to its innovative technologies that resonate well with the users, Samsung has been the most trusted and preferred brand in the country for years now.

Transforming Customer Journey

Being a consumer-centric brand, Samsung has always laid emphasis on providing its customers with rich and enriching experience. Samsung has a vast footprint in India with over 180,000 retail stores and over 535 service vans across that reach consumers quickly and resolve their problem, even in remote areas.

Brands understand the need to go the extra mile to demonstrate the possibilities of the technology at display. Today's customer is better informed and seeks a unique experience.

In September 2018, Samsung redefined 'Experiential Retail' by restoring a heritage building in Bengaluru and turning it into the World's Largest Mobile Experience Centre, the Samsung Opera House. The magnificent piece of architecture offers unique experiences across entertainment, technology, lifestyle and innovation. Samsung has been organizing events like Stand-up comedy, talks, tours, rock band performances and more to keep visitors entertained and to establish Samsung Opera House as a new hub in the city.

Samsung has always kept its ears to the ground, and followed a 'Listen', 'Understand' and 'Build' approach wherein, it listens to the problem, understands the requirement and builds purposeful technologies that address the issue. It has heavily invested in following this approach to understand the requirements of millennials. 100% of its efforts across R&D, product development and marketing are targeting towards offering millennials an unmatched experience. Some of its latest introductions like enhanced battery, fast-charge, whole new camera features are a result of listening to its audience and working backwards to provide a unique and enriching user experience.

India is set to be the youngest country by 2020 and hence Samsung has been closely monitoring millennial trends. It has a strong connect with millennials and its product portfolio is focused on catering to the requirements of the youth. The success of the Galaxy M and Galaxy A series demonstrate its deep understanding of millennial needs.

New Tech vis-á-vis R&D

Samsung has always looked at innovative ways to enhance consumer experience. Samsung has 5 R&D centres in India, all working towards developing meaningful technologies that empower and enable end users to do more. It values research & development and invests USD 15 billion towards it globally. India is home to Samsung's largest R&D centre outside Korea. Situated in Bangalore, this centre is focused on building patent-worthy innovative technologies, with over 2,900 patents filed so far.

Samsung India's R&D centres are also focused on its 'Make for India' initiative and they continuously study the needs of the Indian customers to develop meaningful innovations such as Chat Over Video, Social Camera mode, 5-in-1 Convertible Refrigerator, Masala Dry and Roti Naan Microwave ovens and many more, to address the same.

Some of these India first innovations have been adopted across the globe like 'ActivWash+', an integrated unique wash tub in which users can soak and scrub clothes, especially the collar and cuffs, before putting them into the drum of the machine.

Schneider Electric uniquely positioned to help meet efficiency challenge

BIDISHA NAGARAJ
CMO
Schneider Electric - India

FACT FILE

Name of the Founder : **Adolphe and Joseph-Eugene Schneider**

Headquarter : **Rueil-Malmaison, France**

Year of inception : **1836 (as Schneider & Cie) and then incorporated in 1981**

Interesting Facts :

- *India's first integrated Green Field Smart City, Atal Nagar, runs on Schneider Electric EcoStruxure Platform. It has leveraged its EcoStruxure platform based on cutting edge technology of IoT, sensing, analytics and cyber-security technologies to deliver a world-class integrated city.*

The path-breaking products/solutions from last FY :

- *EcoStruxure is Schneider Electric's IoT-enabled, plug-and-play, open, interoperable architecture and platform in Homes, Buildings, Data Centres, Infrastructure and Industries. It delivers Innovation at every level from Connected Products to Edge Control, and Apps, Analytics and Services, on 6 domains of expertise*
- *Schneider Electric introduces the Masterpact MTZ circuit breakers. Combining scalability, durability, and connectivity, Masterpact MTZ air circuit breakers incorporate the latest digital technologies to provide improved power uptime and energy efficiency.*

Brand Projections 2019

The planet Earth is facing an energy dilemma. The only possible solution is to become 3X more efficient. Schneider Electric ensures that 'energy is on' by making it safe, reliable, efficient, connected and sustainable. Its differentiation lies in its expertise in converging IT-OT and other advanced technologies that can make energy demand more efficient and connected.

Schneider Electric believes that for its brand strategy to stay relevant, it is critical that it begins leading the digital transformation from within the organisation. The endeavour is to empower its entire ecosystem, from employees to partners as well as customers, with agility and responsiveness. So, the programmes are created in a way that it's engages with its existing business partners as well as prospective partners through various innovative digital vehicles.

Transforming Customer Journey

Schneider Electric believes in creating memorable experiences for its customers, and it does this by allowing the intersection between the digital and customer experience happen. It offers its customers a host of digitised solutions to meet their energy requirements and get them to interface with Schneider Electric through a host of touch points including digital, physical and through an extensive partner community.

Empowered energy consumers — whether homeowners or huge corporations worldwide — are looking for mitigated climate change, autonomy, resiliency, and cost optimization. Hence, this serves as the driving message in Schneider Electric wherein the consumer's experience, whether big or small, influences the growth and structure of the company.

Security Action Plan

We live in a hyperconnected world and it goes without saying that large quantities of data are being shared in this IoT world. Security of this data becomes a critical aspect in such a scenario. Cybersecurity and data privacy are integral to Schneider Electric's business strategy. Overall, Schneider aims to protect itself in order to protect its customers, following a multifaceted Cybersecurity posture that includes several aspects.

In recent years, Schneider elevated its cybersecurity strategy to top leadership and governance, with oversight and initiatives throughout the company. Within its extended enterprise, Schneider Electric cultivates strong cyber and AI partnerships with Industry 4.0 security experts and specialists in threat prediction and prevention to build resilience at the convergence of IT and OT infrastructure.

Commitment towards R&D

Schneider Electric recognises India's significant growth opportunities, further accentuated by the Indian Government's "Make in India" policy. Schneider Electric is establishing a company with scale, efficiency and channel partner outreach across India. It will offer innovative products and solutions to Indian customers, bringing differentiation in a dynamic and competitive market having many major global and local low voltage switch-gear players.

Schneider Electric is also committed to making technology in the lines of Digital India and Make in India. Currently, Schneider Electric's technologies are powering businesses and key government programmes including Make in India, Smart Cities Mission and Electric Mobility.

Seagate increasingly addressing the data growth demands of **its customers**

SAMEER BHATIA
Country Manager, India and SAARC
Seagate Technology

FACT FILE

Name of the Founders : *Al Shugart*

Headquarter: *Ireland, with U.S. executive offices located in Cupertino, California*

Year of inception: *1978*

Interesting Facts :

· *In 2018, Seagate launched a data-readiness index revealing the impact of the growth of data across four global industries. The Seagate sponsored IDC White Paper 'The Digitization of the World – From Edge to Core' predicts that the global datasphere could grow to 175 zettabytes by 2025, and industries such as Financial Services, Manufacturing, Healthcare, and Media and Entertainment are helping to define this new era of data growth.*

· *Seagate used its advanced HAMR technology to build and test the world's first formatted and fully functioning 16TB enterprise hard drive platform in a standard 3.5-inch form factor.*

The path-breaking products/solutions from last FY:

· *Seagate launched the advanced 14TB hard drives, enhancing its enterprise and specialty drive portfolio. It consisted of IronWolf and IronWolf Pro for network attached storage (NAS) applications, the BarraCuda Pro desktop drive, surveillance-optimized SkyHawk, and Exos X14 for hyperscale data centres.*

INNOVATIONS & BRAND PROJECTIONS 2019

Seagate is continuously innovating to help its customers meet the changing infrastructure and data management needs that this explosive data growth demands. The company's focus is to deliver the industry's best performing drives that offer higher capacity and unparalleled reliability, while also maintaining a high degree of data integrity.

One such innovation is Heat Assisted Magnetic Recording (HAMR) technology, which enables Seagate to deliver higher capacity in the industry's standard form factor, thereby providing customers with the best-cost-per-TB.

Seagate also came out with the Multi Actuator technology (MACH.2), which can double the data performance of future generation hard drives. Together, the HAMR and Multi Actuator technologies provide the future of capacity and performance hyperscale data centers require.

TRANSFORMING CUSTOMER JOURNEY

Data helps businesses to better understand their customers and offer better experience. However, the data collected is only useful if businesses are able to identify what data is meaningful and how to extract value from it.

Seagate remains focused on developing data storage solutions to help organisations design, understand, maintain and use their infrastructure to better manage and leverage the data. At the same time, it provides the insight into the latest technology trends to its partners to help them tailor their offerings accordingly to enhance their customer experience journey.

In this rapidly expanding data age, investment in technology is equivalent to investment in growth of the business. Data collected from advanced technologies like AI and IoT can enable businesses to improve quality of output, increase productivity and better anticipate consumers' needs to deliver better offerings and ultimately, achieve continued growth. Potential technology investments should always be balanced against an organisation's goals, such as financial and quality targets or customers' needs. Starting with what is most critical can often add a lot of value and more advanced technology or capabilities can easily be added as businesses progress on their digital transformation journey.

SECURITY ACTION PLAN

Seagate often thinks about protecting the network when discussing security, but it recognizes that data security goes beyond guarding systems and networks. Security must be considered long before the infrastructure is built, focusing on areas of protection that previously had not been top of mind.

That is why at Seagate, security is embedded throughout the product lifecycle, from the conceptual phase of design to deployment and final retirement or reuse. Seagate's Self-Encrypting Drives (SEDs) make sure that only authorized users can access the data when the drives are in use. At retirement of the drive, the drive owner sends a command to the SED to perform an Instant Secure Erase (ISE).

Seagate has also achieved Common Criteria accreditation for security features in select products across its Nytro, Exos, and BarraCuda portfolios.

Brand Projections 2019

SonicWall keeps small and medium-sized businesses, enterprises and governments safe from cyber threats. With more than 18,000 partners, SonicWall protects over one million networks across 500,000 organizations in more than 215 countries and territories.

SonicWall announced a technology, security and partner mission to deliver network security solutions that align with the performance, security efficacy and high availability required by the modern mid-tier enterprise. It is also disrupting the market with its Capture Cloud Platform, which brings together network, endpoint and application security with management, reporting, analytics and visual cyber threat intelligence.

Real Time Deep Memory Inspection (RTDMI™) is another patent pending technology that has the ability to identify everything on the network, including modern threats such as chip and memory-based attacks.

SonicWall Capture Labs Threat Network offers hitherto unknown insights into the threat landscape with depth greater than any other networking security company.

Transforming Customer Journey

SonicWall provides single sign-on access to a simple, common security management platform, from any location and any web-enabled device. Administrators can centrally license, provision and manage their security ecosystem, including network, endpoint, email, mobile and cloud security services, across deployments of various sizes. SonicWall tries and ensures to make available network security via bundles designed with the requirements of enterprises in mind and make it simpler for enterprise customers to do business with its SecureFirst partners.

Action Plan

SonicWall recently announced 12 new products, upgrades and enhancements which will be implemented with a special focus on mid & large enterprises. The products are Capture Cloud Platform; Capture Security Center; Capture Client 1.5; New NSa Next-Generation Firewalls; New NSsp 12000 Next-Generation Firewalls; Cloud App Security; Analytics available in cloud-hosted or on-premise options; SonicOS 6.5.4; Secure Mobile Access (SMA) 1000 Series 12.2; SMA 100 Series 9.0; Email Security 9.2; and Global Management System (GMS) 8.6.

Fundamental to the release of its new enterprise-focused products and services is the strengthening of its go-to-market strategy and resources. SonicWall India engages with organizations in key verticals including retail, K12 and higher education, and state, local and Central Government. The company continues to partner with Dell and Telacos, while simultaneously expanding its relations with MSSPs and strengthening existing customer, partner and vendor relationships..

Commitment towards R&D

SonicWall has been heavily investing in R&D and this is what is giving it a competitive edge. Earlier this year it launched the Real-Time Deep Memory Inspection Technology (RTDMI™, pending patent) engine into the SonicWall Capture Cloud Platform. This is leveraging the technology to support our layered security platform, which includes next-generation firewalls, wireless network security, email security, secure mobile and remote access offerings, as well as cloud and IoT solutions. The Capture Cloud Platform engine has been built on SonicWall's extensive history and innovation in machine learning and artificial intelligence – so this is in our development DNA.

SonicWall has several other artificial intelligence & machine learning projects in the pipeline that is focusing on producing actionable intelligence out of large volumes of data across our product line-up. The company has exploratory projects looking into using AI to identify source of issues in a complex network deployment.

SONICWALL™

SonicWall continues to deliver product innovation, improved service and research commitment

DEBASISH MUKHERJEE
Country Director India & SAARC
SonicWall

FACT FILE

Headquarter : **Milpitas, California**
Year of inception : **1991**
Name of the CEO : **Bill Conner - President and CEO**

Interesting Facts :

- **SonicWall protects more than 1 million networks worldwide. This calls for continuous innovation and up gradation of the company's offerings.**
- **SonicWall launched a slew of solutions over the past financial year:**

1. **Capture Cloud Platform:** SonicWall Capture Cloud Platform delivers integrated security, management, analytics and control across entire SonicWall portfolio and aids organizations in mitigating growing volumes and variants of cyber-attacks.

2. **SD WAN:** SonicWall has recently built SD-WAN capabilities into its security appliances, a highly effective technology for distributed organizations like retailers, banks, manufacturers and campuses to simultaneously improve performance and reliability.

3. **Virtual Firewall:** SonicWall's Next-Generation Firewall (NGFW) protects workloads in the cloud from threats, with automated, real-time breach detection and protection.

The path-breaking products/solutions from last FY :

SonicWall introduced 54 new products and 162 million lines of code in FY19. Recently, the company launched a new product called Real-Time Deep Memory Inspection (RTDMI™). This new patent pending technology by SonicWall captures unknown attacks.

WE'RE NOT JUST FIREWALLS.

SonicWall automated, real-time breach detection and prevention layers proven cybersecurity across your entire organization.

You know SonicWall because of our rich history designing high-performance firewalls. But like your organization, SonicWall has evolved.

Today, the modern SonicWall Capture Cloud Platform delivers automated, real-time breach detection and prevention to safeguard your business or organization.

With this layered approach, you can stop the most malicious cyberattacks, including ransomware and encrypted threats, from compromising your network and damaging your brand.

Physical & Virtual Firewalls	Multi-Engine Cloud Sandbox	Public & Private Cloud Security	Endpoint Protection	Secure Email

Cloud Application Security	SD-WAN	Web Application Firewall	Secure Remote & Wireless Access	Unified Management & Reporting

For more information about SonicWall solutions, contact
india@sonicwall.com or visit www.sonicwall.com

SONICWALL®

Innovation, engineering and technology is in the DNA of STULZ

SURESH BALAKRISHNAN
Co-Founder & Jt. Managing Director
STULZ CHSPL India

STULZ
CLIMATE. CUSTOMIZED.

Brand Projections 2019

STULZ, headquartered in Germany is the world leader in data center climate control solutions for over 40 years. Of its nine production facilities globally, India hosts one of the largest, located at Navi Mumbai, Maharashtra. STULZ has the industry's largest pan India round the clock service network of factory trained technicians.

In 2019-20, the focus for STULZ CHSPL India will be on its new product, the i-CSR. The German Engineered i-CSR, STULZ's newest innovation to be introduced in India, is an Intelligent Compact Server Room that can house all components of a traditional brick and mortar server room.

Instead of building a brick and mortar server room with water proofing, sound proofing, wiring, fire protection and room access security; and then fitting it out with separately placed server racks, air conditioners, UPS, PDUs, rodent control, alarms and fire suppression systems – one can just plug in a ready i-CSR which has all of these securely placed in a modular high quality steel cabinet with cooling and climate control. STULZ being the global leader in data center climate control has an edge in providing more efficient climate control built into these fully engineered plug and play IT Network Hosting Infrastructure systems. All i-CSRs have inbuilt modular cooling with an intelligent environment control panel and sensors for temperature, humidity and smoke detection. The i-CSR lives up to the STULZ brand promise of efficient, aesthetic and cost effective engineered devices of the highest quality.

FACT FILE

Name of the Founders : **STULZ CHSPL, India was co-founded by Suresh Balakrishnan and Rajesh Balakrishnan in a joint venture with STULZ GmbH.**

Headquarter : **STULZ CHSPL India is headquartered in Mumbai. Stulz GmbH is headquartered in Hamburg, Germany**

Year of inception : **STULZ CHSPL was formed in India in April 1996. STULZ GmbH was first founded in 1947 in Germany**

Interesting Facts :

- **STULZ CHSPL recently expanded into the industrial and commercial air-conditioning and IT networking segments. STULZ i-AHUs (Intelligent Air Handling Units), Air Purifiers, Treated Fresh Air (TFA) Units etc. were launched in 2018 targeting the industrial and commercial segments. The i-CSR was launched in 2019 targeting the IT networking segment.**

- **STULZ won two awards at the DCD 2017 awards hosted in London. These were the top awards in the "Energy Efficiency Improvers" and "World's Most Beautiful Data Centre" categories.**

- **STULZ CHSPL almost doubled its production capacity in early 2019 by adding a large new state-of-the-art factory to its two existing manufacturing facilities at Navi Mumbai, Maharashtra. It now has three factories to keep up with its fast pace of growth of demand for the established product lines and the number of new diversified products recently launched.**

Transforming The Customer Journey

The i-CSR is available in standard modules for smart factories, universities, airports, hotels, hospitals, malls etc. The customer purchase experience is made smooth by the free product configurator on www.stulz.in to pre-customize the i-CSR, even before making an enquiry. The i-CSR is available through the company's various distribution and enterprise partners. It also has a partner sign-up program section on its website for others interested in signing up.

STULZ India hosts the company's largest Centre of Engineering Excellence (CEE) outside Germany. It has one of the industry's few company owned, simulated conditions product testing by DIN standards facilities in India. Customers and consultants are welcome to visit the factory that also houses the test centre, to experience the entire range of products. Those for whom it's not feasible to visit, STULZ makes available high quality 3D modelled product videos and demos at various trade events across India.

Action Plan

STULZ has various online tools on its website and various social platforms to directly engage with end customers in a meaningful manner at pre-sales and inquiry stages. It has plans to add many such more - the most recent being the i-CSR configurator. STULZ products being high-end engineered ones that often need customizations, inquiries are addressed in personal consultations with the technical and sales teams.

To grow the i-CSR market, this year STULZ expects to be have greater participation across IT and related industry vertical events and other marketing platforms.

New Tech vis-á-vis R&D

STULZ is constantly evolving to stay at the cutting edge of technology. Its supply chains, manufacturing, financial systems etc. run on well-coordinated ERP systems. Its pan India service network of factory trained technicians are connected to the service centers and factory over a smart mobile app. The sales teams are also equipped with online product configurators.

STULZ i-AHU (Intelligent Air Handling Unit) with TFA (Treated Fresh Air) Unit option for Industrial and Commercial Buildings

Three STULZ factories and testing centre in Navi Mumbai, Maharashtra

The newly launched i-CSR (Intelligent Compact Server Room) hosting a smart factory network

Global Leaders in Data Center Climate Control

Lenovo leveraging its device + datacenter footprint and technology prowess to serve businesses

AMIT DOSHI
Chief Marketing Officer
(India and South Asia)
Lenovo

Brand Projections 2019

Lenovo's purpose is to drive intelligent transformation for businesses and individuals using the power of technology, our scale globally and our presence from smart phones at one end to datacenter at the other. Our source of differentiation comes from innovation in our products and solutions, be it the world-class reliability and engineering of a ThinkPad or the surprising performance of a ThinkCentre Tiny. If you look at our Consumer business, Yoga and Legion (for gamers) are our breakthrough products.

Our focus in FY19-20 stays consistent in strengthening our preference among customers and riding on our corporate brand purpose and the power of our world-class offerings. In the market today, our after sales service has also become a key differentiator and we want more potential customers to know about it.

Transforming Customer Journey

Customers have become more vocal today about the way they want to be treated. They are showing the way for brands and it would be foolish for brands to not listen to their audiences. It is both humbling and very exciting as a marketer in this new paradigm.

With digital explosion, the number of customer touchpoints has increased manifold. Customers want to research more, and also share their opinions. It is also an opportunity for brands as it is easier than ever before for brands to measure experience and customer sentiment. We have the infrastructure today to measure customer experience across touchpoints in the decision journey and are on the journey of embedding this understanding within the organization and making it accessible and actionable.

Security Roadmap

Security today is the No. 1 concern for CIOs in enterprises. Last year, Lenovo launched ThinkShield, a comprehensive security solutions suite that can help companies become more secure. ThinkShield is a 360 degree solution for Data, Identity, Online and Device security. We have had a great initial response to this and the key for us is get more of our customers to know about it.

New Tech vis-á-vis R&D

Technology should be viewed as any other business investment, of whether it can unlock growth or future-proof the business and help create a disruption in the marketplace. I think once the role becomes clear, the decision is easier to get to. I am saying the clichéd but once an investment is made, it is key for leadership teams to be patient. The people part and adoption are always a challenge and needs factoring in the investment decision.

Lenovo operates 46 world-class labs, including research centers in Yokohama, Japan; Beijing, Shanghai, Wuhan and Shenzhen, China; and Morrisville, North Carolina, U.S. The company is rich in talent, employing more than 5,000 engineers, researchers and scientists. Lenovo's stated mission is to build smarter technology for all. Our R&D teams are leading from the front all over the world.

India is one of our priority markets from a development standpoint. We have been manufacturing in India too at our Pondicherry factory for several years now.

Lenovo

ThinkShield

"Globally, Lenovo is at a really exciting phase leveraging our device + datacenter footprint and our technology prowess to provide solutions to businesses. In the Indian market, we are exploring opportunities too and are really excited about what the future holds for us and value we can bring to our customers."

Supertron strengthens its presence in the distribution segment by appointing more partners

FACT FILE

Name of the Founder: V K BHANDARI, Chairman & Managing Director

Headquarter: Kolkata, West Bengal (India)

Year of inception: 1993

Interesting Facts :

· Supertron has bagged the Dell 2 in 1 champion, Dell XPS champion, Dell MSO/SD retail champion and Dell Diamond Champion for Dell business in 2018-19. It also received 4 back to back awards in Prague(Czech Republic)

· Supertron awarded ABP News Brand Excellence for Most Preferred & Fastest Emerging IT Hardware Distribution House

· Supertron has recently tied up with Pantum printer, Optoma Projector and Kaspersky Lab
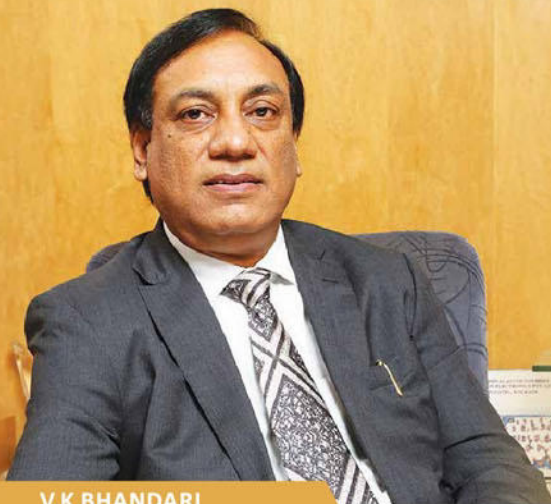
V.K BHANDARI
CMD
Supertron Electronics

BRAND PROJECTIONS 2019

In this highly completive environment organizations need to develop differentiations and that is also true for Supertron. Over the years Supertron has created its niche in the market through its product and solution offerings. It also drives through a Value added approach basis the biz. requirements and acts as an extended arms of vendors. It believes in creating business opportunities for brands it gets associated with by reaching out to Tier 2 and 3 locations, geographies that were traditionally marked by increased incomes but relative under-supply of contemporary IT products.

The result is that Supertron is not only one of the most widely circulated IT product intermediation companies in India, but it is also one of the deepest.

TRANSFORMING CUSTOMER JOURNEY

Besides growth in the IT sector slowing down, Supertron expanded its product portfolio from 39 in FY2016-17 to 45 by the end of FY2017-18, entering new business segments like gaming solutions and becoming a vendor for large e-commerce players. The introduction and implementation of efficient processes and in-depth client experience has been crucial in providing an edge over its peers. Supertron is also focusing to take relatively better share in commercial and enterprise space by providing products and solutions.

Over the years, the company recognized that there was a premium in being able to widen and deepen its reach across geographies. The result is that the company increased its coverage of urban and semi urban locations of India on one hand and deepened the appointment of trade partners within each on the other. The result is that the company's direct reach increased during the year under review, strengthening the distribution pipeline. It also strengthened its indirect reach, assisting the secondary sale of partners through the appointment of executives who grew the business, supplementing the role played by trade partners whose focus is often scattered across a number of products, playing a steroidal role. The direct appointment of executives made it possible to derive a deeper insight into marketplace realities, strengthening its overall business.

Besides, Supertron strengthened its presence in this segment through the appointment of more partners.

SECURITY ROADMAP

Over the years, the company embraced e-commerce as opposed to staying on the periphery and seeing this segment carve out a progressively larger share of sale. During the last financial year, this segment vindicated its presence through 127% increase in revenues and the contribution has increased in the overall revenue. Supertron is expecting growth this year as well in this segment.

In the B2B space apart from product supply Supertron would be focusing on solution selling through its wide network of SI partners.

Adaptability to new technology is always good and key for driving growth. And this is true for Supertron as well. Basis the feasibility Supertron looks at both Capex & Opex options to adopt accordingly.

Tally
POWER OF SIMPLICITY

TALLY'S key endeavour is to provide product and experience that is useful, delightful and FLAWLESS

JAYATI SINGH
Global Head- Marketing
Tally Solutions

BRANDING ACTION PLAN

Tally stands for the 'Power of Simplicity' and its focus is on delighting customers through flawless experience- product, buying and after sales. It is focusing on upskilling all its partners and resources to provide the technical know-how of the product, knowledge on the industry and domain to make them ready for all customer queries. It is also collaborating with CAs, tax practitioners and key industry associations through joint programs to reach hundreds of SMEs across the country.

Tally is looking at improving its customer journey online as well as offline. Its extensive partner network is completely in sync with Tally's philosophy of delighting the business owners through superior engagement – both with respect to the product as well as the overall buying interaction. It also has a successful pilot of experiential marketing with large format Retail like Chroma and Reliance, which will help its customers experience the product first-hand and continuously seeks their feedback to further improve.

From a marketing point of view, the focus is clearly on communicating with the business owners through various touch points - partners, influencers, media - to establish the superior value that they derive from Tally, which helps them focus on their business better. Its customer centric approach is channelizing the organization to know the product thoroughly, irrespective of the function, along with the rules of engagement with the customers and partners. This approach coupled with the "wow" of the product are geared to making the entire journey of the user extremely pleasing.

To ensure superior post sales service, its customer care support - TallyCare is one of its kind in the country with no automated voice recording but experts who are ready to resolve any query related to service, product and sale in minimum time possible.

SECURITY ROADMAP

When it comes to financial data, which is of paramount importance to any company, data security and privacy is immensely critical. It has always had the strongest focus on data security; from the days of corruptible floppy drives, to the internet, it has helped its customers to keep their data in their control.

At any given point in time, Tally does not have any preview or access to the customer data. It also does not store any data related to the customers business on cloud, where there can be a possible breach. The data is always available on the premise that is customer's computer, thus, giving him/her full control of the data. The customer can further opt for simple security controls or TallyVault.

TallyVault encrypts data completely and the password for which is only accessible to the customer. Hence, even in an unfortunate event of the data being stolen from customer's end, it will be impossible to decrypt the data without password. Even Tally does not have any access to these passwords, ensuring the data security and privacy at highest levels.

Transforming Customer Journey

Tally prides itself in providing the software which is a benchmark in the industry, an answer to the woes of a business owner and a partner in their growth. Nearly 2 million businesses across sectors use its product globally, and this is possible only when the product brings significant benefit to the business.

When it comes to what is best for the business, it is less about cost and more about value proposition and a business owner knows that. The key is to ensure that the product is always 'useful, delightful and flawless'. Of course, an after sales support and engagement is also imperative. If this is achieved, most customers do not see affordability as an issue.

Lead generation program is of key importance both online as well as offline. Thus, reaching the right target audience becomes imperative. In terms of digital business, Tally is present online through marketplace since its customers expect it to be available and accessible everywhere. Even when selling online, be it through Tally's website or marketplace, the focus is always on taking care of customer requirements with utmost ease by providing all key information related to the product and a hassle-free after service. Tally is also focusing on offline network partners by continuously training them on product, industry know how and customer service.

Everything that Tally does is by keeping in mind that the experience its customers have. Whether it is designing and constructing the product or engaging with customers through various touchpoints - pre-usage and through the usage period, the emphasis is always on providing ease and simplicity. Its philosophy behind its product design and customer and partner engagement is its driving force. The differentiation for Tally is therefore not uni-dimensional in terms of the product, but overall experience of the journey of its customer from the time they begin evaluating through the life of their product usage and its partners, TallyCare and of course the product.

TCIL prides itself on being a pioneer in the telecommunication and technology area

A SESHAGIRI RAO
Chairman and Managing Director
TCIL

BRAND PROJECTIONS 2019

TCIL's strategy for Digital India is to continuously provide its plethora of services in telecom by taking up Wireless Projects - Mobile communication, Tetra, 3G, 4G, EMF Audits, Information Technology projects - Broadband Networks, Data Centers, e-networks, Tele-education, Tele-medicine, e-governance, Disaster Management, e-procurement, Video conferencing, and Authentication service. TCIL has ongoing projects in more than 65 countries across the globe. Its strength lies in its adaptability to the rapidly changing world of technology, which the company is successfully customizing for its clients. Most of the projects are large turnkey projects for country governments, ministries, public sector undertakings and private organizations. TCIL today has a global presence with large projects across the globe. TCIL has also set up its office in USA and the Balkan region and is executing govt projects in the CLMV (Cambodia, Laos, Myanmar, Vietnam) countries.

TRANSFORMING CUSTOMER JOURNEY

TCIL has worked on a number of projects such as the Rural ICT Project. TCIL in partnership with the Ministry of Posts, executed Government of India's path breaking project on Modernization and Comprehensive Digitization of 1,34,000 rural post offices across the country, worth 230 Million USD. At the time of launching this project in 2015-16, majority of the processes in Department of Posts were manual. The Govt of India wanted to 'connect the unconnected' and bring every Indian under the ambitious JAM program, also known as the Jandhan (Bank account for every rural citizen), Aadhar (Identification number for every Indian) and Mobile (connectivity for every Indian, rural or urban). Post Offices continue to be the only link between rural citizens and the government. Therefore, any program that sought to accrue the benefits of Digitalization to the citizens of India would have to include this important edifice i.e. the Post Offices of India. TCIL carried out the IT modernization project to computerize and connect all Post Offices and run various applications seamlessly across the network enhancing QoE. This project enabled the Govt of India to set up the Post Payment Banks in 1, 55,000 post offices across the country, one of the largest rural banking services in the world.

TCIL partners with various State Govts across India on their ICT in Education school projects providing Digital Literacy Skills to more than 2.5 million young students. TCIL is also an expert in developing Smart Virtual Classrooms with digital devices, video conferencing and cloud based services. TCIL partnered with India's premier National Institute of Fashion Technology (NIFT) to set up digital classrooms in 15 of their centres across India.

COMMITMENT TO DIGITAL INDIA AND SWACHH BHARAT MISSION

Digital India and Swachh Bharat are two of the most significant initiatives undertaken by the Government of India. TCIL is honored to be executing both these projects for the government of India.

TCIL partners with various State Govts across India on their ICT in Education school projects providing Digital Literacy Skills to more than 2.5 million young students. TCIL provided IT infrastructure in more than 320 schools of UP, 591 in Odisha and 1110 in Delhi. TCIL is also an expert in developing Smart Virtual Classrooms with digital devices, video conferencing and cloud based services. TCIL partnered with India's premier National Institute of Fashion Technology (NIFT) to set up digital classrooms in 15 of their centres across India. Under Swachch Bharat Mission, the Ministry of Urban Development has appointed TCIL for setting up the ICT based Feedback system with live monitoring of Dashboard for gathering public feedback in terms of cleanliness of the public toilets across fifteen states/UTs.

ACTION PLAN

For the next five years, TCIL is moving its focus to new and emerging areas viz; 5 G networks where the second digital dividend will occur, Standardization issues which will be different for developed and developing countries, immersive experiences in smart spaces and digital ethics and privacy.

TCIL's core business is creating connections through communication with a vision to excel in providing solutions in Information and Communication Technology, Power and Infrastructure Sectors. TCIL offers services from concept to commissioning in setting up Smart cities, Homeland security projects and Integrated Private Security. The company is in the process of setting up one of the most comprehensive training programs on cyber security in India. Partnering with some of the best-known US universities, TCIL aims to educate and train nearly 1 million cyber security professionals in India over the next three years. TCIL has been working on ICT in Education projects for more than a decade, providing turnkey solutions for Computer Aided Classrooms, Smart Virtual and Digital Classrooms, Cloud and Video Conferencing solutions, impacting more than 2.5 million young students. TCIL has been a pioneer in setting up Next Generation Wireless Services like 5G, VOIP, VOLTE and Mobile applications in rural markets and in remote areas with geographically difficult terrain such as Arunachal Pradesh, J&K and others. TCIL is constantly trying to improve the lives of people in India and in its various operations across the globe.

TeamViewer empowering people through secure, easy-to-use technology

TeamViewer

KRUNAL PATEL
Sales Head, India and South-Asia
TeamViewer India

BRAND PROJECTIONS 2019

TeamViewer is a secure remote connectivity platform and not just a remote support tool or software. It is innovating continuously and aspires to connect any device, anywhere and anytime for its customers to use the software flexibly in various use cases. Recently it has expanded its remote connectivity platform to support new use cases with innovative solutions around internet of things and augmented reality. Its overall objective is to bring best of breed global solutions, which are secure, scalable and simple to use, to India.

TRANSFORMING CUSTOMER JOURNEY

Since inception of TeamViewer, its software has been installed globally on more than 1.9 billion devices and even on more than 100 million devices in India so far. The company is constantly evolving its technology to connect all devices and Operating Systems. Its R&D is heavily focused on creating secure, resilient and customizable solutions and is creating online journeys and communities which enhance purchase and usage experiences. It sells solutions which allow users to collaborate and work together.

In fact, approachability is the primary reason that TeamViewer has recently opened in India. It wants to be close to all its customers and clients, to understand their business and challenges better.

Accordingly it has various go to markets for India. Its objective for each of the GTM is to be more close to its customer and service them when needed in their time. It has direct GTM and indirect GTM. Indirect GTM basically is the distributor-reseller model, where it has appointed a distributor and now are appointing resellers. It will be a balance of online and offline sales. Currently TeamViewer has an online webstore where it sells direct. TeamViewer will continue to work with reseller, partners and customer to ensure that they can get the best solution.

ACTION PLAN

Customer support is one of the key use-cases for its customers to buy TeamViewer. With TeamViewer, customers can completely integrate remote support solution in their own product and service for them to provide seamless support.

TeamViewer is used by various businesses for variety of use cases. It is already working with a lot of enterprise application providers and original equipment manufacturers to give more integrated solution.

TeamViewer is also enabling a lot of avenues such as free trials for its customers to experience the product. It is also now going local and closer to its customers to have proof of concepts in their near real business scenarios for its enterprise offerings like TeamViewer Tensor and TeamViewer internet of things (IoT).

FACT FILE

Name of the CEO	:	**Oliver Steil**
Headquarter	:	**Göppingen, Germany**
Year of inception	:	**2005**

SECURITY ROADMAP

Security is one of the most important focus areas for TeamViewer. All TeamViewer versions use full encryption. Encryption is based on 2048bit RSA private/public key exchange and 256 Bit AES session encoding. This uses the same security level as https/SSL and is considered completely safe by today's standards

As the private key never leaves the client computer, this procedure ensures that interconnected computers—including the TeamViewer routing servers—cannot decipher the data stream. Not even TeamViewer, as the operators of the routing servers, can read the encrypted data traffic. All TeamViewer servers are housed in state-of-the-art data centers that are compliant with ISO 27001 and leverage multi-redundant carrier connections and redundant power supplies. As an additional security feature, all of its software is signed via VeriSign Code Signing. In this manner, the publisher of the software is always readily identifiable.

TeamViewer is a global organization and it believes that it is important for them that the personal information of its customers and its own people is handled in accordance with GDPR.

NEW TECH VIS-À-VIS R&D

TeamViewer's vision is to empower people and to help them through secure, easy-to-use technology that connects Anyone. Anything. Anywhere. Anytime. It is deeply invested in creating customizable solutions. TeamViewer also continuously works to develop and add more features to the remote access software which is optimized to the network, economic and agnostic to the operating system and device. By maintaining its device agnosticism, it can eliminate any integration costs which would have to be borne by customers.

TeamViewer

World's number 1 remote support solution is now enterprise ready!

Securely connect to desktop computers, mobile devices, and IoT devices from anywhere at any time.

TeamViewer Remote Management
IT Management through a Single Pane of Glass

TeamViewer Tensor
Empowering Secure Remote Access on an Enterprise Level.

TeamViewer Internet of Things
Instantly connect, manage and monitor edge devices securely from anywhere.

TeamViewer Pilot
The New Level of Remote Support – with Augmented Reality

CALL : 000800 050 1412

sales@teamviewer.com

Brand Projections 2019

Tech Data's strategy is to Move to Higher Value; Invest in next-gen technologies like Hybrid Cloud Data (Analytics, IoT), Security and Services; Strengthen its end-to-end portfolio; Transform Tech Data digitally; Optimize its global footprint in Services, Support and Business Optimization.

For FY2019-20, Tech Data chose to focus on its strengths including its next-generation technology solutions, its ability to drive business transformation for its customers and growth for customers and vendors, and supported this with its promise of integrity, expertise and excellence.

Transforming Customer Journey

Tech Data is focused on executing four growth strategies that will ensure Tech Data remains a vital link in the IT ecosystem well into the future and thus "improving the customer journey".

Its growth strategy is enhanced by its solutions specialist approach which enables customers to capitalize on the high growth, and next-generation technologies that are redefining the future. Tech Data's marketing team is also focused on driving enhanced results for its 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.

Security Action Plan

Tech Data has a very comprehensive Cybersecurity & Acceptable Use Policy which is a foundational element of Tech Data's information security strategy, designed to keep company, employee and customer information secure in all transactions and business activities. It contains common-sense rules and guidelines relevant to the users of Tech Data's IT Systems. The policy further provides with the understanding needed to fulfil that responsibility effectively.

New Tech vis-á-vis R&D

For Tech Data, newer or disruptive technology presents the company with some exciting opportunities. From emerging technologies like IoT and analytics to changes in consumption models, these trends change the way it operates and open the door to new revenue opportunities for Tech Data and its partners.

Tech Data's consultative approach enables to dive deep into customers' business today and uncover the best way for them to evolve and take advantage of the opportunities out there. This way they can focus on their core strengths and leverage its vendor portfolio, capabilities and services to take their business to the next level.

Tech Data is also continuously focused on driving innovation and transforming its business so that it can better serve its partners better. Research and development play an important role in determining its strategy, and helps it to evolve to ensure it delivers the best possible service and outcomes for those Tech Data does business with.

For Tech Data, the focus is always on the customer

SUNDARESAN KANAPPAN
Vice President and Country General Manager
India - Tech Data

Tech Mahindra

2019 going to be a year of digital transformation & growth for Tech Mahindra

SANJEEV NIKORE
Global Marketing Head
Tech Mahindra

Brand Projections 2019

Tech Mahindra's digital go-to market strategy revolves around solving customer's business problems. There are several aspects to it – Digital Strategy & Design, Digital Customer, Intelligent Operations, Future Enterprise, and Digital Insights Digital Foundation. It has differentiated itself by integrating these factors and creating a digital ecosystem through TechMNxt, which is all about 'Collaborative disruption'.

Tech Mahindra is the only Indian System Integrator to bring in physical design (Pininfarina), digital customer experience (BIO Agency) and technology enablers under the same roof. Tech Mahindra has invested and will continue to invest in the start-up ecosystem with niche solutions around next generation technologies like Blockchain, Cybersecurity, Augmented Reality/Visual Reality, Artificial Intelligence (AI) to offer the best in class solutions.

Transforming Customer Journey

Tech Mahindra has one of the largest practices focusing on Customer Experience (CX), bringing in its expertise in omni-channel, multi-channel customer experience across sales, service, marketing and commerce. It has been recognized as a leading player in the Manufacturing, Communications, Banking, Insurance, Financial services, Healthcare, Energy & Utilities verticals.

Tech Mahindra's 3-4-3 strategy talks about the 3 industry trends, 4 technology bets talks about Network of Future, Connectors of the Future, Software of the Future and ultimately Customer Experience of the Future; and the final 3 is to connect to 3 business outcomes – Run Better, Grow Greater and Change Faster. Each Industry has its own set of trends which gets delivered by the 4 bets leading to the 3 outcomes.

Action Plan

FY'19 will be a year of digital transformation and growth. Tech Mahindra's endeavour is to clock a major part of the overall revenue from digital over time. 2019 is the year when 5G will have an enormous impact on the world and will disrupt the way people live and work. Tech Mahindra is looking at upcoming 5G rollouts in global markets as a huge opportunity and are on the right trajectory to achieve gradual growth. It is also betting big on Blockchain, Artificial Intelligence (AI), Deep Machine Learning and Quantum Computing and will continue to focus on strategic acquisitions to build scale faster.

As a leading global digital transformation company, being future-ready is its prime responsibility. As part of the TechMNxt charter, Tech Mahindra is leveraging the start-up ecosystem to foster a culture of innovation and collaborative disruption by exploring newer technologies and business models that provide highest impact for customers and fuel long-term growth.

New Tech vis-á-vis R&D

TechMNxt is Tech Mahindra's response to the future and the key driving force for growth. The global program focusses on application of trending technologies to solve real business problems of its customers by exploring solutions based on Artificial Intelligence, Blockchain, Cybersecurity and Internet of Things (IoT). It believes that the application of technology across sectors like Banking, Finance, Communications and Media, Healthcare, Retail, Manufacturing etc. will unearth great opportunities in the future. It needs to democratize its tech expertise and make it accessible to everyone.

With this in mind, Tech Mahindra is constantly collaborating with the industry and academia to encourage innovation and research. It has tie-ups with various academia and universities across the globe such as the University of Berkeley, University of Suffolk, University of Sydney and a newly established Center of Excellence' (COE) in Canada to unlock the next wave of digital disruptions by boosting collaborative innovation, research programs and provide experiential learning opportunities to students. It has also set-up Makers Lab in various locations around the globe, where it exposes its employees to the technologies of the future and allow them to tinker around, play, learn and actually experiment inside its premises.

tenable®

Tenable to continue investing in its partners to keep them competitive

DIWAKAR DAYAL
MD India & SAARC
Tenable

SECURITY ROUND-UP

The modern attack surface of IT, OT and IoT has created a massive gap in an organization's ability to truly understand where it's most exposed and to what extent. Tenable is laser-focused on pioneering Cyber Exposure — a new and emerging discipline for managing, measuring and reducing cyber risk in the digital era. Cyber Exposure builds on the capabilities of traditional vulnerability assessment and management, and expands it across two vectors: 1) breadth of visibility into cybersecurity risk across the modern attack surfaces, including IT, Cloud, IoT and operational technology (OT); and 2) deep analytics that translate vulnerability data into business insights for the C-suite and Board of Directors.

nessus Professional   **tenable.sc**   **tenable.io**

Tenable is committed to arming customers with the visibility and insight needed to confidently answer four foundational questions at all times - Where are customers exposed? Where should Tenable focus based on risk? Is Tenable reducing exposure over time? How does it compare to its peers?

A strategic Cyber Exposure practice is rooted in effective vulnerability prioritization based on real-world risk. Tenable's recent release of Predictive Prioritization enables organizations to dramatically improve their remediation efforts by focusing on the 3 percent of vulnerabilities that are most likely to be exploited.

In 2019, Tenable will continue to collaborate with leading security resellers, distributors and ecosystem partners to deliver its Cyber Exposure solutions to customers around the world.

SECURITY ACTION PLAN

India is taking steps every day to become a digitally strong economy. But in a digital economy, cyber risk is now a business risk. Cybersecurity is no longer a tactical function — it's a strategic level conversation.

In this digital era, enterprises are borderless, with data spread across the cloud, virtual systems, and mobile devices. It is a highly distributed and ever-changing environment. This complexity breeds insecurity and introduces new risks to enterprise environments. Thus, building an integrated and holistic security program is something that every organization needs today. This requires unified visibility across the entire attack surface, from IT to cloud to mobile devices, as well as actionable insight into which threats pose the greatest risk. Together, with its partners, Tenable is well-equipped to help its shared customers manage, measure and reduce their cyber risk in the digital era.

As a channel-first company, Tenable will continue to invest in its partners to ensure they remain competitive in the rapidly changing marketplace. In 2019, one of its key focuses will be to maintain and strengthening our commitment to the channel around opportunity registration and protection.

Tenable will continue to focus efforts on increasing its depth of partner training and certification ensuring that they have the technical expertise to provide customers with world-class service. Through its Cyber Exposure certification program, Tenable provides partners with the ongoing training and guidance they need to offer their customers strategic counsel, pragmatic solutions and services to manage, measure and reduce their cyber risk.

NEW TECH VIS-À-VIS R&D

Emerging technology offers competitive advantages to many organizations, but it also often comes with a hefty price tag. Organizations shouldn't get distracted by the latest tech backed by industry buzzwords and hype. Instead, their focus should be on implementing technology that is secure and offers a sound business benefit.

TVSE consolidating its position as a strong player offering 'one-stop-shop' after sales SOLUTIONS
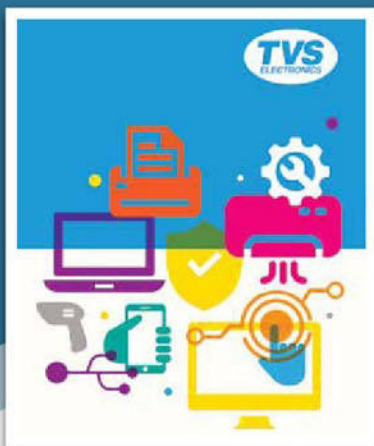
SANJAY KAWLE
Chief Operating Officer
TVS Electronics Ltd.

BRAND PROJECTIONS 2019

TVS Electronics is a major player in IT, Mobiles and Consumer Electronics Services industry. TVS Electronics has transitioned itself from a pure-play products company to a solution-centric services organization. The organisation's vision is about "Caring and Carrying electronics to the heart of India" which illustrates TVSE's firm commitment in taking electronics to every deserving part of the country. It also extends necessary care in terms of service and maintenance for the same. The vision of extending care is not just for the products manufactured by TVSE but also for the ones by major OEMs as well.

TVSE covers complete after-sales lifecycle of products right from demo & installation, in-warranty services, out-of-warranty services, till recycling of the product. There is no other competition which offers such complete suite of services.

TVSE's reach in India is unparalleled. It currently works with 2500+ professionals across the length and breadth of the country, offering onsite services to OEM brands, Ecommerce brands and end customers for Smartphones, IT products and Consumer Electronics. In addition, TVSE's physical presence across 250+ centres offering Retail and Walk-in services makes the company one of the most preferred service provider for OEMs, end customers and corporate clients.

The year 2019-20 will be a year of consolidation for TVSE's core services as it will set to expand its Client base and Network presence across India. In the next phase, the company will be offering similar complimentary services suite to scale operations.

TRANSFORMING CUSTOMER JOURNEY

Customer experience is at the core of everything TVSE does. All the core services it offers and the new categories it is entering into is being built with 'Customer centricity' at the forefront. In this journey, TVSE is integrating cutting-edge systems and process models to make its internal processes contribute immensely in making customer journey seamless and delightful.

Unlike competition which is crowding only Metro cities, TVSE has plans to sharpen its focus on tier 2, 3 towns as well which will enable better scale of economy and expanded network. This will also lower down costs for brands and improve Turnaround Time for end customers.

TVSE offers a suite of services that encompasses interventions at every stage of post-purchase product lifecycle, which is flexible and customisable as per its clients' requirement. Right from the stage of installation and demo, post-purchase stage and till end-of-life of product, TVSE offers a wide gamut of services.

NEW TECHNOLOGY ADOPTION

TVSE always believes in implementing new-age cutting-edge technologies that will ensure process adherence and efficiency with minimal manual intervention, ultimately leading to end customer delight. The company is in the process of building a digital platform which will integrate with all OEM Clients, Partners, Service entities and customers alike.

Most organizations are going the Digital way and looking at the completely automated digital journey that TVSE offers; TVSE therefore plans to approach the digital market with renewed rigor.

TVSE by virtue of being very closely associated with technology & ancillary services and large OEMs has given it the insight and foresight of investing in technologies that are customisable, scalable and mitigate dependencies for the next 2 decades.

COMMITMENT TO DIGITAL INDIA AND MAKE IN INDIA

TVSE believes technology should be omnipresent and accessible to everyone. One of TVSE's key focus from the beginning has been to take automation and IT products to the heart of India. Empowering businesses with simple and affordable technology in tier 2 and 3 cities were one of the key focusses for TVSE. To this end TVSE has many firsts to its credit in introducing many products ahead of its time – the first multi-lingual keyboard to address regional and local trade community, a revolution called Electronic Cash Register to automate transaction for small traders and Dot-matrix printer with USB provision.

TVSE invests a lot of time and resources in understanding ground level insights which are transformed to identify and build technology that suits these markets, while also keeping its ears to the ground to continuously improve and enhance its robust, scalable one-stop-shop after-sales solution-centric offering.

Caring and Carrying Electronics to the Heart of India

With You and Your Electronics at Every Stage

TVS ELECTRONICS

Point-Of-Sale Products

Extended Warranty Plans Gadget & Device Protection

Service Life Cycle Management for IT, Telecom and Consumer Electronics

E-waste Management Solutions

Our reach in India

1400+ Feet on street	**300+** Service Partners	**120+** Seater call center	**4230+** Company Distributor Partners & Authorised Dealer Partners	**52** Collection points	**13** Warehouse
	— FO FO —	— CO CO —			
2 Shop-in-Shop	**104** Outlets	**82** Outlets	**67** Drop point	**1** Repair center	**6** Branch Offices

www.tvs-e.in

UiPath

UiPath — Committed to democratizing RPA

RAJESH KUMAR
Vice President and Head of Marketing - India
UiPath

Brand Projections 2019

The strategy and message at UiPath for the year is the 'Automation First' approach at the board level. As most enterprises are into the mid of their digital transformation journey, RPA comes in as the biggest catalyst to jump-start their transformation.

The mission of UiPath is to accelerate human achievement by freeing up humans from doing mundane repetitive tasks using robotic process automation. As data complexity and cognitive technology evolves, this happens in phases by software robots emulating humans, then assisting humans which UiPath calls as humans with robots, and then augmenting humans which is about human and robots working with combined intelligence. While RPA itself is founded on many disciplines of AI, the future of RPA is converging with ML, AI, blockchain, and many other emerging technologies used within the enterprise.

The UiPath brand is built on five core pillars that also form the building blocks of its platform/ product roadmap and business strategy. The five core pillars represent the five principles that define UiPath: open platform, rapid results, path to AI, scalability, and security.

Transforming Customer Journey

As an organization, UiPath has always had customer experience as its top priority— from the time it had less than 100 customers to now when it has more than 3500 customers. One element of this has been the institutionalizing of the customer success team, a dedicated team that manages the customer's RPA journey to success. Notably, this team does not carry any revenue target; they are solely measured on customer satisfaction scores and NPS.

With the rapid convergence of RPA with ML, AI, blockchain, and other emerging technologies, UiPath's role extends to be the customer's partner in their digital transformation journey.

RPA Action Plan

UiPath has a direct sales force that meets customers to drive RPA awareness, identify use cases, conduct proof-of-concept exercises, and then handover the implementation to channel partners. UiPath is 100% focused on channel partners. Ingram Micro is currently the national distributor. UiPath India has a set of over 65 boutique partners who specialize in RPA. The channel ecosystem is being developed to include other types of partners such as value partners, training partners, and ISV channel. Besides channel partners, UiPath also works with the global SI and consulting organizations as its strategic business partners.

With more than 3500 customers and strong partner ecosystem, UiPath is advocating an Automation First mind-set. The Automation First era is clearly defined by three principles - having a robot for every person, continuing the open and free collaboration, and having robots that are adaptable to learning new skills.

New Tech vis-á-vis R&D

UiPath has the target of creating one million automation trained people by 2022 globally. Since inception UiPath has been having a free community edition. Besides that, all UiPath training is available free online.

FACT FILE

Name of the Founder : **Daniel Dines, Marius Tirca**
Headquarter : **New York City (NY)**
Year of inception : **2005**

Interesting Facts :
- *UiPath was valued at $7B on the back of $568M Series D funding on April 30, 2019. This makes UiPath the AI company with the highest valuation in the world.*
- *With a total funding in excess of $1B, UiPath is also one of the fastest growing enterprise software company in history. Revenues grew 25X and valuation grew 64X in 24 months (April 2017 to April 2019)*
- *UiPath hosts the world's largest community in RPA- 400,000 users across 200 countries. UiPath's worldwide customer base includes 8 of the top 10 Fortune 500 Global and over 50 percent of the top 50 Fortune 500 Global companies.*

5 CORE PILLARS - UiPATH PLATFORM AND STRATEGY

Open Platform	Rapid Results	Path to AI	Scalability	Security
Extensibility Built-in. From the Beginning.	Faster Implementations. Built-in Recorder. Self-led training with certifications by business role.	Unmatched computer vision. Built-in intelligent OCR. Google, Watson and NLP integration. Deep learning to reduce maintenance.	Proven large scale operations with 10,000s of robots. Efficient design allows multiple automations per robot and multiple robots per Virtual Machine.	Defense-grade security and auditing, used by 14 United States Government Agencies.

veeam

Veeam ensures its customer's business to be always 'Available'

SANDEEP BHAMBURE
Vice President and Managing Director - India and SAARC
Veeam Software
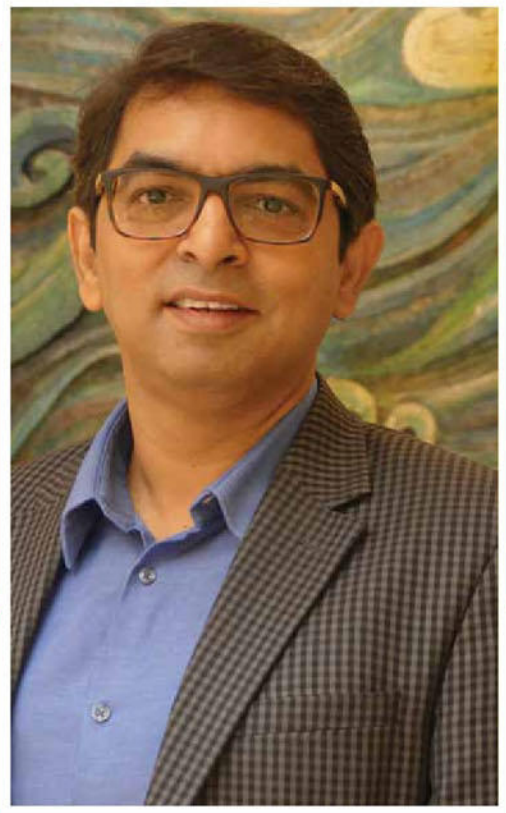
FACT FILE

Name of the Founder : **Ratmir Timashev, Andrei Baronov**
Headquarter : **Baar, Switzerland**
Year of inception : **2006**

Interesting Facts :

- Veeam Software announced that Insight Venture Partners has invested $500 million with strong participation from strategic investor Canada Pension Plan Investment Board (CPPIB) to accelerate the next phase of Veeam's growth as the No.1 provider of Data Management solutions for the public and private cloud.

- Veeam Software announced the results from Q1' 2019, reporting a 16 percent increase in total bookings year-over-year (YoY), celebrating more than 343,000 customers, and its Annual Recurring Revenue (ARR) increasing 30 percent YoY.

- Veeam Software announced a new global partnership with Lenovo to enable customers to purchase Veeam Intelligent Data Management solutions with Lenovo Software Defined Infrastructure (SDI) and Storage Area Network (SAN) offerings directly from Lenovo and its resellers in a single transaction.

The path-breaking products/solutions from last FY :
Veeam Software in 2018 announced the general availability of new cloud data management capabilities as part of Veeam Availability Suite 9.5 Update 4, as well as the upcoming Veeam Availability for AWS and Veeam Availability Console v3. The new major capabilities deliver cost effective data retention, easy cloud migration and data mobility, cloud-native backup and protection for Amazon Web Services (AWS).

Brand Projections 2019

The Indian digital transformation wave has led to unprecedented growth in the volume of data, which can no longer be restricted to the four walls of a data center. With information at fingertips and businesses across sectors riding on cloud for scalability, agility and innovation, there is a new expectation from today's data. CXOs expect data to move to a new state of intelligence that is able to automatically anticipate need and meet demand and move securely across multi-cloud infrastructures. Veeam realizes the expectations of a modern business and offers cloud data management solutions with a new state of intelligence that anticipates the real-time business requirements across multi-cloud environments.

Additionally, there is an increased emphasis on delivering the best customer experience in the digital world, where the end consumers expect 24.7.365 Availability of data. Veeam understands the importance of Availability for businesses, and will continue to offer simple, flexible and reliable backup solutions to ensure businesses are always 'Available'.

Transforming Customer Journey

New age digital technology trends are placing Availability at the heart of delivering an unmatched consumer experience. As businesses aim to deliver on-demand customer requirements, any downtime of application or loss of critical data can impact a customer's journey across various touch points. Keeping the evolving trends of consumer behaviour in mind, Veeam is committed to offer robust Availability solutions that enable businesses in driving rich consumer experience to thrive in the 'Experience Economy'.

Veeam helps businesses in moving their consumers from satisfied to loyal and eventually, make them brand advocates through positive experiences. It helps businesses achieve this by bridging the 'Availability Gap', identified as a gap between consumer expectations and what IT can deliver.

The key to staying ahead of the competitive curve is to ensure that the customers' expectations are always met to maximize customer satisfaction. To thrive in an experience-driven business environment, Veeam is focused on constant innovation that addresses its customers' business challenges.

Security Action Plan

The digital platforms today are dynamic, demanding and competitive. To secure the digital business, Veeam offers solutions that ensure data protection in multi-cloud environments. Enterprises moving to a multi-cloud strategy can get the most out of their cloud investments by protecting data within any cloud.

With Veeam, organizations can leverage any public cloud provider, including Amazon Web Services (AWS), Microsoft Azure and IBM Cloud, Google Cloud, Alibaba Cloud, Oracle Cloud, or a managed service provider to protect their data offsite — all without the cost of building and maintaining a second site.

Vertiv is the preferred brand when it comes to critical technologies

Dr. A S PRASAD
General Manager, Product
and Marketing - Vertiv India

FACT FILE

Name of the CEO : Rob Johnson

Headquarter : Columbus, Ohio, USA

Interesting Facts:

- *In 2018, the Vertiv India operations designed a 52-foot mobile business lounge named Vertiv Xpress to offer a customized end-to-end integrated experience of its solutions to its customers. It took this mobile business lounge to various locations in India and conducted roadshows with Vertiv's partner network*

- *Based on the success of this initiative, Vertiv launched phase 2 of the campaign on 21st January, 2019*

BRAND PROJECTIONS 2019

Vertiv is the preferred brand when it comes to critical technologies and vital applications inside data centers. The era of the Internet and smart phones has enabled consumers to define their requirements and preferences long before they reach the point of purchase. Through multiple touchpoints with the consumer, sharing information around emerging trends in their industry, and giving them the chance to see Vertiv products and solutions at a location near them, we're able to create a distinctive and memorable brand impression that will certainly in uence their purchase decision.

TRANSFORMING THE CUSTOMER JOURNEY

A strong brand is irreplaceable as the battle for consumers deepens day by day. At Vertiv we view our relationships with customers as partnerships. We make a conscious effort to listen carefully to our customers' wants and needs, and to work collaboratively with them to create a brand experience they won't forget.

Today, the consumer has become more aware then ever of what they need, hence, it is important to conduct regular customer research to help guide and direct our marketing strategies.

SECURING DIGITAL BUSINESS

For Vertiv, securing digital business is one of the priorities within our overall business goals. We have been successfully riding the digital wave and have tailored our approach to developing efficient solutions that are customer centric.

SECURITY ACTION PLAN

Enterprise security at Vertiv is a priority and we are investing heavily in creating a safe environment for our organisation and our allies. We are also a big enabler of enterprise security through the monitoring and management products we offer to our customers.

NEW TECH VIS-À-VIS R&D

While organisations are keen to experiment with newer technologies, investment is a key concern for adoption into business processes. Organisations are struggling to keep a fixed budget aside for technology adoption as they move towards digital transformation. If organisations are implementing newer technologies, they should ideally keep a fixed budget but could also keep it open as the technology adoption could be more expensive than estimated. Vertiv spends a sizeable sum of its resources towards recognizing areas that need to be made future-ready and invests in technologies that will define the future of the industry. India is a key market for Vertiv and has state-of-art manufacturing plants in Thane and Pune in Maharashtra, with competencies extending to power, electronics, embedded software, Digital Signal Processor (DSP) controls, refrigeration and air conditioning, mechanicals for shelters, and racks. The Engineering Development Center at Vertiv responsible for Research and Development consists of a professional team of highly qualified specialists, degree holders including masters, and doctorates in their domains.

vivo

vivo focusing on building a successful brand foundation in India

NIPUN MARYA
Director
Brand Strategy - vivo India

Brand Projections 2019

vivo entered the India market in 2014, with a long-term commitment and a clear strategy to keep the customer at the center of all its operations. In 2019, vivo would be completing five glorious years in the country and expects the year to be yet another exciting one. vivo is looking further to strengthen its presence across India in the near future.

A part of this focus has been on striking the right balance between online and offline channels to drive growth in the market. vivo today has an extensive network of distributors and retailers with 70,000 retail outlets, 4000 modern trade outlets and more than 250 exclusive vivo outlets.

Growth journey in India

vivo's growth in India has been a result of multiple factors – strong product portfolio across price segments, extensive distribution network (both offline and online), reliable after-sales service and substantial marketing inputs to build a strong brand.

Through these factors and many more, such as employee and partner dedication, vivo has become a strong brand in the Indian market. As per its recent brand track reports, vivo continues to have 100% awareness and ranks 2nd in consideration and preference.

Collaboration with IPL

As a brand, vivo has always believed in promoting and celebrating the spirit of sports in India. Collaborating with India's most significant sporting extravaganza – the Indian Premier League has played a crucial role in ensuring connect with vivo's customers in India.

In terms of brand engagement during IPL, vivo activates multiple touchpoints to facilitate a delightful experience for its audience. Right from creating brand recall to reaching out to pan-India audience, the association has been significant in building brand and product awareness.

Commitment towards R&D

India is an important market for vivo, and it is wholly committed to the 'Make in India' initiative. It has strengthened its manufacturing capacity with the right investments at the right time. In mid-2018, vivo invested INR 300 Cr in its Greater Noida plant which employs more than 5,000 people and an annual manufacturing capacity of nearly 25 million products.

Later, in December 2018, vivo invested an additional INR 4,000 crore for setting up a new manufacturing plant in India. It has also acquired a 169-acre land in the Yamuna Expressway Region which aims to generate additional employment of 5000 people in the first phase of expansion and double the current production capacity to 50 million units per annum.

The next opportunity that vivo is looking at is to invest in the design, research and development (R&D) centers that will help it to introduce 'Design in India' which will give further impetus to its "Make in India" strategy.

VIVEK TYAGI
Business Director, Enterprise and Embedded
Western Digital India

Western Digital.

Western Digital strives towards providing the best in class products to its customers

Transforming Customer Journey

Western Digital is always striving towards providing the best in class products and experiences to its customers. Western Digital's vision towards designing and development of products is done by understanding the needs of the customers. The products go through multiple rounds of testing in varied environments. India has played a pivotal role in Western Digital's R&D, product development and testing strategy. Western Digital also focuses on its customer support by ensuring that the right information is dispersed across geographies, in different languages to confirm efficiency in a multilingual environment.

While digital businesses largely focus on making services and content available digitally, it really translates into a rise of data being captured, preserved, accessed and transformed. That's the focus at Western Digital - to create purpose-built solutions for every type and use of data – from Big Data to Fast Data to personal data. The company's data-centric solutions are helping India's consumers transform their digital lives.

Western Digital's strength also lies in its long-standing relationships with channel partners. This has helped gain unique insights into how storage needs are evolving. The company is committed towards its partner ecosystem, skilling them regularly in order to meet the market needs. Training programs spread across key cities ensure that this information reaches Western Digital's channel ecosystem in the most efficient manner.

Western Digital believes in better experiences for its end customers and channel partners in both B2B and B2C space. It engages with its channel partners on a regular basis to sustain their experience with Western Digital and its products. It has maintained great product experience as one of its top priorities through continuous product innovations. Great emphasis is always given on events and activations for the customers to experience the product before buying.

Service has also been one of the key factors at Western Digital as it understands that a great experience built through a winning product and healthy engagement can go wrong due to a bad service experience. It therefore constantly focuses on improving customer service with the objective to reduce turnaround time, and provide a more comprehensive and valued experience.

New Tech vis-à-vis R&D

Innovation and talent bring the company to India and it is here that basic technology gets converted into a product and/or is customized per specific industry requirements. India is also where the new ideas about taking the technology into places, comes up. Many retail products are conceived of design, product-managed, product-marketed and distributed in and/or from India.

With data evolving to be the new oil, there is a plethora of segments where storage is becoming a key player. IoT, Artificial Intelligence, Big Data – all three are innovations that are going to drive the future, and Western Digital has a reach in all of them.

The company continues to innovate in technology, in order to accommodate maximum data in smaller form factors. The advancements in next-generation 3D NAND technologies and X4 architecture has helped in addressing the needs of a full spectrum of customer applications.

Consistent innovation has helped Western Digital to make its mark across a big spectrum of market segments.

FACT FILE

Name of the CEO	:	**Alvin B. Phillips**
Headquarter	:	**San Jose, California (USA)**
Year of inception	:	**April 23, 1970**

Brand Projections 2019

The vision of Western Digital is to create environments where data can thrive and this approach has taken the company a long way in the industry.

Last year, Western Digital showcased its presence in the storage industry with solutions encompassing personal storage and the enterprise segment. In the personal storage domain it offered microSD cards, USB flash drives and external hard drives, where the external storage device segment, and mobile pen drives segment displayed great traction.

Enterprises across the spectrum of the industry understand the potential the data brings to unlock new opportunities. Further, companies are looking at solutions that lead to smarter decisions, breakthrough discoveries and deeper connections, driven by big data and fast data. Understanding this trend, Western Digital plays an important role in designing and developing large capacity hard drives for archival storage solutions for data centres and JBOD/ JBOF platform for high-capacity, enterprise-class solutions. In the surveillance domain, the company offers WD Purple micro SD cards to support real-time data assessment.

Xerox evolves from an office equipment company to an Innovation focused Technology Company

PATH–BREAKING PRODUCTS & SERVICES FROM XEROX

- **Intelligent Workplace Services (IWS):** It is a portfolio of capabilities that goes beyond the limits of traditional Managed Print Services (MPS) by using analytics, workflow automation, content management, security solutions and print infrastructure optimization to help workplaces become more efficient, employees more productive and data more secure.

- **Xerox Capture & Content Services:** It has advanced multichannel capture and process automation for improved responsiveness and agility.

- **Xerox Accounts Payable Services:** It simplifies back–office operations from automated processing to full e-invoice management.

- **Xerox Digital Hub & Cloud Print Services:** It can help ensure brand consistency with on-demand digital and printed communications.

- **Xerox Campaigns on Demand Services:** It can help streamline cross-channel deployment with scalable turnkey campaigns at your fingertips.

SHANKARACHARYA LASKAR
Director – Marketing and Mid-Market Business
Xerox

TRANSFORMING CUSTOMER JOURNEY

Competitive differentiation always has a prefix to it and that prefixed word is "sustainable". Sustainable competitive differentiation at Xerox is always a work in progress and not limited to one year. For Xerox, at the core, it is always about the "customer and his changing environment". All its efforts are focused on transforming customer's experience across industries.

A customer's digital journey starts much before he engages with a vendor. Xerox therefore finds it imperative for it to be present where its customer visits digitally to consume information. Xerox's efforts are to engage the customer early with a meaningful thread of conversation that translates into a business outcome.

The B2B market's expectations have changed significantly, moving to a more digitally-engaging evaluation process. Customers now conduct research online to learn about product features and functionality before they engage with a vendor. It has become imperative for organizations to have a strong digital presence and engage with their target audience by building relevant content.

The nature of Xerox products and services is such that its marketing initiatives have always been focused on being more experience driven than product driven. Its slew of service offerings cater to enhanced customer experience.

ACTION PLAN

The Xerox brand has evolved from an office equipment company to a leading-edge Innovation focused Technology Company over the last decade. It is more focused on enabling customers in the era of intelligent work – with Security, Automation/AI and personalization being the three key pillars. The focus is on enabling customers in the era of intelligent work and position Xerox as an innovation focused technology leader. Xerox would challenge perceptions of who it is and thus create excitement and fresh new energy around the brand.

SECURITY ROADMAP

As a technology and innovation leader, Xerox is extending its relevance to IT in the following ways under Security –

- **What it does:** Provide benchmark data, document, and device security

- **How it does:** Provide consistent security through print, scan, copy no matter the workplace, provide content security throughout paper to digital workflows, Endpoint device security regardless of network, Regulatory security compliance (i.e. GDPR)

Security is critical to every business, and it takes it seriously at Xerox. Its security approach targets the three layers of Secure Devices, Secure Documents and Secure Data and Content.

NEW TECH VIS-À-VIS R&D

Xerox has leading technologies coming out of a long-standing investment into R&D. At the same time, it has path breaking new technologies which have early adopters and are on the way up. The product mix is such that there are products in all stages of innovation curve.

One of the driving forces for Xerox is to establish with its customers, the "opportunity loss" of not imbibing new technologies within their system. Mathematically put, Xerox makes its customers see that "Opportunity Loss is greater than the cost incurred in adopting the technology".

In commercial digital printing, the market is getting heavily commoditized and hence there is a need for value-add solutions. The focus for Xerox is on how it can enable customers to quickly turn around Jobs of great quality with significant value additions.

ZEBRA

Zebra builds its brand identity around enterprise asset intelligence

DEEP AGARWAL
Regional Sales Director – India
Zebra Technologies

Brand Projections 2019

Zebra Technologies' (Zebra) new brand positioning in 2018 is aimed at better enabling its customers, partners and vendors in the era of digital transformation. The new strategic brand addresses Zebra's transformation from a provider of Automatic Identification and Data Capture (AIDC) to providing enterprise asset intelligence that fuels the company's long-term growth.

Zebra's brand promise is to deliver a performance edge to the frontline of business. And at the heart of this positioning, is the brand essence "Empowering Your Performance Edge". Zebra expects "the edge", which refers to frontline staff, to become increasingly important in 2019 as real-time data is set to be captured for enhanced visibility and analytics to generate actionable insights.

With further development of new technologies, people will become increasingly dependent on the immersive experience offered by the smart edge devices that surround them. This is where Zebra empowers the frontline of enterprises to be better, faster and smarter – be it in the healthcare, retail, transport and logistics, or manufacturing sectors – with real-time visibility technologies.

Transforming Customer Journey

The biggest catalyst for Zebra's repositioning is how end-consumers' expectations are fuelled by an increasingly on-demand economy, which calls for an improvement of the customer journey. Zebra strives to guide enterprises through digital transformation and provide them with the tools they need to succeed. The goal is to ensure that the frontline workers of enterprises have the right technology that amplifies their skills to maximize overall productivity and minimize errors.

Action Plan

Zebra's agenda for 2019 is to enable enterprises to empower their frontline – be in in the healthcare, retail, transport and logistics, or manufacturing sectors – with real-time visibility technologies. It believes this will be the key to securing the digital business.

New Tech vis-á-vis R&D

Zebra has one of the largest R&D centers located in India with a strength of more than 500 staff. It invests up to 10 percent of its global annual revenue in R&D, which is significantly higher in comparison to industry standards of about one to two percent. Zebra's engineers are constantly innovating new technologies that can be seen in most of Zebra's products.

With India as one of its key markets in Asia Pacific, Zebra stays committed towards offering the latest technology to the frontline of both the Indian Government as well as the manufacturing industry. In addition, Zebra is also known for providing its edge solutions to other key industries such as retail, healthcare, transportation and logistics, amongst others.

FACT FILE

Name of the Founder/s : **Ed Kaplan, Gerhard Cless**
Headquarter : **Lincolnshire, Illinois (USA)**
Year of inception : **1969**

Interesting Facts :

- **Zebra announced the results of its second annual "Intelligent Enterprise Index" and, introduced Zebra Savanna – the Data Intelligence Platform. The Index is a survey that measures where companies are on the journey to becoming an "intelligent enterprise"**

- **Zebra announced the results of the Asia-Pacific edition of the Future of Fulfilment Vision Study, a body of research analyzing how manufacturers, transportation and logistics (T&L) firms, and retailers are preparing to meet the growing needs of the on-demand economy.**

The path-breaking products/solutions from last FY :

Zebra's TC75-series touch compute rugged mobile devices that has been deployed as a part of the UP-100 program

ZOTAC

ZT-T20810B-10P

> ZOTAC has grown massively in the year 2018, 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 rapidly 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.

Revolutionary RTX Platform

The all-new ZOTAC GAMING GeForce RTX 2080 Ti AMP Extreme is powered by the NVIDIA GeForce RTX which delivers the ultimate PC gaming experience. Powered by the new NVIDIA Turing GPU architecture and the revolutionary RTX platform, RTX graphics cards bring together real-time ray tracing, artificial intelligence, and programmable shading.

Embedded Solutions

ZOTAC ZBOX PRO represents the emerging of ZOTAC's professional embedded solution that embodies high performance for commercial and industrial applications and differing business needs worldwide.

The Ultimate Piece of Engineering

ZOTAC Technology, a global manufacturer of innovation, is excited to present unveilings of the newest innovation from ZOTAC and ZOTAC GAMING. With an industrial shift towards artificial intelligence and high performance embedded solutions for commercial and industrial applications, these products accommodate differing business needs worldwide.

ZBOX PRO re-engineers the functionality and small footprint of ZBOX Mini PCs to offer embedded product selections with more controlled tolerances. The series features a diverse range of industrial design and engineering from passive-cooled embedded computers, pint-sized display solutions to powerful workstation-class systems. Professional-grade hardware is integrated inside the durable chassis, with an array of connectivity, memory capacity and storage options provided. With up to 5 years of supply longevity, ZBOX PRO guarantees a long lifespan to provide stable and enduring service supporting your business.

802.11 AC WIFI | DUAL GIGABIT LAN | ULTRA HD 4K | USB 3.0 SUPERSPEED | SD/XC CARD READER | RS-232 | WATCHDOG TIMER

ZOTAC.COM

ZOTAC

ZBOX PRO QK5P1000

ZBOX PRO QK7P3000

COMMERCIAL AND INDUSTRIAL APPLICATIONS

- SCIENTIFIC CALCULATION
- DIGITAL ART CREATION / PRODUCTION
- VIDEO ANALYTICS
- MEDICAL EQUIPMENT
- IOT GATEWAYS
- DIGITAL SIGNAGE
- ATM MACHINE
- AI & DEEP LEARNING
- DIGITAL JUKEBOX
- CASINO & GAMING
- CAD/CAM ENGINEERING
- ROBOTICS AND INDUSTRIAL CONTROL

802.11 AC WIFI · DUAL GIGABIT LAN · 4K ULTRA HD · USB 3.0 SUPERSPEED · SDXC CARD READER · RS-232 · WATCHDOG TIMER

Linux Compatible · Windows 10 Compatible · intel CORE i7 7th Gen · NVIDIA QUADRO · HDMI

ZOTAC.COM

zkhan@zotac.com   99673 80786

The Indian IT and ITeS sector has not only transformed the country's image on the global platform but also fuelled economic and social growth. IT has traditionally been very good at automating everything; but taking a Unified approach at an architectural, platform level can lower operating costs while extending capital assets.

Newer industries are emerging very fast and have crossed billion dollar mark in a very short span of time. As per NITI Aayog, it foresees the growth of the Indian real estate sector to jump over fivefold to $650 billion by 2040. It is possible with the flexibility of workspaces have a positive Impact on Communities.

It is a wake-up call for the offline retailers to embrace online channels, since E-commerce represented close to 15% of all retail sales in 2018. Consumers want instantaneous, effortless, secure, round-the-clock shopping experiences. There is a growing demand for personalization across the entire shopping experience.

India has close to 400 million smartphone users today. It is expected to double that number by 2022 and this growth is to reach the peak and the volume of data generation is massive bringing a challenge on how to store the data. Most CIOs are expected by the management to help with the digital business transformation process, but the challenge is that most CIOs are seen as tech experts and busy in securing IoT and OT to find the new revenue streams.

At the same time, the cyber threat environment is intensifying dramatically. It is a growing threat for CIOs as security budgets are increasing rapidly, while 90% are expected to be spending more on their defences in 2019 and CIOs need to bridge the divide between being technology leaders and business leaders if they want to drive the digital transformation projects in their companies. With the 100 smart cities coming up in India, this will bring a huge opportunity for the technology companies as well as the CIOs.

VIJAY SETHI

DHANANJAYA ARVIND TAMBE

KEY TAKEAWAYS :

Cybersecurity threats have been growing significantly in both volume and sophistication over the past decade and viruses are a major threat to network operations and have become increasingly dangerous and sophisticated. Moving ahead, Digital transformation is not a choice; it is a process that all firms must go through. But as companies transform their business by taking advantage of technologies such as mobility, IoT and cloud, there are security risks in the digital transformation process.

CHANDRA MOULI

BIBEK MAITY

DR. KARNIKA SETH

MAHESH PATIL

MILIND G. MUNGALE

PUNEESH LAMBA

DR. S. K. MEHER

RAJESH UPPAL

SACHIN GUPTA

SANDIP PRADHAN

ARIJIT DASGUPTA

EMINENT CIO'S OF INDIA

AJAY SRIVASTAVA | AJAY YADAV | ALOK KHARE | AMIT DHAWAN | AMIT KHAN

AMIT TOMER | AMITABH MISHRA | AMRRUT URRKUDE | ANAND RUHELA | ANIL NAMA

ANIL SHARMA | ARCHANA GOEL | ARINDAM SINGHA ROY | ASHOK KUMAR | ASHOK TIWARI

ASHWANI CHOPRA | ASLESHA BARKE | ATUL KUMAR BANSAL | AVNEESH KUMAR VATS | BALVINDER SINGH BANGA

BHARAT B ANAND | BIBHAS SEN CHOUDHURI | BIPRADAS BANDYOPADHYAY | BOHITESH MISRA | CHANDRASEKAR R

VARINDIA CONGRATULATES

CHITRANJAN KESARI | DAMODAR SAHU | DEEPAK KALAMBKAR | DEEPAK MADAN | DINESH KAUSHIK

DR. MAKARAND SAWANT | DR. PAVAN DUGGAL | DR. RAJEEV PAPNEJA | DR.HAROLD D'COSTA | DR.HARSHA THENNARASU

DR.VINEET BANSAL | FAIZ ALAM SHAIKH | GANAPATHY SUBRAMANIYAN | GANESH VISWANATHAN | GYAN PRAKASH

JOYJIT ROY GHATAK CHOUDHURY | KANTI KUMAR | KERSI TAVADIA | LAKSHMANA VADAGA | LALIT POPLI

LOKESH VISHNOI | MAHANTHI PARTHU | MANIKANT R SINGH | MANISH THAKAR | MEETALI SHARMA

MEHERIAR PATEL | MILAN KUMAR | MUKESH MEHTA | NAFEES AHMED | NEERAJ BAGAI

NITIN KUMAR ROHILLA | OM KUMAR SINGH | PAWAN CHAWLA | POOJA CHATRATH | PRAGNESH MISTRY

PRAKASH KUMAR | PRAKASH KUMAR PRADHAN | PRASHANT BOKIL | PRAVEEN KUMAR SHARMA | PULAK KUMAR TARAFDER

RAHIL SAYED | RAJIV KUMAR MISHRA | RAVINDER ARORA | ROHIT KACHROO | RP RATH

SANDEEP JAMDAGNI | SANDEEP PATNAIK | SANDIIP KOTHAARI | SANJAY CHOWDHRY | SANJAY GHARDE

THE EMINENT CIOS OF INDIA

SANJEEV JAIN | SANJEEV KUMAR | SANJEEV LAMBA | SANJEEV SINHA | SATHISH KUMAR UDUPI

SAURABH GUPTA | SAYED PEERZADE | SESHU KUMAR DV | SHAILENDRA CHOUDHARY | SOURABH TIWARI

SOURAV DAS | SUBROTO PANDA | SUNIL GUBRANI | SUNIL KUMAR | SUNIL KUMAR TRIPATHY

SUVENDU SARKAR | SYED KADAM MURSHED | VENKAT PATNAIK | VILOO WILLIAMS | VIRENDER BANSAL

VISHAL MADAN | VISHWAJEET SINGH | VIVEK DHARIA | VIVEK DIGUMARTI | YOGENDRA SINGH

Internet, Big Data, Analytics, Cloud and Social Networking – The key Technology Trends

REDEFINED CIO ROLE

As businesses become more competitive and technology continues to evolve, the role of the CIO is changing. Today, the CIO's office is no longer the buyer of IT only. The CIO's role has become more strategic. It is moving away from desktop and network management, software and change management to data centric approaches that increase the efficiency of enterprise assets, employees and vendors.

INNOVATIONS & ROI

Companies are facing dramatic change. Customers and constituents have access to news and information at their fingertips in an instant. Smart phones and high-speed mobile connectivity are driving unprecedented increase in access. With social connectivity and engagement, the world's consumers/Business buyers are getting the information they need, when they need it.

Companies are seeking to innovate, grow and gain competitive advantage through four key technology trends - the rapid spread of internet connectivity, the challenge of managing "Big Data" and the promise of Real-Time Analytics, Cloud Computing and Social Networking.

KEY PRIORITIES
The key priorities of 2019 are:

- Keep the organization safe (Cybersecurity/ Data protection compliance)
- Digital Transformation/Increasing Digital Footprints
- Analytics/BI/AI/IoT/RPA

- Security
- Automation
- Effective Supply Chain Digitization
- Business Continuity
- Upgrade Applications
- Improve Infrastructure

AJAY SRIVASTAVA
Head – IT
Himachal Futuristic Communications

> "As the practical benefits of AI are realized, more and more business professionals are warming up to the concept. Tech professionals are considering implementation of AI. It has the power to enrich the small business experience and help maintain its competitive edge against big and small players."

REDEFINED CIO ROLE

Digital transformation and technological innovation are changing the nature of the job of IT heads. Their role is transitioning from delivery executive to business executive, from controlling cost and manufacturing processes, to driving revenue and exploring data. A CIO must now shift attention from simply managing business as a usual operation which is also known as run cost to pursuing growth activities as a priority. Transforming companies are looking at IT to deliver innovation, create new sources of revenue, explore new markets and develop new products and service. A CIO cannot meet these objectives by focusing only on operational or growth capabilities but must work hand in hand with business leaders to ensure IT capabilities can support transformation activities.

INNOVATIONS & ROI

Data centre modernization by consolidating existing infrastructure to a robust and co located data center with benefit of enhanced information security, reduced operational and maintenance cost and pay per use basis.

Mobility and Collaboration solutions with BYOD Policy have been adopted by all Team members has yielded in huge cost as well as time savings it helped internal and external team to stay connected from wherever they are through audio video conferencing ,KM and document sharing tools.

KEY PRIORITIES

The key priorities are:
S/4 HANA Migration
Digital HR Self-Service
Building Supply Chain efficiencies through IOT enabled capabilities
Cloud Telephony Solutions
Technology Up gradation and collaborations i.e. Data Centre Modernization and Mobile Enterprise

An organization's success and survival depends on Adoption of Emerging Technologies

AJAY YADAV
Regional Head – IT (North)
Arshiya Rail Infrastructure Ltd.

> "Emerging technologies including cloud computing, IoT, enterprise mobility, robotics, ML, AI and block chain are available. Adopting them is necessary for an organization's success and survival. We have been focused on quickly adopting disruptive technologies to improve the customer experience and increase efficiency."

ALOK KHARE
President
JIL Information
Technology Ltd.

AI and ML revolutionizes the Healthcare sector in a big way

REDEFINED CIO ROLE

As a CIO at Jaypee Hospitals, my role initially was to design the systems needed and deliver the IT infrastructure to establish smooth and digitised operations. Over the last few years however, I have seen the role of CIO transforming into a more holistic one where he is also expected to drive business objectives like ensuring highest occupancy through streamlined processes.

I started my career in the early eighties when data processing was transforming to Information Technology i.e. online transaction processing. However, in the last 3-4 years, the CIO role has been transformed from technology enabler to business enabler.

INNOVATIONS & ROI

Empowering each employee to perform at their highest potential and hence improve their productivity is the most important role IT plays in healthcare today. Greater productivity translates to higher revenues and customers in turn are happy with the services availed. AI and Machine Learning is transforming healthcare in ways that couldn't have been imagined a few years back. From inventory planning to diagnosis, each department is being impacted by them.
The happy customer is one of the major objectives of my hospital.
- Customer satisfaction
- Revenue
- Improve profitability by improving productivity

KEY PRIORITIES

The IT systems in an organisation are aligned to the vision of the management. The IT plans are always derived from the vision statement and business objectives of the organization. The world-class treatment at an affordable price to our patients is mission and technology upgrade plans are also aligned to this. This year we plans to convert our 50% of existing applications to the cloud environment, Electronic Medical Records in OP and IP, and use of Artificial Intelligence in non-medical for decision making.

> "We are working with some exciting young startups and established corporates to solve day to day bottlenecks left behind after implementation of basic hospital information systems. This will mean greater productivity, efficient workforce and improved profitability."

Birlasoft understands security requirements better

AMIT DHAWAN
CISO
Birlasoft

REDEFINED CIO ROLE

CIO and CISO roles are seeing a massive change as the technology and the way we use technology is changing. From servers to on-premise data centres the technology had moved to cloud. The ease of availability of cloud and the a-la-carte offerings of applications and support infrastructure has made paradigm changes to the way organizations work. The improvements in compute through mobility with BYOD and CYOD etc. are also effecting the change in roles. In managing these multitudes of options, the focus is shifting from provisioning / availability to technology, features, pricing and security compliances. In some way, all these are limiting the role of a traditional CIO, but in parallel, increasing the focus of the CISO role.

INNOVATIONS & ROI

We are an IT services company focussing on digital and large end transformations. We are seeing a shift in how non-BFSI companies are now adding cyber security as an inherent part of the discussions and also including these elements in the RFPs.

As more businesses decide to imbibe security, the market is seeing different needs arising from different business sectors. We at Birlasoft have strong roots in technology and understand the security requirements. As mentioned above, it is not always the tools and technology, it is more often the changes in security culture, policies and the procedures that is required to be implemented.

KEY PRIORITIES

We are constantly evaluating our business with our customers and bringing the changes in parallel, re-evaluating our own security portfolio and offerings. We are monitoring the threat vectors of the new business and looking at the new tools and technologies in the market to mitigate these. Since it is not always the tool but also the person sitting behind, we are constantly reworking on our policies and procedures to drive changes from the process and culture change perspectives. In my opinion, the requirement may decide the tool at a certain cost, but the ROI depends on astute implementation and the security culture in the organization.

> "We have a diverse understanding of customers from a large number of sectors from BFSI to discreet manufacturing to healthcare and automotive and others. We have a matured innovation service that meets the emerging requirements. We associate this with solid foundations of core understanding of both the tools and the technology, and provide the best in class solutions to our customers."

AMIT KHAN
CIO
Mjunction

Mjunction aiming to leverage Hybrid cloud, Micro–service architecture, Intelligent Automation

REDEFINED CIO ROLE

As we are moving towards digital, our attention needs to expand beyond IT. Besides IT operation, CIO now becomes responsible for business growth, innovation. Role of IT function is transitioning from business enabler to differentiator. Like other executive leadership, CIO's job starts with business outcomes. To adapt to these changes, we need to collaborate more with business leaders to take an active role in business growth.

INNOVATIONS & ROI

With a growth target of more than 30% year on year for the next three to four years, we have a long play on developing the foundation of the future businesses, here our focus would be developing new platform architecture in place and launch platforms for new business lines - leveraging hybrid cloud, micro-service architecture, intelligent automation and scale up AI/ML initiatives would be our mantra here.

KEY PRIORITIES

Creating superior customer experience is one of the key priorities for this year. We would continue to have our focus on simplifying customer journey, deploying self-service to empower customers in their decision making and conducting their business. Our AI/ML initiatives around forecasting market and price trend on various commodities and categories would improve customer selling and sourcing experience. Our mandate is to bring sophisticated consumer experience to the business users.

While we are expecting increase in volumes of our existing / traditional businesses and hence we would have increased focus on agility and scale for these businesses. We would leverage cloud to meet additional infrastructure need, our focus would be to improve the efficiency of our supply chain for all our trading and fulfilment businesses. These businesses are also expected to navigate through business model transformation this year, where technology can make this business sustainable in the long run.

"We plan to scale up our successful PoCs on AI/ML, RPA and Automation and embed these into our products and services big time now. We continue to engage with start-ups and partner eco-system, collaborate to come up with innovative solution."

Optimization – the Key focus of a CIO

AMIT TOMER
Sr. Manager IT
RJ Corp Ltd.

REDEFINED CIO ROLE

As per experience and understanding, the role of CIO must not be just about information technology or systems but also how key decisions should be made with the help of innovative business solutions. Optimization is now the key focus area, right from the systems used for lead generation to customer satisfaction. Technology solutions and business innovation strategies are the greatest combination for any organization's growth.

INNOVATIONS & ROI

To Achieve an increase in revenue, minimizing cost of acquisition, supporting and creating outstanding customer experience, can only be made possible by using the right technologies with innovative solutions.

KEY PRIORITIES

Controlling costs and yet increasing revenue of the organization is the main agenda for 2019 and beyond. This is only possible when we minimize the cost to acquire a customer. The method of customer acquisition is through digital marketing and sales funnels. It also includes the sales process optimization which means spending more time for better understanding of customer's needs, problems and desires (this includes customer profile understanding and innovative ways to get their attention and position authority). Placing the right content in front of the right audience at the right time is the key to success.

"We have already started utilizing digital marketing and media. We will continue to improve, optimize and adopt new technologies to provide great services to our customers."

AMITABH MISHRA
President and Global CTO
Emcure Pharmaceuticals

"Be a business enabler to drive business growth and provide practical technology solutions to business problems"

> "We're making a bet on a small number of transformational technologies, namely, RPA and Blockchain, in order to completely automate finance and HR functions, and reduce the cycle times for clinical trials, respectively."

REDEFINED CIO ROLE

CIOs have to utilize their domain knowledge to help business leaders identify and prioritize business problems which are the greatest value creators – i.e., which will create the highest returns when solved. These may be business problems within a single business unit (e.g., improving operational efficiency in manufacturing) or across separate units such as planning, logistics and finance (e.g., reducing product turnaround time). In that sense, the role of a CIO is increasingly that of a business executive.

INNOVATIONS & ROI

Our IT team's vision is, 'Be a business enabler to drive business growth and provide practical technology solutions to business problems.' The keys here are 'business enabler' and 'practical technology solutions,' both of which indicate business focus and RoI.

KEY PRIORITIES

The agenda is to modernize the ERP platform, and introduce key Digital initiatives, such as analytics, RPA and IoT. Each of the initiatives has a clear business objective of reducing costs or increasing revenues.

We have plans for greater digital marketing, deeper and more personal connections with our clients and end-consumers. We have built a resourcing model for the same, and have developed a technology architecture which is in the process of execution.

A CIO is like a Business Leader, Digital Transformer and a Business Controller

AMRRUT URRKUDE
GM – IT, SAP & Corporate HR
Shubhalakshmi Polyesters Ltd.

REDEFINED CIO ROLE

Previously IT Head/CIO's roles was confined to being a delivery head, Technology Implementer & IT Infrastructure Management. But now a days , CIO's role is like One of the Key Business Leader and directly involved in business growth, Cost reductions, Influencer , Business controller with IT resource management. In some companies CIO's also have the responsibility of recruitment and I believe that He/She will recruit the RIGHT PEOPLE with RIGHT JOBS. He closely monitors the Policy , take the risks and define the strategy to maintain the business balance. He plays the Change agent role and in many cases part of the Decision maker. He guides the organization in DIGITAL TRANSFORMATION and closely interacts with various stake holders of the organizations.

INNOVATIONS & ROI

As a CIO, implementing new solutions and innovations are the major roles. There are many solutions, APPs available in market. Selection of products and vendors which suits your business is the major part. CIO always needs to update with market by attending seminar, webinar events and always hunt for the cost effective solutions. Recently we redefined the SAP Data center Landscape and saved huge Man hours due to performance issue. i.e Optimization of IT resources . We hand implemented new Solution on DIGITAL Signature, E-way Bill and ASP/GSP which save a lot of man hours and saved the cost. It also reduced duplication of works and reduced human errors. Now we are working on HR solutions , Fiory and Process Atomization . We believe that these solutions give us a fast ROI and Better business control.

KEY PRIORITIES

As a CIO office, we prepare an IT Roadmap for a year and decide the priorities according to the budget and business requirements. This year we have plans of IT Security Audits, IT Infrastructure upgrdation, HR Solutions, EXIM Solutions, FIORY or Mobiles Apps & SAP Enhancement. We will start the SAP HANA evaluations.

> "We select the Products and vendors, those are already working with similar industries. As your business grows, your strategy needs to evolve to suit your changed circumstances. Aligning IT with business is the major roles I have to play as a CIO."

Digital Transformation to enable the future Vision of an organization

ANAND RUHELA
Head – IT
Kwality Ltd.

REDEFINED CIO ROLE

A CIO has to incorporate emerging technologies in IT and digital initiatives play a pivotal role in the strategic business council of the organisation. He should focus around the transformation process by aligning the business objectives as centre of strategic decisions.

INNOVATIONS & ROI

CIO must propose the digital transformation roadmap of re-shaping the IT ecosystem powered by new technologies, digital ecosystem and pervasive business innovation, which is a convergence of multiple stream of technology led innovations. Digital transformation will enable future vision of the organisation and its automation aspiration which will respond more effectively to the organisation's explosive growth.

Second, convert IT as profit centre from the cost centre by centralizing the scattered activities and enable all of them digitally driven to take full digital advantage.

KEY PRIORITIES

In a growing organisation digital transformation initiatives are designed specially to improve performance of business value drivers connected to revenue opportunities and growth of the business. CIO need to work closely with the business stake holders to re-shape , re-design and implement new market engagement models to enhance customer experience, customer touch points and customer engagements by incorporating new technologies in key priorities for the 2019 like AR/VR, Artificial Intelligence, Machine Learning, Robotics, IOT, Big Data, Mobility and Cloud Analytics along with Social Digital Marketing.

"To build best in class environment for organisation that will drive business growth, innovation through robust secure and agile architecture at an optimum total cost of ownership is required. Our organisation's IT landscape needs to be state of the art, less complicated and future proof, equipped with all new emerging technologies like AR/VR, AI, IOT, Big Data, Cloud analytics, Social and Mobile technologies."

CtrlS aims to enhance revenue, customer experience and reduce cost with new technology initiatives

ANIL NAMA
CIO
CtrlS Datacenters Ltd.

REDEFINED CIO ROLE

CIOs are now expected to play the role of a Business Enablers. They are expected to understand the business needs to be aligned with the strategic business goals to bring in a digital culture within the organisation. A CIO is expected to be a Change Agent, Innovator, Collaborator with a transformational mind-set.

INNOVATIONS & ROI

Innovation has been our key driver of growth. We have been working on new product and process innovations which induce revenue growth and extend the product/service footprint. This has led to growth of over hundred percent year-on-year in several new services rolled out by us.

KEY PRIORITIES

As a CIO, our agenda is to introduce new technology initiatives that are aimed to enhance the business revenues, customer experience and reduce costs and improve the bottom-line of the company.

The key priority is Managed Service Modernisation for customer experience with multi-cloud DevSecOps enabled Reference Frameworks, ARS (App recovery services), RPA for system Hygiene and RunBook automation and AIOPs for operational excellence.

"We have been in the forefront of technology with India's first Tier-4 Datacenter, world's first Tier-4 Public Cloud and Community Cloud (Both Banking as well as ERP Community Cloud), Pioneering the concept of DR as a Service (DRaaS) a decade ago and we have now recently launched the next generation Managed Security Services. CtrlS has been ahead of the curve and will continue to stay so."

"Digital Transformation requires leadership, strategy and clear implementation of a roadmap"

ANIL SHARMA
CTO Lead – AMENA
Pepsico Inc.

REDEFINED CIO ROLE

Digital transformation is not just a technology or a trend, which anyone can learn and implement quickly. It requires leadership, proper strategy and clear implementation of roadmap. CIO is responsible for defining organization strategy towards digital transformation. In any organization a CIO is behind digital transformation initiatives and their approach will decide the future business innovations. CIO faces a continuous challenge to use the latest technologies and keep on inventing new innovations to make agile business process. CIOs are carrying and taking major responsibility of driving technological change. CIO, who is not willing to take the challenge to transform their business processes, always carries a risk of continuing as delivery executive and not business executive.

INNOVATIONS & ROI

Innovation strategy is defined with great precision. Specific innovation initiatives should be pursued - where to invest and compete based on ground reality of company environment. It reflects the available capabilities, technologies and gaps that need to be filled.

KEY PRIORITIES

The priority is focused around creating digital value chain and protecting manufacturing facilities with new cyber security threats, segregating IT / OT and strengthening it further from cyber threats.

> "Being a manufacturing organization we use newer technology for solving business problem or delivering to business demand. Adoption of new technology or existing technology is well planned and follow well defined change management process."

"Evolution of Intelligent Enterprise is a key objective of a CIO"

ARCHANA GOEL
Ch. Manager (IT)
JK Paper Ltd.

REDEFINED CIO ROLE

Today, CIO's role is not limited to delivering IT. CIOs now play a crucial role in formulating business strategies. With the growing importance of technology, they have become the backbone of the business. From playing the back-end executors, they are now the significant part of the board. They are the ones who can foresee both opportunities, threats and map business strategies with technologies to move the organisation ahead.

INNOVATIONS & ROI

Evolution of Intelligent Enterprise is a key objective of a CIO. ERP gives a platform for digital transformation. Usage of technologies like AI, Big Data, IoT and Machine Learning are dominant. Managing data and information and maximising its value using technology is major crux of innovation. Depending upon the kind of business, innovations can be fused at any level. Using drones for aerial surveillance; or selling even a single scoop of ice-cream at doorstep; or paper vending machines are simple but useful innovations. Success Mantra: to bring innovations to business as per the need of business not for the intent of showing-off technology.

KEY PRIORITIES

The priorities depend on the IT tools and technologies that are already implemented in a business. It is also guided by the business needs. But yes, there are certain technologies which are on the list of any CIO. Data security remains the top priority. It is a business as well as IT need. Cloud adoption is another area where CIOs are focusing. They are shifting to cloud architecture for business applications. Customer centricity is another area where CIOs are concentrating because it is imperative to bring customer and business in one digital motion.

> "Responsiveness is the new veracity. Planning is not enough; to compete one has to swiftly retort to changing needs and expectations of business. Our agility is built through continuous learning, experimenting and receiving feedback. The company that adapts technology faster is bound to flourish. Our leadership is adaptive and motivates us to be innovators."

Rupa & Company becomes Future-ready with SAP HANA powers

ARIJIT DASGUPTA
CIO
Rupa & Co. Ltd.
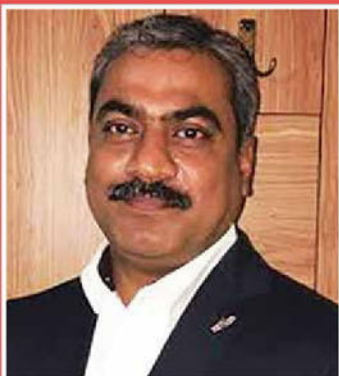
SIMPLICITY

Today, convolution is the most ungovernable business issue all organisations face. Today's reality is that many organisations have heterogeneous system environments, resulting difficult to manage. Most of the today's IT leaders are saying their core systems are just too complex to handle peacefully. This is literally the enemy of tech-innovation. In Rupa & Co. we also faced lot of hurdles initially with disparate systems with lot of duplicate information resulting in unnecessary confusion.

Hence in order to streamline and make our business operations agile, we implemented SAP HANA to remove the complexity from our core systems. SAP HANA has simplified the data model so that our systems are now able to eliminate the complexity altogether.

By separating current and historical data and having a single system for data entry, we have been able to achieve a huge gain in performance. But these are more than just technical highlights. We have also been able to achieve significant amount of reduction in TCO. With increased efficiency and performance, and a reduced footprint, Rupa & Company, actually got more for less.

FASTER INNOVATION

After our successful implementation of SAP HANA, we are now able to perform configurations steps together as many as require with one click. By getting rid of long upgrade cycles or waiting for enhancement packs, our business has been able to consume new innovation frequently. After Moving to SAP HANA, now our organization's systems are future-ready in order to keep pace with change.

AGILITY

We have deployed HANA on premise and fixing updates frequently, while also enjoying all the technical and application advantages of speed and simplicity that the new suite offers. Our IT systems now powered by SAP HANA delivers continuous system availability and protect our day to day business functions from a broad range of outages, whether caused by a local software error or a natural disaster.

Now our entire system landscape can adapt to change without disruption, using capture and replay tool for SAP HANA. With this advanced administration tool, we can experience new SAP HANA versions and configurations, without affecting our production deployments. We are now able to automatically capture a real production system workload and replay it on a testing environment to accurately simulate, analyse, and predict the performance impact of software or hardware changes. Reduce the manual effort of testing new configurations, and safely embrace innovation without risking system stability. We have also been able to develop applications for SAP HANA Extended Application Services classic model using the SAP HANA studio, including modelling data and analytic views, and building application logic.

REDEFINED CIO ROLE

Every enterprise, and every CIO, is working out on their unique approach of adapting in this digital era and using technology in new and creative ways to transform their business. The CIO position is constantly evolving to adjust to contemporary IT conditions and obstacles, CIO's are no longer just operators of traditional IT infrastructure maintenance duties; they're multifaceted digital frontiersmen trying to find their place in an evolving enterprise. Tasked with the challenges of having to create business value, develop innovative business processes, deal with IT consumerization, take on the big-data challenge, drive the implementation of emerging technology, manage shadow IT and facilitate an increasingly mobile workforce. CIOs are relied upon to lead their companies' digital advancements by creating an IT strategy that sets the course of innovation while accommodating digital initiatives.

INNOVATIONS & ROI

For success, CIOs should embrace change rather than resisting it. A digital operating model with domains brings companies the adaptability for which digital disruptors are known. To move from old to new, companies must make changes in governance, process, organization, culture and workforce. Here are few things to consider:

Define domains with precision: Guided by the business strategy, business model and customer expectations, companies must have a comprehensive view of how to bring together capabilities, assets and authority from across a disconnected enterprise. This is not merely changing the organizational structure. It is changing the entire operating model.

Be deliberate about leadership: Companies should create a new role, a domain owner, who is responsible for the end-to-end functioning of the domain. This leader understands the intersection of business, operational and technology interests, and oversees new financial and investment models related to the domain as well as having P&L accountability.

Diffuse culture shock: Domains bring different groups together for the first time. Culture shock can occur without actions to unlock entrenched thinking and support open dialogues and difficult conversations, new forms of collaboration such as design thinking, and agile ways of working with small, nimble teams empowered to make decisions.

KEY PRIORITIES

The entire IT transformation is driving digital innovation, Business Process and SCM are on priority. We will look for blockchain technology for our SCM as a pilot.

"CIOs should embrace change rather than resisting it"

ARINDAM SINGHA ROY
Head – IT
EIUL

"EIUL is going for RPA and completely digitized SCM for complete visibility into all aspects of the product lifecycle Data-driven, real-time inputs into all planning activities."

ASHOK KUMAR
Chief Digital Officer
DataFaktory Tech

CIOs need to innovate continuously to keep up with new technologies

REDEFINED CIO ROLE

To ensure that our organisation plays a disruptor (and not getting disrupted), digital transformation needs to play a comprehensive role. For this, the CIO needs to shed its conventional role and focus on the business perspective more than ever before. A strategic, high level of collaboration with different business unit heads, senior departmental managers is required. Given this, the CIO has the following responsibilities - conceptualise a digital future using industry trends and experiences, embed IT skills into other departments to enable quick learning on the job, implement a common technology platform for easier understanding by all employees, plan for training and development to make digital learning a reality, implement digital KRA's for each manager during performance reviews, seek external expertise and skills plan the roadmap for business growth.

The CIO has to assume digital leadership in educating the C Suite about different business opportunities that technology can provide.

INNOVATIONS & ROI

IT organizations have to innovate or perish. As a consequence, CIOs have to innovate continuously to keep abreast with the latest and emerging technologies like virtualization, robotics, gamification, etc. that can get hotter over the next few years. Innovation has to be supported by an executive commitment in order to realize a solid ROI in innovative projects. CIOs will have to convince how new processes and technologies can deliver immense value for external as well as internal customers.

KEY PRIORITIES

At an organizational level, the CIO needs to focus on key areas like - Cybersecurity and Data protection, Reducing Technical Debt, Automation of resource intensive processes, Digitization of the Supply chain.

"Risk management is a key area when it comes to adopting new technologies. The organization should have a well-defined risk management leadership at the core with a high level of credibility and funded sufficiently.

CIOs reduce business efforts by offering solutions

ASHOK TIWARI
Head IT–India Operations
Varroc Lighting Systems India

REDEFINED CIO ROLE

In today's scenario CIOs are connected with business, they are going through the deep understanding of requirements and are able to support the business by providing solutions and reducing the efforts of business. Resulting this, the cost is going down and efficiency is getting increased. CIOs are discussing the critical operation and also supporting the ways to smoothen the critical issues.

INNOVATIONS & ROI

There are multiple applications which are supporting business to handle critical issues, dealing with the customer in an agile way, keeping focus on their requirement; we are planning the machine, manpower and delivery to full fill the requirement. No doubt technology is helping business to support efficiency and ensuring communicating with the customers.

KEY PRIORITIES

CIO has to be the key influencer in his organization – right from digitalization to innovation, by way of controlling costs and driving revenue, by doing such activities they comes in the core of the business, and the operations and the maintenance people look at him and get influenced. Now they have started coming to CIOs and ask to do something supportive and innovation activity which can reduce their efforts and increase productivity. We have huge business plan to increase digitization and good part is management is also keen to improve the productivity by implementing innovative ideas.

"We are at high risk if we are not changing the technology. In business there is a change every moment. That change is giving some value addition, and we are always working towards something innovative.The challenges are we have to accept and work towards the innovation activities and goals. We are using multiple technologies and adopting new ones to stay ahead."

ASHWANI CHOPRA
Deputy Director – IT
AIMA

"We are adopting the latest technology as per Business and Customer requirements"

REDEFINED CIO ROLE

In last few years CIO role has totally transformed from support and service function to executive function by innovating and aligning solutions as per business requirements to take the organization forward in achieving their goals in highly competitive market.

INNOVATIONS & ROI

Our organization's core mandate is to promote management across the globe; we are doing lot of international events in different countries to evolve the managerial roles and bringing innovation by releasing research reports on latest technologies in partnership with top notch global consultants.

KEY PRIORITIES

Now most of the CIO's are part of Board of their companies as they have key role to play in all business processes. Top priorities for 2019 of our organization are Automation and Next Gen Data Security solutions for internal and Cloud applications.

"My organisation is into service industry and we are adopting the latest technology and trends as per the business and customer requirements so that we can serve our customers at its best and enrich their experience with us. I believe any new technology adoption should be evaluated in terms of business requirements and use cases so that it should not be over killing the requirement and provide best fit in solution for the business."

"Innovation makes businesses run more efficiently"

ASLESHA BARKE
Cyber Evangelist
Intelligent Quotient Security System

REDEFINED CIO ROLE

Today CIOs are viewed as key contributors to formulating organizational goals as the storage, transmittal and analysis of electronic information growth in importance across industries. As a result of their increased strategic responsibilities, CIOs in large organizations typically delegate the oversight of day-to-day IT operations to a technology deputy and rely on a team of specialists to manage specific areas of IT. The role of the CIO continues to rapidly evolve as organizations become more digital. As new technologies emerge and businesses increasingly enter into the digital era, IT strategies evolve and companies demand that senior IT leaders possess skills that go beyond traditional technology management. The skillset of a CIO must possess legal expertise, corporate financial skills, data management skills, vendor and partner management, project management, and expertise in compliance and security.

INNOVATIONS & ROI

IT fosters innovation in business. Innovation results in smarter apps, improved data storage, faster processing, and wider information distribution. Innovation makes businesses run more efficiently and increases value, enhances quality, and boosts productivity. The right innovation will allow organization to offer something unique to its customers

Technology has important effects on business operations. No matter the size of an enterprise, technology has both tangible and intangible benefits that will help organization make money and produce the results that customers demand which in turn takes ROI to remarkable levels and helps the brand stand out in the market.

KEY PRIORITIES

The agenda and key priorities for 2019 shall be:

- To implement safe cyber security practices in order to safeguard company data as data being the biggest asset of the organization.
- Bringing in more automation in the organisation which simplifies the process bringing in effectiveness and efficiency in the system.
- Exploring new business models and not just digitizing what our company already does.
- Getting more and more involved in improvement in the process of the organization.

"Every organisation today needs to stay ahead in the competition and therefore in today's digital world only technology can play a significant role to reap tangible and intangible benefits thereby minimizing the gestation period of ROI."

ATUL KUMAR BANSAL
Group Head – IT
Gateway Rail Freight Ltd.

A CIO's role becomes more Strategic today

REDEFINED CIO ROLE

As businesses become more competitive and technology continues to evolve, the role of a CIO is changing very aggressively. Today, the CIO's office is no longer the only buyer of IT. There has been a growing shift to other business stakeholders. If anything, the CIO's role has become more strategic. It is moving away from desktop and network management, software and change management to data centric approaches that increase the efficiency of enterprise assets, employees and vendors. As the CIO has a view of the entire organization and is considered to be the technology expert, the responsibility of innovation would naturally rest with him. Earlier information was used for accounting, processing, reporting, decision making etc. Today companies look to simulate the future by correlating information inside and outside their organizations. This helps them formulate better strategies for business growth.

INNOVATIONS & ROI

There are five rules for solid ROI:
· Get aligned
· Start small
· Learn Forward
· Leverage the Insight
· Leverage the Brand

KEY PRIORITIES

The key priorities are new security threats, data protection, skill gap, multi-cloud security, innovation and digital transformation, outsourcing risk, rebuilding trust.

> "We are from logistics domain and changing management is a biggest task for CIO. We are very aggressively looking for newer technology adoption to set bench mark for trade to follow us in technology."

Digitizing operations for enhancing India's energy efficiency trajectory

AVANEESH KUMAR VATS
Deputy GM – IT
EESL Energy Efficiency
Services Ltd.

REDEFINED CIO ROLE

The waves of digitization and technological innovation have greatly transformed the CIO's role. CIOs today, are increasingly concerned with enabling revenue growth and spearheading digital transformation efforts for their organizations. They are expected to guide corporate boards on how to leverage IT strategically to gain competitive advantage. CIOs are increasingly realigning their activities with their organisation's business objectives. Data driven insights coupled with expertise in how IT can effectively support the company by leveraging emerging technologies in an innovative manner can address business problems. Hence, it is crucial for CIOs to be well- equipped with data- driven tools which also enable a C- level executive to take correct and timely decisions.

INNOVATIONS & ROI

The key to EESL's success is the ERP system and comprehensive unified portal for all the business schemes which has increased operational efficiency and provided a common, standardized platform to run our business. We have made accessible the digital platforms and interfaces to all stakeholders to maintain a steady flow of communication. For instance: under the government's Street Lighting National Programme (SLNP), a Central Control and Monitoring System (CCMS) ensures that urban local bodies, municipalities and public-sector utilities have ease of maintenance in taking care of the LED street lights. The lights can be controlled remotely depending on requirements, preventing electricity wastage. As they are linked to an Internet-of-Things (IoT) interface, they can also be monitored remotely, reducing downtime for repair and maintenance. Such digital real-time vigilance will also be achieved by the millions of smart meters that are scheduled for installation, ensuring that utilities and consumers directly receive usage information. Automation of complaint redressal system (CCMS) of LED streetlights at state level has greatly boosted customer satisfaction. Similarly, the Government of India's domestic efficient lighting scheme – UJALA (UnnatJyoti by Affordable LEDs for All) has adopted IT as an enabler. Linked to sensors and geo-tagging, the UJALA dashboard enables people to see the purchase of energy-efficient LED bulbs, and corresponding savings in energy and carbon costs in real time.

KEY PRIORITIES

Our priority is building capabilities to support consumer engagements. In line with its rapid growth, EESL is increasingly focused on implementing transactions digitally to foster an enabling ecosystem for all stakeholders. Also, use of Business analytics for decision support system, Business continuity support and various methodologies are on our priority list.

> "IT is an essential component for EESL's business to enable more for its stakeholders. By digitizing monitoring, operations, grievance and tracking for our core operations, we have ensured that timely information can address business and operational problems. IoT today plays powerful role across many of our projects. We are also exploring cutting-edge technologies like Blockchain, AI, drones, Big Data, social responsibility, and collaboration to empower our business in the near future."

A CIO helps in increasing bottom line and top line growth with solutions

BALVINDER SINGH BANGA
Director–IT
JK Technosoft Ltd.

REDEFINED CIO ROLE

CIO is no longer responsible only for IT solution delivery. Now days, CIO became a facilitator between management and business directly. They must come out with solution to increase bottom line and top line growth.

Imagine a situation if board didn't heard voice of CIO, it would be difficult for him to act as a supporting hand for the business. CIO needs to talk on technology not for own sake but making the business driver. Therefore "Only adequate Technology to be chosen required for business."

A CIO is an extended arm of a business and they need more business orientation along with strong technology mind set.

INNOVATIONS & ROI

As we are a technology company, we have built a culture of experimentations. We encourage new ideas and drive them smartly. We want to apply new ideas and enhance customer experience. Innovation factory is one of our key pillars. We prefer to foster an environment where ideas can be discussed and deployed. We believe fresh ideas are an important factor for long-term survival.

This can be seen by looking at companies which came with fresh ideas and business models e.g Chaos, Ola , Oyo, flipkart, etc.

An organization, which does not float with ideas become stagnant at some stage. One more important thing is do not agonies the failures, instead document as learning.

KEY PRIORITIES

Gaining business is most critical component for an organization. A rise in competition results in lowering the margins and distribution of customers across the competitors. This iceberg can only break if we strengthen our technology platform to support agility, increasing user experience and opening multiple channels to connect with customers.

Digitalization and business growth are equally proportional to each other and we believe digital transformation flourishes the business.

In a recent trend, enterprise is moving towards SMAC model which is covering all major aspects Social, Mobility, Analytics and Cloud.

In 2019, our focus would be more on Social and Cloud so that we can work upon Top line and bottom line of an organization.

> "I always say, "build ability to compete or ready to build own graveyard". It doesn't matter at all which expensive technology you are using, it matters which technology is more relevant to your business. If you are technology leader then obviously you tend to grow faster."

"Interesting times"

BHARAT B ANAND
Chief of Technology
NATGRID
Ministry Of Home Affairs
Govt. Of India

TRANSFORMATION IN INDUSTRY

Like CHANGE, 'TRANSFORMATION' is fundamental! With coming up of contemporary technologies viz Digital, AI/ML, RPA, SMAC, IoTetc the speed of transformation as well as expectations, both have moved northwards. There is a paradigm shift in the way corporates, governments and for that matter ordinary citizens are consuming services whether it's booking a transport or doing banking or the way technology is helping with (natural/ man made) disasters – case in point is the recent million+ people evacuated during Fani cyclone.

The upcoming transformation will be more on how we are making things simpler for our business and delivering services to our customers albeit SECURELY. This doesn't mean traditional technologies will go away rather it will be co-existence with many of them gradually, if not already, moving to Cloud.

TECHNOLOGY FORECAST

4C is the mantra i.e. Coexist, Cocreate, Correlate and Cooptfor the future. We will see this 4C principle being adopted speedily by technologies across the spectrum with a clear focus on delivering value in shortest time. Hand held devices will further evolve as 5G gets rolled out and more &more services will get rendered through it, Dockers, Kubernetes, HCI, SDWAN will make roll out scalable, robust, faster and scalable, with evolution of ML and NLP getting answers with higher accuracy using natural language queries will become the norm or for that matter will be the Artificial Intelligence empowered/ assisted decisions. While all stated above happens, we (technologists, corporates and governments)have to keep two aspects under consideration i.e. howwe can democratize information and how we can preserve as well as disseminate securely.

FUTURE OF CIOS

Many times obituaries have been written, no pun intended, CIOsare staying!With all functions and processes getting more and more digitalized, they are going to become more prominent and may be called by different names viz Chief Involvement/ Influencer/Investment/ Invoicing officer etc. Visible change has started happening as world is now seeing that it is not the business which is driving the technology rather technology which is driving the business. Hence if you have a technical background and understand business then companies are looking at CIOs as their future CEOs.

> "Keep doing great work and keep innovating while keeping two aspects in perspective 'did I make a needle change for my organizationtoday and how am I making a difference for my organization'."

BIBEK MAITY
CIO
Lux Industries Ltd.

COMMITMENT AS A CIO –

The CIO world and Business to work together for successful business.

The role of CIO is directly define the - Company's strategies, planning, Business Transformation, Digitization, Business Process and Employee Management, Growing Customer Demand, Cybersecurity, Ecosystem, Data Analytics, Infrastructure building.

LUX INDUSTRIES LIMITED, THE LARGEST HOSIERY BRAND IN INDIA

With the advent of the modern technologies and internet based software/tools, the face of the Manufacturing and Supply Chain is evolving day by day. From acquiring the raw material into production, shipment of the FG to different distributor and retailors, Supply Chain heavily relies on digitalization that help to increase the efficiency, transparency as well as productivity of the business.

SUPPLY CHAIN MANAGEMENT:

We have implemented SAP S/4 HANA database on EHP7 at 54 Locations with 5 legal entities for efficiently managing the entire process chain.Our SAP Solutions are driving efficiency to contour manufacturing processes along with lean manufacturing engineering solutions that organizes internal and external business processes for balanced manufacturing operations.

SECURITY:

We have implemented key measures aimed at protecting Enterprise resource planning (ERP) systems from illicit access ensuring accessibility and integrity of system data. ERP system integrates business processes enabling procurement, payment, transport, HR management, product management and financial planning.

SCHEME MANAGEMENT:

We have implemented a custom built system to introduce target based trade incentive scheme for the retailors. Scheme has been designed for both public as well dealer and retailors. For Dealers and Retailers, Special offer have been introduced to enable them to make substantial progress in growth.

ADVERTISEMENT & PROMOTION:

Advertisingstrategies and promotion are used by manufacturers as a means for consumers to make a specific action, such as buying a product. An advertising strategy is a plan to reach and persuade a customer to buy a product or a service.

DIGITALIZATION & MOBILE APPS:

With the growing digitalization in today's world, our organization is also not lagging behind to compete with our rivals. We developed a Sales oriented mobile apps to enhance the data transparency and analysis.

In future we are planning to get connected with our more than 3 lacs retailors through digitalization so that the management can keep a close look on the performance of day to day activities and performance of various distributors and retailors.

IT plays a major role in betterment of Medical and non–medical services

BIBHAS SEN CHOUDHURI
AGM IT
Neotia Healthcare Initiative Ltd.

REDEFINED CIO ROLE

CIO/CTO is taking major roll in adopting new technologies by convincing the management, implementing various solutions like IoT, AI, Mobile App without effecting the service cost. CIOs are adopting various services like, IAS, SAS to reduce the running cost and overhead cost. CIO/CTO has successfully upgraded their existing system and adopted new technologies where the same has direct impact on revenue. Such decision has redefined the roll of CIO/CTO and most of the organization has accepted this change.

INNOVATIONS & ROI

Medical service and non-medical service are the success mantra of our organization. IT takes a bigger role for betterment of the services and also looks after, how prompt these services can be delivered when those are required.

KEY PRIORITIES

It has been observed that a major part of revenue leakage happens from OPD segment, digitization of OPD will play a major roll increasing the revenue. As per our expectation 30-35% of OPD revenue can be increased through this digitization, whereas average cost for digitization per patient will not be more than Rs. 25.

"It's always being a challenge making new investments for technology upgradation. But it is a process, prioritization of IT services is required which needs upgradation / new addition, then rolling out phase wise with a proper timeline. Involving departmental heads, understanding and addressing their concern is required so that full support is available during this upgradation process."

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IT progresses from being a Cost Centre to a Profit Centre for a company

BIPRADAS BANDYOPADHYAY
HEAD– IT
Zuari Infraworld India

REDEFINED CIO ROLE

CIOs are increasingly being put into the boards of big organizations where they are getting involved in setting strategies for company growth. They are not limited within IT anymore; rather they are now equally responsible to ensure increasing revenue generation and reducing operational cost across the company along with the CFO and CEOs. The role of CIO has transformed a lot as IT department has now progressed from being a cost centre to a profit centre for the company and become responsible to ensure business growth.

INNOVATIONS & ROI

Always be a step ahead from what the industry is practicing; define customers' need and present such options which generate value for the customers after satisfying their need.

KEY PRIORITIES

The key priorities are implementation of new ERP, digitization of documents, effective use of document management software etc.

"We are a lean organization where major thrust is provided on digitalization of processes – be it from customer relations, sales, project management or finance & accounts. We plan to become paperless office soon by way of having all approvals, reviews and recommendations done digitally across the departments. This will let us be at the front edge of the innovation curve and adapt to new technologies faster than competitors."

BI, Security of IoT devices and mobility based Apps – major Focus of XIPHIAS

BOHITESH MISRA
Chief Operating Officer & CTO
XIPHIAS Software Technologies Pvt. Ltd.

REDEFINED CIO ROLE

When CIOs play an active role in business strategy, IT performance improves on a wide range of functional and business matrices. Companies with the most involved CIOs, IT facilitates business activities, including new-market entry and the creation of new products and services. CIOs involved at the strategy level have a better understanding of their businesses along with near and long-term technology needs. Such CIOs are also more effective at driving partnerships and shared accountability with the business side.

INNOVATIONS & ROI

Internet of Things (IoT) has started to deliver ROI for most of us and some of our clients have also started to see a positive impact on corporate profitability from their IoT implementations and we expect this trend to accelerate in 2019. We shall continue to expand the use of IoT in our business.

Business Intelligence (BI) has the potential to be highly disruptive to many products, services and business operations. To get started in Business Analytics, organizations need to review enterprise data sources that may be used in AI or machine learning models.

In 2019, Data analytics tools, AI and machine learning will all play an important role in grabbing data and making better use of it to meet their business goals. Another focus in 2019 shall be cyber security and data privacy issues which pose significant stumbling blocks to digital transformation efforts.

KEY PRIORITIES

Currently, our focus is working on development of a new Blockchain based Payment Gateway Solution and will be launching the product as XPay.Life for NPCI based Utility Bill Payment services through Online Web portal, Mobile app and Touch screen Kiosks ! We are launching IoT based touch screen kiosks for Utility bill payment services using our Blockchain enabled Payment Gateway and option for payment using cash. This will be first of its kind in the industry for Utility Bill Payment using cash through Kiosks (http://www.Xpay.life).

"Our major focus shall be on the use of Business Intelligence and Analytics, security of IoT devices, mobility-based apps for the sales and operations teams, customer insights applications and marketing automation."

S CHANDRA MOULI
Chief Information & Technology Officer
Sankara Nethralaya

REDEFINED CIO ROLE

The line of what constitutes IT and business is very much a hot topic being discussed over the years. Healthcare has adopted technology long time ago. Today none of the health care providers can effectively function without technology while the adoption may vary from purely using medical devices / imaging to integrate enterprise solutions, depending upon the nature and size of the individual business.

With the thrust towards digital hospital, quality and standards, automation is the buzzword driving functions across the hospitals. This has lead the CIOs moving from a back office IT provider of services into being an integral part of the business enabling better decision making while devising newer procedures or launch of services or in patient engagement or research engagements.

INNOVATIONS & ROI

Recognizing the need for Innovation we have set up Dr. B R Barwale Center of Ophthalmic Technology and Innovation at Sankara Nethralaya in Jan 2018. The mandate was to drive technology driven innovation to improve quality of care and also to bring in next generation of services for improvement in quality of eye care. The sustained collaborative effort of the teams in partnership with technology leaders has led to the creation of the automatic retinal screening algorithim for Diabetic retinopathy. The new technology is revolutionizing screening like never seen before besides helping in detecting Diabetic retinopathy and resulting in saving of eye sight.

KEY PRIORITIES

We at Sankara Nethralaya had been on the forefront of Digitization and automation for years now. Our focus on IT has enabled better patient servicing and improved patient satisfaction. With millions of patient records and clinical data at our disposal our singular goal for transformation has been to make information actionable. We have evolved themes around the core idea of making information actionable with focus on patient engagement, connecting Science, technology and wellbeing, improving operational excellence, employee engagement, evidence based medicine. Each of these initiatives is yielding results through improved Quality and patient satisfaction resulting in better revenues.

> "We are one of the first in the country to implement electronic medical records and all our hospital operations. Our digital transformation program encompasses improving ease of doing business with the hospital, improving clinical care leveraging technology, helping our researchers in clinical research and in institutionalizing medical knowledge and evangelizing it across all the stakeholders of the organization."

'Matrimony.Com to leverage AI to focus on identifying, engaging and nurturing customers'

CHANDRASEKAR R
Chief Technology Operation & Infrastructure Officer
Matrimony.Com

INNOVATIONS & ROI

We have more than three million active customers and are acquiring thousands of new customers every day. We expanded to marriage services like MatrimonyPhotography, MatrimonyBazaar and MatrimonyMandaps. A key strategy therefore is to use technology and leverage the matchmaking customers to drive business for our marriage services.

KEY PRIORITIES

Our key focus areas are improving customer experience, conversions, revenues and reducing costs. Among other things, we'll be leveraging Artificial Intelligence (AI) to help us focus on identifying, engaging and nurturing our customers. Automating some of the tasks would also drive down our costs.

Our investment in big data platform and analytical database (to improve the speed of computing data) helps provide decision-impacting insights to business.

Our in-house technology helps marketing to track campaign effectiveness and take decisions that impact optimisation, effectiveness and spends.
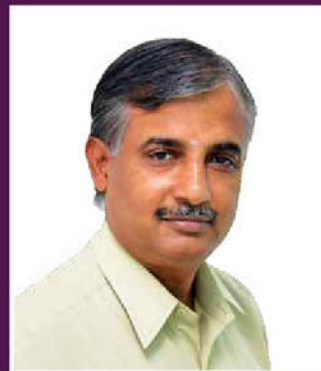
> "The mobile and digital transformation, exciting technologies like AI coupled with increasing demands and expectations of customers means we have to continue optimising existing infrastructure and leverage the new opportunities technology offers. Driving innovation amidst this rapid change is exciting and challenging.
>
> Our constant effort is to offer superior experience to customers at all touch points — website, mobile apps, call centres and retail outlets. Our talented teams are working on improved solutions to each of these to ensure enhanced user experience.
>
> To ensure better engagement with the customers, we leverage technology to make meaningful conversations with our customers. Our technology solutions build efficiency in the system and help drive towards the company goals.
>
> We are also leveraging Hybrid cloud to bring in the elastic nature to our hosting environment and to help us use some of the new services available in the public cloud."

Kanakia Group embarks on a Digital journey to offer seamless customer experience

CHITRANJAN KESARI
Head – IT
Kanakia Group

REDEFINED CIO ROLE

The CIO's has role already refined and we are working on with the business team. The team calls every time for their meeting and they want our solution/feedback in any business problem and we are happy to help them by using technology.

INNOVATIONS & ROI

Kanakia Group is one of the largest real estate developers in India with business presence in real estate, education, hospitality and entertainment. With its business growing at an exponential rate, Kanakia Group was quick to identify the benefits unlocked by digital transformation, and has now shifted its focus to digital to keep up with its ever-expanding business.

Given its enormous scale of operations, Kanakia underwent a modernization phase and embarked on a journey to ramp up and future-proof its IT to offer a seamless, world-class experience to end customers. We follow digital first approach and the company has given us the opportunity to enhance our IT landscape and transform for future ready in all group companies.

To improve customer services, we have implemented cloud based solution in all our projects with mobile apps, where customers can lodge their problem/tickets etc. and on the basis of that we improve customer service. Our team tracked all the tickets and as per timeline given.

ROI plays an important role in all our investment, we think for long run. In our schools we have implemented online payment, where customer can pay school fees online, collecting payments through cheque is very time consuming and require lots of manpower. So, online payment reduced us on manpower cost, accuracy and timely payments in schools.

KEY PRIORITIES

As far as new technology is concerned, right now we are working with some vendors to automate our vendor billing process. Automation is one of the key agenda apart from migration to SAP S4 Hana and new CRM application. We have already invested heavily in information security and on HCI (hyper converged infrastructure).

> "We are very fast to adopt technology. K-Bot is one of the examples as we are the first company in real estate sector implemented the same first time. Also Lenovo-Nutanix Hyper converged infrastructure, building cloud ready compatibility through hyper converged infrastructure solution is also a one of the examples of early adopter of technology."

"Digital ROI framework balances digital investments in several focus areas"

D V SESHU KUMAR
Asst. VP – IT Head
Orient Cement

REDEFINED CIO ROLE

Businesses are increasingly moving towards innovation and digitally enabled platforms this is not limited to frontend marketing. Technology trends such as Artificial Intelligent, Augment Reality, IoT, IIoT, Big data, Cloud computing, Mobility etc. are giving rise to new directions towards innovative marketing and operational capabilities.

The CIO's transition within an organization from his original role to that of redefined as innovator is not without challenges. Many of these are growing pains that come as a result of the CIO and IT needing to move beyond their familiar roles. Businesses are focused on increasing revenue and others within the C-suite begin take on new tasks. While there is no guaranteed way for a CIO to prove himself as an innovator. CIOs, who can demonstrate that they are business leaders by overseeing and delivering IT will have the greatest success. By demonstrating the value of truly transformed innovative CIO, they can serve as the advocate and enabler of business agility. Potential CIOs know how to change the dynamics of the organization by refining information and leveraging technology for business advantage.

INNOVATIONS & ROI

The age of digital disruption is here and no company is immune. Digital ROI framework is important for making any decision to move towards automation etc. Digital ROI allows companies to gauge how well investments are paying off throughout a firm's digital transformation. It helps companies to pause and reset if necessary or push harder for strategies that are working.

The digital ROI framework balances digital investments in several focus areas. Each focus area is associated with specific performance indicators. In this way, the framework can provide the holistic view companies need to ensure an organized and effective digital transformation.

KEY PRIORITIES

Top priorities in 2019 are blockchain, quantum computing, augmented analytics and artificial intelligence will drive disruption and new business models. Enterprise analytics platform and data analytics looks to be a big priority. Cybersecurity is another concern area for this year.

> "Technology is now evolving at such a rapid pace and new tools are available, but needs to have a thorough study on adoption of that solution and also challenges for adoption of those technologies. Some organizations implement new technologies without having any business use case; mostly adoption fails because of this approach. Another scenario where adoption fails is that having two different solutions for same work around one with new technology."

THE FUTURE OF SERVICE EXPERIENCE

DAMODAR SAHU
Digital Strategist & Partner Manufacturing Industries
Wipro Ltd.

Customer service is a critical component of customer experience. Research shows that by 2020, 94 percent of websites will likely have a chatbot interacting with their customers on the website. As artificial intelligence (AI) moves into this important domain, businesses need to understand the potential of technology and how to leverage it for enhanced customer experience. Most executives know that artificial intelligence has the power to change almost everything about the way they do business and could contribute up to $15.7 trillion to the global economy by 2030 per PWC[3], but what many business leaders don't know is, how to deploy AI, not just in a pilot, but throughout the organization, where it can create maximum value.

Research shows how companies are investing in Industry 4.0 to enable digital transformation revealed paradoxes in several areas, including strategy, supply chain, talent, investment which leads to NextGen Customer Service.

The Fourth Industrial Revolution has both expanded the possibilities of digital transformation and increased its importance to the organization. Industry 4.0 combines and connects digital and physical technologies — artificial intelligence, the Internet of Things, additive manufacturing, robotics, cloud computing, blockchain and others to drive more flexible, responsive, and interconnected enterprises capable of making more informed decisions and excellent customer service.

The Era of Service Experience

What was the biggest pain point in using Chatbots for Customer Service?

They are not intelligent enough

They get stuck and don't know what to do next

When they transfer a customer to a human agent, that agent asks the customer to repeat all the information I given to the virtual assistant

You should put customers at the center of a multidisciplinary, agile approach: alignment of strategy, design, and technology around the customer journey, enabling innovation of the product service experience through iterative, incremental activations and deliver continual enterprise transformation at speed and at scale.

Intelligent service management assistance should be a robust, full-featured service management suite. It should be simple, affordable and aided by virtual agents with artificial intelligence. It also seamlessly should integrate with enterprise CRM and security. The solution should leverage untapped sources of information, namely, the voice log of customer complaint calls to support centers and the maintenance records generated by field service agents against those complaints. It then creates an Intelligent Database that can be searched in real-time using AI techniques to retrieve the best possible answer to a new complaint.

Some chatbots interact with customers to resolve issues, conduct transactions and answer queries. The best enterprise chatbots mimic the effectiveness of your top customer service agent, salesperson or support technician. The fact that these chatbots are "bounded," or operating within a certain context (i.e. mortgages, utilities, wireless) ensures they can better support the conversation. These are also commonly referred to as conversational virtual agents.

For businesses, chatbots need to be smarter to be effective. These chatbots can integrate with enterprise systems, leverage Big Data, and use artificial intelligence to help customers resolve issues or conduct transactions. These chatbots are also referred to as virtual agents or virtual customer assistants and are being used by enterprises to achieve incredible results. If these chatbots make a mistake, the risk for the brand can be high. Example - what would happen if a banking chatbot answered a policy question inaccurately?

The intelligent service should be:

- Ready intelligence engine on service and claims/warranty management
- Combination of pre-processing, post-processing and intuitive usage of NLP and ML algorithms
- Smart and multi-modal (voice, chat, sense (touch) conversation leveraging derived intelligence)
- Assured business continuity and automated concierge via command center
- Easy and seamless integration with enterprise CRM and security
- Templatized deployment on public/private/edge Cloud and on-premises systems

It leads to:

- Seamless interaction on mobile and portal
- Frictionless customer experience
- One-stop issue resolution
- 'Zero-touch service' as the goal
- 'Nudge' to (assisted) self-serve
- Empowered agents for exception handling

With Benefits such as:

- Security and Authentication
- Motivate self-service
- Win customer loyalty and retention
- Focus on agent experience and productivity
- Reduce cycle time, cost to serve
- Scalability and reliability
- Compliance
- Guided learning

Can intelligent services be the answer to every business?

Yes. When we give our machine-learning algorithm access to historical customer service data, AI begins to identify patterns and learn in a human-like way. This intelligence generates automated-response suggestions to customer queries and will have a profound effect on digital commerce and the future of customer care and marketing. This technology can be deployed across industries like Communications, Travel, Banking and Financial Services, Healthcare, Utilities, Retail, Manufacturing and Government in the following business units to start with:

- Sales and Marketing
- Customer Service and Support
- Partner Programs
- Employee Assistance
- Customer Insight

What is Next for Service Experience?
Your future best Agent in Customer Engagement is the Chatbot...

You won't get significant operational savings or big leaps in customer satisfaction with a lightweight, simplistic chatbot but you need an intelligent, enterprise-ready chatbot which will drive digital transformation of the enterprise specifically with automation, digitization.

Intelligent chatbots help customer-care organizations work more efficiently and it should escalate to a live agent immediately when the customer request is not clear, or customer appears to be annoyed or frustrated.

Chatbots and Agents are better together.

A DESIGN THAT ESTABLISHES SELF-SERVICE FROM AN EXISTING KNOWLEDGE OF ENTERPRISE

| Designed around the customer and agent | Integrated omni-channel experience (web and mobile) | 360 Degree View of the Customer | Self-Serve through Automation (virtual agent) | Informed by data-driven insights engine | Leveraging product authorization through RCT | Seamless transition between virtual and live agent | Enabled by agile infrastructure & tooling |
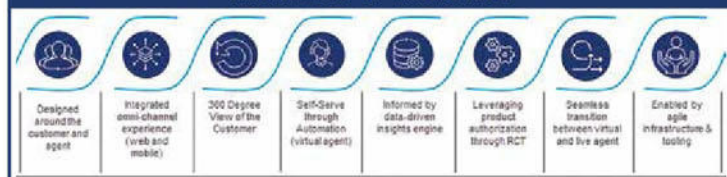
Securing Digital Business with Cyber Security – a priority for CIOs

DEEPAK KALAMBKAR
AVP Infrastructure
Safexpay

REDEFINED CIO ROLE

IT is important for the CIO to be involved at all levels of the company. Now CIO is just not running existing infrastructure but ideally helps company to achieve strategic goals. CIOs want to remain relevant; they need to align their activities with the business priorities of their organizations. IT delivery is still a responsibility of the CIO, achieving revenue growth and developing digital transformation was identified most often as top business priorities for organizations.

INNOVATIONS & ROI

Success will only come to those who truly wants to succeed and the one who dare to think big.

Be Bold. - To achieve success one has to fight many hurdle and challenges.

Plan and execute your movement: - Formulate a business technology synch-roadmap.

People grow when company grows, hardwork and hard-core fun: - Working hard is important, also essential to keep yourself ready for the challenge to avoid any health hazards and work stress.

Work you portion but know the big picture: - Understanding and awareness about the goal of the project is important.

Knowing your company is important to your project, competitor analysis: - Know your company, accelerate growth within a company but knowing its competitors guarantee your success in the industry.

KEY PRIORITIES

CIOs should try to automate process wherever possible taking operations and business people in confidence and try building applications with AI and help them save cost. This will play a major role in reshaping business models as they change the economics of all organizations. The strong focus on cyber security shows the necessity of creating a secure base for digital business that shields their organization and clients. To improve security against cyber threats, in all organizations, CIOs are taking in more cyber security persons in their team to cope up with such issues. 2019 CIO Technology Agenda: "Securing Digital Business with Cyber Security."

> "Today, almost all core business processes, from payroll management to marketing, are enabled by software applications. Our organization always keeps track of new technologies and tries to implement them in our day to day work and check if it makes any difference in work or how time and efforts are saved."

"Evolving disruptions demand innovations and innovations demand new technologies"

DEEPAK MADAN
Sr. VP – Information Systems
Wave Infratech

REDEFINED CIO ROLE

A CIO is responsible for deciding the IT strategy and ensuring that this works with business strategy. The CIO role is incredibly important for growth of the organization and it has evolved and changed with increasing focus on business growth rather than just running IT systems.

INNOVATIONS & ROI

Several intelligent systems are used in Real Estate, leveraging new technologies. Some of the innovative solutions are:

3-D Walkthroughs: This is an innovative technology to design high quality walkthroughs on online portal for customer to experience the project

Use of Drones: Drones are used for city surveillance and the footage is used for rendering to plan a picture of the project.

Home Automation: New innovative products are used to control lighting, climate, entertainment system and appliances to make it a smart home.

Smart City: Various intelligent systems are implemented to make city a "Smart City". These include Smart Meters, Waste Management System, Intelligent Street lighting etc.

KEY PRIORITIES

The agenda for 2019 is to automate internal processes, implement efficient Document Management System to digitize organization wide documents for faster retrieval and evaluate emerging technologies for possible adoption to leverage business growth.

> "Evolving challenges demand innovations and innovations demand new technologies. New technologies are changing the way businesses are run these days. The future is digital and the journey has just begin for us. We keep our eyes open and adopt newer technologies which we feel are necessary for our business growth."

DHANANJAYA ARVIND TAMBE
DMD & CIO
SBI

"Securing the Bank's IT assets and Customer Information is a key priority for us"

REDEFINED CIO ROLE

As IT takes the center stage of an organization's business strategy, it is natural that the role of CIO also transforms accordingly. While the earlier expectation from a CIO was limited to the operational aspects involving running of the IT function, today a CIO is expected to deliver the product as well as enhance the customer experience, as most of the offerings to the customers are digital products.

IT and Information Security have now become part of the overall business decision right from the design phase itself. Thus, now the CIO has two distinct roles to juggle - running the IT operations smoothly and be a key member driving business growth.

INNOVATIONS & ROI

The fierce pace at which technologies are evolving is posing its own challenges to drawing a shot strategy or mantra for developing revenue streams and promoting innovation. In SBI, we have adopted a two pronged strategy of partnering and co-creating with FinTechs and promoting internal innovation by our employees. We have a dedicated department which focuses solely on emerging technologies as well as fostering partnerships with startups. We also adopt the practice of first going through some use cases to figure out the best fit for the technology within the organization to find whether adopting the technology would add value to the organization or not. The only success mantra in today's dynamically changing world is to be open to changes and keep on experimenting even at the cost of failures.

KEY PRIORITIES

The key agenda for the Bank in terms of digital business is providing simple, intuitive and secure solutions for the customers. While providing a seamless, individualized customer experience is a key objective for us, considering the recent cyber attacks across the world, securing the Bank's IT assets as well as customer information is a key priority for us. In fact, both the UX piece as well as the IS functionalities are involved in the product development cycle from the design phase itself to reduce time to production as well as ensure the effectiveness of both the two functions.

Another key area of focus for us is adoption of emerging technologies like AI, ML, RPA etc. for increasing operational efficiencies and taking data driven decisions. In fact we have started a lot of PoCs in these areas to find the best fit for the Bank. We are also actively adopting the concept of API led open banking and are pursuing virtualization and cloud technologies with an aim of securing as well as enhancing our digital business.

> "We have been proactively adapting to the changing business environments. Our latest digital offering, YONO, is one such step in this direction, catering to the customer's lifestyle and banking needs by a single app and completely digitized processes. Adopting to any new technology requires a whole process of iteration and experimentation, which we are committed to doing."

"The source of innovation comes from insights of customer experience"

DINESH KAUSHIK
CIO
Sharda Motor Industries Ltd.

REDEFINED CIO ROLE

Four things that CIOs need to master as their role changes from a delivery focused IT executive to a data-driven business executive with expertise in how IT can effectively support the company and its goals.

Lay out a data-driven IT strategy : CIOs are generally adept at creating project roadmaps when it comes to IT implementations. But in order to stay as a valuable team member, the CIO must shift and focus on how they can add a data-driven strategy to the organization.

Execute : Discovering and documenting all the data sources and repositories then validating the data they contain. We need to focus on delivering valid and current information in line with the company's business mission.

Make alliances : We need to devote time to expand contacts both within organization and across a wide variety of companies and professions. The objective is to understand the business imperatives at work in the organization and how they are progressing with an eye toward uncovering the obstacles blocking their success.

Dive into the data : Data is driving every segment of a business and as an IT executive we have access and indeed some level of control over all of it. Find inefficient processes that suffer from the lack of meaningful analysis because the data isn't reliable or accessible. Resolve conflicts and inconsistencies in data and demonstrate the importance of valid data by delivering insights derived from data resources.

INNOVATIONS & ROI

To apply innovative thinking, it is important to feel our customers, think as they think. We have to understand what makes the customer buy from us – is it travel, learning, speed, taste, entertainment or something else? The source of innovation comes from insights of customer experiences.

KEY PRIORITIES

A learning culture is vital for most companies. CIOs need to stay ahead of the technological changes and trends that affect industry; faced with the function of educating the top players in the company, so they remain ahead of the same changes and trends. This learning culture will enable CIO's team to be stronger than ever, no matter what challenges come to way.

> "Technology upgrades or introducing new technologies carries a huge compatibility risk – what if the new systems turn out not to be compatible with those that are already existing or integration requires more build time than anticipated. To prevent system integration issues, make sure to review all the current technology systems thoroughly before deploying something new."

Trust, Transparency, Openness to change and Leading change – new Mantras of a CXO

FAIZ A. SHAIKH
CIO & CTO
StopSpoof

REDEFINED CIO ROLE

CIO is a Technology Evangelist, while Business Delivery Executives are Management Executives addressing business, customers, market, and competitiveness with competitors locally and globally. Product Management which runs under CTO is now having an arm called CMO. These three musketeers have to share, collaborate and evolve beyond their roles. CIO is much impacted and needs to adapt not only technology, efficiency, governance but also to help CMO and thereby CTO for effective Products / Services. Though technology investments for 2019 to 2020 and beyond have increased from 15% to 45%, unless the CIO embarks the journey along with Product Owners and Branding, Marketing with the help of CMO, the path is not easy.

INNOVATIONS & ROI

With innovation playing a greater role in competitive markets and landscapes, trust, transparency, openness to change and leading change has become the new mantra for any CXO. This is being achieved using feedback loops which are present at all strategic, tactical and operation layers, so that anyone in the organization at any levels could see transparent progress of anything which is being impacted. Hence continuous awareness, encouragement to feedbacks, suggestions is fostering a culture of openness and driving innovations apart from Innovation Games which are now part for any business units to leverage and foster beyond.

KEY PRIORITIES

With respect to priorities for 2019 to 2020 and beyond they are as follows -
Cybersecurity - Analysis of landscapes, investments, leveraging Automations and adaptations
Digital Transformation - There is a constant pressure to adapt the new change and lead the digital transformation. Staying with Waterfall just doesn't work anymore and with Cross Functional Teams like DevOps it's nearly impossible for any organization who wishes to stay competitive and deliver cutting edge technologies via Products or Services
Improvements in Analytics - As we have seen AI, ML, RPA, IoT rising now faster almost 19x, the huge data in motion or at rest needs better techniques which are adherent to different Data Privacy Laws both locally and globally - giving the right set of data with best analytics.
Cloud - Cloud needs improvements not only in models however, CIO adapts and change technology stacks for better utilization and optimization further. Unused technology components pay a huge debt to unaccountable investments which are under stringent monitoring and controls. Thereby leveraging components, making right decision in technologies and increasing the usage by implementing consumption based charge back models.

> "Any company that wishes to stay on top or even be in market race to excellences has to adapt, change, leverage and develop a long term to short term plans for their products and services. The need to adapt fast, fail fast and learn fast is encouraged and is not a taboo anymore."

"Providing business offerings packaged with innovative services for evolutionary partners is the next step to sustained business continuity"

GANAPATHY SUBRAMANIYAN
EVP
AEGIS Customer Support Services

REDEFINED CIO ROLE

In this era of increasing adaptive digital transformation, CIOs need to step out of their zone of IT specialization and embrace a holistic approach towards delivering innovative business solutions, trending in bringing about disruptive digital service.

INNOVATIONS & ROI

Businesses need to continuously introspect on how their Information Technology's established operating model can be evolved to bring about value additions. It is observed that ability to deliver prospectivevalue additions, increases chances of business retention. Businesses' increased dependency on Information Technology for their smooth functioning demand that their IT arm has to be an inclusive participant in their ventures. This can be brought about by promoting and communicating IT arm's every "well-being" initiative to business partners. For a successful organization, this invariantly demands marketing the business's IT capability at par with the main line of business.

KEY PRIORITIES

With the above perspective, to capitalize upon IT capabilities as a revenue center, IT needs to move on from being an enabling function or a cost center to being an architect of deliveries eventually answering "What to deliver?" and not merely obliging on "How to deliver?"

> "Success of Business, no doubt is dependent on how successful are IT innovations. New service integration and management of the services can give an edge to any organization. Providing business offerings packaged with innovative services for evolutionary partners is the next step to sustained business continuity."

"CIO will be the fulcrum on which business will be supported"

REDEFINED CIO ROLE

Enterprise digitization has become sine qua non for companies to stay competitive. With spiralling digitization initiatives the role of CIO is getting transformed from operating the IT infrastructure to orchestrating the digital strategy. It is a fundamental shift in the focus of the CIO. From being a support function CIO will be the fulcrum on which the entire business will be supported. The adoption of new technology be it Big Data/Analytics or AI/IoT/Machine Learning or Blockchain is accelerating the transformation. CIOs have to move from a Technology role to a Business role. They should have the ability to be the champion of digital transformation at low cost, rapid speed, low risk and minimum business disruption. They should be the change agent who will leverage the power of technology to create business value.

INNOVATIONS & ROI

As part of making our organizational processes agile and sleek we will be adopting Robotic Process Automation for automating the repetitive processes. It will acts a springboard to make the operations efficient, bolster speed to market and also improve the bottom line by optimizing the costs. It can be implemented across various domains be it Retail, Banking, Insurance, Manufacturing and Healthcare both laterally and horizontally. It will be a real game changer for the business! An integrated Robotic with Conversational Capabilities integrated with Cognitive layers for low code process automation achieved through intelligent digital workers will bring about a massive transformation of the business.

KEY PRIORITIES

CIO has a key role to play in protecting the crown jewels of the company from any form of external cyber attacks or internal weakness which is exploited to manipulate or dupe the employees by social engineering attacks which is the root cause of phishing attacks. Another area of prioritization is strengthening the supply chain to become a key source of competitive advantage.

GANESH VISWANATHAN
Senior VP – PMO & CISO
Aithent

"Intelligent Apps that learn from the user and improve the user experience through AI & ML, Digital marketing, expansion of connected devices and leveraging block chain and quantum computing are the new buzzwords."

"CIOs are at the core of the New Age Industries"

GYAN PRAKASH
VP – Enterprise IT
SCADA Geoinformatics Pvt. Ltd.

REDEFINED CIO ROLE

CIO role is continuously changing and being an isolated unit in organization it is integrating into organization's decision making. After the new industrial revolution i.e. Industry 4.0, the new age industries demands organization to make a way for CIOs into company's decision making board. Now, a CIO is not just a technical associate who is only taking care of organization's technology and delivery but also they are fully equipped with business acumen.

The new age industries are running with Information Technology and CIOs are at the core of the new age industries. So they are also re-skilling from delivery executives to business executives.

INNOVATIONS & ROI

The only success mantra is that SCADA believes to provide customer centric solutions. Our expert management and technical team understand the customers pain points. The core is that we are placing ourselves in customer position and after that we are proposing solutions which are amalgamated with customer's long term vision and are very cost effective.

KEY PRIORITIES

SCADA Geoinformatics is service provider in this new age. Our main priority is to provide world class services in industry through digitization. Our innovative industrial 4.0 applications help our stakeholders (Internal / External) to leverage our services and add value in their business.

Whether it will be plant automation, healthcare solutions or SMART Industrial solution, our products certainly delivers world class quality with cost effective solution which will add value in Stakeholders business.

"We are already utilizing new age technologies like Blockchain, AI, Automation etc. in our solutions. We are very much responsive and promoting the use of cost effective and new age industrial solutions."

Focus on R&D gives a new dimension to Innovation

DR. HAROLD D'COSTA
President & CTO
Cyber Security Corporation

REDEFINED CIO ROLE

Today the CIO has to play a critical role to ensure that the objectives of the organization are met. Gone are the days when the CIO was performing his duties at the backend. Large chunks of data were processed and provided to front executives for tactical and strategic decision-making process. The role of the CIO was to only provide the reports without adding any value services. Data mining, data analytics were a new term and was never a KRA of CIO. Today the CIO has not only to provide reports but also to ensure that the piece of information can help the organization to achieve its goals, be a front stake holder by providing rational decisions and to localize the systems to suit the law of the land.

INNOVATIONS & ROI

Innovation is an important element for any business fighting to stay relevant. Business-to-business (B2B) companies in particular need to push hard to offer the best product for their customers. As business customers determine what products and services to buy, they are persuaded less by marketing and more by the performance and specifications of what they are buying. Customers want outcomes, and true innovation will always improve those outcomes. Secondly, focussing on R&D gives a new dimension to innovation and hence a role and value based ROI shall help in providing better innovation and services to the customer at a competitive cost.

KEY PRIORITIES

The older concept of CIO was only to process the data and provide reports to Management. Today CIO has to be more vocal and has to play a lead role to ensure that the organization sustains the competition from the competitors. My agenda and key priorities for 2019 shall be:

- To innovate new practices and processes to improve the effectiveness and efficiency of the organization.
- Imply the best security practices ensuring that at any time my organization doesn't get tangled with any legal issues.
- Cutting down the repetitive process, thereby ensuring that duplication of work is minimized which in turn can increase the bottom and top line of the organization
- Digitization is for simplifying the process, which in turn can bring in more transparency and a cohesive atmosphere for the overall growth of the organization
- Adding more filters and checklists to ensure that the data is secured and not getting in wrong hands
- Rewarding my colleagues who come up with an idea which can make my organization get tangible benefits.

"Faster adoption of technology is the need of the hour and my organization is bent upon to leverage the use of technology to stay ahead in the competition. Some of the key indices where the focus of newer technology shall be put in use are - automate most of the tasks, use of AI for better and smarter decisions, deliver customised solutions at a very competitive cost, understand the needs of the customers to get an insight in the patterns of the customers buying. "

"Our unique strategies are helping us to achieve quick success"

REDEFINED CIO ROLE

It is exciting that the CIO role has become more powerful and leadership driven. It is a good sign for Indian market and organizations.

INNOVATIONS & ROI

Our unique strategies are helping us to achieve quick success. We have clear technology forecast for our business by using AI, Blockchain, etc. with patience to achieve ROI. Leadership should be like role model for CIO in terms of driving technology as well business.

KEY PRIORITIES

Quick adoption of technology and it's advancement with different strategies are to enhance the business and secure business and data. Also, we will plan for continual improvement and long term vision and mission with short term technology advancements.

DR. HARSHA THENNARASU
Chief IT Security Officer
HKIT Security Solutions

"Being in tough competition, we adopt technology early, strategies aligning with technologies, training, keeping everyone on the same page in terms of digital transformation."

JOYJIT ROY GHATAK CHOUDHURY
Director – ITKM
SRM Institute of Science and Technology

"Adoption of new technology and processes are the key to stay ahead in competition. Organization's senior leadership is very keen to implement new technologies and has complete support to the technology adoption plan."

"Adoption of new technology and processes are the key to stay ahead in competition"

REDEFINED CIO ROLE

CIOs have the opportunity and responsibility to change their focus from that of an executive responsible for delivering only technology and services to a business focused executive who understands the enterprise business and contributes to its success, profit and growth.

Technology is a business enabler of most strategic initiatives, therefore, it's important to have a leader in charge, CIO should act as a business-technology leader who can turn business opportunities or challenges into solutions enabled by technology.

INNOVATIONS & ROI

In a typical higher education technology investment, ROI comes though the feedback and satisfaction of the community on IT Processes and Services, fulfilling their technology needs and creating WOM for future generations to come. The technology landscape and WOM of facilities availability and degree of freedom to access to the community will lead to new business.

The IT Policy should cater to provide a secure and clean connectivity to the users with BYOD at the same time will allow research and innovation requirement for the researchers.

We need to restrict the abusers and allow legitimate users. Provide required access for education, training and research purpose on priority and apart from other connectivity requirement for social, entertainment, messaging.

KEY PRIORITIES

The key priorities for 2019 are:
- Data center Modernization
- Digital Transformation of the organization
- IT Security enhancement
- Application Integration
- New ERP implementation and migration from legacy ERP
- Management dashboards with BI and Analytics.

A CIO's role transforms manifolds

REDEFINED CIO ROLE

The role of a CIO has been redefines as 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

INNOVATIONS & ROI

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.

Collaboration: To solve business problems and operate productively, organizations need the ability to leverage knowledge across the enterprise with online, seamless, integrated and intuitive collaboration tools that enhance your employees' ability to work together.

Communications: As information continues to grow at an unprecedented rate, more tools exist that enable people to create their own content, rather than simply consuming existing content. To ensure the right information reaches the right audience, employees need tools that support two-way communication and the personalization of content.

Connections: Employees need tools that allow them to connect across the organization, leverage intellectual property and gain insight from one another. The digital workplace delivers on these goals by fostering a stronger sense of culture and community within the workplace.

KEY PRIORITIES

The key priorities are:

Invest in new business models and revenue opportunities: In the coming year, CIOs should consider investing in R&D, prototyping, innovation and emerging technologies.

Get to know the customer: Most customers expect consistent and predictive digital experiences. Creating these experiences requires complex, multifunction effort in which CIOs are key stakeholders. In the coming year, CIOs should become better acquainted with and actively engage end customers in order to create end user experiences — emphasizing usability, simplicity and utility — across all solutions. Play a larger role in driving strategy and investment: Increasingly, CIOs are being asked to lead technology — enabled business transformation opportunities within their organizations and many are stepping up to the challenge.

KANTI KUMAR
GM – IT Corp.
NTF India & NTF Technik India

"IT budget is the amount of money spent on an organization's IT systems and services, including compensation for IT professionals and expenses related to the construction and maintenance of enterprise-wide systems and services. It also encompasses hardware expenditures; bills for laptops, organization-issued mobile devices, servers, routers and other networking equipment."

Checks and balances required to avoid Data Risk

DR. KARNIKA SETH
Cyberlaw expert &
Founding Partner
Seth Associates

REDEFINED CIO ROLE

The CIO's role is becoming more proactive than reactive in approach. A CIO needs to infuse enough checks and balances in place to avoid risk to data and systems. Its important to focus not only on updating technology deployment in a company but essentially the mindset needs to change .The dynamics and responsibility of this role is pivotal to success of any company, particularly protection of its invaluable IP assets. The CIO needs to be progressive, abreast of changing technologies and related laws. The policies of the company need to be legally vetted regularly as technology laws rapidly change over time.The IP policy, IT policy and Social Media policy need to be aligned to remain legally valid and any breaches of policy need to be seriously addressed. In litigation, the role of the CIO is crucial as well to collect, preserve , and produce electronic evidence admissible in a court of law.

INNOVATIONS & ROI

Our emphasis on R&D is marked. We believe in creating a process that enhances workplace efficiency. We am to constantly improve our strategic plan of delegation of tasks, sharing of resources as per need of a role. R&D is made to create technology aided SOPs to enhance productivity for each role. A seamless interactivity across verticals and teams is but by design. Also technological infrastructure protects inflow and outflow of data and systems. We aim to create protocols for each role for transparency in expectation of performance and lending a sense of direction.

KEY PRIORITIES

Our focus is to create air tight policies and systems that trigger any alerts for protecting our data and optimal deployment of strategic solutions that are cost effective yet efficient. We believe its important to train workforce in data protection laws and cyber laws. We regularly impart such workshops and training. It has a preventive effect on insider crimes in any organization. Sensitizing the workforce about legal implications of one's actions in workplace can protect any company from employee data thefts, breaches of IPR & IT policies and other crimes.

"We work towards understanding and using newer technologies that make work process more efficient. We are open to adapting new technologies."

KERSI TAVADIA
Chief Information Officer– IT
BSE Ltd.

"Digital Transformation has led to an Innovative way of engaging with Customers"

REDEFINED CIO ROLE

In the financial industry, CIO has to play a dual role of understanding its core business and driving the business with the help of IT strategies and technologies. In fact, CIO is the only person who has crucial business knowledge and IT insights, this unique knowledge and experience makes a key differential as compared to other C-suite contenders. CIO is a business first and technology enabler leader.

It is a CIO who converts technology solutions and strategies into business opportunities in a financial industry. BSE has set these examples in multiple forays, such as, Implementation of 24 X 7 Cyber Security Operations Centre, Big Data implementation, use of Artificial Intelligence and Machine Learning in its surveillance function and many more.

INNOVATIONS & ROI

Service as a revenue model is the success mantra for us. We were the first to implement and commission state-of-the-art Cyber Security Operations Center (SOC). Today, this implementation is regarded as role model in financial industry.

At BSE, till date our innovations are guided by use case applicable for majority of stakeholder. Hence, developments that have been accomplished are keeping in view how these can be leveraged by the industry as a whole. We focus on inclusive development of all stakeholders. We believe and continue our focus on this objective.

KEY PRIORITIES

The key priorities for us for the year are:
- Upgrade and migrate to enhanced open source technologies
- Integrate majority of applications into centralized log management system for effective monitoring and control
- Extensive use of AI and ML in Regulatory functions
- Integrated use of AI and ML in Business and Operations functions.
- Data Encryption, Enhanced and robust security, especially for transaction-based applications.

"BSE has implemented an open source technology that will provide access to information from different systems / application viz. Central Log management and Analysis."

Adlabs focusing on controlling Expenditure and making IT as a Revenue Center in 2019

LAKSHMANA VADAGA
Head – IT
Adlabs Entertainment Ltd.

REDEFINED CIO ROLE

The role of CIO is getting changed from operating to orchestrating IT as a result of digitization, which generally means quicker convergence of technology trends, shifting business expectations, and new corporate or organizational objectives. To adjust in these circumstances, CIOs are spending an average of two additional days per month on business leadership compared to three years ago. Those at the helm of top-performing organizations put even more emphasis on strategic corporate issues, with four additional days spent on executive leadership topics outside their core jurisdiction. "While IT delivery is still a responsibility of the CIO, achieving revenue growth and developing digital transformation were identified most often as top business priorities for organizations. "If CIOs want to remain relevant, they need to align their activities with the business priorities of their organizations." There seems to be a positive correlation between the empowerment of the CIO function and digital maturity. The more advanced an organization's digital agenda, the more likely it is that the CIO has a seat in the boardroom.

INNOVATIONS & ROI

The company started developing in-house applications like ticketing for new amusement park. The same application will be implemented in the existing park in 2019. Due to this initiative, we are saving Rs. 30-40 Lacs for each park and also Rs. 15 Lacs AMC cost for existing park.

KEY PRIORITIES

We have two key priorities for 2019 i.e. controlling the expenditure and making IT as revenue center. Entire Park wide hardware (POS, Printers, Servers) is maintained by in-house team. If any issue happens with devices which were imported earlier, we are trying to get it repair with local vendor. Due to this initiative, our expenditure has drastically reduced.

"We are trying to reinvent new hardware for ease of customer experience. We started using handheld terminal which has got in-built printer, barcode scanner, RFID. This works on Wi-Fi or GPRS."

LALIT POPLI
Head – IT
ICICI Prudential Asset Management Company

A CIO acts as a Pivot in an organization's Technological Transformation

REDEFINED CIO ROLE

The Role of CIO has already been redefined to an important business executive. Today all products, services, operations etc. are dependent on technology to deliver in a seamless manner. The CIO is the person who is responsible for any direction towards technology and digital transformation, and hence acts an important pivot for this transformation.

INNOVATIONS & ROI

Customer centricity is at the core of all our initiatives which also helps us to build better experience with our product and services for our customers.

KEY PRIORITIES

Digitization and improved customer experience is the most important agenda that we have for 2019.

"We pride ourselves in introducing many industries first offering for our customers, clearly indicating that our adoption rate of newer technology is higher for better innovation. We would like to continue in adopting newer technology."

LOKESH VISHNOI
CFO & GGM/CC
Chhattisgarh Rail Corporation Ltd.

A CIO becomes a Key Influencer of an Organization

REDEFINED CIO ROLE

Role of CIO is definitely getting redefined from a delivery executive to a business executive. Previously, CIO was seen as a person who sits in his magic chamber and will deliver a changed strategy-configuration-methodology for the business.

Now-a-days CIO is a permanent and interacting boardroom entity who discusses things with everybody, brings forth the advantages and disadvantages of available options, shows the costs and advantages involved, and ensures decision is taken with everybody being confident of the outcome.

KEY PRIORITIES

The CIO has become a key influencer of organization nowadays. For our organization we have the following agenda for business:

- Digitizing all records of our office, staff details, office-procurements etc.
- Digitizing the staff records and making it available online. Procedures like leave, tour approval, advance-drawl etc. are targeted to be made online on priority.
- All inter-office correspondences are also targeted to be made online.
- All technical drawings and specifications are also targeted to be made online for copying and referring.
- All Official inspections and their compliances are also targeted to achieve similar way.

"My organization, as on-date is in initial mode of surveying and preparing strategies for speedy-execution of work, construction of new-viable-earning Railway corridors, that we are entrusted with. We are already speeding on e-working, and have started office-communications, leave/duty-booking etc. on-line."

CIOs need to get deeply involved in Business

MAHANTHI PARTHU
Founding Director & CEO
Parsupp IT Services

REDEFINED CIO ROLE

The role of CIO is increasingly looking more like a business executive than a delivery executive. A CIO needs to be deeply involved in the business. As today's changing technology trends, specifically cyber security and artificial intelligence (AI) and spread of Cloud computing, there is far less operational and maintenance work on the CIO's to-do list, this work will be decentralized and in future the roles of CIO will significantly change.

If the CIO has continuous access and an active role in the business strategy process, CIO will be empowered to make strategic decisions which will improve the linkage of business and IT strategies in a natural way.

INNOVATIONS & ROI

Our Success is our team, we Invest in the Team development for better innovation and ROI.

KEY PRIORITIES

Digital business risks ought to be a critical concern for us, the risk associated with higher levels of IT-related fraud, error, IT disaster recovery and business continuity.

For every service we offer to the client, we assure the project design should be business centric rather than IT.

"As a Startup we always love learning how to use new technology, to give the best to business and to clients. We invest on our team to get the best on the new technology. In the modern business environment, it is like survival of the fittest."

Implementation of digital solutions in every domain of business to help increase ROI

REDEFINED CIO ROLE

Role of CIO is changing because the role is not limited to IT only now a days, he/she has to step into Business Model and bring value addition to the business in many ways. With available technologies and trends in the market a CIO can transform business processes which will help in decision making and future planning.

INNOVATIONS & ROI

The implementation of digital solutions in every domain of business with the help of technology, we believe this will result in better ROI in next three to five years. Implementing the solutions will bring more efficiency which results to cost benefits.

KEY PRIORITIES

We always keep on trying to do new things in the organization. We keep on discussing with business, understand their priorities and plan for future. This gives us the understanding to prepare the roadmap and also possible opportunities to start evaluating the effective solutions. For 2019 our objectives are to implement RPAs, Chat BOTs, IOT , Analytical tools in the organization.

MAHESH PATIL
GM & Head – IT
Skoda Auto India

> "We are open and we are adapting to new technologies as and when it is required."

Cyber security and Risk Management top the priority list for Deepak Fertilisers & Petrochemicals

REDEFINED CIO ROLE

Role of a CIO is not just to deliver tactics against pre-existing business requirements, but to redefine what's possible for an enterprise.

INNOVATIONS & ROI

Every organization should get aligned, start small, learn forward and leverage the insights. It should decide on focus areas and structured processes to encourage aligned innovation efforts. Big Bang mentality should be avoided. There's no need for a massive investment and a ticker-tape product launch. A small, tactical investment can be made. It should focus on blocking and tackling, being adaptive, and incorporating feedback. As the organization's confidence grows, gradually larger investments can be done, with a process that is less evaluative and more generative at the beginning. Innovation generates insights that can boost the performance of existing products, generating value regardless of whether or not the original innovation effort produced any cash.

KEY PRIORITIES

Cyber security and risk management is among top priorities for 2019. Across a range of security initiatives, in an effort to raise cyber defence capabilities across the board and invest in a defence-in-depth strategy rather than betting on any single technology or group of technologies.

DR. MAKARAND SAWANT
Senior GM – IT
Deepak Fertilisers &
Petrochemicals Corporation Ltd.

> "Use of newer technologies to automate back office tasks, make smarter business decisions, deliver highly personalized customer experiences, gain customer insights for better decision making and employ a virtual personal assistant."

MANIKANT R SINGH
Head – IT & CISO
Orbis Financial Corporation Ltd.

Open Source and stackable solutions help to reap better RoI

REDEFINED CIO ROLE

Role of CIOs are getting redefined for sure. From thought leaders to execution leaders they have transformed as business enablers. The board expects the technology leaders to enable business functions to deliver better apart from their business as usual. Special approvals by the CFO has enabled roll out of digital initiatives. The entire complex delivery models are broken into small pieces and simplified to deliver better valued to customers.

INNOVATIONS & ROI

With Global competition, every organization has embraced innovation through technologies which ensure better productivity and low cost solutions. One of the success mantras has been using open source and stackable solutions. These solutions have improved performance and market penetration giving opportunities for better RoI and lesser capital investment. The API and stackable platforms helps to build and collaborate with various business partners ensuring faster integration, better security and reduced outages.

KEY PRIORITIES

Every organization looks CIO as their business partner and allocates seat at the board room for innovation and disruptive solutions. In addition to infrastructure, applications & network up-gradation to keep the services on, many other priorities like data protection, business enabling technologies, adoption of emerging technologies, cloud security, automation, process optimisation and above all have governance framework.

"Digital is an integral part of BFSI vertical. It is highly regulated and need to maintain compliance for business to run. Any failure to maintain the compliance can bring business to stand still. The entire customer service is getting robotised and self learning machine algorithms are helping to make business decisions. The entire digital journey is like taking a proactive approach instead of wait and watch approach."

MANISH THAKAR
General Manager (IT)
Hitachi Hirel Power
Electronics Pvt. Ltd.

Hitachi Hirel Power Electronics to digitize its Product Quality function

REDEFINED CIO ROLE

Since information is becoming most important source for the business to grow, the time has gone now that CIO is just responsible for the delivery of IT services and Information portfolio only, now the time has come where CIO can contribute maximum to the business with the knowledge and application of the right technology.

Innovation: CIO can not only improve the business process but also gives a way to innovate the product based on market demand, so this is direct contribution to the business.

Contribution to reduce cost: CIO not only can reduce the operating cost but also can expand the business to the next level.

Solution for the problems: CIO can have an answer and a solution to almost all business needs also a solution of the problem statements of business.

Quality: Most important part is Quality, whether it is a business process or a product itself, CIO can open the door for the improvement and continues improvement using newer technologies.

INNOVATIONS & ROI

100% Customer satisfaction is our mission statement, so definitely we have to meet or exceed the customer expectation. Since we are in Engineering Manufacturing and Power electronics, we have innovated our product with the technology and added feature which has exceeded the expectation of our customers.

KEY PRIORITIES

We are going to transform few critical business process to digital platform and we will start from Product Quality function.

Incoming raw material Quality check is manual as of now. QC department is being offered the new raw material which just arrived from the vendor, for quality checking. A person with the check list form goes there and checks the parameter and fill-up the form and write on sticker with the OK / Not OK tag. Now we will be digitizing the process and the person will open the QC module in the mobile device.

Next is vendor rating which is a simple physical audit at vendor place and rating vendor for the specific material, this process also will be online on mobile handheld device and result will be real time online.

SCM process: Today's scenario for material warehousing process is little traditional, purchaser when gets the material requisition, he generates enquiry and send email to his known vendors. Now this is a tradition practice that most of the company follows. We are going to change this, and we will go with the E-Procurement module integrated with the MRP of company.

"We are keen to adopt the new and latest technologies not only to stay on top of the competition but enabling the business as well as ensuring customer satisfaction. The model of adopting technologies is like, look at the technology and co-relate with the business and see how we can use this technology to make a difference rather than thinking only for my business needs."

SDG to adopt AI and ML to drive continuous monitoring and governance

MEETALI SHARMA
Head – Risk, Compliance & Information Security
SDG Corporation

REDEFINED CISO/CIO ROLE

CIO/CISO is no longer just an enabler. They have a broader role in becoming an advisor to the executive management giving them the right advice and driving the digital transformation within their organizations. They have to act as strategic partners to the top management and bring in innovative ways to handle compliances and customers (both internal and external). This means that rather than just implementing fancy tools or new technologies, they need to first assess the business needs for organizations and then come up with compensatory controls / innovative methods to achieve the same.

INNOVATIONS & ROI

At SDG, we believe in bringing innovation in whatever we are doing. All our decisions are risk based and ones that can be a benefit to the customers and in turn result in revenue growth. We have our own GRC/IRM platform and we have enhanced it further last year with the addition of modules specifically for cyber security. This year we are moving one step ahead and bringing in the elements of AI and machine learning (ML) to drive continuous monitoring and governance.

KEY PRIORITIES

Data breaches and ransomware/malware attacks have kept the CISOs busy in the last couple of years. Agenda for 2019 will continue to be "Protection of Data and Digital Identity" against various threats – internal as well as external. Our focus would be to build up controls which are a result of risk assessment and keep improving upon them. The idea is to build up and strengthen defences to remain cyber resilient. Digitization and automation of mundane manual tasks in a simplified manner to improve security, availability and protection of data would also be a high priority. Use of AI and machine learning to improve the processes of continuous monitoring would also play a key role in staying secure.

> "Going digital should complement with the existing and future business needs and not be an overhead for the function/business owners. Keeping that in mind, we do a thorough risk assessment before adopting any new technology. Focus is not to adopt a technology just because it is the "in" thing in the market, but because our risk assessment results show that it is needed to mitigate a risk and will also contribute to overall business objectives of the organization."

Businesses want CIOs to be a new Product Innovator

MEHERIAR PATEL
Group CIO, Consultant
Jeena

REDEFINED CIO ROLE

CIO/CDO/CTO has one meaning, provides "Business Value and Change Creator". Resounding to what business wants, "They want a New Product Innovator" out of this title. Definition and applicability is directly aligned to business needs and focus of the organization.

INNOVATIONS & ROI

This is what exactly the new age business requires from IT Leads, products such as Saas Models, Process Reengineering, Portal technologies are some of them. We are working on a number of initiatives with startups and this will lead to dramatic change and quicker acceptability.

We expect to be a fast learner and quick adopter, social and digital medium are going to be very popular in spreading the products that we offer and its capability. What gets defined gets Displayed and acknowledged.

KEY PRIORITIES

The key priority is implementation of key technology initiatives which are next era of every organization. Transaction systems are longer be gauged of successful IT implementations. The new age technologies will be game changers. Secure, speed, delivery of products will be key.

> "Expectations are to be a fast learner and quick adopter of social and digital medium that are going to be very popular in spreading the capability of the products."

"A CIO needs to shed his conventional role and focus on the business perspective"

MILAN KUMAR
Global CIO
WABCO Automotive

REDEFINED CIO ROLE

To ensure that your organisation plays a disruptor (and not getting disrupted), Digital transformation plays a comprehensive role. For this, the CIO needs to shed its conventional role and focus on the business perspective more than ever before. A strategic high level of collaboration with different business unit heads and senior departmental managers is required. Given this, the CIO has the following responsibilities - conceptualise a digital future using industry trends and experiences, embed IT skills into other departments to enable quick learning on the job, implement a common technology platform for easier understanding by all employees, plan for training and development to make digital learning a reality, seek external expertise and skills plan the roadmap for business growth.

The CIO has to assume digital leadership in educating the C Suite about different business opportunities that technology can provide.

INNOVATIONS RESULTING INTO ROI

IT organizations have to innovate or perish. As a consequence, CIOs have to innovate continuously to keep abreast with the latest and emerging technologies like virtualization, robotics, gamification, etc. that can get hotter over the next few years. Innovation has to be supported by an executive commitment in order to realize a solid ROI for the investments done in innovative projects.

Apart from this, end-customers have to be reached in new profitable ways. For this, CIOs need to enhance transparency and integration by using leading edge technologies. Additionally, costs need to be controlled by way of simplifying processes, standardizing and reusing IT components, trying to justify the use of third-party services in order to earn economies of scale.

KEY PRIORITIES

At an organizational level, the CIO needs to focus on key areas like - Cybersecurity and Data protection, Reducing Technical Debt, Automation of resource intensive processes and Digitization of the Supply chain.

"Risk management is a key area when it comes to adopting new technologies. The organization should have a well-defined risk management leadership at the core with a high level of credibility and funded sufficiently. Secondly, the technology risk function needs to permeate through different areas of the organization. It needs to interact with other key departments like strategic planning, innovation and IT."

MILIND G. MUNGALE
Executive VP & CISO
NSDL e-Governance Infrastructure Ltd.

"A CISO needs to re-define his role as an enabler, supporter and contributor to technology transformation"

"Digital transformation itself is not an issue; it is the pace at which digital transformation is happening, that poses real challenge to the CISO. First and foremost thing that CISO needs to do is to remain abreast with the fast advancing technology. "

REDEFINED CIO ROLE

CISO role needs to be changed from a speed breaker to a facilitator/enabler. Considering the present circumstances of cyber threats and information security challenges, no CTO or business function head wants this hanging sword on their head which is attempting to take the organisation to newer heights by providing better technology with faster implementation cycle. As long as CISOs consider themselves a part of that journey as a contributor and provides value proposition with knowledge and awareness about the trending technology and emerging threat landscapes, CISOs would be one of the core stake holders in such initiatives. In nutshell, CISO needs to re-define the role as an enabler, supporter and contributor to the technology transformation that CTO wishes to bring in for advancing the business of the organisation.

SECURITY STRATEGY

Like Security strategy for 2019 has to have an important component of reviewing the practices and systems deployed within the organisation to keep the same secured. Second, strategy needs to account for changing trends where the insider threats are on rise as compared to outsider threats. Thorough assessment of internal processes, systems, accesses given to key employees have to be done but not like a compliance audit but with the motive of finding the smallest gap that might have percolated and remained there which can be now exploited. Third, monitoring and being aware about the variations in the operational behaviour of all and any activity falling in reasonable doubt band needs to be immediately alerted and investigated.

KEY PRIORITIES

Like the way businesses are embracing digital transformation, CISO also needs to have digital transformation in their own functional area. Innovative trends, fast changing and vastly spread threat landscapes and emerging methods deployed are steeply raising the challenges for CISO to identify/detect and prevent/mitigate the actions that could have grave impact on the organisation. Therefore key priorities of CISO in 2019 could be to review the present working of the information/cyber security function group and weed out the process/systems where digital transformation will help in making things faster, better and more deeper within the functions falling is CISO responsibility domain. Standard and fixed set of algorithms, manual work dependency etc. need to be transformed by usage of Artificial Intelligence, Machine Learning etc. To summarise, CISO needs to Digitally Transform their own operations during the year 2019.

MUKESH MEHTA
Chief Technology Officer, Batlivala & Karani Securities Ltd.

CIOs driving change in every corner of a business

REDEFINED CIO ROLE

The traditional CIO role meant that they were the providers of IT with a focus on development and operations, the new model envisions the CIO as a broker and orchestrator of services.

From EDP Manager to CIO: Earlier during late 90s it was kind of a plumber-type person who got the network working, servers running, emails going, and that was their job. The Role has changed (rather matured) and now we are here to educate each-n-every stakeholders and board about on the benefits of digital technologies. We have to convince them how this is going to help in quick-fast decision making. Today CIO not only ensures 24x7x365 plans (lights-on) but have now gone live with RPA, AI, ML, Analytics while for Infrastructure, now HCI & SDWAN has become new norms. CIOs will continue to use the technology to ensure the pole position among the competitors.

INNOVATIONS & ROI

CIOs have courage to break rules (thru innovation) and that's the reason they are driving change in every corner of the business. The goal is to help organization with the fast changing customer demands and gimmicks. I always keep myself out of the comfort zone and focus on innovations (and experimentation) to improve ROI for technology as well business costs. This is in the DNA of organization and a typical success mantra to keep exploring new revenue earning opportunities. If CIOs are unable to develop an in-depth knowledge of their industry and their clients and customers, they are irremediably doomed to fail.

KEY PRIORITIES

CIOs are now for sure becoming key influencer in the organization. There is a pressure from business to drive innovation and digitalization to ensure they are ahead from the competition. As a CIO we need to support them by automation of various business processes to ensure there's savings in the operational cost. Another bigger challenge and the agenda for 2019 would be meeting the demanding regulator's (and/or compliance) requirements and keep a close eye on the Cyber Securities.

> "Our vision is try to be one-step ahead of the industry peers which requires constant upgrade of processes, policies, products and people (skills of people). We keep pushing and expanding all these components. Board very much knows and acknowledge that any spend on Digitalization will increase the productivity and profitability."

Technology helped Indiabulls Housing Finance to grow 15 times in a year

NAFEES AHMED
CIO
Indiabulls Group

REDEFINED CIO ROLE

Earlier, CIO role was just a support function where one needs to take care of the IT infrastructure, legacy ERP systems and production support. When we started the digital journey at Indiabulls couple of years back, the role has completely reversed. Now I am in continuous discussion with my top management, deciding on the strategy for the new product launch, new companies launch and how to grow the business. Earlier, there were no major interactions with the top management, but now business understand the importance of technology and hence, technology has become an integral part of the business decisions.

DIGITAL / INNOVATION APPROACH

In BFSI sector, we are the leader in adopting the advance digital technologies to create innovative solutions for our customers as well employees, resulting in major disruption in Indian market. Innovation is not the forte of big technology companies only, even the smaller vendors or even your employees can create innovative solutions. That's why we are engaged with multiple small vendors who have innovative approach and even run some innovation marathons within our organization. We have got very innovative solutions from our employees for the problems they face in their day to day working, by using technology.. Similarly, we have run these marathons for our external vendors, students, individuals also and we got some innovative technology solutions. We strongly believe that innovation can be achieved using the participation of employees, which makes them feel empowered by contributing in the organization growth.

KEY PRIORITIES

At the group level, we are running the digital program for the last one and a half years and we have made a significant progress on this front. All our field force, be it sales, collections, technical etc. or DSAs, third party vendors like FI, FCU agencies, our customers are on mobile platform, resulted in huge productivity and efficiency improvement and much better customer experience. As we are interacting with our customers on digital platforms and there is no physical connect with them, it becomes very important for us to understand the customer credit worthiness, intent to pay back etc before disbursing a loan. So, we are collecting a lot of financial data directly from the sources to prevent the fraud and to understand his credit worthiness. At the same time we are collecting data from social media and other alternate sources about the customers and analyze it to provide better experience and more suitable offers to our customers. As most of the customer data we are getting in electronic format, we have implemented artificial intelligence in loan underwriting process in a big way. It helps us in detecting the fraud and improving the offers to our customers continuously. Now we are extending the AI implementation to our customer service department as well to improve the customer experience and employees efficiency / productivity. Another major area, we have identified for this year is Robotic process automation in our internal departments to improve their productivity, manage the growth and better customer experience by reducing the overall TAT for loan disbursement process.

> "Our main business is happening by using technology, I would say that the business has grown 15 times in one year. That's the level of growth we are getting. So my senior management is very positive about the technology and their mantra is that technology is not about growth, it is basically the question of your survival. If you have not adopted new technologies, it would be very difficult for us to survive the competition."

NEERAJ BAGAI
Senior Manager – IT
Karvy Digikonnect Ltd.

Digitalization influences Companies to reconsider their current Business Strategy

REDEFINED CIO ROLE

Information technology is now not about only technology, CIOs are now business enablers. Rather than thinking about uptime they have to think of how they can add value in increasing the sales/ production.

INNOVATIONS & ROI

The mantra is by building applications and involving each member of the organisation to contribute and get rewarded.

- Let every employee play the role of a designer.
- We need to use software application to capture ideas.
- We need to encourage responsibility and risk-taking.
- We can organize a contest and reward good ideas and give opportunity to execute.

KEY PRIORITIES

Increased digitalization has influenced various business activities including company's business models by enabling various new forms of cooperation between companies, leading to new product and service offerings as well as new forms of company relationships with customers and employees. Digitalization has put pressure on companies to reflect on their current strategy and explore new business opportunities systematically and at early stages. Through digitization we can control the expenses and save revenue of the company. Through Automation the CIO can prevent data and revenue leakage.

"A CIO must architect a common data strategy that aggregates data from multiple social media touch points to common data repositories, ensure vendors are enterprise ready and yet flexible to the needs of the business units. The risk is that business units can adopt SaaS/ERP /data crunching based software tools, which they may implement and increase sales and product quality for business enhancement."

CIOs enable Business agility

NITIN KUMAR ROHILLA
Vice President – IT
Adani Electricity Mumbai Ltd.

REDEFINED CIO ROLE

In the era of digital transformation of utilities CIO's role is getting changed, it is not only limited to the responsibilities for managing IT infrastructure and operational systems. It has become more strategic. It is important for CIO to be included at all levels of organisation to achieve company's strategic goals. CIO role serves as enabler for Business agility. Now, primary responsibility of CIO is to ensure a business is future proofed and can keep up with the competition.

INNOVATIONS & ROI

Technology is changing rapidly. These changes affect almost everyone at every business in every industry, and power & utility sector is no exception. Regulatory requirements also demand technological innovation. The major changes that impact the Power utility business actually represent a digital transformation. The business model that was working fine a decade ago is no more effective. Rapidly increasing penetration of the internet and smart phones, faster data connection has resulted in changing consumer needs.

Customers have become more demanding and seek real time connect. AEML understand the needs and expectations of today's information savvy customers, becoming more SMART and adopting a design thinking approach to design a new digital business model around a core idea of having connected/ empowered customers.

KEY PRIORITIES

We have already taken few steps towards digital transformation by creating a broad digital transformation roadmap and started working on few digital initiatives already. Implementing AI/ ML technologies around Big Data kind of platform to enhance consumer engagement, automation of business processes, Enterprise mobility to better communicate and collaborate, and revamping the business model is the primary agenda for 2019.

"We at AEML are at forefront of adopting new innovative technologies appropriate for our business. Some of them includes demand forecasting, Analytics, Mobility & AMI. Ultimately the trend is towards greater customer empowerment."

OM KUMAR SINGH
CTO & Director Operations
Blueearth Software Group

Digitalization and Growth – top priorities of both public and private organizations

REDEFINED CIO ROLE

As digitisation and innovation put more emphasis on information rather than technology in 'IT', the CIO role is transforming from delivery executive to business executive, controlling costs and re-engineering processes to driving revenue and exploiting data. CIO job has changed as a result of digitization by means of accelerating and converging technology trends, shifting business expectations and new organisation objectives.

INNOVATIONS & ROI

The IT industry is beginning to incorporate the traits and practices that were once the domain of new start-ups. IT/ITeS have become more comfortable with faster pace of innovation, using data and analytics more extensively. The key innovative trends resulting in revenue can be:

The digital industry platforms that are moving to the cloud.

Greater competition provides industry with more choice in finding the platform that precisely fits their requirements.

Next-generation customer interaction and financial management capabilities will become a key differentiator.

KEY PRIORITIES

Digital business reached a tipping point as organizations scale their digital capabilities. Digitalization, along with growth, is now top priority for both private- and public-sector organizations. Flexibility is crucial for digitalization and business model transformation. To succeed, organizations must move from project based episodic delivery to continuous integration and delivery. To create digitalization at scale, CIOs and senior IT leaders are focused on building capabilities to support consumer engagement. The CIO's response should be to determine the technical barriers to product-centricity and engage peers to work on a collective resolution, pay attention to the human issues — address both culture change and skill gaps and build relationships with the business and other stakeholders while communicating the value of IT for digital business.

"To overcome the challenges that come with adoption of new technologies an organisation will have to commit to a culture of learning and responsiveness and create a talent brand to attract and retain the right people. Organizations that seek to stay ahead of the technological waves should focus not on reacting to digital changes, but instead fixating themselves on their customers."

Technology driving Change in CIO role

PARVEEN KUMAR SHARMA
CTO & Consultant – I.T
The Institute of Chartered Accountants of India

REDEFINED CIO ROLE

'Digital transformation' is changing every corner of business, from sourcing of raw material to how organisation deals with customers and other stakeholders. Each change creates a demand for technology expertise and leadership. It's no surprise that technology is driving change within the CIO role. Few years ago, CIOs believed their most important skill was technology know-how. Today, they believe it is contributing to corporate strategy. CIOs believe technology trends are increasing the chances of the CIO becoming the CEO.

INNOVATIONS & ROI

Our top management encourage innovation by promoting an environment where ideas are shared openly during regular meetings and experimented. The core of our innovation comes from thinking about how to make our end user's life better. Acknowledging and rewarding innovative contributions from individual employees and teams is a top priority within our management and review structure. The management encourage transparency, creative thinking and ready for process reengineering wherever needed. It is taken care that staff is properly trained in innovation techniques.

KEY PRIORITIES

Key priorities for 2019 are
- Digital evaluation of the answer sheets of the students
- Self Service portal for Students, Members and Firms
- Digitalization of the Organisation records
- Document management systems with workflows
- Improvements in IT infrastructure and Enterprise security.

"Our top management is very responsive in adoption of newer technologies. The new technology initiatives are encouraged and incentivize. Environment is provided to employees for training and mentoring. We try to ensure that concerned employees are engaged during every steps of the implementation of newer technologies. During implementation pain point of the users are taken care off."

CYBER SECURITY AND CYBERLAW

DR. PAVAN DUGGAL
CHAIRMAN
INTERNATIONAL COMMISSION
ON CYBER SECURITY LAW

The world has now seen new trends in terms of evolvement of cyber security regulation. More and more countries have begun to start coming up with dedicated national laws targeted at protection and preservation of cyber security. No wonder, the discipline of cyber security law as an emerging discipline has indeed caught the attention of various stakeholders across the world. The latest development in this space is the passage of new law in Russia called RU Net law. This law is seeking to protect and preserve Russian networks and their security.

Some experts are of the opinion that this law could even be carving out a new Russian net under the garb of cyber security regulation.

China as a nation has increasingly made lot of advances in the area of regulating cyber security. In the last 3 years, China has come up with three dedicated new legislations which have comprehensively sought to deal with all issues and advances pertaining to regulating and protecting cyber security. Smaller countries have begun to take opportunities and initiatives in this direction. There are three examples that have come to the forefront in this regard. In early 2018, Singapore came up with dedicated new law on cyber security which has further distinctive focused on protection and preservation of cyber security and is aim to balance the competing interest of various stakeholders. The year 2018 also saw Vietnam coming up new cyber security law. Recently in couple of months, Thailand is the latest entrant in the group of nations who have come up with cyber security law. Once, the laws are being framed in different parts of the world, some experts are often ventilating the concerns that these laws are likely to become instrument for perpetuation of atrocities against targeted communities and individuals. There have already been complaints emerging in the public domain pertaining to potential misuse of laws that have been passed in countries like Vietnam and Thailand.

India as a nation has not yet focused much in this direction at all. India does not have even a dedicated cyber security law. However, India has sought to deal with cyber security by means of covering it under the provisions of Indian Cyberlaw being the Indian Information Technology Act, 2000 as amended by the Information Technology (Amendment) Act, 2008.

The Indian National Cyber Security Policy of 2013 has sought to elaborate Indian national position on cyber security. However, that Policy has not been implemented in its spirit. As India goes through its electoral process and as the new Government arrives, all eyes will be on the new government as to how it wants to deal with the issue of regulating cyber security. Cyber security regulation is a big central issue today and all stakeholders have important role to play in this regard. Hence, not just the Governments of the world will have to increasingly start concentrating on the nuances for cyber security regulation but the private sector and corporate sector will also have to increasingly start focusing on adopting cyber security as a way of life.

Proactively complying with data breach notification laws to protect and preserve cyber security of computer networks will be a good strategy for corporates as they move forward. Also, complying with local laws and nuances to the extent they are applicable to cyber security is a good strategy. Corporates increasingly will have to adopt a strong approach inasmuch as they not only have to comply with the applicable laws but also have to constantly keep on their flexible mindset to deal with emerging new landscape developments concerning regulatory frameworks in the country. Cyber security law as a jurisprudence is increasingly becoming important. It is the time that every stakeholder specifically the corporates and private sector start taking cognizance of this and start coming up with proactive strategies to deal with such challenges of cyber security.

The author Dr. Pavan Duggal, Advocate, Supreme Court of India, is an internationally renowned expert authority on Cyberlaw and Cybersecurity law. He has been acknowledged as one of the top four Cyber lawyers in the world. He is also the Chairman of International Commission on Cybersecurity Law.

PAWAN CHAWLA
Partner & CIO
Lucideus

"How we are implementing digital transformation in our business are as follows:

Digitization adaptation - Since our business is going to be significantly transformed by digital technology, finding ways to support/assess cloud, IoT, AI and data analytics will be key focus areas for us to work upon.

People Training - We will be focusing on to train our existing staff to adapt and learn new skills by investing in training material, videos based training, attending webinars /seminars etc."

Innovative technologies deciding the present and future of CIO transformation

REDEFINED CIO ROLE

While the CIO's role has evolved over the past few decades, the changes for the CIO resulting from the digital pursuit may be greater and more fundamental than ever.

Innovative technologies are deciding the present and future of CIO transformation today and will continue to decide in the future as well. CIO's has to buckle up to stay ahead in the race to assist the organization to climb the ladder to the top.

Note, the digital transformation is not just a technology or a trend, which anyone can learn and implement quickly. It requires leadership, proper strategy and clear implementation.

INNOVATIONS & ROI

An ROI calculation quantifies both the costs and the expected benefits of investment over a specific timeframe, usually three to five years. CIO's plays an important role resulting in justifying ROI on investment in technology.

- Customer Feedback helps us improve product and services - We take customer feedback very seriously. Their opinion is a major source of improving customer experience and adjusting our actions to support their needs in our offered product and services.
- Personalizing customer requirements - Basis feedback we align our goal of personalizing customer requirements. Instead, we focus on creating an ongoing experience in the customer life cycle.
- CIO shall continue mapping efforts basis- The mapping effort using micro-level and macro level quantification helps us define the need of customer basis which we develop a stream of services and enhancement in the product resulting in a new revenue earning an opportunity for us.

KEY PRIORITIES

A CIO can no longer spend time thinking about programs, data centres, networks, corporate resource planning (ERP) programs and driving down operating costs. With Software as a service and cloud-based applications traditional back-office IT management is no longer the role's main focus.

Following are our initiatives to secure digital footprint -
- Use personalized customer experience to boost the journey of the consumers: In general, top performers have effective cybersecurity programs and measurement schemes.
- Cyber Attacks are showstoppers; don't let it stop yours: There are legions of reputational and business damage caused by a cyber attack. We emphasize on good governance, good mitigation, Institutional practices in cybersecurity and risk management to improve information security.

POOJA CHATRATH
Vice President – IT
Cryoviva India

"CIOs help the business understand the risk of investment v/s the potential return"

REDEFINED CIO ROLE

CIO role has changed over time from a delivery executive to a business executive. CIOs' focus areas now have been to improve IT operations, implementing new systems and architecture and aligning IT and business goals.

CIOs are no longer considered to be a performer well if they are just running Business as per SLAs. The role is becoming much more complex than the traditional four point agenda of CIOs – Running Operations, Achieving SLAs, Optimizing IT Costs and Implementing IT Revamps.

KEY PRIORITIES

Below are the key priorities for 2019:

Use experience to bring innovation to the table : Before bringing in any innovation into business lot of proof of concept activities, and real-world pilots to be planned and taken care.

Transfer knowledge between functional teams and departments : By learning from experts within the company, and rolling out new systems and processes within the business, one can inspire and energize the entire organization.

Bring the best of technology to commercial discussions and help the business understand risk v/s return : We are the change agents and we get to meet and collaborate with people in the market; our job is to bring the best of those ideas to commercial discussions in the business. Smart CIOs help the business understand the risk of investment v/s the potential return.

Automate what you can so that employees can focus on higher-value work : Companies will never be able to focus on the stuff that truly matters if big chunks of their people's time are consumed by routine tasks. Machine learning now helps companies to automate work once considered doable only by humans, improving the accuracy and efficiency of that work while putting human intellects to more productive use.

Educate your business colleagues on the power, nuances, and language of technology.

> "Even though we are growing organization where budget is still a concern the management is ready to invest and adopt new technologies which help us in redefining and improving our customer service."

Innovation and Transformation are the prime responsibilities of a CIO

PRAGNESH MISTRY
Group IT
RPG Enterprises

REDEFINED CIO ROLE

CIOs role has substantially widened beyond IT, with innovation and transformation being their prime responsibilities.

INNOVATIONS & ROI

Interact more, involve more – Everyone who interacts, buys and deals with each other. Interaction generates ideas leading to innovation except those set by our perceptions. It is strongly believed that "The only way to fail is by not trying".

KEY PRIORITIES

The key priorities are:

1. With consumer engagement come reward and risk Educate the board and senior leadership on how to think upon and take more responsibility to overcome cyber security risks.
2. Business model change is inevitable. In response to digital drivers, organizations are shifting their focus from what they sell to how they sell. The most common external drivers of business model is consumer expectations and brand while the most common internal drivers is search for growth or cost pressure.

Staying active in business transformation discussions.

Infuse business strategy with understanding of digital capabilities and possibilities.

> "If you want to stay ahead of the curve, you need to make sure every employee is on the same page and is fully aware of company's IT operations. As information today is the new currency, managing and making information available at the employees' finger tips will help foster a dynamic & agile organization."

Innovation – the driving Principle of BMW

PRAKASH KUMAR
Head – IT
BMW India Pvt. Ltd.

REDEFINED CIO ROLE

Role of a CIO is getting dramatically redefined over last few years due to rapid change of technology and its influence in core business. As technology has become a key to the product, CIOs are also becoming centre of the organisation. A CIO is no longer a delivery executive. He/She has to wear multiple hats at different point of time in the day. He/She has to support sales and marketing with digital insights, to support Chief Strategic Officer with new products and services, he/she is Chief Human Resource Officer with his thoughts on managing change in the changing time and last but not the least, he/she is the gatekeeper in the era of ever looming large security threats. He/She needs to be omnipresent and rise above the normal delivery duties in the today's corporate setup.

INNOVATIONS & ROI

Innovation is the driving principle in the organisation. The focus has shifted from core product to offerings around the product, be it new features to ease the life or new channels to promote the usage, everywhere innovation is the key. The concept of mobility is shifting in big way. The customers do not want to stick to a product for long time and also does not wish to own a product. The mindset is changing fast and to meet needs of such dynamically changing ecosystem, innovation is the only answer.

KEY PRIORITIES

The key priorities are going truly digital, meaning how to get more and more insight about customers, products, channels etc with the use of technologies such as Cloud, Big Data and Business Intelligence, and also to create differentiating channels enabling customers to use various services in better way.

> "We know we cannot survive in the VUCA world without embracing technology. The changing needs can be taken care only by embedding technological innovation in everything we do. We are pioneers in the technology which has shaped the concept of mobility and same applies in today's situation also. Concept car with autonomous driving is one such example apart from many other changes in the business model with help of technology."

PRAKASH KUMAR PRADHAN
CIO
Jagsonpal Pharmaceuticals Ltd.

"Digital Transformation started with ERP and continued with CRM and sales force automation"

REDEFINED CIO ROLE

Transformation never ends. So is digital transformation. Stories of digital transformations are unique to organizations. The initiative started with data integration of all the processes across the organization and coincided with start of GST regime.

In pharmaceutical vertical mostly sales / invoicing are done in the end of month and hence closing of last month cycle gets delayed. This has been the practice since years. As the evaluation and selection was coincidentally done in such a way that all depot across the country started doing their invoicing just around July 2017 when GST regime started. Along with ERP - integrated processes the invoices started getting punched online on day to day basis as pressure was build up by government to comply with the regulations. Even the Purchase orders also get online simultaneously.

Digital Transformation started with ERP and continued with CRM and sales force automation. Mobility tracking solution to track nearly 1000 field force countrywide is the feather in the cap of digital transformation journey. Performance tracking and sales tracking is being done through the mobile app now. Integration of SFA with ERP was also a greatest challenge to overcome. Now the field force are able to track product wise stock and sales position from their mobile itself irrespective of where they are positioned.

As the first wave of journey started but still exist gaps, so the forth coming challenges are BYOD, IT security and MDM etc. Building a data warehouse by augmenting data other than ERP, all this activities in last couple of years make IT/CIO aligned with the business.

The greatest bottlenecks have been human revolutions. Aligning IT with business is more of human revolution than tech hurdle.

By completing the initial IT and business alignments, we are taking the next step to BI/Analytics, AI, IoT and deploy them in the processes. All these have transformed IT /CIO office from report generating department to become business enabler.

Digitization saves cost directly as well as indirectly for organizations
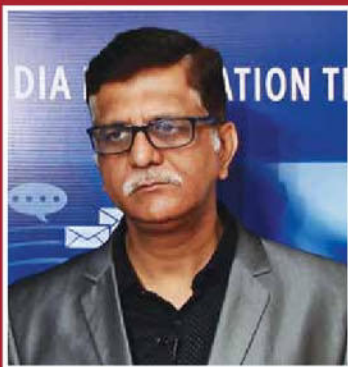
PRASHANT BOKIL
Head IT
Being Human Clothing

REDEFINED CIO ROLE

The role of a CIO is being transformed due to lots of digitization and other aspects of technology that are playing important roles in business.

INNOVATIONS & ROI

The sourcing part is truly diversified and we are planning to move ahead with better technologies with minimal cost which can produce the solid ROI.

KEY PRIORITIES

Now, digitization is a must thing which saves cost directly as well as indirectly for the organizations, implementation of newer technologies saves cost directly and by saving man power it save the cost indirectly.

> "The newer technology implementation in the organization is acceptable and we are planning a road map for the year 2019-20."

"Our objective is to drive the innovation chain using top technological trends and emerging technologies"

REDEFINED CIO ROLE

Role of Chief Information Officer is now not restricted to oversee the Data and Infrastructure rather they are now amalgamation of Chief Intelligence Officer, Chief Integration Officer and Chief Innovation Officer, result of which increases efficiency of corporate assets, employees and partners.

INNOVATIONS & ROI

Empowering innovation is the mantra of our organization. Our objective is to drive innovation chain using top technological trends and top emerging technologies.

KEY PRIORITIES

The key priorities of our organization are Consolidation and / or Optimization, Security and Risk Assessment, Budget, Cost Control, Fiscal Management, Customer Relationship Management, Data Management and Analytics, Identity and Access Management, Digital Government.

"Discomfort and insecurity function as mental inhibitors to accepting new technologies But optimism and innovativeness function as mental enablers. We are balancing the both.

Two major factors that affect the adoption of new technologies are:

o   The Perceived Usefulness, i.e., the degree to which a person believes that using a particular system would enhance his or her job performance.

o   Perceived ease of use, i.e., the degree to which a person believes that using a particular system would be free of effort.

While introducing new technology, considerable emphasis should be placed on users and their general attitudes toward technology, especially in settings (it may be impractical to test the system before it is adopted).

The special attention shall be provided in selecting technologies and implementations so that the specific characteristics i.e., perceived usefulness and perceived ease of use shall not be low otherwise system will be rejected regardless of people's general technology readiness."

PULAK KUMAR TARAFDER
VP – IT, McNally Bharat Engineering

Next generation technologies play a critical role in driving Business
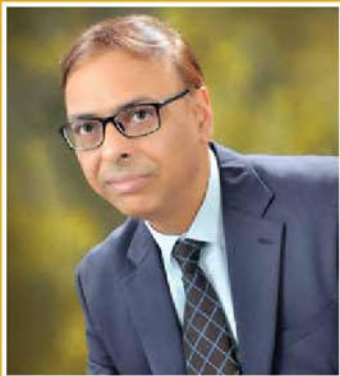
PUNEESH LAMBA
Group CIO
CK Birla Group

REDEFINED CIO ROLE

With digital transformation at forefront, CIOs are spending more time in understanding business and solving business problems. Commoditization of infrastructural services like cloud, security etc. has made this endeavour easier. Going forward, only those CIOs will excel who are seen as business leaders/ innovators in the organization rather than technical masters. India have developed a great ecosystem of excellent service provider partners and CIOs must use them to handle core technical support, development and hosting needs so that they get enough time to innovate, take risks and transform IT organization.

INNOVATIONS & ROI

To foster innovation, we have created an innovative program called STRIDE which includes meeting disrupter start-up organizations in an organized manner periodically, look at the art of the possible and build a book of dreams for each function. This has given very good results till now and have encouraged more employees to start challenging the orthodoxies and think out of the box.

KEY PRIORITIES

The agenda we drive group wide is around the business drivers and around the technologies. Yes, the next generation technologies play a large part in achieving business drivers like improving productivity, nurture innovation everywhere, customer first activities where we track customer journey to transform their satisfaction to delight, reduce turnaround time, improve compliance etc. The technologies that are in forefront to achieve above are analytics, robotic process automation, artificial intelligence, augmented reality etc.

"We started our digital journey around three years back and in the process have transformed a few functions completely using next generation technologies whether it is Augmented Reality, Internet of Things or Artificial Intelligence. The focus for this year is to expand artificial intelligence and robotic process automation."

REDEFINED CIO ROLE

Position of CIO was already hugely varied. Historically, many CIOs tended to be responsible purely for applications and technology infrastructure — it was all about improving business efficiency, hence cost becoming an overriding factor. Today it's very different. It's about driving the effectiveness of business outcomes, by using technology innovation to differentiate yourself from the competition.

CIO's transition within an organization from his original role to that of an innovator is not without challenges. Many of these are growing pains that come as a result of the CIO and IT needing to move beyond their familiar roles as businesses become more focused on increasing revenue and others within the C-suite begin taking on new tasks. While there is no guaranteed way for a CIO to prove himself as an innovator, those CIOs that can demonstrate that they are business leaders overseeing IT and not just in charge of delivering IT will have the greatest success demonstrating the value of a truly innovative CIO.

INNOVATIONS & ROI

We show our team members that there are very few obstacles for them to try a new idea. Our company is all about testing and optimizing, so if our people feels like it's too much of a hassle to try a new idea or approach to doing things, then we will all suffer. If a team member has an idea, it's usually as simple as asking us for a quick thumbs up. In rare cases, it requires us to talk it through.

KEY PRIORITIES

This era of digitalization is focused on long-lasting, far-reaching business model changes in most sectors of the economy — changes that hinge not only on technology, but also on the leadership.

As digital scales, both private- and public-sector organizations have transformed their enterprise operating models. Our key priorities are:

- Improve business and IT processes and capabilities
- Provide innovative products and services
- Enhance customer experience
- Deliver expectations.

CIOs responsible for Business efficiency

RAHIL SAYED
Director
Techyard Technologies (OPC)

"To stay competitive and relevant in today's business world, we need to stay updated with the changing trends in technology. This will help the business to get most out of its current technologies and make the right technological investments moving forward."

DR. RAJEEV PAPNEJA
Chief Growth Officer
ESDS Software Solution Pvt. Ltd.

The CIO's role transformed from a "Chief Information Officer" to a "Chief Innovation Officer"

REDEFINED CIO ROLE

It is interesting how the CIO role over time has managed to not only survive but get even stronger. When I started working in the industry in early 90's, a CIO was more or less a person responsible to make sure that the technology systems were designed and functioned as per requirements. By the end of 90's, the candidate in this role was expected to look into newer cost effective technologies and ERP's to be considered by the organization and getting them in place. Though cost cutting remained an area of focus, the role also transformed to making sense of data that was getting generated, thereby popularizing the role as "Chief Information Officer". Last decade has been the decade of Innovators and has pushed up the role to be known as "Chief Innovation Officer". The current trend of digitalization is demanding much more from the role, and if we ponder on the role that CIO's have played as drivers of innovation. One thing is very clear that CIO's are now supposed to lead the organization's growth by taking steps towards creating a customer-engaged organization using the right mix of technology skills and tools.

INNOVATIONS & ROI

When we talk about innovation, a general notion is that innovation has to be disruptive; something that changed the way world works. We believe in disruptive and incremental sustainable innovations. While cloud technology itself was a big innovation, we went ahead and optimized it by introducing patented vertical auto scalable cloud that can increase resource consumption efficiency by more than 50%. We pump back more than 10% of our revenue in our R&D setup where young and brilliant minds keep on working on disruptive and incremental innovations. As far as revenue earning opportunities go, we do not believe in commodity business.

KEY PRIORITIES

ESDS has always believed in innovation and strongly believes in the new economy to be based more on driving revenue. Marketing department has become CIO's strong counterpart. Together they are engaging the customers digitally in a way never experienced before. I feel that Customer experience and organization agility are the top two drivers that play a major role in securing digital business for any growing organization such as ESDS. Our focus remains on coming up with products and services that continue to add value to our customers business. On the operational front, we will be focusing more on analytics, security and developing talent. We are also looking at many SaaS offerings available in the market to increase our operational efficiency and reduce costs.

"Our leaders understand and religiously believe in the phrase "Disrupt or Get Disrupted". Since ESDS was born in the era of rapid technological advancements, we were more or less ready for such challenges. We made sure that our teams always had a sense of belongingness and security on one hand and the zeal to keep on learning new technologies simultaneously on the other."

'A CIO has to build his own skills while leading his organization into the digital future'

RAJESH UPPAL
Executive officer (IT) & CIO
Maruti Suzuki India
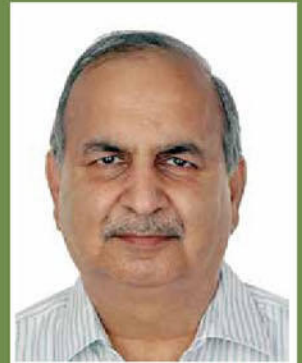
COMMITMENT AS A TECH HEAD

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.

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.

RAJIV KUMAR MISHRA
Head – IT
Times OOH

Times OOH fosters an environment where ideas are shared openly and tested regularly

REDEFINED CIO ROLE

CIO's role is getting transformed and their responsibilities are expanding beyond the world of IT now. CIOs have started working with business units to enable digital transformation and innovation. They are pointing towards data and analytics as the most critical aspects in their process to move businesses forward and accomplishes organization's requirement. To achieve this, four things that CIOs need to master - lay out a data-driven IT strategy, execute it, dive into the data and make alliances.

INNOVATIONS & ROI

The success mantras of the company are:

- We encourage innovation by fostering an environment where ideas are shared openly and tested regularly by employees. Sharing and testing of ideas is the key for our innovative business.
- Building a culture of experimentation or innovation.
- Focus on customers through creativity and innovations.
- Freedom to employees to take risks and that's led to creativity and innovative ideas.

KEY PRIORITIES

The key priorities are:

1. **Strengthening organization's capabilities in three areas:**
   - *Volume:* Access more customers and more transactions via digital channels
   - *Scope:* Enable customers to perform a variety of different services and activities
   - *Agility:* Increase ability to change quickly based on shifts in customers demand
2. Staying active in business transformation discussion and infuses business strategy with understanding of IT capabilities.
3. Drive toward improved customer engagement.
4. Educating the leadership on how to think about and take more responsibility for cybersecurity risk.

> "As we are a media organization, we are technology driven and focused towards use of latest technologies to keep our media space including OTT availability up to our subscriber's expectations. We keep on evaluating technologies which benefit us in content and app management, real time broadcasting and other streaming business."

"Innovate or Die" is the New Mantra for Business Success

RAVINDER ARORA
CISO
IRIS Software

REDEFINED CIO ROLE

As a CIO, now we have no choice but to take on a new role. With the spread of cloud computing, there is far less operational and maintenance work on the CIO's to-do list. Today this work has been decentralized. The new focus should be on ensuring that digitalization is deeply rooted throughout the organization, and supporting the senior management's digital commitment and help business to achieve its goals by transforming overall IT.

INNOVATIONS & ROI

Innovation is the new buzzword in business and entrepreneurship. Every day, we are listening to the story of geeks building world-changing technologies.

There are many more ways of innovation in business. To sustain in the competitive business environment, it is very important to foster innovation for worldwide growth and leadership. We have to think about the positives of innovation like - How innovation is making our business simpler and happier? How innovation can drive better profitability? As it is rightly said, "Innovate or Die" is the New Mantra for Business Success.

KEY PRIORITIES

There are many projects that we delivered where we can see the role has been changed from enabler to innovator. Some of them are:

- Automation of overall application Security framework
- Automation of all compliance tracking
- Implementation of EDR with threat intelligence.

> "Competition should always be at the top-of-mind for any business owner. It's so important that Jack Welch once said, "... buy or bury the competition". Good budget for research and development and make a culture that welcome new ideas – are important for staying ahead of the competition."

ROHIT KACHROO
CISO
Indiabulls Group

CISOs need to balance between being a Technologist and Strategist

REDEFINED CIO ROLE

Amidst the landscape of continually evolving cyber security challenges, CISO has to ensure that each thread within the fabric of Cyber Security is being tightly unified and each aspect of cyber threat is minutely monitored, repelled, and timely responded while ensuring the various compliance requirements.

Domain of CISO is progressing in a faster pace from a delivery executive to a strategic business enabler that keep the organization focused, functioning and hand-hold the organization to next level.

Ideally, CISOs have to carry out their responsibility by balancing out the priorities and challenges between the amalgamated accountability as Technologist as well as Strategist.

At last but not the least, CISO cannot succeed without marrying between the top leadership objectives and Cyber Security initiative. CISO must gain top management confidence and involvement in encouraging cultural changes through shared ownership of cyber risk.

KEY PRIORITIES

Keeping sensitive customer data secure from the hands of cyber criminals as well as competitors is the foremost objective while adhering various statutory and regulatory compliances. These challenges are providing larger canvas to display the rightful skills aiming to satisfy the boardroom expectations. In order to accomplish those big priorities, following essential areas where as a CISO I am planning to focus on are as follow:

Complete awareness on potential threat for the business is the key element. Every business wants to be the early adopter of the latest technologies to take advantage of first mover but each technology possesses some inherent vulnerability which could potentially harm the business. CISO must take this responsibility to identify and address those vulnerabilities and assure the business for confident move.

Cyber Security must be adopted as part of business operation rather than making it customary event just to obligate the compliance fulfillment.

Harmony must exist between security operations with IT Operations to achieve the security objective.

Tackling the human risk within the security perimeter is the serious challenge which every CISO must find the way to address it. Most of the serious security incidents happen from within the organization whereas we target to restrict it from the outside world. To address this area, security training is the key control mechanism.

"Cyber Security has become the inevitable requirement of every organization and being a conglomerate with fast paced changes embracing the latest technological advancements, this obligation expands manifold in the case of our organization. Growing business dependency on technology and epidemic spread of cyber threat has evolved a very complex situation for Cyber Security team as ensuring cyber security aiming to fulfill the business as well as various regulators interest within the diversified businesses environment is a very daunting exercise."

RP RATH
CIO
Quatrro Global Services Pvt. Ltd.

A CIO's role changed to "Business CIO's" (BCIO's)

REDEFINED CIO ROLE

Currently, CIO's are taking the pillar role not only in IT driven organizations but in every segment of the industry. Like any other role, CIO role too has gone through a change cycle. However the change has happened for good. With the rapid technological changes it is impossible for a CIO to function without diversifying his/her role. The change in technology has forced business houses to change their strategy in-line with their client and market demand. Without accommodating the changes in technology and adoption to newer technologies which are meant for speed, performance, low-cost and agile it is difficult for businesses to survive. CIO is best placed in an organization to understand and adopt technological changes and help mould them to the needs of Client delivery systems. These changes forced business houses to depend and demand CIO's to change and deliver more. This resulted a significant change in the CIO's role which is not anymore technology focused only but have turned them to "Business CIO's"-BCIO's.

INNOVATIONS & ROI

As part of our digital journey, while we have taken multi-directional approach to garner overall efficiency across business functions with complete focus on client delivery needs, our focus was also to look into the critical area: employee satisfaction. As part of this initiative, strategic team was created to study and create a roadmap with 360 degree view of employee life-cycle within Quatrro. From disgruntled and disintegrated employee management system, the challenge was to turn around the entire experience of employees. Thanks to technology the challenge was accepted well and team of internal experts consisting of industry leaders and HR and IT was formed under a new business line "STRATEMIS" and converted the cost centre to a profit centre.

KEY PRIORITIES

Quatrro is leading in adoption of digitization process across business lines and have deployed many digital solutions to optimize Client/Business processes, IT delivery systems, enhancement of employee experience with "EMERGENCE L&D", Single window employee life-cycle, ease of communication and collaboration for Market-Client-Business-Delivery connects.

"Quatrro is known for its risk taking abilities. Our management has supported IT team to take leadership initiatives to challenge the existing challenges with newer technologies. Currently we have taken a "Cloud-First" approach whereby we have moved many IT and Business centric workloads to cloud. As part of this, we have transitioned entire colocation infrastructure to the Cloud with Critical and complex workloads."

"We only have one priority this year to help achieve business aspirations and goals"

SACHIN GUPTA
Sr. Vice President & CIO
Havells India Ltd.

REDEFINED CIO ROLE

The role of a CIO is changing from IT to a business enabler, where a CIO more actively sits on the table and works to solve business opportunities, and help enable business to grow.

A CIO of today is becoming true business enablers where they're sitting with business stakeholders discussing business and not IT. Gone are those days when CIOs used to drive technology. Today's CIOs sit in the front with the leadership and talk about business and the opportunity areas to see how business can be enabled and the possible solutions. The CIOs are also taking on roles and responsibilities of HR, R&D and also helping in product development. So CIOs are getting involved in this business and help companies grow or find solutions to the problems.

INNOVATIONS & ROI

In our case, anything that we do in IT should only do two things, either help increase revenue, or help reduce cost. So in essence, anything that we do results in ROI, then we deliver the project and then measure on the ROI which holds true value for any project, whether it's innovation or digitization or simplification or anything across the world.

KEY PRIORITIES

The priorities change from year to year, depending on the business and what other opportunities that exists. We are always looking at the growth and the priority is how we can help Havells continue to be where they want to be. We only have one priority this year, which would be just to help achieve business aspirations and goals, whether they're short term or long term.

"Havells truly believe that to grow, technology is the way and it has been articulated very clearly by senior management. It is our role in IT, to build a solution and applications, which not only addresses pain points of the employees or our partners but also to make sure that the solutions that we build are easy to use and are all filling in the void. It is always our endeavour to create something that provides value."

Ashiana focuses on increasing Cyber and Data Security hygiene in 2019

SANDEEP JAMDAGNI
Head – IT
Ashiana Housing Ltd.

REDEFINED CIO ROLE

The CIO role is transforming from a pure techie profile to a C-suite executive, who understands business and its opportunities. These days board expect more from a CIO, not just cost saving or information technology hygiene, but also how technology can be aligned with business needs to have a competitive edge, what more revenue channels can be explored for business, how organisation can engage their customers more, how to target specific customer profiles and what are the new ways to understand and monitor customer's buying behavior.

INNOVATIONS & ROI

Our company's success mantra is to bring the smile of satisfaction on our customer's face. To achieve this, lots of customer centric process and campaigns done like keeping track of quality and no compromise on delivery timelines. If customers can be kept engaged with us all the time, and provide everything as promised then we just need to build product as per customer needs, it will be a success.

KEY PRIORITIES

For 2019, Ashiana is focused on making 2x in all its activities like sales and revenue, construction and other services. IT team is more focused on increasing cyber and data security hygiene. Also, we will be working on digitization of more business processes, which will bring more efficiency in the system and help Ashiana in achieving its 2x goal for the year.

"Looking at the real-estate market, organisations that are proactive in adopting digital transformation will be having more success stories. We are redefining our support services to our customers, whether in presales campaigns or post sale/post delivery services. We are adopting new technologies for customer interaction and responding for sale call. New technology is adopted for building more secure residential complexes and providing maintenance service."

SANDEEP PATNAIK
Head – IT, BSS & OSS
ONEOTT iNTERTAINMENT LTD.

"The CIO today is someone who is at the intersection of technology and business"

CIO'S REDEFINED ROLE

A few years ago, a typical CIO role was concerned mostly with the IT infrastructure and its deployment and maintenance. Today, the CIO is someone who is at the intersection of technology and business. It is important that they speak in the language of the customer and translate technical details into simpler, actionable insights for all stakeholders.

INNOVATIONS & ROI

A customer today considers some key decision influencers apart from the utility and value of the product. These include positive reviews from other happy customers and referrals from friends, which have directly started affecting the purchase. It is essential for any organisation to integrate all such channels into the Business Support System to ultimately provide delightful, technology driven customer experiences.

KEY PRIORITIES

Earlier, a CIO had to solely focus on the technology side of things with limited understanding of key business drivers. Today, in the digital age, online customer acquisition is of prime focus and the CIO must play a key role in acquiring and retaining customers.

"Digital technologies bring customers closer to the company and it is easier to hear the voice of the customers. Every consumer facing company has a responsive website and social media presence Today, in the digital age, online customer acquisition is of prime focus and the CIO must play a key role in acquiring and retaining customers."

REDEFINED CIO ROLE

CIOs increasingly have to utilize and upgrade their domain knowledge to help business functions, identify and prioritize business opportunities that are the greatest value creators i.e., which will create the highest returns when addressed.

These may be business problems within a single business unit (e.g., improving operational efficiency in manufacturing) or across separate units such as planning, logistics and finance (e.g., reducing product turnaround time). In that sense, the role of a CIO is actually that of a business executive.

INNOVATIONS & ROI

Our IT team's vision is, 'Be a business front runner to drive business growth and provide practical technology solutions to business problems." The keys here are 'business runner' and 'practical technology solutions,' both of which indicate business focus and RoI.

KEY PRIORITIES

The agenda is to modernize the ERP platform, and introduce key digital initiatives, such as analytics, RPA and IoT. Each of the initiatives has a clear business objective of reducing costs or increasing revenues.

Prince Pipes and Fittings betting big on RPA and IoT

SANDIIP KOTHAARI
Head – IT
Prince Pipes & Fittings Ltd.

"We're making a bet on a small number of transformational technologies, namely, RPA and IoT, in order to automate manufacturing machines, finance and HR functions, and reduce the cycle times for clinical trials, respectively."

(a) Digital Energy Storage Trends – Big Picture

Digital is real and will continue to transform industries such as energy storage market globally and its key end user segments such as automotive. Digitalization has reached every aspect of today' life, and it is here to stay. Technologies, such as in memory computing, cloud and enterprise mobility have already started making an impact on energy companies. IoT, AI, ML and Blockchain provide exciting opportunities for competitive advantage, but at the same time, open the playing field for companies that are not traditional energy solution providers. Early Adopters are winning. Excellence in operations and innovation are key for profitability.

Key for Exide Industries to win in the digital economy include: Leading reinvention and digitization of the business, Digitalizing engagement with customers, Partnering with other market participants to achieve economies of scale.

(b) Current market reality and technology trends enabling digital transformation: The energy storage industry is being driven by the following critical forces

(1) Customers' desire for extended battery life and faster storage:
(2) Integration of Electronics with Storage: E-savvy consumers want performance monitoring on the fly
(3) Regulatory changes: Introduction of GST and increasing focus on renewables and electric vehicles having the potential to alter the demand profile
(4) AI , ML & Big Data : Help in warranty & sales analytics and the likelihood of asset malfunctions.
(5) IoT, Blockchain: Facilitate improved customer engagement and smart grid optimization
(6) Cloud computing: The quickest path to new business models and software upgrades

(c) Exide has strong focus on becoming a Smart Utility.

To overcome current market reality and technology trends, Exide has identified four digital pillars like:

(1) Engage Employees through connected collaboration, knowledge sharing throughout the business processes, able to access back office processes from anywhere anytime any devices.
(2) Engage Customers through Connected batteries. This IoT enabled batteries platform (SAP Leonardo) will connect with all stakeholders like Sales, Service , Marketing , Manufacturing and R&D along with customers , OEM and Social Media.
(3) Optimize Operations through connected plants using SAP MII (Manufacturing Intelligence and Integration) and MES (Manufacturing Execution Systems) with predictive and pre-emptive maintenance functionalities.
(4) Transform Products - Battery is a garage purchase and it is a dump product to a customer. We would like to change this customer's perception from a dump device to a smart appliance. IoT technology is helping in this space.

Exide Industries identifies its four Digital Pillars

SANDIP PRADHAN
Chief– IT
Exide Industries Ltd.

"No manual process should exist in the organization"

SANJAY CHOWDHRY
Chief Information Officer
Hamdard Laboratories India

REDEFINED CIO ROLE

IT is now no longer considered as only technology support function. Management demands IT to think strategically and contribute towards the business growth. There is a complete paradigm shift towards IT function as board sees it as an opportunity to stay ahead of their competitors. Modern CIOs are now thinking strategically, basically from business point of view. CIOs are now choosing technology with respect to business requirements, working closely with other HODs. More CIOs are now becoming part of their Board Team Members and thus contributing in defining their organization business policies.

INNOVATIONS & ROI

Our organization has already taken major steps in achieving technology driven business be it converting old fashioned Wellness Centers with clinic software and modern IT Infrastructure or implementing Mobility Solution to drive and strive our sales force digitally. Board is willing to invest in the technology if any of the business parameters like revenue, improved customer satisfaction and outreach in the market is improved. Board members himself are sending proposals to digitize processes and new technologies are being discussed with respect to its ROI, Business and Customer impact. Success Mantra is very simple and straight "No manual process should exist in the organization".

KEY PRIORITIES

Apart from implementing various digital solutions including mobility, our key priorities will be to digitize small processes which we have not been able to identify yet. There are various repetitive mundane jobs on daily basis that our end users perform. RPA or other suitable technology needs to be identified that best suits for digitization. Also, we will be looking for implementing effective internal communication tool for faster communications between employees that will further help in taking major decisions faster and thus improve overall productivity of the organization.

"Our Board Members are more tech savvy now and their technology awareness is very high. This actually helps IT in putting new technologies and their advantages in front of them. Sometimes, proposals are coming directly from CEO and Board Members. Overall it's a WIN–WIN situation for CIO and its team as management of the organization is also on the same page and thinks towards adopting new technologies."

SANJAY GHARDE
Head IT
JK Group

REDEFINED CIO ROLE

The on-going technological progressions in the digital age provide excellent prospects for CIOs to actively contribute to business strategies and growth. The traditional relation between CIO and CEO has changed for sure now. As the digitalisation has touched almost all aspects of business, CIOs have to get involved in strategic decisions of business. All three layers of strategy, product and processes are impacted by technology and therefore it has become imperative that CIOs become the integral part of business and start leading from front.

INNOVATIONS & ROI

Intelligent Enterprises are the talk of the town these days. Process automation is the key of all innovations. Bringing technology should always be aligned with business needs. The new position has been created as NPD by most of future oriented organisations. As a progressive organisation, in JK Paper, new initiatives are always welcomed with agility to improve employee satisfaction, customer experience and better ROCE and top/bottom line. Concepts like AI, Chatbots, Machines Learning, IoT, blockchain etc. play a key role in accelerating innovation in manufacturing as well customer focused approach. We are working towards harnessing the power of these technologies and use them wherever feasible and beneficial.

KEY PRIORITIES

Our major focus was on manufacturing till couple of years before. Now business has realised the value of customer centricity. "Customer First" is the key priority for us right now. Thus we will be inclined to put major thrust on resolving the issues and providing relevant information to customers, on demand using tools and technologies. Data security and leveraging the power of AI, IoT and machine learning will also be on our radar. We are geared-up towards becoming a future-ready organisation by way of exploring new areas of technological improvements.

"As an organisation we are ready to take risks and plan to implement technologies that can be aligned with changing needs of customers and retaining them along with improving the market share or brand equity. We also understand and emphasize on continuous training, learning, taking feedbacks and nurturing people is the essence of technology adoption."

CIOs also known as Chief Business Officers

SANJEEV JAIN
Chief Information Officer
Integreon

REDEFINED CIO ROLE

CIO's role is increasingly becoming challenging every day. Business expects us to be more proactive when it comes to any latest technologies, which can improve operation productivity and efficiency. CIO's no longer restrict themselves to only IT Infrastructures role. They are now called Chief Business Officer (CBO). Each business units wants CIO's to play a key role while deciding expansion plan for future growth.

INNOVATIONS & ROI

Automation, RPA, tracking of employee productivity and efficiency on a regular basis is today's client's needs. We at Integreon are known for delivering quality support and services to client within defined Service Level Agreements. Being KPO industry we work very closely with clients and they provide their tools and technology, this help us to remain constant updated with latest technologies. Getting more out of existing resources is one thing. Activating new ideas and ways of working to uncover new kinds of value is the next thing.

KEY PRIORITIES

The key priorities are:

- IT Infrastructures and Data center consolidation
- Building robust Wide Area Network across geographical locations.
- Leverage existing Tools and Technology to improve client support
- Cross utilization of technical team across globe
- Improve existing ISO and Cyber Security framework
- DR and BCP site

"We serve global customers and we always open to adopt latest technologies, which can improve business uptime and bring in more operational efficiency. We are process experts, which means we are experts on the intersection of people and technology, we don't just streamline the essential operations of business, we add the experience and insights we need to grow and get more out of them, around the clock and around the world, by activating the full power of People, Processes and Technology."

SANJEEV KUMAR
Director & CIO
DoyenGC–ApON
India & USA

SUBBARAO HEGDE
Director & CMO
ApON Innovative
Solutions

"Knowledge of IT and its impact is not esoteric anymore and is widely known to CFOs, CMOs and CEOs"

REDEFINED CIO ROLE

With the advent of digital transformation and adoption of ML, AI, RPA, Blockchain, Mobile, the technologies will have profound impact on future of businesses and their survival. CEOs and Board are truly concerned about role IT department in an organization.

Role of CIO has changed, for some it is in pipe line to get transformed and for some it will be outsourced as strategic initiatives by hiring special multi-dimensional skills depending on projects. In few cases organizations run a parallel track to gain on speed. Knowledge of IT and its impact is not esoteric anymore and is generally widely known to CFOs, CMOs and CEOs. These C level people are leading many digital transformation projects in many organizations those are likely to create immense business value making their respective organizations distinct and different. Overall awareness about IT, Analytics, AI, ML, RPA , Digital is increasing among top management teams in the organization.

CIOs are fully alert and aware. They are driving and marching along the path with flag-up in their hand. They are leading the pack. Few CIOs who are confident on their capabilities to create business value constantly, have become independent and they are very high on demand.

INNOVATIONS & ROI

In our company all technology related changes are driven by Management Initiatives (MI). We form MI teams, all C level people get involved, and they lead by taking ownerships, set the objectives with budgets and timeline. The line between IT and business has completely dissolved. CIO is also like other C level people and they together deliver ROI. In most of the projects we engage experts, ex-C levels, who focus on strategic aspects and bring in a perspective making it fully beneficial.

KEY PRIORITIES

We are handling many projects related to Digital Transformation and Security. Our top projects for 2019 are Analytics, RPA, AI and Machine Maintenance convergence, Cloud migration and Security, and Supply Chain Optimization using deep analytics.

"The possibilities are raining cats and dogs with incessantly raining technology adoption opportunities. C suite should grab and welcome these with an open arm. Experts are in scarce and occupied, they do not knock doors as sales people do often so proactively engage with them to deliver. Never try to do these all alone. There is no room for mistakes and learning from there and redo. We have to do first time right."
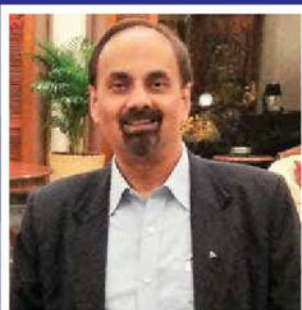
The role of a CMO and CIO converges to increase a company's revenue and profitability

CONVERGING ROLE OF CIO & CMO

The CMOs need technology help (CIO) to develop data-driven insights about full customer lifecycle, so that he can predict customer needs and work out on an integrated strategy to deliver maximum value to customers. In fact, where the convergence roles of CMO and CIO work well together (two sides of the same coin perspective), the organization is 85% more likely to outperform in terms of revenues and profitability. Companies across sectors are aggressively looking for right skills to merge CIO and CMO roles. Redefined integrated approach would remove competition and conflicts between the two, increase cost savings and add business value.

TECHNOLOGIES SCALING UP BUSINESS

By focusing on data and working closely with IT will help identify, collect and analyze the key measures that help demonstrate marketing ROI and scale sector specific business. Also, we are 'looking outside' at start-ups for quick innovative solutions.

KEY PRIORITIES

We dig into data insights, techniques, and technologies to help marketers grow their brands and optimize performance. We emphasize on integrated agile marketing, content, experience, social relationships, Market-tech innovations, data strategy, and leadership.

Our sector specific key priorities are:

- Revealing CMO's role in managing disruption and leading innovation.
- Proving the value of marketing through data science, AI, Chabot's approach.
- Leveraging data to create memorable and personalized customer interactions.
- Identifying which market-technology innovations to pursue.
- Building CMO-CIO convergence roles so as to strengthen their relationship for agile working.

"Today's CMO is playing a "change agent" role, who is partnering across the organization to amplify the voice of customer and their brand influencers, while being digital savvy enough to find a way to reach consumers, build agile programs towards customer centricity, and hone in on performance driving strategies."

SANJEEV LAMBA
Head IT GRC & PMO
Minda Industries Ltd.

"IT is now treated as a Business enabler function"

REDEFINED CIO ROLE

The role of a CIO is completely getting transformed as earlier the responsibility of CIO was to ensure and manage uptime of infrastructure, timely completion of IT projects, controlling of IT budgets etc. A CIO's major KPIs were to deliver the services to support business and manage internal IT process and applications. Technological changes were limited. After emergence of latest technologies like Artificial Intelligence, Dashboard, Big data, Predictive analysis etc. which are playing an important role in the growth of business and help to remain ahead of the competition, CIO is also treated as part of main stream and contributing towards achieving defined goals.

INNOVATIONS & ROI

Today business is shifting from fixed cost based model to opex cost where business have flexibility to increase investment at the time of high growth and reduce during slow pace market. We are going through a transformation journey with an objective to shift from man based process to machine based process. RPA, IoT, Digital transformation, SRM, CRM, Analytics are milestones of the digital transformation journey.

KEY PRIORITIES

Being a Distributed environment our agenda to secure digital business in 2019 is consolidation of resources and Services, implementing Central Connectivity and Controls, restricting local administration permissions and changes, implementing Network Access Control, implementation of DCS, DLP and IRM.

"Our roadmap of 2024-25 is very aggressive which is achievable only with the help of new technologies in IT, Operation and Management Reporting, Predictive measures etc. We are regularly evaluating and implementing new technologies to scale up as per business requirements. SAP Hana, Dashboard, Process Flow, Mobility, IoT, RPA, Predictive analytics, Information Security solutions, IRM, DLP, DCS are few of the examples."

Businesses look up to CIOs to create newer option of making Data a Profit Center

REDEFINED CIO ROLE

Increasingly CIO position is seen as a strategic position than pure (erstwhile) support position.

INNOVATIONS & ROI

Newer deployment of technology should focus on reducing the cycle time to realize return (break even). This is possible only when solution is strongly integrated and connected end to end (earlier it was ok to have islands of deployments. With newer model this is expensive).

KEY PRIORITIES

With newer digitalization options, business leadership will look upto CIO to help them create newer options of making data as profit center than being a cost line item (by having large infrastructure to store). Controlling cost is old school. New model would be to optimize investment by delivering newer way of gaining from what we have that is data.

SATHISH KUMAR UDUPI
Senior Director ICT – India
WeWork

"Adoption of faster and dynamic technology is the key differentiator."

India Power Corporation understands the significance of Digitization

SANJEEV SINHA
President – IT & Digital Transformation
India Power Corporation Ltd.

REDEFINED CIO ROLE

In today's age, digital ways are defining the way to do business. Hence, the way business was conducted in the past is unlikely the way it would be done in future. For example, a taxi company had to own taxis before using them in business. Today, the biggest cab company – Uber does not own a single cab. That's the new way to run a cab service. Such technology disruption is taking place and defining the future of every business. If the way is going digital, so is the skill requirement to drive the businesses of present and future. Hence, CIO role is changing to CDO, CMO and even CEO. Technology driven businesses will be driven by technology savvy professionals. The change has already started.

INNOVATIONS & ROI

India Power is a 100 year old end to end utilities company from generation to distribution to even renewable energy. Digitization is a key focus area of the company, as it prepares for future. It was among the first few in the country to introduce smart meters for its consumers. Also, it was one of the early movers to adopt SCADA and IoT devices in managing its network. It also adopted business intelligence and analytics to manage the data generated for betterment of business. Hence, the success mantra of the organization is to be innovative and after successful implementation, offer the same services to other utility companies in the country so that they too can benefit from our experience. This has opened additional revenue earning verticals for us which are based on demand of the future.

KEY PRIORITIES

I believe that digital strategy will define the competitive strategy of most businesses. Hence, new age CIO needs to be essentially digital strategy specialist and can be the main driver of this competitive strategy. Every business process is undergoing a change to being more efficient and shorter cycle time. For example, procurement process has moved to e-procurement, with little manual intervention. Manual negotiations have moved to online negotiations (online reverse auctions). Such changes are driving the cost significantly down. Similarly, innovation processes are driving revenue up.

Hence, some of the key priorities for 2019 would be to generate data from more data points in business and have strategy in place to use these data optimally for greater business benefits. This will not only keep costs down but also drive revenues up.

"Business in future would not run the way they were working in the past. India Power recognizes this more than most others. Hence, it has focused on building digital team and adopting newer technologies to manage its business. India Power has not just implemented new technologies; it has focussed on higher adoption through effective trainings and guidance. It is also exploring energy storage options for India's EV needs through innovation. The company is completing its 100 years this year and these changes ensure that it is ready for the next 100 years as well."

India Power Corporation to opt for complete Digitization both internally and for customers

SANJEEV SETH
CEO
India Power Corporation Ltd.

CONVERGING ROLE OF CIO & CEO

The CEO and CIO have to take up digitization and new technologies programme in tandem and converge overall organizational interest and business objectives.

TECHNOLOGIES SCALING UP BUSINESS

We are working on all emerging technologies and its adoption. Business Intelligence and Analytics are already in place. Artificial Intelligence has been used in smart metering programme too.

KEY PRIORITIES

We as an integrated utility company would be opting for complete digitization both internally and for customers to enhance their experience and our value added service offerings.

"We are one of the oldest power utility companies and stepped into 100 years of operation, we took up automation and digitization programme in our power distribution license area last year for improving customer experience on supply quality and reliability. The CIO has been leading the drive and two of pilot feeders were completed, end to end automation right from grid to distribution transformers to customer end with SCADA, IoT devices and smart metering infrastructure with further plan to take it to home automation. Power sector in our country is going through transformation. We at IPCL is keeping pace with world technology trends and automation and digitization initiatives have been in that direction only."

Domestic Textiles of Grasim Industries is a part of the Domestic Textiles Business of the US $ 44 billion Aditya Birla Group. Domestic Textiles manufactures Linen Yearn & Fabric and Wool Tops & Worsted Yearn. The Company also manufactures Ready Made Garments under the brand name of Linen Club with 200 stores across India.

In order to support such a mammoth operation, we continuously innovates and brings new IT systems so that we always stay agile and competitive in our business. Currently our focus is in moving all our data centres to cloud. Doing this, will enable us to move from Heavy CAPEX based model to Light OPEX based model and make us agile and infrastructure flexible.

We are also planning to migrate to S/4 HANA, automating the MIS systems and introducing analytics in a big way encompassing all facets of our business operations. Introduction of analytics will help us uncover more information from our existing data that will help us to make more informed decisions. S/4 HANA will help us greatly in our vision for Digital Transformation towards Industry 4.0.

We have also introduced SMART KIOSK based in-store digital experience in our Linen Club stores so that customers can have more information about a particular Linen Club product before purchase.

Our Linen Club stores are equipped with latest technologies to support day to day product management, billing and host of other functions so that we remain committed to providing the best buying experience to our customers.

We have made a roadmap to implement various digital solutions and integrate different systems together and also use VR (Virtual Reality) and AR (Augmented Reality) solutions to enhance consumer connect and customer experience. We are also planning to implement a large scale transformation initiative on IoT as we think it can not only bring immense benefit in our production process but will also help us to make more personalized sales and enhance shopping experience.

We are also implementing solution suite for optimizing Quality Management Systems and maintaining Business Excellence in all our offices and Production Units.

The Mantra is to build complex backend systems to a Simple and friendlier and simpler end user experience for our customers, employees, vendors and all our stakeholders.

With this motto in mind we regularly update our technology systems to remain state of the art for fulfilling our key objectives.

"The Mantra is to transform backend systems to a friendlier and simpler end user experience"

SAURABH GUPTA
IT Head
Domestic Textiles
Aditya Birla Group

Reliance Big Entertainment – a Fast Mover in Technology adoption

SAYED PEERZADE
Group CIO
Reliance Big Entertainment

REDEFINED CIO ROLE

Post Digitalisation era, when technology started driving businesses, CIO who was just managing the IT as support function, started to involve in Business. Those who developed core competency at this time of changes have become part of business board. Some of them gone ahead and proposes new business lines to management and started to manage revenues. In my case when task of consolidation of technology on all businesses given to me, I take the ownership and thought it in entirely different way. It's not only about changing the technology, ideas was to bring such technologies that business should be free of expansion headaches, quick time to market and excellent user experience.

INNOVATIONS & ROI

Innovation and ROI also depend on kind of business you are in to. In our case apart from traditional entertainment businesses, we build whole lots of digital business portfolios. Since we adapted new technologies like SMAC very early comparing to market, it resulted in huge advantage for us when convergence factor happened in India on internet. We are prepared for growth as well as analysing our businesses. A whole lot of new businesses on our past learning and strengths were launched. Good thing about this is IT played a major role in launching and managing these businesses. Analytics/AI/ML also played major part in increasing customer experience, automation of products, user retention and acquisition. And more importantly increase of revenues. Although we spend a lot on bringing these technologies, immediate positive revenues proves the ROI. You need to study and plan these adaptations well, do your homework, be accustomed to numbers and business.

KEY PRIORITIES

CIOs definitely have become key to influence the organization. Definitely we have to manage the service at the same time control the cost. Day by day business dependency is increasing on the technology, it's essential to keep tab on costs as well because those things are major impact on business P&L. The risk of security on the IP of product, User Data and Revenue leak tremendously increased. Best way to tackle is to include the info/network/data security as including part of Digital transformation design strategy. We have done the same when we started this journey, we distributed data which should be protected which should be open and designed our cloud strategies accordingly. Same goes with Analytics. More and more data privacy restriction coming in place like GDPR, if you have taken initial steps at design stage, those new things will be very easy to implement with some tweaks as per process.

"We succeeded because of adaptation of newer technologies faster than anyone in industry. Entire media as well as ICT industry known Reliance Entertainment as early movers. The basic fundamental for any CIO to see the success and make his business successful, at least I have followed this throughout my career – To take on the projects and challenges that no one else wanted to do."

SHAILENDRA CHOUDHARY
VP & Head–I.T
Interarh Building Products

"CIOs must be strategic in their thinking and look for opportunities to improve"

REDEFINED CIO ROLE

CIO role is getting transformed from a delivery executive to a business executive as a result of digitization, which generally means quicker convergence of technology trends, shifting business expectations, and new corporate or organizational objectives.

While IT delivery is still a responsibility of the CIO, achieving revenue growth and developing digital transformation were identified most often as top business priorities for organizations.

INNOVATIONS & ROI

Success mantra is Innovation, Transformation. Innovation is an important element for any business fighting to stay relevant. Companies push hard to offer the best product to their customers. Customers determine what products and services to buy, they are persuaded less by marketing and more by the performance and specifications of what they are buying.

Customers want outcomes, and true innovation will always improve those outcomes. Innovation is never easy, but it will always necessary.

KEY PRIORITIES

CIO has become key influencer in the organization right from digitalization to innovation. We are planning to move forward on continuous improvement of IT delivery at scale, velocity and affordability. Spend time and effort in improving business growth and minimizing wasted time and resources. This includes investment in pervasive analytics including ML, BI and AI.

"Digital transformation is all about technologies working together to push one another. Effectiveness can be defined as how successfully and efficiently company is meeting its goals and achieving desired outcomes. For organizations to be effective, we must be flexible in our ability to respond to new opportunities and ways of doing things. We must be strategic in our thinking and look for opportunities to improve everything that we do."

REDEFINED CIO ROLE

It is important for the CIO to be involved at all levels of the company. CIO is not 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. CIOs want to remain relevant; they need to align their activities with the business priorities of their organizations. IT delivery is still a responsibility of the CIO, achieving revenue growth and developing digital transformation was identified most often as top business priorities for organizations. There seems to be a positive correlation between the empowerment of the CIO function and digital maturity. The more advanced an organization's digital agenda, the more likely it is that the CIO has a seat in the boardroom.

INNOVATIONS & ROI

Plan and execute you movement: Formulate a business technology synch-roadmap.

Push-Pull theory mechanism: Best way to grow any organization is to force manager to grow upwards with motivational support.

Complain up and motivate down: People at the management are responsible for change. They are to be criticized for betterment. Positive criticism brings good energy to the organization.

Growth is always organizational: People grow when company grows.

Work you portion but know the big picture: Understanding and awareness of the goal of the project Know you company strengths: Knowing your company is important to your project.

Competitor analysis: Knowing your company accelerate growth within a company but knowing its competitors guarantees your success in the industry.

KEY PRIORITIES

Scaling Digital Business: Scale is the intent to increase consumer engagement via digital channels. The ability to support greater scale is being invested in and developed in three key areas: volume, scope and agility. All aim at encouraging consumers to interact with the organization.

Steady IT Budgets: The transformation toward digital business is supported by steady IT budget growth. CIOs should use their financial resources to make 2019 a transformative year for their businesses.

AI and Cybersecurity: The strong focus on cybersecurity shows the necessity of creating a secure base for digital business that shields their organization and clients. To improve security against cyber threats, in all organizations, CIOs are combining measures to harden information-processing assets with efforts to influence the people that use technology. In fact, AI comes in second, behind cybersecurity.

In 2019 CIOs aim for "Securing a New Foundation for Digital Business"

SOURABH TIWARI
CIO
Meril Group of Companies

"In the past decade, transformations like social media, mobile, analytics and cloud have fundamentally changed the way we do business. Businesses that keep abreast of these digital transformations will enjoy measurable and persistent advantages over competitors. On the one hand, organizations that adapt to the changing landscape will enjoy significant advantages, from increased productivity to higher IT spending ROI. Digital transformation principle works under "Plan-Make–Sell-Operate" framework."

SOURAV DAS
CIO
Aditya Birla Group
Essel Mining Business

Cloud to be a critical part of Essel Mining & Industries' journey in 2019

REDEFINED CIO ROLE

CIO is no longer in a support role; they are now business differentiators. To pick the best fit technology for business differentiation, understanding of the business and the markets are of utmost importance and also, the need for risk appetite – trying the unknown. In summary, the CIO today is hence like a CEO, who owns the business and decides for the best of it.

INNOVATIONS & ROI

We have identified specific areas of our business where we see IT delivering significant value and differentiation – like Logistics Planning, Process Automation, Cost Optimization, EHS Compliance etc. Against these blocks we have then done AS-IS v/s To-BE from a solution perspective, and thereafter tried to fit possible technologies. This whole exercise is done jointly between business and IT team along with Group IT SMEs for maximum efficiency and effectiveness.

KEY PRIORITIES

We have come a long way in recent times and 2019 is very critical year for us. This year we have added two new businesses. There is a lot of consolidation and integration of existing applications (like SAP with Fuel Management) as well as need to evaluate several new technologies – like Drone, GPS, etc. Cloud would be a critical part of our journey this year.

"Given the nature of our business being age-old mining and operating out of remote locations, however, business is highly adaptable to changes and newer technologies, as long as the basic IT support is in place. Senior leadership takes a lead in thinking out of the box – for example, in terms of customer centricity, as an industry first; we have started seamless communication and updates to our customers during the entire buying process. To further on this, we are also planning for an IT CSat survey of our customers (for employees is already in place since long), to understand how they feel about us adopting technology and simplifying the process – after all Customer is the King!!"

CIO: A dynamic leader who helps shape strategic agenda of an organization

SUBROTO PANDA
CIO, IT Group
Anand and Anand

REDEFINED CIO ROLE

CIO's are becoming more central to the boardroom and are also seen as core business strategists; our priority is to be more strategic, creative and consultative in terms of merging business goals with technology. We today are seen as dynamic leaders who help shape the strategic agenda, who have transformed the organizations and their cultures by being an innovator, architect of the business goals by laying the foundation of digital framework and collaborator among various teams and operations/functions to attach more meaning and skillset to the job role. As a makeover we have induced a lot of significant changes.

Lead time: The time taken to execute tasks automatically example, equal sample surveys of 1000 emails drafted manually in comparison o machine drafted emails; had a possibility of 10-12% human error; which was countered when the task was automated and lead time reduced drastically.

Disciplined Adherence to internal Service Levels just like Electronic service level agreements with well-defined timelines and dynamic dashboards depicting the status of service requests is an achievement.

Reskilling resources and technology integration by building tools in house reduced more than 70% costs and dependency. Also, with changing times we have integrated and re-designed a robust and dynamic IT infrastructure and culture of self-learning, skill upgradation and training that ups the ante in this technological revolution.

INNOVATIONS & ROI

Our ultimate objective and success mantra is to support our clients as per their needs and merging the business of law with technology and its vast potential to harness big results. At our firm, technology is just not a ten letter word; it reciprocates change that has been accorded, appreciated and acknowledged by the stakeholders. We are pioneers and our mantra is to continually innovate and be unique in our endeavours to support or existing and future client base and make our vision enthral over the entire functioning of the organization, acting as a strong pillar of support and endurance.

KEY PRIORITIES

We vouch for experiential learning that drives us to explore and grow ahead of the stereotypical roles attached to the title of a CIO- a game changer role that possess no limitations in terms of experimenting, implementing and designing unique approach to address even a common problem and that's what make it "innovative", a significant leap towards transformation across diverse functional units. We believe in creating integrated solutions that are objective driven and advantage the stakeholders in a big way; the firm, functionaries and clients; who today will pay or invest only if a product will deliver insights apart from the service.

"There is a paradigm shift as instead of following technological trends and outsourcing, we are analyzing requirements very strategically and are also addressing complex problems with simple solutions by developing tools in house, training and upskilling our existing resource's and integrating the available tools, utilizing its potential to the fullest."

SUNIL GUBRANI
IT-Head, RAL Consumer Products

"Digital revolution has not just changed how businesses are perceived but also how businesses are performed. In today's age, every aspect of a business from operations to management is run using digital tools. Such digital transformations has changed every industry and revolutionized the way of serving the customers, improve the competitiveness of the business and pushed forth its expansion into the global market."

'Digital Revolution influences Business performance'

REDEFINED CIO ROLE

The accelerating adoption of digitalization and the quickening pace of technological innovation are changing the nature of the CIO's job, from the old role of delivery executive to the new role of business executive. The message is loud and clear: To continue to effect digital transformation, CIOs will have to transform themselves for new technologies like AI, Block chain, ML and BI.

INNOVATIONS & ROI

We encourage innovation by nurturing an environment where ideas are shared openly and tested regularly. Aside from our quarterly summit where we invite all employees to share their ideas in company strategy, we have a formal process where employees can submit ideas through a document process.

We've implemented products to foster creativity and innovation and the linchpin has been a relentless focus on what customers need. The more time people spend putting themselves in our customer's shoes, the more they identify new opportunities to help.

KEY PRIORITIES

The key priorities are:

Cybersecurity: It continues to be a top priority for organizations. Currently, 63% of organizations have cybersecurity solutions in use, we are also one of them, 17% of which are upgrading/ refining their solutions.

Cloud Computing: About two-thirds (67%) of IT leaders expect their cloud computing spending to increase in 2019, which shows that organizations are either investing in new cloud tools or upgrading their current solutions.

Business Process Management/Workflow Automation: It is the top technology that IT leaders say is their single most important technology project currently.

Artificial Intelligence & Machine Learning: Although AI and ML are not yet widely adopted technologies, these tools are expected play a larger role in 2019.

SUNIL KUMAR TRIPATHY
AGM – IT, Security & Infra Lead
Jindal Saw

In today's day and age, no business is smaller or bigger, each of them competes in a virtual, digital space that offers fair ground for competition. Businesses should start looking at Big Data analytics and use the social media space to push their content to the customers. Having a digital core at the heart of your organization to manage and operate the business is the right way to go ahead in this modern digital era."

Digitalization and Technological Innovation changing the nature of a CIO's job

REDEFINED CIO ROLE

Previously; CIO means, Chief Information officer, but these days it means Chief Innovative officer. These days success is based not on what CIOs build, but on the services they integrate. The organization will move from manufacturer to buyer, and the CIO will become an expert orchestrator of services. The accelerating adoption of digitalization and the quickening pace of technological innovation are changing the nature of the CIO's job — from the old role of delivery executive to the new role of business executive. The message is loud and clear: To continue to effect digital transformation, CIOs will have to transform themselves for new technologies like AI, Blockchain, ML & BI.

INNOVATIONS & ROI

We have suggestive & informative culture in our environment: We encourage innovation by nurturing an environment where ideas are shared openly and tested regularly.

Focus on customers: We have implemented products to foster creativity and innovation and the linchpin has been a relentless focus on what customers need.

Everyone is chief: I have encouraged innovation by eliminating top-down management. My team is not limited to their job title — instead they are limited by what they can accomplish.

Risk Management: Not every prospective client is a candidate for an outcome-based compensation agreement, but some are. When you sense an opportunity to get paid for marketplace outcomes instead of agency inputs, seize it. You'll learn from it and get better as you go.

KEY PRIORITIES

Cybersecurity: It continues to be a top priority for organizations. We are continuously tracking the cyber security challenge, evaluate best market product and implement as per infra requirement.

Cloud Computing: About two-thirds of IT leaders expect their cloud computing spending to increase in 2019, which shows that organizations are either investing in new cloud tools or upgrading their current solutions.

AI & ML: These tools are expected play a larger role in 2019. Most IT leaders consider AI/ML to be a disruptive technology, meaning that it has potential to significantly alter the way businesses operate, and IT executives expect their budget allocation to increase towards AI/ML in 2019.

BPM/Workflow Automation: Presently, BPM/workflow automation is the top technology that IT leaders say is their single most important technology project.

SUNIL KUMAR
CTO
Mynd Solutions Pvt. Ltd.

NEERU MOHINDRU
CMO
Mynd Solutions Pvt. Ltd.

CIOs now expected to participate in Business Transformation

REDEFINED CIO ROLE

Since the start of this decade, digital first paradigm has started transforming the way businesses are run. Significant amount of sales, marketing and transactions have moved from offline to online mode.

With this change in paradigm, a CIO is not just expected to deliver software but also participate in business transformation through innovation on online channels including social media.

INNOVATIONS & ROI

Mynd Solutions, the company running M1xchange, has focused on SaaS based offerings in HR and Finance domains and has been very successful with the same. We are expanding our product portfolio, to enable MSMEs, large Corporates, Banks and other Financing companies, to quickly implement their automation needs on our platforms, rather than making huge upfront investments and then waiting for products to be delivered for many months, without a sight of RoI of such investments.

We intend to launch these new products in the upcoming financial year, with online campaigns at a large scale to educate the target segment about how adopting Digital solutions could keep their businesses relevant and help them to scale up quickly.

KEY PRIORITIES

There used to be times, when the only role of the CIO was to run IT operations within budget and deliver within timelines. However, in this new age, the role is enhanced much further. Apart from cost and timeline controls, CIOs have to own-up driving the internal change management, move the business to Digital and to drive and control revenue targets from Digital channel.

In M1xchange, for the year 2019, we intend to further capture our target market segment through our already very effective online marketing channels and reach out to the right audience.

We intend to influence the target market segment, to demonstrate how easy it is for even a novice computer user to use the platform, get financing easily and without much paperwork, and grow their businesses.

"We as an organization are completely aware of fast evolution in technology space, and have been constantly evolving our platforms to adopt the newer technologies. We are at the forefront of adopting newer technologies to keep our platforms up-to-date and keep the customer experience on our platform to be the best in class."

Creating awareness about M1xchange – the core target for FY19

CONVERGING ROLE OF CIO & CMO

The convergence is very essential for planning and successful implementation of growth strategies. CIO is well placed today to bring data analysis of the business transactions to help strategise the enhancement of customer experience.

As we are an exchange, three participants namely Buyer, Seller and Financier are the customers on M1xchange. CIO is helping us analyse the lifecycle of transaction for each participant and how to streamline each point in this lifecycle. This analysis helps us to engage with three participants and strategise to smoothen the flow of transaction. Technology enablement at each stage is being planned basis this engagement.

Further adoption of technology platform for CRM is being done as joint project by CIO team and Business units.

TECHNOLOGIES SCALING UP BUSINESS

Being financial platform, and with new threats emerging in the market, there is a strong need of continuously evolving security controls, which would continue to be one of our top priorities, apart from bringing in new products to the market.

Also, we intend to employ artificial intelligence based analytics solutions to prevent and detect potential frauds on the platform. In addition, we intend to use artificial intelligence to understand our customers' needs to be able to serve them better.

KEY PRIORITIES

Spreading the awareness amongst MSME enterprises and making them ready for transaction on M1xchange is the key challenge. We are using social networks, and engaging with trade bodies for this awareness.

The enhancement of customer experience is the other program we are working on.

"Our core target for FY 19 is to make enterprises aware about M1xchange and further enhance the existing customer experience. We have started online conferences in partnership with trade bodies to provide maximum coverage. Social advertisements and events are done continuously. Further we are going to run a customer survey for ease of use and other feedback. Technology enablement is being planned by M1xchange to source customer experience online and also from flow of transactions."

REDEFINED CIO ROLE

IT's role in maintaining and delivering traditional IT priorities such as cost efficiency, employee productivity and legacy system support is not going anywhere. As a result, IT's ability to respond to the change in business expectations has come under pressure, and the business is not going to wait for IT to catch up before they start moving on their own.

To reinvigorate the relationship between the CIO and business unit leaders while at the same time reducing the fragmented IT spend outside the CIO's office, CIOs need to redefine their role. Rather than being the controller of technology spending, they should orchestrate the availability of modern IT services that the business needs to meet its goals, compete effectively and respond to the demands of the market.

INNOVATIONS & ROI

Across every business verticals, CIOs are constantly searching for ways to drive businesses forward by leveraging technology and innovation. For many organizations IoT has increasingly started to become a key element of digital transformation journey. Some experts in the industry have labelled IoT as the next industrial revolution because of its impact on the way people live and work. The customer experience (CX) landscape has changed, and now more than ever, customer expectations are higher. When you provide a superior customer experience, your buyers will return again and again. Building customer loyalty also brings in new customers and recurring revenue. When self-service isn't an option, look at adopting a live chat feature within your customer service platform, or one that integrates directly with your customer relationship management solution (CRM).

KEY PRIORITIES

Businesses everywhere are currently undergoing digital transformation as they focus on improving the delivery and scope of their latest products and services. In doing so, technology spending power has begun to move away from the CIO's reporting line, and towards the rest of the business. Security is now a CEO and board level issue. Audit and compliance are close behind. Reducing and mitigating business risk is at the core of these functions, as is having a common standard outcome.

IoT – a Key element of the Digital Transformation journey

SUVENDU SARKAR
CIO
Dream Bake

"Digital revolution has not just changed how businesses are perceived but also how businesses are performed. It meant a shift from the conventional means of operation to the one aided by technology. In today's age, every aspect of a business from operations to management is run using digital tools. Such digital transformation has changed every industry and revolutionized the way of serving the customers, improves the competitiveness of the business and pushed forth its expansion into the global market."

Future Oncology Hospital focusing on adoption of ML, predictive analytics, and Clinical Decision Support Systems

SYED KADAM MURSHED
Vice President IT
Future Oncology Hospital

REDEFINED CIO ROLE

A CIO arguably is one of the most important candidates with the ability to balance business continuity relationship with evolving risk factors. He is becoming the strategic catalyst of agile business technology adoption. He has to redefine, direct, control and conduct what is possible for an enterprise. In every step of today's fast changing business landscape, the CIO has to maintain the equilibrium between business innovation and the all-round vulnerable cyberspace. Become or not, he is the most aspiring and appropriate profile for CEO position because he is a bit of everything with a focus on business.

INNOVATIONS & ROI

Innovation requires delicate thinking and planning. It should also follow strong execution actions to make it a success. Starting from conceptualisation to adoption, few business-technology innovations deliver benefit. Organisations can overcome such challenges by including some success factors into the action plans. Steps can be like: 1. Absolute clarity on targets, strategy, objectives and roadmaps should be communicated to the stakeholders. 2. Clear accountabilities and governance approach should be formulated. 3. Empowered cross functional teams with well-defined responsibilities and control functions in order to ensure a consistent force to achieve success at optimum value to be created. 4. A culture to achieve and enjoy co-creation has to be established. 5. The value impact of new innovations on existing core business must be properly obtained, judged and captured. 6. ROI should be measured and recorded along with the efficiency enhancement throughout the value chain.

Everything done well, the return can be significant and fast. Failures, if any should never be ignored. We should be able to note those as lessons learnt.

KEY PRIORITIES

This year our most important priority is to build awareness about Data Culture across organisation. Keeping a close eye on security aspect, Big Data, AI, Cloud, IoT, Blockchain will be our key initiatives regarding technology adoption. We are focusing on adoption of Machine Learning, predictive analytics, and Clinical Decision Support Systems with standardised practices and mechanism. We are ready to provide quality service delivery and achieve best resource utilisation practice. All these will drive revenue, provide better outcome and help us gain competitive advantage for sure.

"Our senior leadership always aspire for cultivating innovation with best practices. It will be seamlessly embedded in delivery process and a new knowledge will be captured as an integral by-product of care delivery experience. The goal is to create a new data driven, intelligent, continuously learning Healthcare Care System for Oncology Treatment by adopting whole Technology Deck with a futuristic open mind."

"The success Mantra is to be comfortable with change"

VENKAT PATNAIK
CEO
NITCON

CHANGE MANAGEMENT (CM)

Change in today's world is not new .The new technology, global competition, growth and increased complexity. Hence, the result is change or disappear or out of business. The three universal barriers to change can be summarized as habits, apathy or rebellion.

In addition the organizational barriers to change due to undefined goals and objectives, financial and environmental. It can also be lack of aligned resource/ user skills or / and cross functional team. At times, the bottle neck also lies with the top management commitment.

A very common issue is the employee barriers to change which may be due to lack of awareness about the change including the mental preparation for new roles, mistrust within the work environment which may be due to job security or the perception of compromising personal growth. At times, what if, the CM fails.

Let us understand from people who directly or in-directly oppose the CM. The response is a mixed bag of perceptions. The loss, confusion, mistrust and a "me" focus is key to non-cooperation. In addition the fear of letting go of that led to their success in the past. The control, a major issue and increase in conflict between groups. The effective management of change involves an integrated approach in each of these three areas, the first being altering the mind-set, then harnessing motivation and shaping behaviour. What are the stages in CM? The phase-I, II and III is preparing for change, managing Change and attaining and sustaining improvement respectively. For these phases to sail through, we need to have grip on the problem, work through the change and sustaining the improvement.

While addressing the mind-set, one must learn thoroughly before initiating the CM. Firstly, build relationship and explain the purpose of change. One needs to articulate the benefits and make them understand and teach the basic concepts of CM. It may require to link daily activities to their higher purpose and benefits. To push the CM agenda, one needs to paint a picture of the successful future using best practices. Similarly, while addressing the behaviors, one has to Identify training needs and communicate upwards and in multiple forms. Create goals to work toward: a vision of success.

Finally the success "mantra" is one has to be comfortable with the change before you can get others to change.

"A CIO today is more of a Business Executive than a technology delivery Executive"

VIJAY SETHI
CIO, CHRO & Head CSR
Hero MotoCorp Ltd.

REDEFINED CIO ROLE

Role of a CIO is undergoing a huge transformation today. Consumerization of IT, changing profile of workforce where people now have a very high level of IT awareness, increasing penetration of technologies not just Social media, mobility, analytics and cloud (SMAC) but also technologies like IoT, AR, VR, Chatbots, Blockchain etc. in various aspects of business and a huge focus on Analytics including AI and ML that businesses are having today, CIO cannot be just a technical person. Innovation is at forefront of all business leaders today and they realize IT (and CIO) can play a key role in helping organizations innovate and in changing culture of the organization. The expectations from IT department and hence the CIO today are very different from what it has been just a couple of years ago as everyone in companies today is aware of value that IT can bring to the table.

In such a scenario, role of CIO is not expected to just ensure delivery of projects on time but to be an integral part of strategic discussions as to how IT and digital technologies can help business achieve or surpass its goals, create new business models and gain competitive edge. CIO today is more of a business executive than a technology delivery executive.

INNOVATIONS & ROI

Success Mantra is simple - business and IT are partners and work in tandem, experimentation and Risk taking is encouraged and failures are not penalized – rather one should learn from failures and move on, agility is important, be it dealers or vendors, the entire eco system has to be 'digitally transformed' to deliver real value from IT investments and customer has to always to be in focus.

KEY PRIORITIES

The top priorities are:

- To be a partner to the various business leaders to help them achieve their objectives using power of digital technologies to innovate not just processes but products and business models, enhance customer experience, improve partners and employee engagement and satisfaction, reduce costs, improve productivity and workforce effectiveness and deliver value to business.
- To enhance analytical capabilities and skills of the organization to help the organization become more agile and build a data driven culture
- To use technology to help improve compliance and information security levels in all aspects of working of the organization.

"Hero MotoCorp has always been at the forefront of adoption of technology for many years as everyone in the organization realises the value that technology can bring. We have many firsts to our credit with respect to new age technologies and it is not just the IT teams but the entire organization that is eager to adopt new technologies – whether in products, processes, services or at the shop floor."

VILOO WILLIAMS
CIO & Head – Digital Transformation
C.K. Birla Hospitals

"C.K. Birla Hospitals is a frontrunner in adopting new technology and looks forward to state-of-the-art technologies that can take the Patient experience to newer heights. Always the leading Healthcare Provider in Eastern India, our Hospitals use technology not only to drive its' growth, but make it a source of competitive advantage."

C. K. Birla Hospitals plans to adopt Mobility, Data Analytics and IoT as key growth driver technologies

REDEFINED CIO ROLE

CIOs have evolved as Business Partners from being enablers and are adding value to businesses through adoption of technology to drive growth. CIOs are Influencers in Digital Transformation Strategies, which is a big shift in Hospitals.

Hospitals tend to invest heavily towards the medical technologies for direct revenue generation. These technologies evolve extremely fast due to focus on clinical research. However, CIOs play an influencing role to extend this mindset and promote how non-medical technology can be effectively used to improve Patient Experience and Doctor Engagement, which are key contributors to revenue growth in hospitals.

INNOVATIONS & ROI

C. K. Birla Hospitals, innovates in clinical areas through Research and Education. With Senior Management support, our Clinicians have made many inroads into the best innovative healthcare. However ROI is driven by operational improvements and growth driver initiatives. Digital transformations are driven by key trends such as Cyber Security, Social Media, IoT, Mobility, Cloud technologies and Big Data. AI, ML and Analytics are technologies that can impact positively with relevant data availability. We are already working on enhancing growth with technologies such as 3D Technology in Maxillofacial Surgery and Plastic Surgeries and creation of eICUs for excellent Intensive Care for Critical patients. We are one of first hospitals to implement SAP SF to promote employee engagement and global best practices of HR.

KEY PRIORITIES

Mobility plays a critical role in technology in addition to Enterprise solutions. Our Hospitals are focused on Information & Cyber Security, Patient Experience, Doctor Engagement and Employee engagement. Driving these successfully with inclusion of Mobility always ensures ROI. Key priorities are mobility-based applications and portals to bridge Patients, Doctors and Employees seamlessly, improve EMR adoption with the use of Apps and devices to generate better quality of Clinical data, and enhance overall patient experience using AI to support Clinicians in areas of predictive decision-making.

Predictive Data Analytics, to improve visualization and promote better decision-making is another key area of focus for us.

"The Success mantra of our organization is to implement technology which can help modernize our business"

DR. VINEET BANSAL
CIO
Greenply Industries Ltd.

INNOVATIONS & ROI

We always believe to work in alignment with business. Success mantra of our organization is to implement technology which can help modernize our business.

Innovation for us is to align business with new technology which can help to modernize our business. Innovation helps businesses to think differently and do things differently from competition. This is really disruptive for competitors and this disruption can help business to grow exponentially.

To get faster ROI and increase reach of innovative product in market in no time, digital platform play an important role. Digital platform helps organizations to market their innovative product very fast and if organization is able to sale its innovative product without any competition then getting ROI is guaranteed.

SOCIAL & DIGITAL MEDIUM STRATEGY

CIO/CTOs roles are changing as new emerging technologies are coming. Social media is attracting attention of every organization as it is directly hitting interest of all the business to build brand visibility. We are actively working on social and digital medium.

"Our organization is transforming business from Plywood to MDF. So we understand the role of technology to transform businesses. In this scenario digital transformation becomes very important for us and specially adoption of newer technologies to be aligned with business."

VIRENDRA BANSAL
Group CIO
SAR Group

SAR Group focuses on the use of Big Data and Analytics in 2019

REDEFINED CIO ROLE

Digital technology is increasingly transforming industries, seeping into every part of the business and escalating as a corporate priority. It's therefore no surprise that the role of the Chief Information Officer (CIO) is also transforming and increasing in importance.

Given these changes in the CIO role and in technology, it is only expected that CIOs must change as well, adapting their personal and professional skills to meet today's demands and the new business environment. Those who would not be able to enact change—they risk of becoming irrelevant.

- CIOs believe the most important personal qualities required in a CIO today are leadership (39%), communication and influencing (37%), and partnering with others (36%).
- CIOs believe the following factors could cause them to be unsuccessful: lacking technology expertise, being tactical instead of strategic, and not setting a vision and leading towards it.
- 70% of CIOs believe technology trends are increasing the chances of the CIO becoming the CEO.
- 40% of CIOs say their function will be essential to successfully formulating customer focused solutions, creating global capabilities, developing new revenue earning opportunities and fostering.

INNOVATIONS & ROI

Digital transformation is changing every corner of business, from company's source parts to how they deal with customers. Each change, both large and small, creates a demand for technology expertise and leadership. We believe in innovating new technologies and implementing them.

KEY PRIORITIES

Our agenda this year is use of big data and analytics, as well as more technology in the supply chain and major focus is on automating manufacturing to work towards industry 4.0.

"Our organisation always remains ready for adoption of new technologies. For ex. SAP S/4 HANA was adopted immediate on its release. We were the first to implement complete S/4 HANA suite."

AI, ML and Behavioural Analytics enable Information Security

VISHAL MADAN
Sr. VP & IT Head
Capital Small Finance Bank Ltd.

REDEFINED CIO & CISO ROLE

As digitisation and innovation put more emphasis on the information rather than the technology in 'IT', the CIO role is transforming from delivery executive to business executive from controlling costs and re-engineering processes to driving revenue and exploiting data. CIO jobs to change as a result of digitisation by means of accelerating and converging technology trends, shifting business expectations and new organisation objectives.

The job of the CISO has changed from that of a security services manager to one that has responsibility across the entire enterprise. It has become a leadership position that requires organised thinking and detail-oriented concentration on a consistent basis. Given the rapid expansion and increasing sophistication of threat actors and cyber criminal tactics, these skills must become second-nature to CISOs through repetition. CISOs know cyber attacks are inevitable, and that knowledge should drive them to develop a vision that presents a strong and active defence against intrusions. The security leader must take on a visionary approach that drives his/her understanding of the company's business and the threats that may come against it. In this way, the CISO looks to the future with the same kind of imagination attackers have to deter and defeat them.

KEY PRIORITIES

Advanced technologies such as artificial intelligence, machine learning and behavioral analytics can enable information security teams to detect malicious behavior faster and more effectively. How CISOs and their security team utilize these and other emerging technologies to better protect the enterprise in the future will be the focus of the 2019

In addition to banking security regulations, we anticipate higher adoption of smart technologies, such as continuous intelligent authentication, to deliver better experiences, lower costs, reduce risks, and increase revenue. We also expect renewed focus on automation, with FIs applying artificial intelligence to reduce manual fraud monitoring and improve fraud prevention. Combining real-time fraud detection with mobile app security will become even more important, considering the rate at which mobile app threats are growing.

Encrypting every sensitive file, no matter if it's in transit to a recipient or stored on a server, is critical to avoiding a data breach. This strategy should be one of the most important practices in your cybersecurity arsenal, and for good reason: it is your last line of defense. Bank and other financial institutions face major cyber threats. They are extremely attractive targets. They must continue to invest in technical cyber defence. But they also need to develop broader strategies to engage with governments, other banks, their clients and recipients of their investment and the general public.

"Innovation makes businesses run more efficiently"

VISHWAJEET SINGH
Senior VP & CIO
Davin Info Pvt. Ltd.

REDEFINED CIO ROLE

CIO holds one of the most important seats at the "C" table. CIO is the one who serves as an advocate and enabler of business agility. He/She has the ability to adjust a company's relationship with risk.

Until almost 2015-16, CIOs only contributed their skills as technology know-how but today, it has changed to contributing to corporate strategy. CIO's portfolio is now more complex, and they face many challenges, from the diffusion of IT responsibility to technology sprawl to organizational silos.

INNOVATIONS & ROI

From an application centric approach, we have moved into platform centric approach. We are now investing more into R&D before deployment and the results are awesome.

Today, market is struggling with disruption every day and the competition is mostly unknown. Working with the same traditional thought process will not lead us anywhere and we realized it in time. We are about to introduce very innovative tools and platform which will turn around the industry perception.

KEY PRIORITIES

We can become a key influencer only once we obtain enough information to support our suggestion/ decisions. In addition, there is a rapid change anyway happening around us, which always keeps us busy in either exploring or deploying something or the other, to either protect or maintain the leadership in the market.

In 2019 our focus is on the deployment of CICD, Blockchain and BOTS. We want our systems to be more secured, agile, efficient and remain the most user-friendly platform. We would also focus on AI and ML to remain ahead from the league.

"We are now in a matured phase where things are not just in air, real references are also available. We are focused on the changes and highly adaptive too. We also do rigorous market study before taking any action. Our focus is towards creating simplicity for the end users and keeping real complexity for the unwanted community from breaking into our systems."

PREETI M
CEO
Davin Info Pvt. Ltd.

"Digital Business will remain one of our key focus areas"

CONVERGING ROLE OF CIO & CMO

The role of a CMO has certainly changed but to an extent. We need both the minds (CMO and CIO) in creating our future strategy.

The CIO is now more active in the overall strategy as compared to what it used to be a few years back. CIOs are not only maintaining and supporting the backbone of the organization, they have also started acting as an eye of the system.

TECHNOLOGIES SCALING UP BUSINESS

As stated by our CIO, we are working on introduction of Blockchain and Artificial Intelligence into our platform offerings and we are very positive on the possible outcomes.

KEY PRIORITIES

Digital Business will remain one of our key focus areas and we have lot of plans on the way.

"With the rapid changes in the market and continuous product/ service disruption, customer loyalty has changed drastically. It is now becoming very critical to have an experience-driven approach and we too believe in it."

"Investing in full-stack digital dependencies ensures higher ROI"

VIVEK DHARIA
CIO
KNP Securities

REDEFINED CIO ROLE

The role of CIO is to develop IT infrastructure architecture and to execute large programs required to create the company's big data storage to get the necessary insights.

A CIO has to primarily focus on a combination of business-process improvement by managing and ensuring cybersecurity, supporting end users, and reducing costs to get the best business deal.

INNOVATIONS & ROI

To get good and fair business we must have good content and tools which are required to create great experiences and also building awareness on digital transformation is critical. Emerging technologies is essential to stay ahead of competitors so investing in full-stack digital dependencies ensures higher ROI.

KEY PRIORITIES

We have at present 78% of respondents who have fully adopted digital technology, while 12% have partially adopted digital solutions. The remaining 10% have plans to do so in the next two years. To get digitized business we have adopt secure consumer centric approach which balances customer experience with business performance.

We also studied Transformation Process Change with ROI, digital transformation, delivery results and customers expectation.

We have to find out best social media, which will deliver the best return on our investment of time and resources. So we have to identify best channel to define and achieve best business goal to get our category of customers.

"Customer experience has always been important when it comes to digital transformations where complete digital transformation is essential in staying ahead of the competition. The result is increased sales and employee productivity, reduced cost and improved operational efficiency."

VIVEK DIGUMARTI
Associate VP & Head – IT
Sai Life Sciences Ltd.

Data Lake with Analytics to help businesses to Compete, Sustain and Lead the Market

REDEFINED CIO ROLE

A CIO's role has transformed from being mere IT support/cost centre to Business Enabler. Today, CIOs are being invited in various department goal settings, initiatives and business key meetings. With Digital transformation, Realtime dashboard using AI, IoT and Analytics there is real business transformation which helps the business to compete, sustain and can lead in the market.

INNOVATIONS & ROI

We subscribe to various journals, explore new technologies and perform POC which would benefit the organization. Change management is essential in bringing these innovations and we have been quite successful on that.

KEY PRIORITIES

There are multiple key priorities for 2019:

Data Lake with Analytics for Realtime dashboard using Artificial Intelligence (AI), Inter of Things (IoT) and Analytics, there will be real business transformation which helps the business to compete, sustain and can lead in the market. Through Data Lake project there will be operational efficiency, reduction on failures, minimize cost and drive revenues further. Another priority is RPA (Robotic Process Automation).

To enhance security of the business by implementation of DLP, IRM and extending SOC & VAPT to GXP systems etc.

"We ensure high availability of applications through HA Network using SDN, securing business by implementing various security products and services like AMP, SOC monitoring, VAPT, Two-Factor Authentication, DLP, ISO controls etc."

REDEFINED CIO ROLE

The business strategy component is becoming far more critical to the relevance and success of senior level technology professionals. It is the best time to "remix": Digitalization and technological innovation are changing the nature of the CIO's job. As digitalization and innovation put more emphasis on the information rather than the technology in "IT", the CIO's role is transforming from delivery executive to business executive — from controlling costs and re-engineering processes to driving revenue and exploiting data.

INNOVATIONS & ROI

We believe strongly in innovation and it's the heart of our organization, we constantly innovate in terms of our various product offerings and the enriching guest experience. We always introduce newer concepts in F&B realm which helps increase guest loyalty.

In all these times guests used to come to our café's to experience our offerings/ products but now we have moved out of the confines of our café's and ventured into FMCG and Institutional verticals. Our products are now available on leading ecommerce and online delivery platforms.

Strengthen your organization's capabilities in three areas:

Volume: Access more consumers and more transactions via digital channels

Scope: Enable consumers to perform a variety of different services and activities

Agility: Increase ability to change quickly based on shifts in consumer demand

KEY PRIORITIES

The key priorities are:

- To target futuristic audience and food lovers by throw up promotions geographically.
- Supplement the coffee audience with the best industrial process and technology to feel customers "WOW"
- Refine Business strategy for 2019 and beyond.
- Pursue Purposeful development of People and Culture.
- Focus on real / Live business stuff's into various digital platform rather than creative.
- Real-time blogging system to understand customer feedback on products /services and it will be routed from social media to website for more engagement.

Digitalization and Innovation changing the nature of a CIO's role

YOGENDRA SINGH
Head–IT/SAP
Barista Coffee Company

"Each Technology platform offers unique advantages and disadvantages to engaging your audience. Newer technology adaption is nothing but it is best path selection for your business. Primarily new technology adaption is bigger challenge so it is highly required to understand business requirement to transform into technology."

"Medical records are more vulnerable than credit card numbers"

DR. SUSHIL KUMAR MEHER
CIO
Dept. of Computer Facility
AIIMS

COMMITMENT AS A TECH HEAD

The Chief Information Officers (CIOs) face stiff challenges in the day-to-day management of IT departments in healthcare systems and academic medical centres in a public medical institute which is giving high quality of care and research.

Beyond traditional responsibilities for clinical and administrative platforms, applications and integration into work flow, CIOs face an unprecedented number of challenges that strain resources and stretch the capabilities of their organizations. To do what is in patients' best interest is why we are here - to improve the delivery of quality care and generate structure data for research through health IT.

EXPERIENCE CELL

The urgency and necessity of implementing clinical system using ICD-10, SNOMED CT, LOINC and meaningful use (MU) in a cost-effective way does not inordinately disrupt clinical and financial operations. The increased transparency about "necessary care" – tests, procedures, and treatment plans based on solid evidence and increased risk associated with privacy and security of EMR (Electronic Medical Record) which is connected with multiple system in different location. The sensitive patient information which is collected, shared, and stored makes healthcare an attractive target for cyber criminals. Medical records are more vulnerable than credit card numbers on the black market because they contain valuable data that can be used for such things as identity theft. Today, healthcare institutions are dealing with threats that will only become more complex.

KEY PRIORITIES

We are heading the healthcare group towards a paperless and filmless intuition. Health IT provides scientific foundation for models of decision-making in healthcare and medical education and research. A major work is on the way to do re-engineering process in all the clinical and administrative activities to reduce the process and improve the clinical service. A new open source HIMS is under development in-house which will cater to HIS, LIC, RIC, PACS, Clinical Research Informatics, Mobile Health, Public Health Informatics, PACS, Patient Safety and Medical Errors, Data Analytics and Telehealth.

An open source PACS and VNA in the process of implementation which will cater to all the medical images of the institute and will be stored for at least 10 years. The total storage required is around 10 PB.

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Enabling safe and efficient banking solutions

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Wealth Management
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Mobile Applications
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Secretary
MeitY

AJIT BALAKRISHNAN
Chairman and CEO
Rediff.com

ALOK OHRIE
MD & President, India
Dell Technologies

AMIT JAIN
Founder & CEO
Prysm

AMITABH KANT
CEO
NITI Aayog

DR. ANAND AGARWAL
CEO & Director, Sterlite
Technologies Limited

ANUPAM SHRIVASTAVA
CMD
BSNL

ARUNA SUNDARARAJAN
Chairman TC & Secy.
(T), Department of
Telecommunications, GOI

ARVIND GUPTA
CEO
MyGov

ASHISHKUMAR CHAUHAN
MD & CEO
BSE

ASHOK SOOTA
Chairman
Happiest Minds

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

CP GURNANI
MD & CEO
Tech Mahindra

PROF. D. B. PHATAK
Ex-Dean of Resource
Development, IIT Bombay

DEEP KALRA
Chairman & Group CEO
MakeMyTrip

DILIP ASBE
MD & CEO, National
Payments Corporation of
India (NPCI)

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Co-founder – Infosys
& Former Chairman, UIDAI

PROF N BALAKRISHNAN
Professor, Indian Institute
of Science

N. CHANDRASEKARAN
Chairman
Board of Tata Sons

PRAKASH MALLYA
MD, Sales & Marketing
Intel India

RAHUL AGARWAL
CEO & MD
Lenovo India Pvt. Ltd.

RAJEEV CHANDRASEKHAR
Member of Parliament
Rajya Sabha

RAJESH UPPAL
Executive Officer (IT) &
CIO, Maruti Suzuki India

RAMAN ROY
Chairman & MD
Quatrro

RITESH AGARWAL
Founder & CEO
OYO Rooms

PROF. S. SADAGOPAN
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IIIT–Bangalore

S. SHANKAR
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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
Former CEO
Capgemini India

SUNIL BHARTI MITTAL
Founder & Chairman
Bharti Enterprises

SUNIL SOOD
MD & CEO
Vodafone India

T.V. MOHANDAS PAI
Chairman
Manipal Global Education

VIJAY SETHI
CIO, CHRO & HCSR
Hero MotoCorp

VIJAY SHEKHAR SHARMA
Founder & CEO
One97 Communications

VIPIN TYAGI
Executive Director
C-DOT

AJAY PRAKASH SAWHNEY

Having succeeded Aruna Sundararajan, Ajay Prakash Sawhney is the present Secretary the Government of India - Ministry of Electronics and Information Technology (MeitY). Prior taking over as Secretary - MeitY, he was Additional Secretary in the petroleum ministry, with the charge of Chairman and Managing Director of PSU explorer, 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

With an experience of more than 25 years, Alok Ohrie is responsible for heading Dell Technologies' India business. His new designation will be President and Managing Director, Dell Technologies, India. He was earlier leading the commercial business for Dell EMC in India since 2016. 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 products and solutions.

Alok Ohrie holds a Bachelor's degree in Electronics and Communication Engineering from REC, Surathkal.

AMITABH KANT

Amitabh Kant is the CEO of NITI Aayog (National Institution for Transforming India). He is also 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, Kozikhode and MD, Matsyafed.

ANUPAM SHRIVASTAVA

Anupam Shrivastava currently holds the position of Chairman and Managing Director of BSNL. He is an ITS officer of 1981 batch with more than three decades of experience. 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 and revenue. He was also responsible for monitoring the growth and maintenance of Telecom Network in 8 Circles.

Prior to these assignments in BSNL, Anupam Shrivastava had held the post of Sr. GM, Ajmer TD where he gave special attention to Sales & Marketing of telecom products in the SSA which resulted in physical growth of connections in all segments and increased revenue for the SSA.

He is a B.E. (Electronics & Communications) and is also an MBA (Marketing). He has taken telecommunication trainings in India and Japan.

AJIT BALAKRISHNAN

Founder of Rediff.com, Ajit Balakrishnan is an Indian entrepreneur, business executive and administrator. He is the current Chairman and Chief Executive Officer of Mumbai based Rediff.com. Prior to this, Balakrishnan was the Chairman of the Board of Governors of Indian Institute of Management Calcutta (IIM Calcutta) for two five-year terms. Ajit Balakrishnan also shares interest in Business Standard writings, and has written a book published by Macmillan Publishers called 'The Wave Rider'.

Balakrishnan holds a Bachelor of Science from the University of Kerala and a Post Graduate Diploma in Management with Master in Business studies (MBA) from IIM Calcutta.

AMIT JAIN

Having an experience of more than 20 years in executive management, technology and entrepreneurial experience, Amit Jain holds the position of President and CEO of Prysm. 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.

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 Avanex 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.

DR. ANAND AGARWAL

Having joined Sterlite Tech in 1995, Dr. Anand Agarwal 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 realizing such opportunities around a strategic direction, and creating sustainable profitability and shareholder value. Since he became CEO in 2003, he has led the organization's transformation from a leading global provider of optical fibre to enabling digital inclusion by designing, building and managing smarter digital networks. He has completed his B.Tech in Metallurgical Engineering from IIT-Kanpur and Masters and his Ph.D. from the Rensselaer Polytechnic Institute, USA.

ARUNA SUNDARARAJAN

Aruna Sundararajan, the Telecom Secretary and Chairman of Telecom Commission, belongs to the 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.

As Kerala's founding IT Secretary, she had conceived and spearheaded the Akshaya project, first started in the rural district of Malappuram, Kerala, and subsequently extended to the entire state.

ARVIND GUPTA

Arvind Gupta is the current 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 also happens to be the founder of an artificial intelligence startup.

He has an experience of more than 20 years in leadership, policy & entrepreneurial roles, both in Silicon Valley and 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.

ASHOK SOOTA

One of the pioneering leaders of the Indian IT industry, Ashok Soota is the Executive Chairman of Happiest Minds, a next generation IT Services company. Prior to creating Happiest Minds, Ashok led the growth of Wipro's IT business. Subsequently, he was the founding Chairman & MD of Mindtree.

Ashok was the President of Confederation of Indian Industry (CII), and also the President of Manufacturers' Association of Information Technology. He has served on the Prime Minister's Task Force for IT and on the Advisory Council for the World Intellectual Property Organization, Geneva. Creating about 25,000 jobs during his leadership tenure, he has been recognized twice as the IT Man of the Year. Ashok has created Ashirvadam, a Trust for Environmental Protection for helping the needy that includes vocational training, education and medical assistance.

Ashok holds a Bachelor of Engineering degree from Roorkee University (now IIT Roorkee) and an MBA from the Asian Institute of Management, Philippines.

AZIM H. PREMJI

Informally known as the Czar of the Indian IT Industry, Azim Hashim Premji, the chairman of Wipro Limited is a graduate in Electrical Engineering from Stanford University, USA. He is responsible for transforming a $2 million hydrogenated cooking fat company into close to $ 8.5 billion Revenue IT, BPO and R&D Services organization and building its presence in 58 countries.

In 2001, Premji established the Azim Premji Foundation, a not-for-profit organization, with a vision of enhancing quality & equity in the public school education system in India, and to build a better society. Over the years, Azim Premji has received numerous honors and accolades, which he considers as recognitions for the team of Wipro and the Foundation.

BHAVISH AGGARWAL

Bhavish Aggarwal is an entrepreneur, who is also the co-founder and CEO of Ola Cabs. He founded the company in the year 2011 along with Ankit Bhati. He started his career with Microsoft Research India as a Research Intern and later got reinstated as an Assistant Researcher. He worked there for two years.

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. In 2015 Aggarwal and Bhati were the youngest to be included in that year's list of richest Indians.

He holds a bachelor's degree in computer science & engineering from Indian Institute of Technology, Bombay in 2008.

ASHISHKUMAR CHAUHAN

Former CIO of Reliance Group, Ashishkumar Chauhan is the current MD and CEO of the Bombay Stock Exchange (BSE). Ashish is best known as the father of modern financial derivatives in India. The Ex CEO of Mumbai Indians, Ashish is considered as one of the foremost experts in financial market policies, Information technology, organized retail, telecommunications, Indian social issues, cricket, etc.

A mechanical engineer from IIT Mumbai and alumnus of IIM Calcutta, Chauhan was instrumental in setting up India's first International Exchange - India International Exchange in Gandhinagar.

ATUL BHATNAGAR

The President and CEO of Cambium Networks, Atul Bhatnagar has been successful in increasing the global footprint of the company and expanding its addressable market, and worldwide market share through disruptive, innovative broadband wireless solutions. He has been associated with the company since 2013.

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 an Innovation and Entrepreneurship Certificate from Stanford University, along with Corporate Governance executive education at Harvard Business School. He has an M.S. degree in Electrical Engineering from the University of New Mexico, Albuquerque and holds a B.S. degree in Electrical Engineering from the Birla Institute of Technology and Sciences, Pilani.

BHARAT GOENKA

Bharat Goenka, known as the "Father of the Indian Software Product Industry", 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 a 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".

C P GURNANI

Chander Prakash Gurnani is the CEO & Managing Director of Tech Mahindra. Under his able leadership the company witnessed its transformational journey in the form of 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 starting with companies like 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.

PROF. DEEPAK B PHATAK

A recipient of the Padma Shri Award in 2013 for contribution in science and technology, Prof. Deepak B. Phatak is the former Dean of Resource Development at IIT Bombay and also an Indian computer scientist. Ranked one of the 50 most powerful people in India, he is known for his notable work for upgrading Aakash, advertised as the 'world's cheapest tablet'. He is currently the Subrao Nilekani Chair Professor of the KReSIT/ department of CSE.

Phatak completed his master of engineering (specializing in instrumentation, control and computers), and received his PhD in computer science from Indian Institute of Technology Bombay. His thesis was titled Digital Simulation and Identification of Linear Continuous Systems.

DEEP KALRA

Founder of MakeMyTrip, Deep Kalra 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 IAMAI 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

The Managing Director and CEO of National Payments Corporation of India (NPCI), Dilip Asbe 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 infrastructures like National Electronic Toll Collection (NETC), RuPay international debit and credit card, and 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, an Indian American entrepreneur and businessman, is the former CEO and Vice Chairman of Cognizant. As a CEO, he set the strategic direction by promoting Cognizant's values and client-first culture and focusing 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. Francisco is a member of the World Economic Forum and the 2019 Chairman of the World Economic Forum's IT Governors Steering Committee.

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.

GAGAN RAI

Gagan Rai is the Chief Executive Officer and Managing Director of NSDL e-Governance Infrastructure Limited. He has been the Executive Director, NSDL since its inception in 1996. With three decades of experience in financial arena, Rai had worked with Industrial Development Bank of India (IDBI) and Credit Analysis & Research Limited (CARE), before joining NSDL.

He has done his Post Graduation in Economics and holds a Diploma in Project Planning, Evaluation & Control. Currently, he is implementing and managing various green field projects for the Government of India and managing critical and large databases, having a direct impact on the country's economy. He is a Certified Associate of Indian Institute of Bankers.

JAYANTHA PRABHU

Jayantha Prabhu is the present Group CIO at Essar. At Essar he is responsible for Business Transformation enablement by IT, IT Strategy, Enterprise Architecture, Information Security, Project delivery, Enterprise License Agreements, Green IT & Sustainability, IT Center of Excellence etc. Prabhu has played a key role in driving digital transformation and using technology for business processes at Essar. His role as the CIO of Essar Group allowed him to understand technology offerings and their usefulness in business models. He boasts of 25 glorious years of experience in the industry.

In 2017 he has been appointed as the India business head of AGC Networks, in addition to his role of CIO at Essar Group.

K. ALAGESAN

Industry veteran K. Alagesan, with 36 years of rich experience, is the Chairman & Managing Director at ITI Ltd. He is also on the board of India Satcom Ltd.

K. Alagesan joined ITI in January 1982 as an Assistant Executive Engineer, where he has climbed the professional ladder with utmost sense of responsibility, ethics and dedication. He has played a vital role in the implementation of revival plan of the company under which he introduced many new projects.

K. Alagesan holds a B.E degree in Production Engineering from National Institute of Technology (earlier known as REC), Tiruchirapalli, with an Advanced Diploma in Management and Diploma in Human Resource Management from IGNOU.

KARAN BAJWA

Karan Bajwa, Managing Director at IBM India, is responsible for the 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 to win new business, shape market opportunities by building alliances & partnerships and solidify the company's position in the marketplace.

Karan joined IBM in 2016 as an Executive for Strategy & 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 served in various roles in Microsoft and Cisco.

DR. KESHAB PANDA

Dr. Keshab Panda is the CEO and MD of L&T Technology Services. He joined the 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 its Chief Executive Officer and Managing Director in 2016. With an experience of 31 years in the global industry, he is spearheading the company by conceptualizing, creating, operationalizing and turning around complex technology and engineering services businesses.

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 leading Adobe India. 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 and has over 20 years of experience in management roles.

He holds a graduate degree from Indian School of Business and is also an alumni of the National Defence Academy. In his early life, Kulmeet dedicated his life in the service of India and spent more than 12 years with the Indian Armoured Corps.

MRUTYUNJAY MAHAPATRA

A senior Banker, Mrutyunjay Mahapatra has been the Managing Director and the Chief Executive Officer of Syndicate Bank Ltd. since September 21, 2018. Prior to that, Mahapatra served as Chief Information Officer and Deputy Managing Director of State Bank of India and also served as its Regional Head for the UK. He had looked after global strategy, payments, transactions, and transformation programmes at SBI. He also served as a Director at State Bank of India (California). Mahapatra also headed SBI (Mauritius) as a Non-Executive Director.

Mrutyunjay Mahapatra is also a violin enthusiast and plays Hindustani classical style of violin. He shares great interest in public speaking, writing columns in newspapers and periodicals, working on boards, long distance running and mentoring.

MUKESH D. AMBANI

Mukesh D. Ambani is an Indian business tycoon and is the Chairman and Managing Director of Reliance Industries Limited. He is an extreme innovator and believer in game-changing businesses of the future and is known for challenging conventional wisdom and spotting opportunities quickly. 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

An Indian entrepreneur, bureaucrat and politician, Nandan Nilekani held the position of Chairman of the Unique Identification Authority of India (UIDAI). 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 the 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. Nandan also headed the Government of India's technology committee, TAGUP.

He rejoined Infosys in the year 2017 after the exit of Vishal Sikka to become a non-executive 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 the Board of Tata Sons in October 2016 and was appointed Chairman in January 2017. After a successful career of 30 years at Tata Consultancy Services (TCS), he has been appointed the 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. He is also the Chairman of Tata Motors and Tata Global Beverages (TGB).

Chandrasekaran holds a degree in Master of Computer Applications (MCA) from the Regional Engineering College, Tiruchirappalli (now National Institute of Technology, Tiruchirappalli).

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Chandrasekaran holds a degree in Master of Computer Applications (MCA) from the Regional Engineering College, Tiruchirappalli (now National Institute of Technology, Tiruchirappalli).

PRAKASH MALLYA

Equipped with international sales & marketing experience, Prakash Mallya is the MD of Sales & Marketing Group India, Intel. Prior to that, Prakash was the Managing Director of Southeast Asia at Intel where he led all of Intel's sales, marketing and the enablement of Intel products across Southeast Asia. Under his stewardship, the Southeast Asia team won the Global ECOC Award for exemplary leadership in Ethics and Compliance.

A 16-year veteran at Intel, Mallya has held several regional roles, most recently as Director for Intel's Datacenter Group in Asia. He has also held the position of Managing Director of Southeast Asia where he led all of Intel's sales, marketing and the enablement of Intel products across Southeast Asia.

Prakash holds a Bachelor's Degree in Electrical and Electronics Engineering and an MBA in Marketing Management.

RAHUL AGARWAL

Rahul Agarwal is the CEO & MD of Lenovo India Pvt. Ltd. and is responsible for the PC and smart devices business for the Indian subcontinent. He served as Executive Director for Key Account Business in India of Lenovo India since April 2010. Agarwal previously led Lenovo's Commercial Business for three years. This includes the IBM's x86 server business which Lenovo has acquired. Before that, he was heading Lenovo's marketing globally and leading its global marketing hub in Bangalore. He has been with the company for more than 10 years now.

Prior to Lenovo, Agarwal managed the commercial desktops business at IBM. Rahul completed his Post Graduate Diploma in Management from Indian Institute of Management Ahmedabad.

RAJESH UPPAL

Rajesh Uppal serves in the position of Chief Information Officer at Maruti Udyog and is associated with the company since 1985. In his long tenure at 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, and 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.

RITESH AGARWAL

Ritesh Agarwal, Founder & CEO of OYO Rooms, started his career at the age of 18. He launched Oravel Stays, a website designed to enable listing and booking of budget accommodation. After three months of research and staying in over 100 bed and breakfast homes, guest houses, and small hotels, he pivoted Oravel to OYO in 2013. Ritesh scaled OYO from 5 cities in December 2014 to 200 cities in 2015. In late 2017, OYO launched OYO Home, an Airbnb-like marketplace for short-term managed rentals.

He was the first resident Indian to be awarded the Peter Thiel Fellowship, received a grant of $100,000. In his free time, he loves cycling and practicing yoga.

S. SHANKAR

Subramonian Shankar serves as the President and Chief Executive Officer of American Megatrends Inc. (AMI) and Vitel Technologies. He is the founder of AMI. Born in Chennai, S Shankar obtained his B.Tech. degree in Electrical Engineering from IIT Madras in 1971. After working for three years in the R&D labs of Tata Electric Company, Shankar proceeded to Canada where he obtained his Master's degree in Electric Engineering from the University of New Brunswick in 1976.

In 1994 S Shankar founded AMI Germany and AMI India which is located in Chennai. AMI Taiwan followed in 1995 and AMI Korea in 1998. AMI's greatest success story came in 1996 with megaRAID, a storage controller card.

RAJEEV CHANDRASEKHAR

Rajeev Chandrasekhar is an entrepreneur and an MP in the upper house, representing the State of Karnataka. Being a versatile BJP MP, Rajeev has served as member of the Parliament, Standing Committee on Defence, Consultative Committee on Finance, the Central Advisory Committee for the National Cadet Corps, Co-Chairman of District Development Coordination & Monitoring Committee, Bangalore Urban District. He is one of the members of Rajya Sabha Select Committee on GST Bill and Rajya Sabha Select Committee on Real Estate Bill.

He is also the founder and chairman of Jupiter Capital Pvt. Ltd, a financial services and investment company. Asianet News is one of Jupiter Capital's portfolio companies.

RAMAN ROY

Raman Roy has been instrumental in promoting India as a preferred destination for Remote Processing in North American and European companies. He is also known as the "Father of the Indian BPO Industry". 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 Quatrro Global Services, which commences its operations in 2007.

Raman also held 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.

PROF. S. SADAGOPAN

Prof S Sadagopan is currently the Director (President) of IIIT-Bangalore. He is a Senior Member of the IEEE and ACM. His research interests include OR, Multi-criteria optimization, Simulation and Enterprise computing. Having obtained his MS & PhD Degree from Purdue University, USA and BE (Hon) Degree from Madras University, India, Professor Sadagopan had taught at IIT Kanpur (1979 to 95) and IIM Bangalore (1995-99).

Having won numerous awards, Sadagopan consults extensively to some of the largest private & public sector corporations in India in Computing, Communications, Software, Automotive, Oil and Power industries as well as social sector.

SAMEER GARDE

Sameer Garde is the President 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 for its 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 for growing its 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 the Group Vice President, Key Accounts Program at Oracle. In previous assignments, he has held senior positions at Microsoft India and IBM India.

SOM SATSANGI

Som Satsangi is the present MD India at HPE. Prior to this he was the VP & GM for the Enterprise Group during which he was responsible for revenues and profitability. In his 19 years of association with HPE, Som has served numerous leadership positions.

With over 30 years of experience in the IT Industry, Som is a firm believer of talent management. Prior joining HPE, he led sales and marketing organizations in various Indian IT companies. He holds a BE degree in Electrical & Electronics from MEC-Jaipur and a Senior Executive Leadership Program in Leadership, Management & Strategy from Harvard Business School.

SUNIL BHARTI MITTAL

Sunil Bharti Mittal is the Founder and Chairman of Bharti Enterprise. He has been responsible for the mobile revolution in India. In 2007, he was awarded the Padma Bhushan, India's third highest civilian honor. On 15 June 2016, he was elected as Chairman of the International Chamber of Commerce. A first-generation entrepreneur, Sunil started his first business in April 1976 at the age of 18, with a capital investment of Rs.20,000 (US$290) borrowed from his father. His first business was to make crankshafts for local bicycle manufacturers.

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

Mohan Das Pai is the Chairman of Manipal Global Education (Manipal University). He held the position of Chief Financial Officer from 1994 to 2006 at Infosys. He was also a former Director of Infosys and spearheaded Administration, Education and Research, Financial, Human Resources of Infosys Leadership Institute. To explore new avenues, he voluntarily stepped down from his position and dedicated all his efforts in the areas of Human Resources and Education & Research.

Pai was awarded the Padma Shri award by the President of India in 2015, and the Karnataka Rajyotsava Award in 2004.

VIJAY SHEKHAR SHARMA

Founder of One97 Communications, the parent company of Paytm, Vijay Shekhar Sharma is presently the CEO of the company. After revolutionizing the mobile payment industry in India, Sharma next forayed his company into e-marketplace with Paytm Mall and Paytm Payments Bank. Sharma was ranked as India's youngest billionaire in 2017 by the Forbes with a net worth of $2.1 billion. He has also been the recipient of several awards as a recognition of his contributions.

SHIV NADAR

Shiv Nadar is the Founder and Chairman of HCL. Shiv Nadar led 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 began his career at Walchand group's College of Engineering, Pune (COEP) in 1967. But he soon gave it up to begin his own venture, in partnerships with several friends and colleagues. Nadar has made daring forays based on his conviction of the future. In 2008, Nadar was awarded Padma Bhushan for his efforts in the IT industry.

SRINIVAS KANDULA

Srinivas Kandula is an Indian business executive, entrepreneur, and the former CEO of Capgemini Technology Services India Ltd. Prior to his new role, between January 2016 and December 2018, Srinivas Kandula was CEO of Capgemini in India and member of the Executive Committee of the Capgemini Group. He was also a former Member of the Executive Council and head HR in IGATE Corporation, having led their HR, Quality, Marketing and Business Strategy functions globally.

Kandula is a Doctoral Fellow from XLRI, Jamshedpur. His doctoral thesis at XLRI was on the topic of 'Alignment between Corporate Restructuring Strategies and Human Resource Interventions in BT-Top 500 Companies'.

SUNIL SOOD

Sunil Sood is serving Vodafone India as Managing Director and Chief Executive Officer. He started his career with the 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.

VIJAY SETHI

The Chief Information Officer (CIO) and Head of Corporate Social Responsibility (CSR) at Hero MotoCorp, Vijay Sethi 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 hand, as Head of CSR he is responsible for managing all corporate social responsibility related initiatives across the organization. He has been associated with the company since 2007.

VIPIN TYAGI

With an experience of more than 35 years, Vipin Tyagi is the Executive Director and the Chairman of the Board of C-DOT. The organization is playing a crucial role in 'Make in India' and 'Digital India' programs launched by the Govt. of India.

Vipin has an experience in software development; convergent networks; and development of HR and quality systems. He has headed global business in India, Japan, Australia, USA and Europe and has actively worked towards Research and Development of large systems, Organizational Development and creation of high performance teams. He has been an active member of the steering committee of BharatNet.

Government Bodies-Authorities

The Information Technology (IT) industry is one of the fastest growing sectors in India. India has successfully established itself as a competitive and prominent destination for outsourcing IT & IT enabled services over the last few decades. With more than two billion devices connected to the cloud every day, it is estimated that the 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.

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 the industry are represented by the Government bodies that are responsible for the development of standards (International and Indian) 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. The initiative that triggered the adoption of technology in the country is Digital India which is aimed to serve the citizens in a better way by leveraging technology & improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. Digital technologies and trends are redefining our world every day.

Digitalization is the cause of large-scale and sweeping transformation across multiple aspects of businesses, providing unparalleled opportunities for value creation and capture, while also representing a major source of risk. The Digital India program also focuses on achieving the government's target of net zero imports by giving priority for electronics manufacturing capabilities and transforming the nation into a manufacturing hub.

Digital transformation involves a change in leadership, the encouragement of innovation and new business models, incorporating digitization of assets and an increased use of technology to improve the experience of an organisation's employees, customers, suppliers, partners and stakeholders. This will help create a situation where the common man will be provided with good governance with minimum interference of the human being.

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Tel: +91-11-24361504 / 24361447/
Website: www.nic.in

National Institute of Smart Government (NISG)
Shri. Sudhir Saxena
VP
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

National Internet Exchange of India
Shri. Sanjay Goel
CEO & Joint Secretary
6C,6D, 6E, Hansalaya Building
15, Barakhamba Road,
New Delhi-110001
Phone:011-24363114/48202000
Fax: +91-11-48202013
Website: www.nixi.in

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.:+91-11-01126105291/26105054
Website: www.nicsi.com

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, 23465-833/834
Fax: 011- 25788012, 011- 23450841
Website: www.nsda.gov.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

RailTel Corporation of India Limited (RailTel)
Shri. Puneet Chawla
Chairman & MD
143, Industrial Area,
Sector – 44, Gurgaon - 122003
Phone: +91-124-2714000
Fax: +91-124-4236084
Website: www.railtelindia.com

Software Technology Parks of India (STPI)
Dr. Omkar Rai
Director General
9th Floor, NDCC-II,
Jai Singh Road (Opp. JantarMantar),
New Delhi-110 001
Tel:+91-11-23438188, Fax: +91-11-23438173
Website: www.stpi.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

Telecommunication Engineering Centre
Shri Arvind Chawla
DDG-IT
Head of Telecommunication Engineering
Centre
Gate No. 5, Khurshid Lal Bhavan, Janpath,
New Delhi - 110 001
Tel:+91(11) 23355028/23714866/ 23737752
Fax: +91(11) 23326029
Website: www.tec.gov.in

Telecom Regulatory Authority of India
Dr. R S Sharma
Chairman, (TRAI)
MahanagarDoorsancharBhawan (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

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

The Associated Chambers of Commerce and Industry of India
Shri. Balkrishan Goenka
President
ASSOCHAM Corporate Office
5, Sardar Patel Marg
Chanakyapuri, New Delhi – 110021
Tel: 011 - 46550555, Fax: 01123017008/9
Website: www.assocham.org

Telecommunications Consultants 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

Wireless Planning and Coordination Wing
Shri Anil Kumar
Wireless Adviser
WPC Wing
Sanchar Bhavan, 6Th Floor,
20 Ashoka Road, New Delhi - 110 001
Tel: +91-11-011-23372310 /23755444
Fax: +91-11-23716111
Website: www.wpc.dot.gov.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

ARUNACHAL PRADESH
Arunachal Pradesh State Council for Science and Technology
Shri C.D Mungyak
Director and Member-Secretary
ITANAGAR-791113
Tel: 0360- 2292379
Website: www.arunachalpradesh.gov.in

ASSAM
Assam Electronics Development Corporation Ltd (AMTRON)
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

BIHAR
Bihar State Electronics Development Corporation (BSEDC)
Sri Rahul Singh, IAS
Managing Director
Beltron Bhawan, Shastri Nagar

Patna - 800023
Tel: +91-612 - 2281856
Fax: 0612-2281857
Website: www.beltron.in

CHANDIGARH

Society for Promotion of IT in Chandigarh (SPIC)

Shri. Arjun Sharma
CEO-SPIC and Director IT
Department of Information Technology
SPIC Centre of Excellence,
EDC, Plot No.20,
Chandigarh- 160101
Tel: 91-172-2701900, 2970451
Website: www.spicindia.com

CHHATTISGARH

Chhattisgarh 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

GOA

Goa Electronics Ltd. (GEL)

Shri B.S. Borkar
Managing Director
Ground floor, ShramshaktiBhavan,
EDC Complex, Patto Plaza,
Panjim, Goa – 403001
Tel: +91 832 2437220 / 2437248
Fax: +91 832 2437220
Website: www.goaelectronics.co.in

GUJARAT

Gujarat Informatics Limited

Shri. Dhananjay Dwivedi, IAS
Chairman
Block No. 1, 8th Floor,
UdyogBhavan, Sector - 11,
Gandhinagar - 382010, Gujarat
Tel: 079-23256022, Fax: 79-23238925
Website: www.gujaratinformatics.com

HARYANA

Haryana State Electronics Development Corporation Ltd (HARTRON)

Shri. Ankur Gupta, IAS
Chairman
SCO-109-110, Sector 17-B,
Chandigarh -160017
Tel: 0172-2714001, Fax: 2705529, 2720113
Website: hartron.org.in

JAMMU AND KASHMIR

Jammu and Kashmir e-Governance Agency (JaKeGA)

Shri. Saugat Biswas
Secretary- Govt.IT Deptt.
Room No. 173, 1st Floor,Civil Secretariat
Srinagar- 190001
Website: www.jkit.nic.in

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

KARNATAKA

Centre for e-Governance (CEG)

Dr. Sunil Panwar IFS
CEO
Room Number-146A,
Gate Number-2, M S Building,
AmbedkarVeedhi, Bangalore- 560001
Website: www.karnataka.gov.in/ceg.

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

MADHYA PRADESH

Madhya Pradesh State Electronics Development Corporation (MPSEDC)

Smt. Tanvi Sundriyal, IAS
Managing Director
State IT Centre, 47-A, Arera Hills,
Bhopal- 462011 (M.P.)
Tel:755 2518300/ 755 2518586/755 2518500
Website: www.mpsedc.com

ODISHA

Odisha Computer Application Centre (OCAC)

Shri. Rudra Narayan Palai, ITS
CEO (Administrative)
N-1/7-D, Acharya Vihar
P.O.- RRL, Bhubaneswar - 751013
Tel: 674-2567280/2567064/2567022
Fax: 674-2567842
Website: www.ocac.in

PUNJAB

Punjab Information and Communication Technology Corporation Limited (Punjab Infotech)

Shri. Rajat Agarwal, IAS
Managing Director
5th - 6th Floor, UdyogBhavan,
18- Himalaya Marg, Sector 17, Chandigarh
Tel: +91-172-5256400, 5256401,
Fax: 2702423
Website: www.punjabinfotech.gov.in

RAJASTHAN

RajComp Info Services Limited (formerly RajCOMP)

Mr. Akhil Arora, IAS
CMD
1st Floor, C-Block, YojanaBhawan
Tilak Marg, C-Scheme, Jaipur-302005 (Raj)
Fax: 141- 2228701
Website : www.risl.rajasthan.gov.in

TAMIL NADU

Electronics Corporation of Tamil Nadu Ltd (ELCOT)

Dr. Santhosh Babu., I.A.S
Chairman
692, M.H.U. Complex, II Floor,
Anna Salai, Nandanam, Chennai-600 035
Tel: +91-44-66401400 /25670783

Fax: +91-44-24330612
Website: www.elcot.in

TELANGANA

Telangana State Technology Services (TSTS)

Dr. Rakesh Kumar Chirumilla
Chairman
1st Floor, B Block
BRKR Bhavan,
Tank-bund, Hyderabad-500063
Tel: 040-23220305/ 23224935
Fax: 040-23228057
Website: www.tsts.telangana.gov.in

UTTAR PRADESH

Uttar Pradesh Development Systems Corporation Ltd. (UPDESCO)

Shri Alok Sinha, IAS
Chairman
2nd Floor,
UPTRON Building, Near Gomti Barrage
Gomti Nagar, Lucknow - 226010
Tele: 0522-2304703
Website: www.upite.gov.in

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 -248013
Tele: 0135-6671503
Website: www.itda.uk.gov.in

WEST BENGAL

West Bengal Electronics Industry Development Corporation Ltd. (WBEIDC)

Shri Prodip Mukhopadhyay
MD
Webel Bhavan,
Block - EP & GP, Sector - V,
Salt Lake, Kolkata - 700 091
Tele : +91 33 2339 2234 / 2339 2228 / 2339 2337
Fax: +91 33 2357 1708/ 2357 1739
Website: www.webel-india.com

Shri K.Alagesan

Director (Production) & Chairman and Managing Director
ITI Limited
F29, Ground Floor, Doorvaninagar
Bangalore-560 016,Karnataka
Phone :080-25660522, Fax :080-25660521
Website :www.itiltd-india.com

H.E. UpendraTripathy

Director General
ISA-International Solar Alliance
International Solar Alliance Secretariat
Surya Bhawan, National Institute of Solar Energy Campus
Gwal Pahari, Faridabad-Gurugram Road,
Gurugram, Haryana – 122003, India
Tel: 124 2853090
Website: www.isolaralliance.org

Lt. General (retd.) Rajesh Pant

Chief Information Security Officer- (NCCC)
NCSC-National Cyber Security Coordinator
69, Regal Building, 7, Sansad Marg, Ashok Park Main, Connaught Place, New Delhi- 110001
Tel: 011-23747965

INDUSTRY BODIES IN INDIA

The government of India has Ministry of Commerce & Industry and Ministry of Finance to look after the well being of its trade sector. But to lend a helping hand, various trade associations are being formed. Generally they are voluntary and not for profit associations and chambers that work with the government to strengthen internal trade in the country.

It provides a network for discussions and is a meeting place for stalwarts of the industry and people making these policies. It represents the interests of the commerce and the internal trade industries of India. It provides a platform for policy discussions and formulating plans for the safety and the growth of the industry.

We can't deny the fact that technology is the main contributor for economic growth. There are a few important Industry bodies that facilitate business and trade in hardware, software and services and encourages the advancement of research in India's technology 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 formed across the country in the last 5 years for policy advocacy and smooth running of businesses given the changing environment for business transformation. 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.

The goal of these associations are to promote trade in both domestic and international arena and reduce trade barriers while fostering conducive environment for the growth of trade and industry of India. They are also involved with various state level associations to bring the regional issues to the limelight to the national level and create awareness.

Association of System Integrators & Resellers in Technology(ASIRT)
Chairman – Jiten Mehta
Tel : +91 022-61542333/22-66122000
Website: www.asirt.in

Association of Unified Telecom Service Providers of India
President – Amit Mathur
Tel: 011 - 23358585
Fax: 011 - 23327397
Website: www.auspi.in

The Associated Chambers of Commerce and Industry of India (ASSOCHAM)
President – BalkrishanGoenka
Tel: 011 - 46550555
Fax: 011- 23017008
Website: www.assocham.org

Association Of MSMEs in IT (AIM-IT)
Chairman – VinitGoenka
Tel : 011-40574900
Website: www.aimitindia.com

Automotive Component Manufacturers Association Of India (ACMA)
Director General, -Vinnie Mehta
Tel: (91 11) 2616 0315
Fax: (91 11) 2616 0317
Website: www.acmainfo.com

BICSI
India District Chair – Ninad Desai
Tel: 91 22 27902441
Website: www.bicsi.org

Communications Multimedia and Infrastructure Association of India
President – Prof. N K Goel
Tel: 011-26266411
Website: www.cmai.asia

Confederation of Indian Industry (CII)
President – Mr. Vikram S. Kirloskar
Tel: 91 11 45771000 / 24629994-7 *
Fax: 91 11 24626149
Website: www.cii.in

Digital India Foundation (DIF)
Co-Founder – Ashok Malik
Tel: 011 -0120-4568926
Website: www.digitalindiafoundation.org

Electronic Component Industries Association (ELCINA)
President: AmritManwani
Tel: (91 11) 26928053
Fax: (91 11) 26923440
Website: www.elcina.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

Federation of All India Information Technology Associations (FAIITA)
President – Champak Raj Gurjar
Tel: +91-9845353629
Website: www.faiita.org

Federation of Indian Chambers of Commerce and Industry(FICCI)
President - SandipSomany
Tel: 91-11-23738760-70
Fax: 91-11-23320714, 23721504
Website: www.ficci.com

Fire and Security Association of India
National President - Pankaj Dharkar
Contact: 022-63742 1214/22785640
Website: www.fsai.in

India Electronics and Semiconductor Association
Chairman - Shri. JitendraChaddah
Phone: +91 80 4147 3250/51
Website: www.iesaonline.org

India Mobile Congress
President - Shri. P Ramakrishna
Phone: 011- 23440236
Website:www.indiamobilecongress.com

Internet and Mobile Association of India
Chairman – RajanAnandan
Website: www.iamai.in

Internet Service Providers Association of India
President - Rajesh Chharia
Tel: 011 - 26424001
Fax: 011 - 41608472
Website: www.ispai.in

India Trade Promotion Organisation (ITPO)
Chairman & MD- L C Goyal
Tel: 91-11-23371540
Fax: 91-11- 23371492
Website: www.indiatradefair.com

Infotech Software Dealers Association (ISODA)
Chairman – N K Mehta
Tel.: +91-9821243881
Website: www.isoda.in

Manufacturers' Association for IT (MAIT)
President - Nitin Kunkolienker
Tel: +91-11-2685 5487
Fax: +91-11-2685 1321
Website: www.mait.com

NASSCOM
President – Debjani Ghosh
Tel: +91-120-4990111
Fax: +91-120-4990111
Website: www.nasscom.org

Other Service Providers Association of India (OSPAI)
President- S.V. Ramana
Phone: 0120 4319797
Website: www.ospai.in

Trade Association of Information Technology (TAIT)
President- Samir Parekh
Phone: 022-23861101
Website: www.tait.in

Distributors & Value added Distributors in India

Partners cover every aspect of a business and their network plays a crucial role in the industry in terms of wider reach. Different partners come together with other companies to provide a completely new complete ecosystem. Technological advancement in most organizations has made outsourcing for technology partners a necessity. This has helped many organizations streamline their services and keep their competitors on their toes.

Almost every major technology company runs a partner program or set of initiatives designed to connect with other industry counterparts. Partner programs are usually designed to help integrate with complementary technology vendors whose products and services integrate and harmonize with the primary IT platform in question. In the age of mobile commerce, consumers expect a seamless personalized experience with brands that understand their needs.

Distributors and Value added distributors (VADs) are a very important part of the overall growth strategy of every corporate. Channel partners are integral to the overall success of the corporate go-to-market strategy for delivering an excellent customer experience. Generally, the Channel Partner programs are done by the corporates to help the partners achieve optimal business outcomes from technology investments. Distributors and 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

VADs further 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. At the same time 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 products 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. VADs are also offering training, education and helping resellers understand the customer requirements to deliver appropriate solutions and understand the requirements that they should go out to create a more compelling demand generation.

This year, distributors have realized the massive opportunities through newer way of doing business that includes e-commerce, Big Data, Cloud Computing and IoT (Internet of Things). Thus, majors like Ingram Micro, Redington, Savex, Tech Data, Compuage, Supertron, Rashi Peripherals, Brightstar Telecommunications and Iris Computers have gone very aggressive in promoting various offerings to the channel through their traditional channel. Some of them are also through their cloud services. This year's Brand Book looks at the current dynamics in the technology distribution space where the role of VADs is also getting extremely important in terms of business leads to improve productivity, efficiency and collaboration.

Aditya Infotech Ltd.

Head of the Organization : Aditya Khemka
Designation : CEO & Director
Address : A-12, Sector 4, Noida, Delhi NCR,
India - 201301
Telephone : 0120-4555666
Website : wwwadityagroup.com

Core competency : Aditya Infotech is the technical arm of the Aditya Group which has a proud heritage of 100 years. It 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, catering to industries like 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.

Brightstar Telecommunications India Limited

Head of the Organization : Sanjeev Chhabra
Designation : Managing Director
Address : Beetel Corporate Center, First
Floor, B Wing, Plot No.16, Udyog
Vihar Phase IV, Gurgaon-122001,
Haryana
Telephone : 0124- 4823500
Website : www.brightstarcorp.in

Core competency : Recognized as the No.1 wireless distributor, Brightstar is connecting businesses and people with the help of technology. It provides simplified solutions to consumers across Retail, Online, Enterprise and Networking. Brightstar India has carved out a strong presence in the IT distribution space with a product portfolio that encompasses consumer electronics, telecommunication and digital lifestyle products. It processes over 100 million devices every year, providing innovative end-to- end services seamlessly integrated with its customers' businesses. It has a customer base of more than 50,000 across 100 countries.

Compuage Infocom Limited

Head of the Organization : Atul H Mehta
Designation : Chairman & Managing Director
Address : D601 Lotus Corporate Park, Ram
Mandir Lane, Western Express
Highway, Goregaon (East),
Mumbai - 400063
Telephone : 022-67114444
Website : http://www.compuageindia.com/

Core competency : Compuage Infocom Ltd. is the distribution player that creates opportunities for enterprise advancement for its channel partners through aggressive market development and continuous improvement through agility. Its with 40 offices and 69 service centers across the country lets its 12000+ online & offline retailers, resellers and system integrators enjoy doing business at ease. It acts as a strategic link between vendors and partners, thus readying them for unprecendented levels of business performance by catering to SOHO, SMB, Mid-size, Large Enterprises and Government Organizations.

Creative Peripherals and Distribution Ltd.

Head of the Organization : Ketan C Patel
Designation : Chairman & Managing Director
Address : Unit No. 3rd & 4th Floor, Plot
No. 137AB, Charkop, Kandivali
(West), Mumbai-400067
Telephone : 022-50612700
Website : www.ecreativeindia.com

Core competency : Creative Peripherals is a pan-India distribution specialist which was founded in the year 1992. With an employee strength of more than 135+ people, it distributes more than 3000 products and works with 5000 dealers. It has partnership with the best brands in IT, Lifestyle, Imaging, and Telecom products. Its flexible supply chain management is agile enough to meet the dynamic changes of the growing consumer electronics market in India. Its stated mission is to evolve as an accomplished Modern Retail and E-commerce Distribution Specialist in the Indian and Middle East markets.

Elcom Trading Company Pvt. Ltd.

Head of the Organization : Sunil Narang
Designation : Director
Address : 302, Madhuban Building 55,
Nehru Place, New Delhi, Delhi 110019
Telephone : 011- 2646 9059

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 1993 with a distinctive objective of providing quality range of IT 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.

element14 India Private Limited

Address : D Block, 11th Floor,
IBC Knowledge
Park, 4/1, Bannerghatta Main Rd,
Bhavani Nagar, Bangalore -
560029
Telephone : 1800-300038
Website : www.in.element14.com
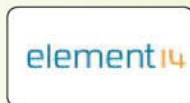
Core competency : Part of the Premier Farnell Group, element14 is the Development Distributor and a global partner that supports the technology community at every stage. From developing the dreams of students and makers to helping professional engineers develop their ideas and products, it builds a community that benefits from its technology. Element14's solutions increase productivity and keep lines running developing its customers' businesses. It has over 650,000 products in stock ready for same-day shipping and adds 900+ new products every week. It is a market-leading community with 430,000 engineers online.

Embee Software Pvt. Ltd.

Head of the Organization : Sudhir Kothari
Designation : Managing Director & CEO
Address : 8 A.J.C Bose Road, 2nd Floor Circular
        Court, Kolkata - 700017
Telephone : 1800 120 1644
Website : www.embeee.co.in

Core competency : Embee Software is a leader in technology solutions and service industry with an experience of almost 30 years. It is an expert in technologies built over decades and pools domain knowledge. It completely emphasises on customer satisfaction and enables organizations, from enterprises to start-ups, to transform their workspaces and achieve desired business outcomes. Embee also provides cloud solution, datacenter transformation and security with the highest cloud mix and active cloud usage. It caters to industries such as BFSI, Education, Healthcare, Logistics and Manufacturing etc.

Fortune Marketing Private Limited

Head of the Organization : Manoj Gupta
Designation : Director
Address : D-1/2, Pocket D, Industrial Area,
        Okhla Phase -2, New Delhi - 110 020
Telephone : 011-30890000/30823345-47
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 pan-India presence and appeal. 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 & Peripherals, Data Storage Solutions, Networking, Mobile Accessories, Audio & Multimedia products and Software products. It has 22 Branches across the country and works among a massive nationwide network of Re-sellers, System Integrators, LFRs and OEMs.

HCL Infosystems Limited

Head of the Organization : Rangarajan Raghavan
Designation : Managing Director
Address : E-4, 5 & 6, Sector 11,
        Noida - 201301, UP
Telephone : 1860-1800-425/ 1860-1802-425/
        1860-425-180
Website : www.hclinfosystems.in

Core competency : HCL Infosystems is India's premier Distribution, IT Services & Solutions Company. It has a wide sales and distribution network in the country and offers value added distribution to partners. It supports its partners through its 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. It reported a revenue of Rs 1,117 crore in Q3 FY 2019.

Inflow Technologies Pvt. Ltd.

Head of the Organization : Byju Pillai
Designation : President & CEO
Address : Inflow House, # 33 & 34, Indiranagar
        1st Stage, Off 100 Feet Road,
        Bangalore - 560038
Telephone : 080-41265151
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 provides Value Added Distribution in Cyber Security, Networking, Unified Communications & Collaboration, AIDC & POS, Infrastructure & Application Software, Storage Management and Electronic Security products and related Services in South Asia. It has its presence in 15 locations.

Ingram Micro India Pvt. Ltd.

Head of the Organisation : Diego Utge
Designation : Sr. VP & CEO
Address : 5th Floor, Block B, Godrej IT Park,
        Pirojshanagar LBS Marg,
        Vikhroli West, Mumbai 400079
Telephone : 22-39894645
Website : www.imonline.co.in

Core competency : Ingram Micro is a Chinese-owned distributor of information technology products and is among the largest technology distributors which provides sales, marketing and logistic services for the IT industry globally. It offers over 280,000 products 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 worldwide, including retailers and IT resellers. In December 2016, HNA Technology, an associate company of HNA Group, acquired Ingram Micro in an all-cash transaction.

Inspan Infotech Pvt. Ltd.

Head of the Organization : Sudhir S
Designation : Managing Director
Address : No: 6, Bishop Wallers Avenue South
        Ttk Road, Alwarpet, Chennai – 600018
Telephone : 044-42088250
Website : www.hclinfosystems.in

Core competency : Inspan is one of the leading distribution companies and the fastest growing companies with an enormous achievement. In just the second year of operation it was listed among top 20 IT distribution companies in India and has been highly successful in capturing a major market share. Inspan is managed by a group of young entrepreneurs. It provides services that are closely aligned with the needs of the industry and with 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 : Manoj Kanodia
Designation : Chief Executive Officer
Address : 23, Level 2, Kalpataru Square,
Kondivita Lane, Off Andheri-Kurla
Road, Andheri (E), Mumbai - 400059
Telephone : 022-4056 9999
Website : www.inspiraenterprise.com

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. Backed by a strong track-record of innovation, it has its presence across 6 metros with teams in all major state capitals and Tier 1 cities in India. Inspira has its international presence across Singapore, Malaysia, Middle East & Africa with MEA Regional office in Dubai. It enjoys strategic alliances with world renowned OEMs.

Iris Computers Ltd.

Head of the Organization : Sanjiv Krishen
Designation : Chairman
Address : A - 155, Road No. 4, Mahipalpur,
New Delhi 110 037
Telephone : 011 26782505
Website : www.iriscomputers.net

Core competency : Iris Computers is one of India's top 10 IT Hardware and Telecom distributors, incorporated in the year 1996. It was acquired by Inflexion Point in 2013 but was again bought back by its Founder, Sanjiv Krishen. Iris Computers distributes and markets a large variety of electronics which it sources from manufacturers such as Dell, Lenovo, Western Digital, Samsung, Acer Inc., Hewlett-Packard, IBM and others. Headquartered in New Delhi, Iris has over 35 billing locations across the country, all of which are full - fledged offices with sales, operations and finance team to support Iris' channel partners.

iValue Infosolutions

Head of the Organization : Sunil Pillai
Designation : Managing Director
Address : #1140, 3rd Floor, 17th Cross Road,
VGR Essor, 6th Main Road, Sector 7,
HSR Layout, Bengaluru - 560102
Telephone : 080-46131804
Website : www.ivalue.co.in

Core competency : iValue's team with its focus and specialization of over last 15+ years in the Data, Network and Application space has built tremendous expertise in addressing customer's challenges across size and verticals. iValue has a direct presence across 10 cities in India with vertical, customer and system integrator focused teams addressing pre-sales, sales & post sales requirements, for private, public and hybrid cloud models. iValue's overseas presence includes the Nairobi, Kenya office to cater to the Africa market and a Singapore office for duty exempted purchases.

Modi Infosol Private Limited

Head of the Organization : Shyam Modi
Designation : Director
Address : B-38 Okhla Phase-I. New Delhi-110020
Telephone : 011-40746900
Website : www.modiithub.com

Core competency : Modi Infosol is a customer focused IT solution provider Company. Its spectrum of offerings include Software, PCs, Laptops, Servers, Printers, Multi-function Machines/Photo Copiers, Video projection system, and Storage & networking products, for all sorts of customer needs. With its Head Office in Delhi, it has its Registered Office in Mumbai and Branch Offices in Madhya Pradesh, Haryana, Uttar Pradesh, Punjab and Himachal Pradesh. With 28 years of experience and with a workforce of 150 people, Modi is ready to setup a network of like-minded people who are ready to create success for the company.

M.Tech Products Pte Ltd.

Head of the Organization : Bhavin Bhatt
Designation : Regional Director
(India & SAARC)
Address : #201, Indraprastha Equinox
(2nd Floor), 100 Feet Inner Ring Road,
Koramangala, Bengaluru - 560095
Telephone : 080-4302 2146
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. Established in May 2002, M.Tech is headquartered in Singapore and has a network of 32 offices in 16 countries. 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.

Priya Ltd.

Head of the Organization : Aditya Bhuwania
Designation : Director
Address : Building No-77/79, 4TH floor,
Near ICICI Bank, Kimatrai Building,
Maharshi Karve Marg, Marine Line,
Mumbai – 400002
Telephone : 022-42203100
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 the IT distribution division 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 of 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.

Presto Infosolutions Pvt. Ltd.

Head of the Organization : Krishan Girdhar
Designation : Founder & Managing Director
Address : 6, Community Centre, East of Kailash,
New Delhi -110065
Telephone : 011-42336600
Website : www.presto.co.in

Core competency : One of the fastest growing Value Added Distributors, Presto Infosolutions specialises in offering solutions based on various emerging technologies to the government and enterprise customers in India and SAARC countries. It 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.

RAH Infotech Pvt. Ltd.

Head of the Organization : Ashok Kumar
Designation : Founder & Managing Director
Address : 6 A/B/C, Tower B-4, Spaze I-Tech
Park, Sohna Road, Sector-49,
Gurgaon- 122018
Telephone : 80-10855000
Website : www.rahinfotech.com

Core competency : RAH Infotech, established in 2005, was created with a focus on providing state-of-the-art technology solutions in association with global IT leaders. In over a decade of its operations, RAH Infotech has been consistently providing world class IT solutions to a large number of channel partners and corporates in India and SAARC countries. Headquartered in Gurgaon, RAH Infotech has presence across the country with International presence in Netherlands, Singapore, UAE, UK and USA. As a VAD, RAH Infotech is focused on adding value to its partners and customers.

RP tech India

Head of the Organization : Suresh Pansari
Designation : Director
Address : Ariisto House, 5th Floor, Junction of
N.S. Phadke Road, Telli Gali, Andheri
(E), Mumbai- 400 069
Telephone : 022-61771771/72
Website : http://www.rptechindia.com

Core competency : RP tech India is the leading distributor of IT & Mobility solutions in India that is growing at a consistent 25% CAGR. Founded in 1989, RP tech India has been recognized as the #1 Value Added Distributor in the country. Its strong and robust business model is spread across five business verticals - Component, Peripherals, Personal Computing, Mobile, and market verticals such as Retail, Online and Enterprise. Its strong network of 50 branches and 50 service centers are supported by 400+ eminent sales executives.

Redington (India) Limited

Head of the Organization : Raj Shankar
Designation : Managing Director
Address : SPL Guindy House, 95 Anna Salai,
Guindy, Chennai - 600032
Telephone : 044-33673353
Website : www. redingtongroup.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. It is present in more than 30 markets, encompassing India, Middle East, Turkey, Africa and South Asian regions including Singapore. It has partnered with over 200 international companies to bring their products to consumers across emerging markets. Besides distributing solutions, it provides integrated logistics services and support services through its companies – ProConnect and Ensure Services. The business of Redington is built on strong ethical and commercial fundamentals.

Satcom Infotech Pvt Ltd

Head of the Organization : Vinod Kumar
Designation : Managing Director
Address : 303, Arenja Corner, Sector 17, Vashi,
Navi Mumbai - 400 703
Telephone : 022-67911039/40/42
Website : www.satcominfotech.com

Core competency : Satcom Infotech believes in security through control. It is a Value Added Distributor having Certified Engineers for both Pre-Sales and Post Sales. It provides end-to-end Security solutions for all categories of Information Technology products (Antivirus, Anti-Spam, Firewall, Unified Threat Management, Patch Management, Log Management, Encryption, Proxy Solution, Data Leakage Prevention) for major international brands. It is present in major cities in India like Mumbai (HO), Delhi, Bangalore, Hyderabad, Chennai, Jamnagar, Kolkata and Pune. It has seen a compounded annual growth rate of more than 20% over the past 12 years.

Savex Technologies Pvt Ltd

Head of the Organization : Anil Jagasia
Designation : Managing Director
Address : 124, Maker Chambers III, 12th Floor,
Nariman Point, Mumbai - 400021
Telephone : 022 - 22799999
Website : www.savex.in

Core competency : Savex Technologies is the 3rd largest Information & Communication Technology Distributor in India. Its role as a ICT distributor is to imbibe the knowledge of its products & solutions in its partners and act as a consultant to its customers to bring solutions to the market. Savex has 86 Sales offices and 42 Stocking locations across the country, catering to over 7000 customers every month. It believes in long term relationships and is known for its trust and integrity in the market.

Sonata Software

Head of the Organization : P Srikar Reddy
Designation : Managing Director & CEO
Address : APS Trust Building, Bull Temple
Rd., N. R. Colony, Bangalore - 560 019
Telephone : 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. A trusted partner of world leaders in the Retail, Distribution, Travel and Software industries, Sonata's solution portfolio includes its own digital platform such as Brick & Click Retail Platform, Modern Distribution Platform, Rezopia Digital Travel Platform, RAPID DevOps Platform and Halosys Mobility Platform, best-in-class capabilities on ISV digital technology platforms such as Microsoft Dynamics 365, Microsoft Azure, SAP Hybris, Cloud Engineering and Managed Services.

Supertron Electronics Pvt Ltd.

Head of the Organization : V K Bhandari
Designation : Chairman & Managing Director
Address : 2, Cooper Lane, Kolkata- 700001
Telephone : 033-40371000
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 servers, laptops, components, 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. Its long association with the heartland of the Indian marketplace empowers brands to make an informed choice in product selection, pricing and distribution strategy.

Tech Data India

Head of the Organization : Sundaresan Kanappan
Designation : Country General Manager
Address : A 301, 3rd Floor, Supreme Business
Park, Hiranandani Business Park, Powai,
Mumbai – 400076
Telephone : 022-44200200
Website : https://in.techdata.com

Core competency : Tech Data Corporation is one of the world's largest distributors of technology products, services and solutions. For more than 40+ years, Tech Data has provided the logistics capabilities and value-added services that enable resellers to efficiently and cost-effectively support the diverse technology needs of end users in more than 100 countries. The more than 14,000 employees worldwide make up the fabric of its dynamic and winning culture. Tech Data strives to foster rich collaboration and teamwork while continuing to offer a superior customer service experience at every level of its operations.

TechnoBind Solutions Pvt Ltd

Head of the Organization : Prasanth GJ
Designation : Director
Address : Amar Plaza, No.19, Krishnanagar
Industrial Layout, Hosur Road,
Koramangala, Bangalore - 560029
Telephone : 080-42154512
Website : www.technobind.com

Core competency : The TechnoBind business model is focused on identifying and partnering with vendors who are focused on preparing for the future. This means taking into the market best of breed disruptive technologies based on its use-case based approach and defining the next-gen IT deployments. This unique approach has taken TechnoBind to the forefront, representing some of the most innovative technologies in India. TechnoBind today has its presence in major cities like Bangalore, Mumbai, Delhi, Chennai, Kolkata and Hyderabad, with an International office also in Singapore.

Texonic Instruments

Head of the Organization : Nitesh Bhandari
Designation : CEO
Address : No.1150, 12th Main, HAL 2nd Stage,
Indra Nagar, Bangalore – 560038
Telephone : 080-25036600
Website : www.texonicinstruments.com

Core competency : Texonic Instruments is a pioneer in the Distribution Industry. It started out as a distributor in Industrial Electronic Components and Measuring Instruments in 1965. Since then Texonic Instruments has carved a niche for itself in the Technology Distribution industry. Its mission is to enable its partners to achieve their business objectives by leveraging Texonic Instrument's skills, experience and expertise. Texonic Instruments has three main Business Divisions - Distribution & Value–Added Distribution; Industrial Electronic Components and Power Generation/Trading.

WPG C&C Computers & Peripherals (India) Private Limited

Head of the Organization : Rajeev Bajpai
Designation : Director
Address : D-18/1, Okhla Industrial Area,
Phase - II, New Delhi - 110020
Telephone : 91-9899224444
Website : www.wpgholdings.com

Core competency : WPG C&C Computers & Peripherals (India) was incorporated in 2008 and is a subsidiary of WPG Holdings. 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).

WOMEN LEADERSHIP

With power, responsibilities increase for both men and women. There is no doubt that a few years back women were on the minority side in the role of technology leadership. But this concept has reversed and their power has risen and their responsibilities have been quite visible. In 2018, many female tech leaders are changing the face of the industry and are continuing the same legacy ahead.

When we see to the number of women entering the technology industry as compared to men who make it to the top – women today are making their presence felt in almost every field. Even in the digital space, there are many who have come forward and utilized various opportunities to build new ideas. Our recent survey report highlights that there is a progress in the perception, but lack of gender parity still persists. About 60 percent of start-ups have at least one woman in an executive position, and only 40 percent have at least one woman on the board of directors. Another factor we have found out is that women build businesses that deliver value for multiple stakeholders - customers, employees, investors, and founders. More importantly, they are multitasking which has been in their blood since ages.

Women entrepreneurship is gaining importance in India which also is an indication of how men and women see risks and opportunities through different lens, and this provides diversity of thinking when combined together. Nowadays women entrepreneurs contribute a lot to the economic growth. They are the job creators for themselves and others. They also provide different solutions to management and organize the business problems. 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.

The increasing presence of women in the field of business as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women-owned business enterprises are playing a more active role in the society and the economy, inspiring academics to focus on this interesting phenomenon. Today, a good number of women executives are holding strategic positions in big companies.

Here we have listed down some top women executives from India who have made a path breaking success in the IT industry.
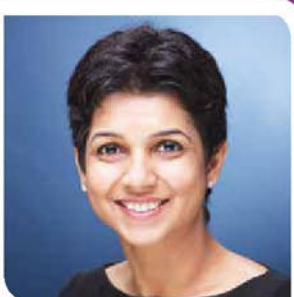
AARTI SHAH
Senior VP and CIO
Eli Lilly

ANANTIKA CHANNA
Head of Marketing
SIFY

ANNIE MATHEW
CIO
Mother Dairy

ARTI NAIK
Chief Operating Officer
Smartlink

ARUNA JAYANTHI
MD
Capgemini

ARUNA SUNDARARAJAN
Secretary telecom
GOI

BIPASHA CHAKRABARTI
Head Comm. & Mktg
Cisco Systems

CHITRA RAMKRISHNA
MD & CEO
NSE

DEBJANI GUPTA
Head of Marketing
RSA

DEBJANI GHOSH
President
NASSCOM

DEEPA MADHAVAN
Director – Global Data
PayPal

DEEPTI SHARMA
Head of Marketing
SUSE

GEETU BHATNAGAR
Head of Marketing
Oracle India

HARMEEN MEHTA
Global CIO
Bharti Airtel

INDERPREET SAWHNEY
Chief Compliance Officer
Infosys

JESSICA D'CRUZ
Sr. Marketing Manager
Fortinet

KIRTHIGA REDDY
Head & MD
Facebook

LATIKA TANEJA
Head – Corp. Comms.
Mastercard

MANISHA SOOD
Retail Business Head
Apple India

MAYA CULAS
Marketing Director
Hitachi Vantara

MEENA HEMCHANDRA
ED RBI
Cyber Security

MEENU HANDA
Dir. Corp. Comm.
Google India

MONICA AGGARWAL
Vice President
IBM Systems

NEELAM DHAWAN
Head, India Advisory Board
IBM

DR.(MRS.) NEENA
Director General
ERNET India

OLOGY LEADERSHIP

NEELIMA BURRA
Country Marketing Director
HP India

NIVRUTI RAI
Country Head
Intel India

NUPUR SHARMA
Dir. & Head of Marketing
Symantec

RACHANA PANDA
CCO
GE South Asia

RACHNA BAHADUR
Managing Director
Goldman Sachs

RACHNA MUKHERJEE
Chief HR Officer
Schneider Electric

RADHA CHAUHAN
CEO
GeM

RAJI ARASU
Sr. Vice president
Intuit

RASHMI SINHA
CEO & CO-Founder
Slideshare

RITU CHHABRIA
Non-Independent Director
Finolex Industries

RITU GUPTA
Marketing Director
Dell India

DR. ROHINI SRIVATHSA
National Technology Officer
Microsoft India

ROSHNI NADAR MALHOTRA
CEO and ED
HCL Corporation

RUCHIKA BATRA
VP, Mktg & Comms
Ericsson India

SABINA CHOPRA
Co-founder
Yatra.com

SHALINI KAUL
Head of Marketing
Juniper Networks

SHARMILA KARVE
Global Diversity Leader
PwC India

SHIKHA RAI
Vice President
Canon

SHUBHANGI SINGH
Marketing Specialist
Citrix

SNEHA HIRANANDANI
Global CIO
CIPLA

SRILALITHA GOPAL
MD & Director
TVS-e

SWATI MOHAN
Director, Marketing
Netflix

UPASANA TAKU
Co-founder
Mobikwik

VINNY SHARMA
Marketing Head
Forcepoint India

VIRGINIA SHARMA
Dir, Mktg Solution
Linkedin

50 Start-Ups to look for Investment

The Brand Book tries to understand how the smart start-ups are disrupting the industry with their innovative technologies and approaches. Various data points reflect on their performance matrices. It is absolutely a fact that the investors are bullish on Indian startups and are betting big on companies that have the ability to grow. The start-up ecosystem is to bring a trillion dollar opportunity.

The Indian start-up sector has already been ignited in the past five years with favourable policies around taxation, investments, ease of doing business, incubation, foreign capital, cross border, start-up lobby groups, and industry associations. The foundation of the ecosystem is already in place with India being the third largest hub for start-ups globally. India is witnessing a rapid rise in the B2B tech start-up landscape, focused on verticals like health-tech and fintech. While Bengaluru, Delhi/NCR and Mumbai retained their position as the key start-up hubs in India, 20 per cent of the start-ups emerged from tier II/III cities.

Investment data also shows an increase in the risk appetite of investors, with a significant jump in the pace and number of deals this year. Investors are also showing interest into the sectors including ecommerce and emerging tech-focused companies, including automation, artificial intelligence etc. These start-ups have already created value of over $130 billion.

The Indian start-up ecosystem has really taken off and come into focus on its own—driven by factors such as massive funding, consolidation activities, evolving technology and a burgeoning domestic market. From e-commerce and fintech to logistics and consumer services, India is now home to 26 "unicorns" - $1+ billion valued startups that are cumulatively worth more than $73 billion and have raised $24 billion up to now.

There are certain successful start-ups that are growing rapidly and changing how an existing industry works in the process like Paytm, Redbus, InMobi, Housing.com, Zivame, AdPushup, to name a few. They have brought a revolution in the industry. These start-ups in India have given rise to more start-ups.

The average valuation of an Indian start-up is $2.0 million as compared to $4.0 million of an American one. 45 percent of product/digital organizations are focusing on the global market and 30 percent continue to be technology hotspots. With a 55 percent of B2C, 40 percent of B2B, and 5 percent of B2C/ B2B start-ups, this ecosystem has a lot of ground to cover in terms of securing funding.

ALGOSURG PRODUCTS PVT LTD

Founder Name
Dr Vikas Karade

Designation
CEO

City
Mumbai

GTM: A medical software startup that is on its way to find a replacement for expensive CT scans during knee replacement surgeries. Developing web-based software Tabplan3D for surgeons to simulate bone surgeries in 3D AlgoSurg making surgeries accurate, faster, cost-effective and efficient.

ALTIGREEN PROPULSION LABS

Founder Name
Amitabh Saran

Designation
CEO

City
Bengaluru

GTM: Developer of a 48V hybrid solution, HyPixi, Altigreen Propulsion Labs makes electric powertrains for existing vehicles and custom solutions for OEM engine manufacturers. HyPixi can be retrofitted on to an existing vehicle, to convert it into a hybrid and provide a claimed 20-25 % efficiency increase.

ARCATRON MOBILITY

Founder Name
Ganesh Sonawane

Designation
CEO

City
Pune

GTM: A medical device startup focused on designing and selling innovative products to enhance lives of people with limited mobility. With the motto of "Purpose Driven Innovation", Arcatron is reinventing assisted living.

AZURE POWER

Founder Name
Inderpreet Wadhwa

Designation
CEO

City
Delhi

GTM: A developer of utility scale solar power project in 2009, Azure Power produces and distributes solar power to commercial, government, and utility customers in India. Through value engineering, operational performance monitoring and efficient financial strategy, they have lowered the cost of energy.

BANYAN NATION

Founder Name
Mani Vajipey

Designation
CEO

City
Hyderabad

GTM: The winner of The Dell Circular Economy People's choice award, Banyan Nation offers free On-Demand and recurring recyclable waste pickup services to townships, apartments, small and medium businesses. Their technology converts collected post consumer and post industrial plastic waste into high quality recycled granules.

BIGBASKET

Founder Name
Hari Menon

Designation
CEO

City
Bengaluru

GTM: An online food and grocery store, Bigbasket has marked its presence in 26 cities in India.Servicing about 1 lakh orders per day, the e-retail major has 12 million registered customers across India.

CARDEKHO

Founder Name
Amit Jain

Designation
CEO

City
Gurugram

GTM: With automotive content such as expert reviews, detailed specs and price comparisons as well as videos and pictures of all car brands and models available in India. CarDekho provides online sales, financing and insurance for autos and vehicles.

CLEARTAX

Founder Name
Archit Gupta

Designation
CEO

City
Bengaluru

GTM: A financial-technology platform providing solutions for Income Tax filing, GST and Mutual Fund Investments. Federal Bank has partnered with Defmacro Software Pvt. Ltd., an E-Filing service provider, to provide the facility of E-Filing of IT Returns on the ClearTax platform.

COMFORT PRODUCTS

Founder Name
Ashwin Shetty

Designation
Director

City
Mumbai

GTM: A manufacturer of green products, which conserve energy and maximize output for human comfort, worldwide. Their flagship product SwiftChill, an appliance to chill beverages, cools a drink instantly without compromising on the quality to their relishable drinking temperatures.

CO-OFFIZ

Founder Name
Prachi Jain

Designation
Co-founder

City
Delhi

GTM: Strategically located in Preet Vihar (East Delhi), Netaji Subhash Place (North Delhi) and Janakpuri (West Delhi) Co-Offiz offers fully furnished office spaces ideal for all young professionals, start-ups, freelancers and entrepreneurs of all types and sizes.

DAILYHUNT

Founder Name
Virendra Gupta

Designation
CEO

City
Bengaluru

GTM: A news and entertainment app, Daikyhunt publishes news in 17 languages. Earlier it was called Newshunt. Dailyhunt has over 250,000 news articles in 14 languages, licensed from thousands of content partners with readers spending over six billion minutes on the application each month.

EDISN.AI

Founder Name
Ashok Karanth

Designation
CEO

City
Bengaluru

GTM: An Artificial intelligence (AI) powered fan engagement platform with state-of-the-art player recognition and contextual content delivery. To build the future of sport, Edisn.ai is working with 2 high-profile teams in the NBA & the IPL on their behind-the-scenes content.

EMOTIX

Founder Name
Sneh Vaswani

Designation
CEO

City
Mumbai

GTM: An advanced robotics company focused at creating intelligent solutions.Their products leverage proprietary and state of the art artificial intelligence, robotics and internet of things. Their flagship product Miko 2 engages, educates and entertains kids.

ENDLESS ROBOTICS

Founder Name
Srikar Reddy

Designation
CEO

City
Hyderabad

GTM: Builds intelligent robots to solve dull and dirty problems for construction, maintenance and smart city management.They drive and integrate advances in robotics, computer vision, mechanism design and material sciences to build systems, products, solutions and services that revolutionize everyday life .

EZETAP

Founder Name
Abhijit Bose

Designation
CEO

City
Bengaluru

GTM: Ezetap Mobile Solutions is a global payment platform. They make the Ezetap device, a light-weight card reader that can be plugged into any smart device or feature phone used by a retailer allowing anyone to accept cards.

FLUX AUTO

Founder Name
Pranav Manpuria

Designation
CEO

City
Bengaluru

GTM: Flux Auto develops modular autonomous driving technology for trucks.The platform is built to be retrofit into new or in-use vehicles, and doesn't use LiDARs, making it affordable for customers.

GET MY PARKING

Founder Name
Rasik Pansare

Designation
CMO

City
Delhi

GTM: Provides Interoperable Smart Parking Platform connecting all parking and mobility stakeholders on a common platform. Get My Parking is launching- 'Enable', an IoT module that upgrades the old to the new. Packaged as a small black box, it retrofits existing parking equipment in a plug and play manner.

HAPTIK

Founder Name
Aakrit Vaish

Designation
CEO

City
Mumbai

GTM: Builds AI chatbots for business to enable automation of critical business processes.It allows users to set reminders, book a cab or flight tickets, recharge phones, pay utility bills, find places in their vicinity or do a web check-in.

HYPERTRACK

Founder Name
Kashyap Deorah

Designation
CEO

City
Bengaluru

GTM: It is a live location platform in the cloud offering developer tools for mobile application developers. Its toolset contains iOS, and Android SDKs which generate live location data, which is then consumed through webhooks, APIs or visual experiences on the web, iOS and Android.

INNEFU

Founder Name
Tarun Wig

Designation
Co-Founder

City
New Delhi

GTM: An Information Security R&D startup, providing cutting edge Information Security & Data Analytics solutions.Their products Tactical Internet interception and Monitoring System have been used by Law Enforcement Agencies to investigate hacking attacks while their Two Factor Authentication system ensures secure and failsafe online/credit card transactions.

INSHORTS

Founder Name
Azhar Iqubal

Designation
CEO

City
New Delhi

GTM: Provides app based news stories in 60 word bites for busy and uninspired readers. Formally called News in Shorts, the startup has managed to leverage technology to create a scalable content discovery platform.

INSTAMOJO

Founder Name
Sampad Swain

Designation
CEO

City
Bengaluru

GTM: Instamojo is an on-demand payments platform, on both web & mobile that allows individuals and small businesses to collect payments online by sharing a link with their audience. The link can be shared through SMS, WhatsApp, email, and social channels or embedded on websites and blogs.

INSTASAFE

Founder Name
Sandip Panda

Designation
CEO

City
Bengaluru

GTM: It offers cloud based Security-as-a-Service Solution. It delivers comprehensive and uncompromising protection to mobile and remote workers, enabling them to safely and securely access enterprise apps, email, and web from anywhere on any network.

IXIGO

Founder Name
Aloke Bajpai

Designation
CEO

City :
Gurugram

GTM: ixigo is a travel search marketplace. It aggregates and compares real-time travel information, prices & availability for flights, trains, buses, and hotel availability. Ixigo has expanded in India with the inauguration of a new product development center in Bengaluru.

JEEVA WIRELESS

Founder Name
Bryce Kellogg

Designation
Co-founder

City
Seattle

GTM: A provider of wireless communication, networking, IoT and hardware, Jeeva Wireless' solution to wireless connectivity consumes just 1/10,000th the power used up by a conventional Wi-Fi network. It is also significantly cheaper and more compact.

LOGINEXT

Founder Name
Dhruvil Sanghvi

Designation
CEO

City :
Mumbai

GTM: Loginext helps ecommerce and hyperlocal companies in deliveries, line-haul movements, ad-hoc reverse logistics and pick-ups. With presence in 10 countries, LogiNext is backed by Alibaba through its funded One97 Communication. It is the fastest growing SaaS Company in field workforce and logistics optimization.

LINCODES

Founder Name
Pramod Rathi

Designation
Co-founder

City
Jaipur

GTM: A well-defined Digital Addressing System that can transform Pin Codes in a detailed and convenient manner.The Lin Codes is the problem solver for locating an exact address without any miscommunication generating a unique 12 digit number for every place.

LIV.AI

Founder Name
Subodh Kumar

Designation
Co-founder

City
Bengaluru

GTM: It offers Speech recognition in Hindi, English and all major Indian languages. Liv.ai uses Deep Learning to develop products that will, easily and efficiently, take over tasks that are routine, repetitive, mundane and time-consuming. They have also created the biggest GPU based super-computing facilities in India.

LUCIDEUS

Founder Name
Saket Modi

Designation
CEO

City
New Delhi

GTM: Lucideus is known for its Artificial Intelligence and Machine Learning backed Enterprise-Wide Cyber Risk Measurement and Mitigation platform called SAFE (Security Assessment Framework for an Enterprise).It has been responsible for the end-to-end security assessment of the BHIM Payments .

MANTHAN SOFTWARE SERVICES

Founder Name
Atul Jalan

Designation
CEO

City
Bengaluru

GTM: It offers a portfolio of business-ready products in advanced analytics and big data for consumer industries. With a mission to make the most sophisticated analytics products intuitive for the user; they are integrating decision sciences, advanced math and artificial intelligence.

MOOOFARM

Founder Name
Param Singh

Designation
Founder

City
Gurugram

GTM: Being an innovative Australian AgTech company, MoooFarm is a project to bridge the gap between technology and dairy farmers. It is working with Microsoft to help Indian dairy farmers solve a problem that leads to a $500 million-loss per year.

NOOS TECHNOLOGIES

Founder Name
Koushik Banerjee

Designation
CEO

City
Mumbai

GTM: It offers counterfeit-proof solutions for brand protection and tracking.Noos Technologies offerd Machine Vision, Machine Learning and Artificial Intelligence (AI) Technologies to create solutions that solve real world problems. They use SCoT to help prevent revenue leakage while ensuring consumer satisfaction for brand owners.

NOTONMAP

Founder Name
Kumar Anubhav

Designation
Founder

City
Himachal Pradesh

GTM: It is a social driven initiative generating alternative livelihood & minimizing unskilled migration from traditional villages. NotOnMap is protecting & promoting the cultural heritage of India by keeping Tourism at the CORE and creating new "Model Villages" for new travel destinations.

PRACTO TECHNOLOGIES

Founder Name
Shashank ND

Designation
CEO

City
Bengaluru

GTM: It connects patients to health care providers using technology. Practo Technologies helps patients assess health issues, find the right doctor, book diagnostic tests, obtain medicines, store health records and learn new ways to live healthier.

RAPIDVALUE

Founder Name
Rajesh Padinjaremadam

Designation
CEO

City
Bengaluru

GTM: It provides end-to-end services and solutions in mobility, omni-channel, IoT and cloud technology. It offers its mobility and cloud-based solutions across many industry verticals, including the retail, education, healthcare, pharma, logistics, financial, manufacturing, media, and entertainment industries.

RAZORPAY

Founder Name
Harshil Mathur

Designation
CEO

City
Bengaluru

GTM: It is a provider of payments technology to online merchants. Razorpay allows online businesses to accept, process and disburse digital payments through several payment modes like debit cards, credit cards, net banking, UPI and prepaid digital wallets, which can be integrated by both web and mobile applications.

REDBUS.IN

Founder Name
Phanindra Sama

Designation
Co-founder

City
Bengaluru

GTM: A bus ticketing company that sells tickets through online and offline stores. redBus is part of the online travel company MakeMyTrip Limited. Apart from India, redBus has a global presence with operations across Indonesia, Singapore, Malaysia, Colombia and Peru.

SECLORE TECHNOLOGY

Founder Name
Vishal Gupta

Designation
CEO

City
Gurugram

GTM: It delivers solutions that ensure information remains secure and trackable. Recognized by Frost & Sullivan's Growth Excellence award', Seclore automates the protection of documents as they are downloaded, discovered, and shared to ensure rapid adoption with dozens of pre-built connectors.

SHOPX

Founder Name
Amit Sharma

Designation
CEO

City
Bengaluru

GTM: ShopX is a Retail Operating system, where Brands, Retailers, and Consumers are connected. It offers a wide range of products in categories such as FMCG, mobile phones, accessories, digital services including mobile and DTH recharge, bus/flight booking, and utility bill payments.

SHUTTL

Founder Name
Amit Singh

Designation
CEO

City
Gurugram

GTM: Shuttl is an office commute service provider in India.It's a mobile-based minibus service aimed at making daily commute more convenient. Their vehicles are air-conditioned and operate with high frequency on fixed routes, freeing from the hassles of existing public transport options at a very economical price point.

SKILLMATICS

Founder Name
Dhvanil Sheth

Designation
CEO

City
Mumbai

GTM: It is the developer of learning games for pre-school and primary school kids aged under 10. The team has developed a wide range of products filled with truly innovative content and highly engaging activities, all designed to be age appropriate, skill oriented and infinitely engaging for children.

SWIGGY

Founder Name
Sriharsha Majety

Designation
Co-Founder

City
Bengaluru

GTM: It is the leading food ordering and delivery platform in India. Presently, Swiggy is serving in eight cities with more than 50,000 restaurants on its platform. They have received their series H round of funding and were able to raise an astounding $1 Billion.

TAXIFORSURE

Founder Name
Aprameya Radhakrishna

Designation
Co-founder

City
Bengaluru

GTM: An aggregator of car rentals and taxis for customers to get an easily accessible, safe, and reliable taxi ride. TaxiForSure facilitated some five million cab rides for users over the years, before being acquired by Ola in 2015, for $200 million (Rs 1,250 crore) in what was largely a stock transaction.

THINGSCLOUD

Founder Name
Amruth Puttappa

Designation
CEO

City
Bengaluru

GTM: ThingsCloud is a CleanTech - IoT company, who offers solar inverter solutions for residential energy systems. Their signature product, ThingsHiFi is a solar grid tie inverter connecting the traditional roof-top Solar PV and doubles as a Net-metering device that supplies power back to the grid on command.

UNACADEMY

Founder Name
Gaurav Munjal

Designation
CEO

City
Bengaluru

GTM: It is an educational technology company that offers online education in India. Being a free education initiative, the company believes in making high quality educational videos available for free for everyone. The educators consist of either students who have cleared various exams or mentors who have teaching experience.

UNCANNY VISION SOLUTIONS PVT. LTD

Founder Name
Ranjith Parakkal

Designation
CEO

City
Bengaluru

GTM: It is an AI-based Computer Vision startup focused on making cameras smarter with Real-time, Edge-based intelligence for a safer, secure & more efficient world. Their key products are Uncanny ANPR: High Accuracy Automatic Number Plate Recognition, Uncanny Surveillance - AI-based Real-Time Surveillance solution and Uncanny Vehicam: High Accuracy Vehicle Detection, Classification & Counting system.

URBANCLAP

Founder Name
Abhiraj Bhal

Designation
CEO

City
New Delhi

GTM: It is a managed marketplace for home services.Through the UrbanClap platform, consumers order services like beauty at home, appliance repairs, plumbers, carpenters, cleaners, home painting etc. Working closely with individual service professionals (ISPs), the company transforms them into micro-entrepreneurs.

URBAN STAY TECHNOLOGIES PRIVATE LIMITED

Founder Name
Rajesh Kotta

Designation
CEO

City
Bengaluru

GTM: It is the provider of 'branded' co-living homes with presence in Bangalore and managing hundreds of properties. Urban Stay Technologies is connecting people through their Shared Homes, Bachelor Homes, Studio Homes, Serviced Homes, and Co-living Homes. They have also converted shipping containers into homes.

WEDOSKY

Founder Name
Jaspreet Makkar

Designation
Founder

City
Delhi

GTM: It is an Aerial Data company that uses Drones & Computer Vision to generate intelligence from the air. Their fleet of drones is built and curated in-house especially to suit the conditions of Indian Terrain. The software converts aerial intelligence captured by the drones into comprehensible information which they can use to make data-driven decisions.

YEPME

Founder Name
Vivek Gaur

Designation
CEO

City
Gurugram

GTM: Yepme is an online shopping platform. Specialized in the online retailing of men's and women's garments and accessories, the company has positioned itself as a fully-fledged private label fashion brand.

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PARTNERS IN INDIA

1. ACMA Computers Ltd.

Name : Biren Selarka
Designation : Managing Director
City : Mumbai
Website : www.acmacomputers.com
Focus Verticals : Government, IT/ITES, BFSI, Hospitality, Entertainment
Key Vendors : HP Inc., DELL, Kaseya, Comscope, Cisco, D-Link, Microsoft, C P Plus, Hikvision, Honeywell

2. 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, Intel Security, Fortinet, Cisco, Citrix, Aruba Networks, VMware, PaloAlto, Check Point, Juniper, F5

3. Adit Microsys Pvt. Ltd.

Name : Biren Shah
Designation : Managing Director
City : Ahmedabad
Website : www.aditmicrosys.com
Focus Verticals : Infrastructure, Government and IT/ITeS, Finance, Real estate, Retail
Key Vendors : Microsoft, Amazon Web Services, CtrlS, Adobe, HPE, Dell, Symantec, VMware

4. Agmatel India

Name : V K Malhotra
Designation : Director
City : New Delhi
Website : www.agmatel.com
Focus Verticals : Defence, Education, Government, Automobile
Key Vendors : Apple, Panasonic, Samsung, Keysight Technologies, Sony, BenQ, Viavi, Kiosks

5. Allied Digital Services Pvt. Ltd.

Name : Nitin Shah
Designation : Chairman & Managing Director
City : Mumbai
Website : www.allieddigital.net
Focus Verticals : Government, BFSI, Healthcare, Construction, Automobile
Key Vendors : Intel, IBM, Lenovo, Dell EMC, Cisco, Microsoft, Oracle, VMware, Amazon Web Services

6. Alsun Systems

Name : Sunil Gupta
Designation : Director
City : New Delhi
Website : www.alsunsystems.com
Focus Verticals : SOHO, SME, Enterprise
Key Vendors : Intel, Microsoft, IBM, Panasonic, Epson, Seagate, Samsung, LG, Red Hat , Wipro, TVSE

7. Amtrak Technologies Pvt. Ltd.

Name : Sandeep Arya
Designation : Managing Director
City : New Delhi
Website : www.amtraktech.com
Focus Verticals : Defence, Government, Education
Key Vendors : Radware, Riverbed, McAfee, Barco, Poly

8. Arrow PC Network

Name : Gurpreet Singh
Designation : Managing Director
City : New Delhi
Website : www.arrowpcnetwork.com
Focus Verticals : Hospitality, Manufacturing, Education, Healthcare, Media
Key Vendors : VMware, Sonicwall, Samsung, Polycom, Netmagic, HPE, Dell, Cisco, Dell EMC, NetApp, Microsoft, Amazon Web Services, Commvault

9. Ashtech Infotech

Name : Saurin Shah
Designation : Managing Director
City : Mumbai
Website : www.ashinfo.com
Focus Verticals : BFSI, IT/ITES, Infrastructure, Manufacturing, Telecom
Key Vendors : Apple, Arcserve, Aruba Networks, Cisco, Citrix, Commvault, Cyberoam, Dell, Fortinet, NetApp, IBM, Juniper Networks, Ruckus Wireless, Oracle, Veeam, Dell EMC

10. Aspire NXT Pvt. Ltd.

Name : Deepak Cano
Designation : Director
City : Bangalore
Website : www.aspirenxt.com
Focus Verticals : IT/ITES/BPO, Manufacturing, E-commerce
Key Vendors : Amazon Web Services, Google, Microsoft, Lenovo, Dell, Cisco, VMware, Veritas, Hitachi, Alibaba Cloud, Nutanix, Juniper Networks, Dell EMC

11. Bloom Electronics

Name : S. Karthikeyan
Designation : Managing Director
City : Coimbatore
Website : www.bloomcomputers.in
Focus Verticals : Retail, IT/ITeS, Manufacturing, Govt, E-commerce
Key Vendors : Cisco, HPE, DELL, F5, Array Networks, Microfocus, Motadata, Energisia, Zenital, Commend, Delta, Barco, APC, Pyrotech, Vedionatics, Panasonic, Dauha, Hikvision, D-Link, Epson, HP, Lenova, Intel

12. C.I. Infotech

Name : Irvinder Singh
Designation : Managing Director
City : New Delhi
Website : www.ciinfotech.net
Focus Verticals : Mining/Oil/Gas, IT/ITES, Telecommunications
Key Vendors : Sophos, Vertiv, Symantec, HPE, HP Inc., Microsoft

13. Cache Digitech Pvt. Ltd.

Name : Prarthana Gupta
Designation : CEO
City : New Delhi
Website : www.cachedigitech.com
Focus Verticals : Telecom, Automobile, Infrastructure, Power, Manufacturing
Key Vendors : IBM, Dell EMC, HPE, Cisco, Citrix, F5, VMware, Red Hat, NetApp, Check Point, Lenovo, Veritas

14. Cache Infotech Pvt. Ltd.

Name : Alok Gupta
Designation : Director
City : New Delhi
Website : www.cacheinfotech.com
Focus Verticals : Healthcare, Retail, Education
Key Vendors : IBM, Lenovo, Acer, Cisco, Oracle, Microsoft

15. Capricot Technologies Pvt. Ltd.

Name : Chakresh Jain
Designation : Chairman
City : New Delhi
Website : www.capricot.com
Focus Verticals : Government, Infrastructure, Education, Manufacturing, Media
Key Vendors : Autodesk, HP, Adobe, Ansys, Oracle, Bentley, Onyx, Stratasys

16. Central Data Systems Pvt. Ltd.

Name : Kota Subramanya
Designation : Director
City : Bangalore
Website : www.cdspl.com
Focus Verticals : IT/ITeS, Media, BFSI, Healthcare, E-commerce
Key Vendors : Cisco, Riverbed, Dell EMC, NetApp, HP, Microsoft, IBM

17. Choice Solutions Ltd.

Name : K.V. Jagannath
Designation : CEO & MD
City : Hyderabad
Website : www.choice-solutions.com
Focus Verticals : IT Infrastructure, Data center, Cloud, Networking, Power
Key Vendors : Adobe, Dell EMC

18. Corporate Infotech Pvt. Ltd.

Name: Vinod Kumar
Designation: Managing Director
City: New Delhi
Website: www.cipl.org.in
Focus Verticals : Defence, Education, Ministries, Government & PSUs
Key Vendors : Microsoft, HPE, NetApp, Acer, Sonicwall, Cisco, Huawei, Schneider Electric, Samsung, Canon, Panasonic, Fujitsu, Epson, Lenovo, VMware, Sophos, Forcepoint, IBM, Veeam, Commvault, Citrix, CommScope, Brocade, Veritas, Cisco

19. Comparex India Pvt. Ltd.

Name : Navin Kapur
Designation : Executive Vice President, Asia
City : Gurgaon
Website : www.comparex-group.com
Focus Verticals : Automobile, Telecom, Government, BFSI, IT/ITeS
Key Vendors : Microsoft, Veritas, Adobe, Oracle, Sophos, VMware, Symantec

20. Comprompt Solutions LLP

Name: Manish B. Sanghrajka
Designation: Director
City: Mumbai
Website: www.comprompt.co.in
Focus Verticals : Enterprise
Key Vendors : Microsoft, eScan, Kaspersky, Bitdefender, McAfee, Check Point, Gajshield, WatchGuard, Juniper Networks, Sophos, Tally, Salesforce

21. D M Systems Pvt. Ltd.

Name : D K Bajaj
Designation : Managing Director
City : New Delhi
Website : www.dmsystems.in
Focus Verticals : IT/ITeS, Manufacturing, Government
Key Vendors : Cyberoam, Citric, Commvault, Dell EMC, IBM, VMware

22. Deltakraft Solutions Pvt. Ltd.

Name: Dnyanesh Kulkarni
Designation: Director
City: Mumbai
Website: www.deltakraft.com
Focus Verticals : Hospitality, Education, Construction, E-commerce, IT/ITeS, Manufacturing, BFSI
Key Vendors : HP Inc., Dell, Microsoft, Adobe, Corel, Autodesk, eScan, Bitdefender, Quick Heal

23. Diamond Infotech Pvt. Ltd.

Name : Manoj Rathi
Designation : Director
City : Kolkata
Website : www.dipl.co.in
Focus Verticals : Government, BFSI, Education, SME
Key Vendors : Microsoft, Tally, Hikvision, Sophos, Intel, IBM, Dell

24. Digital Track Solutions Pvt. Ltd

Name: R Madhusudhanan
Designation: Director - Cisco Practice BU
City: Chennai
Website: www.digitaltrack.in
Focus verticals : IT/ITeS, Manufacturing, BFSI, Government, Healthcare
Key vendors : Cisco, Fortinet, Symantec, McAfee, Sonicwall, Check Point, NetApp, VMware, F-Secure

25. Dimension Data India

Name: Lux Rao
Designation: Director & Head – Solutions, Dimension Data India
City: Mumbai
Website: www.dimensiondata.com
Focus Verticals : Education, Financial Services, Healthcare, Manufacturing, Media and Communications, Pharmaceutical, Retail, Sport & Entertainment
Key Vendors : Cisco, Dell EMC, Microsoft, NatApp, SAP, VMware, Aruba Networks, Avaya, Check Point, Citrix, Commvault, Juniper Networks, Oracle, Palo Alto

26. E Square System & Technologies Pvt. Ltd.

Name: Dhirendra Kumar Khandelwal
Designation: Managing Director
City : Bhubaneshwar
Website : www.estpl.in
Focus Verticals : Public sector, Education, Manufacturing, Health, Hospitality, Energy, Mines & Metal, IT/ITeS, Banking & Finance, Transport
Key Vendors : Cisco, D-Link, Dell, HP, IBM, Lenovo, Microsoft, Oracle, Samsung, SAP, SAS, Symantec, Trend Micro, Veritas

27. Embee Software Pvt. Ltd

Name : Sudhir Kothari
Designation : Managing Director & CEO
City : Kolkata
Website : www.embee.co.in
Focus Verticals : BFSI, E-commerce, Education, Healthcare, Media, Logistics, Retail, Manufacturing
Key Vendors : Microsoft, Adobe, Cisco, HPE, Citrix, Symantec, VMware, IBM, Oracle, SAP, HP Inc.

28. Enrich Data Services Pvt. Ltd.

Name : Narinder Singh Manral
Designation : Managing Director
City : Noida
Website : www.edspl.net
Focus Verticals : Government, PSUs, Transport, Telecom, Power, IT/ITeS, Education
Key Vendors : Juniper Networks, Cisco, Brocade, Dell, Arista, Fortinet, Palo Alto, Burracuda, Symantec, Cambium Networks, Ruckus Wireless, Avaya, Aruba Networks, F5, Poly

29. Essen Vision Software Pvt. Ltd.

Name : Nityanand Shetty
Designation : Managing Director
City : Mumbai
Website : www.essenvision.com
Focus Verticals : IT/ITeS, Manufacturing, BFSI, Healthcare/Pharma
Key Vendors : Sonicwall, Symantec, McAfee, Websense, Hitachi, RSA, IBM, Check Point, Juniper Networks

30. ESSI Integrated Technologies Pvt. Ltd.

Name: Abhay Jha
Designation: CEO
City: New Delhi
Website: www.essi.co.in
Focus Verticals : Government & PSUs, Education, BFSI, Healthcare
Key Vendors : Dell, Cisco, HID, Bosch, D-Link, HP, Axis Communications, Panasonic

31. Fourth Dimension Solutions Ltd.

Name : Amalendu Mukherjee
Designation : Managing Director
City : New Delhi
Website : www.fdsindia.co.in
Focus Verticals : Government, Corporate, Defence
Key Vendors : Cisco, CA Technologies, Juniper Networks, Microsoft, Dell EMC, Redhat, Palo Alto, Seagate, Kaspersky, Intel, Oracle, Honeywell, Molex, Lenovo, Adobe, Acer, A10 Networks

32. Frontier Business Systems Pvt. Ltd.

Name : Ravi Verdes
Designation : Managing Director
City : Bangalore
Website : www.frontier.in
Focus Verticals : IT Infrastructure Solutions, Enterprise Computing and Networking Solutions, Virtualization and Application Delivery
Key Vendors : Cisco, Citrix, Dell EMC, Amazon Web Services, Red Hat, Microsoft, HPE, Nutanix, Palo Alto, Vertiv, CommScope, SaS, NVIDIA, VMware

33. Futurenet Technologies India Pvt. Ltd.

Name : L. Ashok
Designation : CEO
City : Chennai
Website : www.futurenet.in
Focus Verticals : Education/Nonprofit, IT/ITeS, Manufacturing, Media, BFSI, Healthcare/Pharma
Key Vendors : IBM, Cisco, Citrix, Amazon Web Services, Microsoft, Check Point, NVIDIA, Dell, Sophos, Google, Fortinet, VMware, Veritas, Vertiv, Hitachi, Dell EMC

34. FutureSoft Solutions Pvt. Ltd.

Name : Vipul Datta
Designation : CEO
City : New Delhi
Website : www.fspl.co.in
Focus Verticals : IT/ITeS, Power, BFSI, BPO
Key Vendors : Huawei, Cisco, Dell EMC, Citrix, Lenovo, IBM, Microsoft, VMware, Symantec, Arcserve, Red Hat, Oracle, Check Point, Google, Adobe, Commvault, Veritas

35. Galaxy Office Automation Pvt. Ltd.

Name : Sanjay Patodia
Designation : CEO
City : Mumbai
Website : www.goapl.com
Focus Verticals : Government, IT/ITES, Automotive, Telecommunications, Manufacturing, BFSI, Entertainment, Healthcare
Key Vendors : Microsoft, VMware, IBM, Dell EMC, Cisco, HPE, Lenovo, Juniper Networks, Citrix, CommScope

36. Go IP Global Services Pvt. Ltd.

Name : Anil Mittal
Designation : Managing Director
City : Noida
Website : www.goip.in
Focus Verticals : Government, PSUs, Telecom, IT/ITeS, Education, Media
Key Vendors : Dell, A10 Networks, Ruckus Wireless, Brocade, Aruba Networks, TP- Link, Siemens

37. Gowra Bits & Bytes Pvt. Ltd.

Name : Subbaram Gowra
Designation : Managing Partner & CEO
City : Hydrabad
Website : www.gbb.co.in
Focus Verticals : Education, Government, Healthcare, IT/ITeS, Manufacturing
Key Vendors : Dell EMC, Lenovo, IBM, Veeam, Veritas, Amazon Web Services, Netgear, Cambium Networks, Cisco, Microsoft, NetApp, Sophos, Aruba Networks, Oracle, Red Hat, Netmagic, ESDS

38. Gurusons Communication Pvt. Ltd.

Name : Soami Bhatia
Designation : Managing Director
City : New Delhi
Website : www.gurusons.com
Focus Verticals : Government, PSUs, Telecom, Automobile, IT/ITeS, Hospitality, BFSI
Key Vendors : Poly, Cisco, UNIFY, Canon, Juniper Networks, Ruckus Wireless, Sophos, Samsung, Impluse, Epson, CommScope, Siemens

39. Hitachi Systems Micro Clinic Pvt. Ltd.

Name : Tarun Seth
Designation : Managing Director
City : New Delhi
Website : www.hitachi-systems-mc.com
Focus Verticals : Government, PSUs, Hospitality, Healthcare, Manufacturing & Retail, BFSI, Eductaion, Media & Entertainment
Key Vendors : VMware, Microsoft, HPE, Dell EMC, Check Point, Forcepoint, Veeam, Symantec, Nutanix, Lenovo, Palo Alto, Brocade, Cisco, Samsung, Huawei, Commvault

40. Innovative Telecom & Softwares Pvt. Ltd.

Name : Moin Shaikh
Designation : Director
City : Surat
Website : www.innosoftel.com
Focus Verticals : Education, Government, IT/ITeS, BFSI
Key Vendors : IBM, Lenovo, Microsoft, Oracle, Verint, VMware, Cisco, Symantec, Dell

41.   Inspira Enterprise India Pvt. Ltd.

Name : Manoj Kanodia
Designation : CEO
City : Mumbai
Website : www.inspiraenterprise.com
Focus Verticals : Government, BFSI, PSU, IT/ITes, Healthcare, Enterprise
Key Vendors : HP, Juniper, Sophos, Safenet, Dell, Poly, Schneider Electric, Array Networks, Websence, Bluecoat, Sanovi, Intel Security, Lenovo, Cisco, Palo Alto, VMware, Red Hat

42.   InspiriSYS Solutions Ltd.

Name : Malcolm F. Mehta
Designation : Chairman & CEO
City : Chennai
Website : www.inspirisys.com
Focus Verticals : BFSI, Government, PSUs, Manufacturing, Telecom, Healthcare
Key Vendors : Forcepoint, FireEye, Check Point, Gemalto, Fortinet, RSA, Symantec, Trend Micro, Sophos, Palo Alto, Microsoft Azure, Amazon Web Services, VMware, HPE, IBM, Dell EMC, NetApp, Lenovo, Hitachi Vantara

43.   Ishan Group

Name : Pinkesh Kotecha
Designation : Chairman and CEO
City : Rajkot
Website : www.ishanitech.biz
Focus Verticals : Government, Education, Enterprise
Key Vendors : HP, Cisco, Microsoft, Lenovo, Rittal, Cyberoam, Tyco

44.   ITS Technology Solution Pvt. Ltd.

Name : Kamal Gulati
Designation : Managing Director
City : Noida
Website : www.itsimple.in
Focus Verticals : Telecommunication, Hospitality, PSUs, Education
Key Vendors : Indigenous Products

45.   iValue InfoSolutions Pvt. Ltd.

Name : Sunil Pillai
Designation : Managing Director
City : Bangalore
Website : www.ivalue.co.in
Focus Verticals : BFSI, Government, ITeS, Manufacturing, Telecom, Hospitality, Education
Key Vendors : Hitachi Vantara, Micro Focus, Check Point, Forcepoint, Array Networks, Tenable, A10 Networks, FireEye, Thales, CyberArc

46.   JNR Management Resources Pvt. Ltd.

Name : Prashant jain
Designation : CEO
City : New Delhi
Website : www.jnrmr.com
Focus Verticals : Corporate, Education, Financial, Government, Healthcare, Telecom
Key Vendors: Google, Microsoft, SonicWall, Fortinet, Sophos, Watchguard, ZSoho, IceWrap, Symantec, Veritas, Commvault, Barracuda, Gemalto, Forcepoint, Kaspersky

47.   Kamtron Systems

Name : Kavita Singhal
Designation : Director IT
City : New Delhi
Website : www.kamtrononline.com
Focus Verticals : Education/Non-profit
Key Vendors : Microsoft , Oracle, Adobe, Symantec, Kaspersky Labs, McAfee, Red Hat

48.   LDS Infotech Pvt. Ltd.

Name : Amarnath Shetty
Designation : Manging Director
City : Mumbai
Website : www.ldsinfotech.com
Focus Verticals : Government, PSUs, Education, Real Estate, Transportation
Key Vendors : Microsoft, Oracle, Adobe, Red Hat, Symantec, IBM, Sophos, SonicWall, Veeam, Palo Alto, Barracuda, VMware

49.   Lauren Information Technologies Pvt. Ltd.

Name : Rawlin Pinto
Designation : Chairman
City : Mumbai
Website : www.lauren.co.in
Focus Verticals : Government, Real Estate, BFSI, Healthcare/ Medical Services
Key Vendors : Amazon Web Services, Microsoft Azure, Veritas, Citrix, Cisco, IBM, HPE

50.   Locuz Enterprise Solutions Ltd.

Name : Vijay Wadhi
Designation : Managing Director & CEO
City : Hyderabad
Website : www.locuz.com
Focus Verticals : Healthcare, IT/ITeS, Defence, Engineering, Education
Key Vendors : Amazon Web Services, Microsoft Azure, VMware, Openstack, Citrix, Microsoft, Cisco, Palo Alto, CA Technologies, Barracuda, Brocade

51. Magnamious Systems Pvt. Ltd.

Name : Jiten Mehta
Designation : Director
City : Mumbai
Website : www.magnamious.com
Focus Verticals : BFSI, Construction, Pharmaceuticals, Automobile
Key Vendors : Microsoft, Nutanix, VMware, HPE, Citrix, Lenovo, Dell EMC, SonicWall, Dell, Cisco

52. Mayank's IT Solution Pvt. Ltd.

Name : Neha Batra
Designation : Chairman & Managing Director
City : Noida
Website : www.mayanks.in
Focus Verticals : Government, Defence, Telecom, IT/ITeS, Retail & Distribution, BFSI, Hospitality, Manufacturing, Transport, Education
Key Vendors : Dell EMC, Lenovo, IBM, Samsung, Microsoft, Oracle, VMware, Commvault, Aruba Networks, Huawei, Symantec, Poly, CP Plus, Acer

53. Megahertz Infotech

Name : Rajan Arora
Designation : Director
City : New Delhi
Website : www.megahertzinfotech.com
Focus Verticals : Government, Manufacturing, Telecom, Healthcare , Media , IT & ITes, Education
Key Vendors : IBM, Dell EMC, Oracle, Microsoft, VMware, Bosch, Honeywell, Cisco, Juniper Networks, HPE

54. Netcon Technologies India Pvt. Ltd.

Name : Mahalingam Ramasamy
Designation : Managing Director
City : Coimbatore
Website : www.netcon.in
Focus Verticals : Education, Transport, PSUs
Key Vendors : Cisco, Fortinet, Aruba Networks

55. Netplace Technologies Pvt. Ltd.

Name : Dhaval Doshi
Designation : Managing Director
City : Mumbai
Website : www.netplacetechnologies.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

56. Orbit Techsol India Pvt. Ltd.

Name : Sushil Jain
Designation : CEO
City : New Delhi
Website : www.orbitindia.net
Focus Verticals : Security, System Integration, Solution Support
Key Vendors : HPE, Microsoft, Veeam, HP, Veritas, VMware, Oracle, Citrix, Adobe, Cisco

57. Orient Technologies Pvt. Ltd.

Name : Ajay Sawant
Designation : Managing Director
City : Mumbai
Website : www.orientindia.com
Focus Verticals : BFSI, Government, Healthcare, IT/ITeS, Manufacturing
Key Vendors : Dell EMC, HPE, Cisco, Citrix, Microsoft, VMware, SAS, Veritas, Amazon Web Services, Fortinet, Lenovo

58. Ortek Computers

Name : Pravin Dhoka
Designation : CEO
City : Mumbai
Website : www.ortekcomputers.com
Focus Verticals : System Integration, Value Added Distribution
Key Vendors : Intel, Microsoft

59. Park Network Pvt. Ltd.

Name : Ajaya Kumar
Designation : Director
City : New Delhi
Website : www.computerparkindia.com
Focus Verticals : PSUs, IT/ITeS, Aviation
Key Vendors : Acer, HP Inc., Lenovo

60. Parth TechnoComm Solutions Pvt. Ltd.

Name : Tejas Mehta
Designation : Director
City : Kolkata
Website : www.parthtechnocomm.com
Focus Verticals : Government, IT/ITeS, Manufacturing, BFSI, Healthcare/Pharma
Key Vendors : Cisco, HP, Dell EMC, Dell, Juniper Networks, Matrix, Plantronics, Jabra, VMware, TE Connectivity, Alcon

61. P C Solutions Pvt. Ltd.

Name : Devendra Taneja
Designation : CEO
City : New Delhi
Website : www.e-pspl.com
Focus Verticals : Telecom, Manufacturing, IT/ITES, BFSI, Government, PSUs, Media, Hospitality
Key Vendors : HPE, Microsoft, Cisco, Citrix, Veritas, Symantec, Palo Alto, Red Hat, Trend Micro

62. Pentacle IT Solutions Pvt. Ltd.

Name : Tilak Raj Ratra
Designation : Director
City : Lucknow
Website : www.pentacle.in
Focus Verticals : PSUs, Education, Telecom, BFSI
Key Vendors : Microsoft, Intel, Dell, IBM, VMware, Adobe, Symantec, Cisco, Netgear, D-Link, Red Hat, Samsung, Schneider Electric

63. Pentagon System and Services

Name : Sairaman Mudaliar
Designation : Director
City : Mumbai
Website : www.pentagon.co.in
Focus Verticals : Telecom, IT/ITeS, Manufacturing, Media, BFSI
Key Vendors : IBM, Dell EMC, NetApp, VMware, Microsoft, Netmagic, Cisco, HPE, Amazon Web Services, Oracle, D-Link, Brocade, Juniper Networks, Nutanix, Lenovo

64. Power Solutions

Name : Bhavesh Sheth
Designation : Director
City : Ahmedabad
Website : www.powersolutions.co.in
Focus Verticals : Government, Banks, Hospitals, Hospitality, Educational, Retail
Key Vendors : Schneider Electric, Exide Battery, Lenovo, IBM

65. Printlink Computer and Communication Pvt. Ltd.

Name : Rajesh Kumar Dora
Designation : Managing Director
City : Bhubaneswar
Website : www.printlinkindia.com
Focus Verticals : Government, Education, Mining
Key Vendors : Canon, Dell, Nikon, HP, Acer, Cisco

66. Proactive Data Systems Pvt. Ltd.

Name : Rajiv Kumar
Designation : Managing Director & CEO
City : New Delhi
Website : www.proactive.co.in
Focus Verticals : Government, Defence, Retail, Manufacturing, Education, Healthcare, Hospitality, Media
Key Vendors : Cisco, Dell EMC, NetApp, CommScope, Commvault, Panduit

67. Progility Technologies Pvt. Ltd.

Name : Anil Jain
Designation : Managing Director
City : Mumbai
Website : www.progilitytech.com
Focus Verticals : BFSI, Government, PSUs, Defence, Healthcare, Hospitality, IT/ITeS, Manufacturing, Automobiles, SMBs
Key Vendors : Dell, Check Point, Aruba Networks, Ruckus Wireless, Barco, Avaya, Extreme Networks, Poly, Samsung, Juniper Networks, Cisco, Barco, Panasonic, UNIFY

68. Progressive Infotech Pvt. Ltd.

Name : Prateek Garg
Designation : Managing Director & CEO
City : Noida
Website : www.progressive.in
Focus Verticals : Healthcare, E-commerce, BFSI, BPO
Key Vendors : Microsoft, Amazon Web Services, Google, Commvault, Red Hat, Symantec, VMware, Check Point, Palo Alto, F5

69. Quadrasystems.net (India) Pvt. Ltd.

Name : S Prashanth
Designation : Executive Director
City : Bangalore
Website : www.quadrasystems.net
Focus Verticals : BFSI, Manufacturing, IT/ITeS, Retail, Healthcare, Oil & Refinary, FMCG, Telecom, Pharmaceuticals
Key Vendors : Microsoft, IBM, Adobe, Citrix, Red Hat, Symantec, Dell, Oracle, Amazon Web Services, VMware, Autodesk, SAP, Barracuda, McAfee, CommVault, Palo Alto, Trend Micro, CA Technologies, SonicWall

70. Questa Software Systems Pvt. Ltd.

Name : Manish Tandon
Designation : Managing Director
City : Mumbai
Website : www.questasoft.com
Focus Verticals : BFSI, Construction, Healthcare, Education, IT/ITeS
Key Vendors : Microsoft, Oracle, Xerox, Symantec, HP, IBM, NetApp

71. RAH Infotech Pvt. Ltd.

Name : Ashok Kumar
Designation : Managing Director
City : Gurgaon
Website : www.rahinfotech.com
Focus Verticals : Networking, Application Delivery and Security, Network and Data Security solutions
Key Vendors : Cambium Networks, Gemalto, Forescout, Radware, Seclore, Skybox, Smokescreen, Ixia, Radware,

72. Raksha Technologies Pvt. Ltd.

Name : V. Anand
Designation : CEO
City : Chennai
Website : www.rakshatech.com
Focus Verticals : IT/ITeS, Manufacturing, E-commerce, Healthcare, BFSI
Key Vendors : Trend Micro, Fortinet, NetApp, SonicWall, IBM, Symantec, Cisco, McAfee, IBM, Kaspersky, Check Point, Fire Eye, Dell EMC, Hitachi, Commvault, Microsft, Citrix, VMware

73. Rubik Infotech Pvt. Ltd.

Name : Jitesh Chauhan
Designation : Managing Director
City : Ahmedabad
Website : www.rubikinfotech.com
Focus Verticals : T/ITeS, Manufacturing, Healthcare, Hospitality, Education
Key Vendors : Cyberoam, Fortinet, Microsoft, McAfee, Symantec, IceWarp, Veritas, Kaspersky, Red Hat

74. Sanghvi Infotech Pvt. Ltd.

Name : Jigar Sanghvi
Designation : Managing Director
City : Ahmedabad
Website : www.sanghviinfo.com
Focus Verticals : FMCG, Hospitality, BFSI, Media, Education, Telecom
Key Vendors : Cambium, Enginus, Garmin, Ruckus, Ubiquiti and Wavion

75. Satcom Infotech Pvt. Ltd.

Name : Vinod Kumar
Designation : CEO
City : Mumbai
Website : www.satcominfotech.com
Focus Verticals : End-to-end Security solutions, Unified Threat Management, Encryption,
Key Vendors : Sophos, GFI, Innefu, Smarton, Soti, Cososys, AuthShield

76. Secure Network Solutions India

Name : N K Mehta
Designation : Chairman & Managing Director
City : Chennai
Website : www.snsin.com
Focus Verticals : IT/ITeS, BFSI, Manufacturing, Government, Healthcare
Key Vendors : Fortinet, Check Point, VMware , HPE, Barracuda, Sonicwall , IBM, VMware, Sophos, Symantec, Trend Micro, Juniper Networks

77 Shivaami Cloud Services Pvt. Ltd.

Name : Punit Thakkar
Designation : CEO
City : Mumbai
Website : www.shivaami.com
Focus Verticals : IT/ITeS, Healthcare, Hospitality, Media, Manufacturing
Key Vendors : Microsoft, Amazon Web Services, Google, Zoho

78. Shro Systems Pvt. Ltd.

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 : HPE, Cisco, D-Link, Brocade, Riverbed, Aruba Networks, CommScope, Schneider Electric, Microsoft, VMware, Citrix, Adobe, Red Hat, Suse

79. Sify Technologies Ltd.

Name : Kamal Nath
Designation : CEO
City : Chennai
Website : www.sifytechnologies.com
Focus Verticals : BFSI, Education, Healthcare, Manufacturing
Key Vendors : Hitachi, Fujitsu, Avaya, Symantec, Palo Alto, Fortinet, Microsoft, CA Technologies, Veritas, Schneider Electric, IBM, Tyco, HP, NetApp, Dell EMC, Juniper, Commvault, Symantec

80. Silicon Netsecure Pvt. Ltd.

Name : Tushar Parekh
Designation : Managing Director
City : Mumbai
Website : www.siliconnetsecure.com
Focus Verticals : BFSI, Manufacturing, IT/ITES/BPO, Media Publishing, Healthcare
Key Vendors : McAfee, Symantec, Sophos, Sonicwall, IBM, Array Networks, Microsoft, Google, MDaemon

81. SoftwareOne India Pvt. Ltd.

Name : Varun Paliwal
Designation : Managing Director
City : Gurgaon
Website : www.softwareone.com
Focus Verticals : Education, IT/ITeS, Manufacturing, BFSI
Key Vendors : IBM, Microsoft, Oracle, SAP, VMware, Amazon Web Services

82. Sonata Software Ltd.

Name : P. Srikar Reddy
Designation : Managing Director & CEO
City : Bangalore
Website : www.sonata-software.com
Focus Verticals : Travel, Retail, Distribution, Manufacturing
Key Vendors : SAP, Microsoft, IBM, Oracle

83. Spark Technologies Pvt. Ltd.

Name : Sewak Nautiyal
Designation : Managing Director
City : New Delhi
Website : www.sparkindia.com
Focus Verticals : IT, Communication, Audio, Video, Digital Signage, Electronic security & Surveillance, Internet Security, UPS and Power Management Audit
Key Vendors : CommScope, D-Link, Ritaal, Sophos, Samsung, LG, AOC, Exide, Vertiv

84. Sterling Infoways Pvt. Ltd..

Name : Rajesh Kalra
Designation : Director
City : New Delhi
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

85. Sujata Computers Pvt. Ltd.

Name : Paresh Lodha
Designation : Director
City : Pune
Website : www.sujataindia.com
Focus Verticals : Manufacturing, IT/ITeS, Retail, Telecom, Media, Defence, Education Healthcare, Real Estate, Transport
Key Vendors : Microsoft, Cisco, Oracle, IBM, Dell, Honeywell, Samsung, Tally, Intel, D-Link, Lenovo, Juniper Networks, VMware, Kaspersky, Poly

86. Symmetrix Computer Systems Pvt. Ltd.

Name : Dinesh Dhanapathi
Designation : Managing Director
City : Bengaluru
Website : www.symmetrix.in
Focus Verticals : IT/ITeS, Manufacturing, Automotive/ Transportation, BFSI, Healthcare
Key Vendors : Tally, VMware, Seagate, Red Hat, Western Digital, Oracle, NComputing, Poly, NVIDIA, IBM, Intel, Dell EMC, D-Link, Canon, Adobe, Cisco

87. Targus Technologies Pvt. Ltd.

Name : Col. Balwinder Singh
Designation : Managing Director
City : Gurgaon
Website : www.targustech.com
Focus Verticals : Telecom, Media, Government, Automotive, IT/ ITeS, Manufacturing
Key Vendors : HPE, Lenovo, Cisco, Microsoft, Juniper Networks, IBM, Oracle, VMware, Dell EMC, CommScope, Red Hat, Citrix, Riverbed, Sophos, Samsung

88. Team Computers Pvt. Ltd.

Name : Ranjan Chopra
Designation : Chairman & Managing Director
City : New Delhi
Website : www.teamcomputers.com
Focus Verticals : BFSI, Automotive, Manufacturing, Government, FMGC, Oil & Gas, Consturction
Key Vendors : Lenovo, D-Link, Netgear, HPE, Qlik, Google, Amazon Web Services, Microsoft, Cisco, Apple, Samsung, CommScope, Radware, A10 Networks

89. Technology Excellence Group

Name : John Samuel
Designation : CEO
City : Bangalore
Website : www.tegworld.net
Focus Verticals : Data Center Solutions, Virtualisation, HPC solutions, IoT, Networking, EUC
Key Vendors : VMware, Dell EMC, Honeywell, HPE, Oracle, Red Hat, Citrix, NVIDIA, Adobe, Juniper Networks, Veritas, Amazon Web Services, Google, SonicWall

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 & Surveillace, Data Communication
Key Vendors : Aruba Networks, Engenius, Yealink, Cambium Networks, Samsung, Moxa, Ruckus Wireless, Cisco, Poly, Huawei

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, Sonicwall, Xerox

92. Trifin Information Technology Pvt. Ltd.

Name : Nitin Aggarwal
Designation : CEO
City : New Delhi
Website : www.trifin.in
Focus Verticals : Hospitality, Automobile, Travel, Media, Healthcare
Key Vendors : Adobe, Autodesk, Cisco, Dell EMC, Fortinet, SonicWall, IBM, Tally, Veeam, VMware, Sophos, Dell, Commvault, Microsoft, NetApp, Red Hat

93. Umbrella Infocare Pvt. Ltd.

Name : Sanjay Agarwal
Designation : Co-Founder & Managing Partner
City : Noida
Website : www.umbrellainfocare.com
Focus Verticals : Retail, BFSI, Media, Heathcare, E-commerece, Travel
Key Vendors : Amazon Web Services, Clouhealth, Citrix, Qlik, Vmware

94. Value Point Systems

Name : R S Shanbhag
Designation : Chairman & Managing Director
City : Bangalore
Website : www.valuepoint.co.in
Focus Verticals : IT/ITeS, Government /PSUs, Healthcare, BFSI, E-commerce
Key Vendors : HPE, Red Hat, Dell, VMware, Avaya, Brocade, CommScope, Cisco, Palo Alto, Microsoft, Symantec

95. vCentric Technologies Pvt. Ltd.

Name : Sanjeev Deshpande
Designation : Managing Director & 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, Blue Prism, UiPath

96. VDA Infosolutions Pvt. Ltd.

Name : Deepak Jadhav
Designation : Director
City : Mumbai
Website : www.vdainfosolutions.com
Focus Verticals : BFSI, IT/ITeS, Manufacturing, Healthcare, Hospitality
Key Vendors : IBM, Dell EMC, Micro Focus, Palo Alto, Red Hat, Cisco, Microsoft, CA Technologies

97. Versatile Infosecurity Pvt. Ltd.

Name : Sudhir Sharma
Designation : Director
City : New Delhi
Website : www.vipl.co.in
Focus Verticals : Media, Education, Healthcare, Manufacturing, Consulting
Key Vendors : Sophos, Trend Micro, Cisco, Barracuda, GFI, McAfee, F5, Riverbed

98. VIBS Infosol Pvt. Ltd.

Name : Vibhore Shrivastava
Designation : Managing Director
City : Mumbai
Website : www.vibsinfosol.com
Focus Verticals : Perimeter Security, End Point Security & Forensics, Application Delivery Controllers, Infrastructure Optimization, Wireless Security, Audit & Compliance, Enterprise Backup & Archival, Technology Consulting, Service Oriented Offerings
Key Vendors : Tuffin, Exinda, Winmagic, Sophos, Check Point, Dell, HP, Cisco, Thales

99. Wysetek Systems Technologists Pvt. Ltd.

Name : Cherian Thomas
Designation : Director
City : Mumbai
Website : www.wysetek.com
Focus Verticals : IT/ITeS, Media, BFSI, Healthcare, Hospitality
Key Vendors : IBM, VMware, HPE, Dell EMC, Trend Micro, Veritas, Cisco

100. Xpress Computers Ltd.

Name : Chetan Shah
Designation : CEO
City : Mumbai
Website : www.xpress.co.in
Focus Verticals : Education, Manufacturing, Media, Healthcare
Key Vendors : Inte, Microsoft, Google, Cisco, Netgear, D-Link, Symantec , Mcafee, Trend Micro, eScan, Ruckus Wireless

INDIAN ORIGIN TITANS IN THE

Indians constitute 1% of the total American population, and registered over 15% start-ups to their names, in the Silicon Valley itself. The world has changed and the technology boom has changed the way we live our daily lives. Thanks to the Industrial Revolution, the world began its massive migration from agricultural to industrialized economies. The rapid spread of digital technology has witnessed the growing challenges of globalization.

AJAY BANGA
PRESIDENT & CEO - MASTERCARD

In 2010, Ajay Banga has been appointed as the President and Chief Executive Officer of Mastercard. He succeeded Robert W. Selander, who had been Mastercard's CEO since March 1997. In February 2015, President Barack Obama appointed Banga to serve as a Member of the President's Advisory Committee for Trade Policy and Negotiations.

AJIT JAIN
VICE CHAIRMAN - INSURANCE OPERATIONS BERKSHIRE HATHAWAY

Ajit Jain is the Vice Chairman of Insurance Operations for Berkshire Hathaway, basically from Odisha had worked for IBM for their data-processing operations in India. He was named "Rookie of the Year" in his region in 1973. Ajit Jain has been working with Berkshire for past three decades and has taken it to impregnable heights.

ANSHU JAIN
PRESIDENT - CANTOR FITZGERALD

Hailing from Jaipur, Rajasthan, Anshu Jain is presently holding the position of President at Cantor Fitzgerald. He served as the Co-CEO of Deutsche Bank from 2012 until July 2015. Jain also served as a member of Deutsche Bank's Management Board. He is a world-class leader in the financial services industry and has a deep understanding of the global capital market.

ASHOK VEMURI
CEO - CONDUENT INC.

Since the inception of the company, Ashok Vemuri has been at the helm of Conduent. He has driven significant changes across the organization, delivering improved operational and financial performance. Prior to this he was associated with IGATE Corporation. He was also the key architect of the company's vertical go-to-market model.

BHARAT DESAI
CO-FOUNDER & CHAIRMAN - SYNTEL

Bharat Desai is an American billionaire businessman, and the co-founder and chairman of Syntel. Desai is a board member of several educational institutions, including the John F. Kennedy School of Government at Harvard University, Students in Free Enterprise (SIFE) and the Stephen M. Ross School of Business at the University of Michigan.

B. V. JAGADEESH
CO-FOUNDER & ADVISOR - TELEVITAL INC.

B. V. Jagadeesh is the Managing Partner at KAAJ Ventures. He is the Co-Founder of TeleVital, Inc. and has successfully invested in companies such as NetMagic Solutions, Ocarina Networks and Ankeena to name a few. Jagadeesh served as the President of NetScaler and its Chief Executive Officer since 2000.

DHEERAJ PANDEY
CO-FOUNDER & CEO - NUTANIX

Dheeraj Pandey is a Co-Founder of Nutanix, Inc., Nutanix is building the software-defined computing platform for next-generation data centers that will be scaled out, flash-enabled, and converged. Prior to founding Nutanix, Dheeraj was VP of Engineering at Aster Data where he built the engineering team from ground up, overseeing the development of multiple releases of the product.

DINESH PALIWAL
CHAIRMAN & CEO - HARMAN INDUSTRIES

Dinesh Paliwal is the CEO and Chairman of Harman International, a leading provider of premium audio and infotainment systems belongs to Agra. Dinesh has transformed the company into a customer-centric and innovation driven technology leader, expanding the company's business in high-growth emerging markets.

GEORGE KURIAN
CEO & PRESIDENT - NETAPP

George Kurian joined the US-based computer storage and data management company NetApp in 2011. He is responsible for the solutions portfolio and joint partner technology integration. He was appointed as its CEO in June 2015. Prior to joining NetApp, George was vice president and general manager of the Application Networking and Switching Technology Group at Cisco Systems

IVAN MENEZES
CEO - DIAGEO

Indian origin Ivan Menezes is the CEO of Diageo. He has been serving the company since 1997 and held various senior positions at the company. He has been the CEO of Diageo, a FTSE 100 British multinational alcoholic beverages company, since 1 July 2013, succeeding Paul S. Walsh. Born in Pune, he was educated at St. Stephens College, Delhi and IIM Ahmedabad.

GLOBAL TECH INDUSTRY

Today, we are watching the gradual evolution from the knowledge economy into the age of Artificial Intelligence and Virtuality. Emerging technologies are bridging the gap between the framework of innovation. Now, every company is a tech company and the leaders are identified based on their successful track record. This Brand Book identifies the 20 Indian origin global leaders who are riding the new wave.

NIKESH ARORA
CEO & CHAIRMAN - PALO ALTO NETWORKS

Nikesh Arora is the present CEO & the Chairman at Palo Alto Networks. He previously served as the president for SoftBank Group, joining the company in October 2014 until stepping down on 21 June 2016. As its CEO, he spearheaded internet, telecommunications, media and global investment activities. He has also served as a former Google executive.

PRADEEP SINDHU
CEO & FOUNDER - FUNGIBLE

Pradeep Sindhu is an Indian-born American entrepreneur who is the co-founder and chief scientist of Juniper Networks Inc. He was also the CEO of the company until 1996. He currently serves as the CEO and founder of Fungible. The company is targeting the data center market with a product that will combine custom silicon with integrated compute, storage, and networking.

RAJEEV SURI
CEO - NOKIA

Rajeev Suri is the CEO of Nokia. His expertise lies in mobile networks, big data analytics, cloud computing and Internet business models. Rajeev has been the driving force behind Nokia's recent transformation, including its acquisition of Alcatel-Lucent. In his previous role as CEO of Nokia Solutions and Networks, he had increased the value of the company from approximately €1 billion to more than €10 billion.

SANJAY JHA
CEO - GLOBAL FOUNDRIES

Sanjay Jha took over as CEO of Global Foundries, a semiconductor foundry that produces chips for giants like AMD, Broadcom, Qualcomm, and STMicroelectronics, in January 2014; before that he has served as the CEO of Motorola Mobility and COO of Qualcomm. He joined Motorola as co-CEO in 2008, while serving simultaneously as CEO of Motorola's Mobile Devices Business.

SANJAY MEHROTRA
PRESIDENT & CEO - MICRON TECHNOLOGY

Sanjay Mehrotra is the co-founder of SanDisk Corporation, a global leader in flash memory storage solutions and the President and CEO at Micron Technology. Under his leadership, SanDisk expanded its focus to include solid state drive (SSD) solutions for the enterprise, as well as new growth strategies for the mobile and client computing segments.
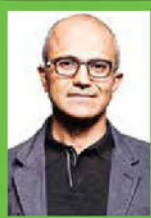
SATYA NADELLA
CEO - MICROSOFT

Satya Nadella is currently spearheading Microsoft. Before becoming the CEO, he was the Executive Vice President of Microsoft's Cloud and Enterprise Group, responsible for building and running the company's computing platforms. He joined the company in 1992. The aggressive strategy for acquisition of Linkedin for $26.2 billion in 2016 and Github for $7.5 billion last year, has constantly increased Microsoft's stock price.

SHANTANU NARAYEN
CEO - ADOBE SYSTEMS

Shantanu Narayen is presently at the helm of Adobe. Nine years after joining Adobe, he was appointed as its CEO in 2007. He is known for his leadership qualities, technology insight and operational proficiency. He initially started his career at Apple. Shantanu holds an Electronics Engineering degree from Osmania University, an MBA from the University of California, Berkeley, and Masters in computer science from Bowling Green State University, Ohio.

SUNDAR PICHAI
CEO - GOOGLE

Sundar Pichai, the CEO of Google, heads core tech projects like Google search engine, ads, maps, apps, YouTube and Android system. After joining Google in 2004, Pichai led the product management and innovation efforts for key products including Google Chrome, Chrome OS and Google Drive. Pichai holds an Engineering degree from IIT Kharagpur, an MS degree from Stanford University and an MBA from the Wharton School of the University of Pennsylvania.

VASANT NARASIMHAN
CEO - NOVARTIS

Vasant Narasimhan is the CEO of Novartis since February 1, 2018. He has done his bachelor's degree in biological sciences from University of Chicago. He did his M.D. from Harvard Medical School and his master's degree in public policy from the John F. Kennedy School of Government. He joined Novartis in 2005. He has served the company in different roles. He is also a member of the U.S. National Academy of Medicine.
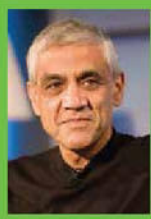
VINOD KHOSLA
CO-FOUNDER - SUN MICROSYSTEMS

Co-founder of Sun Microsystems, Vinod Khosla is an Indian American billionaire engineer, businessman and venture capitalist. Khosla served as its first chairman and CEO from 1982 to 1984, when he left the company to become a venture capitalist. He is a supporter of many micro finance organizations in India and Africa. Vinod is a founding board member of Indian School of Business (ISB).

MAKE IN INDIA

Indian business has been engaging the world's attention on how manufacturing has achieved a new high and made India a renowned manufacturing hub. India will emerge as the youngest country with the average age of 29 years by 2025 and the 2nd largest Internet user base with 462 million Internet users. It will become the 3rd largest economy in the world with a size of US$ 8.6 trillion in terms of purchasing power parity (PPP) and is expected to rise to US$ 20 trillion in size by 2025.

Manufacturing has emerged as one of the high growth sectors in India. The 'Make in India' program has placed India on the world map as a manufacturing hub and has given a global recognition to the Indian economy. India is expected to become the fifth largest manufacturing country in the world by the end of year 2020. India is on the path to become the hub for hi-tech manufacturing as global giants such as GE, Siemens, HTC, Toshiba, and Boeing have either set up or are in the process of setting up manufacturing plants in India, attracted by India's market of more than a billion consumers and increasing purchasing power.

India has also started manufacturing consumer electronic products and this is a big boost not only for the manufacturers but also for the economic growth of the country. If we talk about televisions, ten years back almost all the affordable category brands used to import televisions from different countries and they had a small sales team in India; today most of the television brands want to make in India to generate employment. Companies like Kodak has also started its manufacturing units in India.

The recent government's direction to increase duty on CBU (Completely Built Up) products has again attracted more brands to manufacture in India. This will boost the Indian economy as the home production will increase. After the implantation of GST, the revenue of the govt has gone up. This will lead to the improved infrastructure and development of the country.

Terry Gou, Founder and Chairman, Foxconn, explains that India is so big that maybe in 10 years they too can have a factory in every state.

India is currently the world's second-largest telecommunications market with a subscriber base of 1.20 billion and has registered a strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP), according to a report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG). As of January 2019, India has witnessed a 165 per cent growth in app downloads in the past two years.

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. India is arousing interests in multinationals, as well as many Chinese firms with international ambitions.

India is an attractive hub for foreign investments in the manufacturing sector. Several mobile phone, luxury and automobile brands, among others, have set up or are looking to establish their manufacturing bases in the country.

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.

AMARA RAJA
Drive for a better way

American Megatrends
Invent Future

Live Smart

Atrie

beetel

Busy

सी-डॉट
C-DOT

CELKON

CiS
Citadel Intelligent Systems

CP PLUS
enhancing vision

Deskera
RUN YOUR BUSINESS

DIGISOL

druva

GURUCUL
PREDICTIVE SECURITY ANALYTICS

eScan
Anti-Virus & Content Security

EXIDE

HAVELLS

i
ball

Infosys
Finacle

INTEX

intuit

ITI Limited

knowlarity
COMMUNICATION UNLEASHED

LAVA
MOBILE PHONES

LUMINOUS
Jis Pe Desh Kare Bharosa

Marg
The Business Backbone

MATRIX
TELECOM SECURITY

millennium
www.milleniumsystem.com

Micromax

MICROTEK
TECHNOLOGY WE LIVE

NETRACK

NETTLINX

NUMERIC
India's No.1 UPS Manufacturer

Quick Heal

ramco

RDP

LYF
SMARTPHONE+

SAMSUNG

SECLORE

Secureye

swipe

Tally
POWER OF SIMPLICITY

TATA
TATA CONSULTANCY SERVICES

TEJAS
NETWORKS

TVS
ELECTRONICS

U

VU
LUXURY TELEVISIONS

wipro

ZICOM
Z
Feel Safe

ZOHO
Work. Online

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.cdot.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. CELKON IMPEX PVT LTD

Name   - Y Guru
Designation   - CMD
Address   - D.no: 1-62/2/32, Kavuri Hills,
                Madhapur, Hyderabad - 500033
Website   - www. celkonmobiles.com
Products   - Feature phones, Smartphones,
                Tablet PCs, Wireless Accessories
                and Gadgets

10. 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.

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 preventation etc.

14. Gurucul 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.gurucul.com
Products - Gurucul 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 warranry), Solar Batteries (Tubular Solar Batteries), Inverter Batteries (Tubular Inverter Batteries, Flat Plate Inverter Batteries), Submarine Batteries, Home UPS System (Lower KVA, Higher KVA)

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 Parasrampuria
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 - Sanket Atal
Designation - VP and MD, India Development Center
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.itiltd-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. milleniumsystem.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 invertor, External battery UPS and voltage stabliser.

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 - Devices (Smartphone, JioFi,
SmartDevices), Apps (MyJio, JioChat, JioTV,
JioCinema, JioMusic, JioMags, JioXpressNews,
JioCloud, Jio4GVoice, JioMoney, JioSecurity,
JioNewsPaper, JioNet, JioHealthHub)

40. Samsung Electronics

Name - D J Koh
Designation - President IT & Mobile
Communications
Address - Manesar, Gurgaon
Website - www.samsung.com
Products - Smartphones, Smart TV, Home
Appliances, Monitors, Printers,
Wearables, Mobile Accessories, and Tablets. Samsung
also inaugurated its Handset manufacturing facility in
Noida, which is the world's largest mobile factory.
It will double its current capacity for mobile phones
from 68 million units a year to 120 million units a
year, in a phase-wise expansion that will be completed
by 2020.

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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CHOSEN BY THE CUSTOMERS

ALL EYES ON THE 50
— MOST —
ADMIRED BRANDS

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