THE POWER OF HER

Meet the leading women channel leaders of the country who have stormed a male bastion and are trendsetter entrepreneurs

WOMEN POWER UPLIFTING THE IT INDUSTRY

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The accomplishments of women professionals in different fields inspire a conversation about what female leadership looks like and the impact women are having on their organisations as well as the industry they are associated with. It is heartening to see the breadth of talent among women in entrepreneurial and corporate roles.

We are witnessing similar inspirational stories in the IT channel industry in the country. There are stellar female professionals who are not only leaders in the field of technology but also bring a unique vision and talent to the industry, while supporting their community.

For women professionals, maintaining a work-life balance is always challenging. But a strong support system (family and colleagues) help them overcome this barrier. The women leaders believe that each role in their lives demands time and effort in the right direction.

> ## It is heartening to see the breadth of talent among women in entrepreneurial and corporate roles

There are a few industry stalwarts who have shown exemplary dedication to furthering the cause of 'women in technology'. For instance, as the Chair for IAMCP's Women in Technology for India, Nazmeen Ansari of Matrix3D Infocom has been conducting workshops to guide women entrepreneurs on how they can collaborate, support, and empower each other. The same analogy holds true for Prarthana Gupta of Cache Technologies who is also the CEO of an NGO, called CIO Digital Foundation (CIDIF).

As rightly put by Kamini Talwar of Iris Computers, "Women leaders need to inspire and uplift a new breed of women through networking and the media to get them into the IT digitalisation wave."

Most of these leaders believe that technology has opened the doors for women and they foresee the world where the businesses will be driven on IQ, EQ & LQ and this is where women are the right fit.

Content

THE POWER OF HER

In the male dominated IT channel ecosystem, it is heartening to find women in entrepreneurial roles and the talent that they bring to the industry. We, at CRN, have featured some of the leading women channel leaders of the country who have not only been successful in their personal as well as professional lives, but are also the torch-bearers for the female professionals who are aspiring to become leaders in the field of technology

By Sandhya Michu & Rachana Jha

ADITI JHAWAR,
DIRECTOR,
BARDROY INFOTECH

MY GOAL IS TO TAKE BARDROY TO A HIGHER PLATFORM AS A SUCCESSFUL SYSTEM INTEGRATOR IN THE INDUSTRY

Journey as an entrepreneur

I started my journey quite young, about two years ago, when my father suddenly fell ill. It has been very challenging because this was absolutely a new field for me as I was studying for medical science. But, with hard work and dedication, I have turned every challenge into an opportunity and there was a lot for me to learn. Adaptability with the changing scenario and learning from those challenges were key aspects in my journey till now. Every day offers something new to learn in this journey. Meeting people from different fields, interacting with them and understanding their needs, people management, and most of all, time management, taught me a lot. It's a very exciting journey with a lot to offer and help one grow and learn.

Role model

My role is model is my father. It's his principals and traits which I am trying to take forward. He believed that discipline, planning, and perseverance are key aspects to achieving any goal. I also truly believe in that. For me, he was the best human being ever. I wish to become more like him as I grow. Apart from my father, my uncle is also a role model to me who has always been a pillar of strength after my father's demise, and believes that hard work and honesty can never be in vain. Hence, discipline, planning, hard work, and honesty are key pillars for me.

Key achievements

I am very young in terms of experience and age as an entrepreneur but one of the key achievements would be taking up this challenge of being an entrepreneur and leading Bardroy at a time when my father was severely ill and I had no experience of the industry. But self-belief and support from family and our team helped me overcome this challenge. We have a team strength of around 150 and everyone had been associated with the company for a long time, they also had to adapt to see a younger person in the chair but with confidence, belief, firmness I built my relationship with them as they are my biggest assets.

Work-life balance

Work-life balance is a very important factor. You should know how to treat both equally, and give sufficient time to professional as well as to personal life. You need to be focused wherever you are. I feel I balance my professional and personal life quite well. I do not take my personal life to my work and nor my professional life at home. What I believe is what happens at home must stay at home and I focus on work when at work. The second thing is you must know how to manage your time properly. When you manage your work and personal life with correct management skill you can manage your time well and can have a good work-life balance.

Women in IT – a rare breed ?

IT has been a fairly dominant by men but time has changed from how it was some decades ago. But, there are men in the IT sector who also give their support to women. I personally have always got a lot of support and encouragement from all the men around. My mother is also involved in the business. So, that really inspires me a lot. Seeing other successful woman entrepreneurs and my mother definitely boosts my confidence. This encourages me doing more and better every day.

Life ahead

My goal is to take Bardroy to a higher platform as a successful system integrator in the industry and provide our client's ease of business with our solutions. I am sure that with the support of the team we will be able to achieve our goal and take it forward.

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ANKITA KASHYAP,
CHIEF DIGITAL OFFICER,
FOETRON

IN THE NEAREST FUTURE, I SEE MYSELF WORKING FOR THE WOMEN IN TECH ECOSYSTEM

Journey as an entrepreneur

I started my journey as an entrepreneur in 2011. My passion to change the educational landscape of the country primarily, and then on the global level, is what drove me to quit my job and work in the EdTech space. My humble beginning to develop a data analytics software application for K-12 segment eventually led me into understanding and developing the FLAGS methodology for embracing digital transformation in the dynamic technological development times of today. I have had my share of mistakes, failures and moments of despair but, then, as they say, what doesn't kill you makes you stronger. I find myself in a very good learning and growth phase now where all my skillsets, which I gained working across different sectors, industries and roles have converged beautifully, giving me the right platform for continued success in the future.

Role model

It is difficult for me to say one name because I have drawn my strength and guidance from the lives of several great men and women. In my formative years, I was deeply touched by the speeches of Swami Vivekananda whose great words, "Take up one idea. Make that one idea your life; the dream of it; think of it; live on that idea. Let the brain, the body, muscles, nerves, every part of your body be full of that idea and just leave every other idea alone. This is the way to success, and this is the way great spiritual giants are produced," still, ring a bell in my head and heart. In the recent times, I have found inspiration in Dr APJ Abdul Kalam, Indra Nooyi and MS Dhoni, who together have helped me to align myself to keep moving, aspire to work for greater things and maintain my calm under all conditions.

Key achievements

My key achievements have been helping 2500+ organisations to start their digital transformation journey, development and implementation of FLAGS methodology for seamless adoption of digital to create modern

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workplaces, leading the campaigns for understanding and embracing digital terminologies by people from all different educational backgrounds, and lastly, developing and deploying the millennial induction program for modern workplaces.

Work-life balance

I am managing my work-life balance by following three basic principles:
❑ Ensuring an element of some physical exercise in my daily schedule. Mostly it is Yoga, otherwise a 45-mins long brisk walk. It ensures that on most of the days, I am physically fit and active.
❑ I have blocked the time slots in my day for tasks such as reverting on emails, reviewing task status and other 10 mins or lesser duration tasks. This ensures that I am able to give my 100 per cent focus on other concentration-demanding tasks.
❑ I do not take the work at home to ensure that my family time is not getting compromised.

Women in IT - a rare breed?

I would have agreed to it 8-10 years back when I was just starting in this space and faced challenges in my role as a developer as well as an entrepreneur. It was difficult to convince the managers, potential customers, and investors, that you can deliver success well. However, things are changing now and I am seeing a more positive outlook. Nonetheless, there is a lot more that needs to be done and the efforts by the women need to continue.

Life ahead

As I mentioned that I would love to mentor an all-girls startup so, I have some plans along the same in the pipeline. In the nearest future, I see myself working for the Women in Tech ecosystem especially in the Indian context where we are still not working for STEAM for girls. The investment in their technical education now can only put India in a competing space with the best of the developed world technologies, 10-15 years down the line.

ANUJA PARIKH,
CEO,
INTECH SYSTEMS

I HOPE TO INSPIRE YOUNG GIRLS AND WOMEN TO PURSUE THEIR PASSIONS

Journey as an entrepreneur

I don't consider myself as an entrepreneur only. I have been a professional for several years before taking on the role of an entrepreneur. I have had the privilege of working for a couple of Silicon Valley companies post my MS in MIS and MBA in the US. This gives me the unique ability to understand hypergrowth in technology domains and what professionally managed technology companies look like when they "grow up".

This experience in the US has helped the entrepreneur journey in India when I joined Intech Systems. I feel that my strength lies in the ability to identify problems and creatively work to find the right solutions.

Role model

I am inspired by each story where someone has come out of challenging situations. Early on my role model was my mother who at that time was a doctor and an entrepreneur, starting her own clinic, and managing both work and home effectively, at the same time.

 I feel inspired by women tech leaders like Sheryl Sandberg of Facebook as well as from diverse fields like Indra Nooyi of Pepsi and the former first lady of USA, Michelle Obama. In addition, my inspiration is my daughter for whom I want to be a role model. It's part of her grooming to be a leader for tomorrow – training her to think big, take risks from a very young age.

Key achievements

Work wise, I would say doubling growth in the last three years has been the biggest accomplishment. This was possible due to continuous focus, grit and hard work. The focus was to bring in a change to a legacy business – essentially a major transformation in our working. Changing the focus of the company to delivering services from a very localised market to global multinational clients, from being only a services company to additionally providing consulting and now creating new IP and products have all been critical to delivering on the new strategy. Personally, I feel quite proud that I have been able to still manage and lead my firm while ensuring that my kids, who are naturally gifted, accomplish to their potential.

Work-life balance

I believe that first one needs to define what makes one happy and what is one's definition of work-life balance. I wake up early – 5:30 in the morning so I can go for my runs and finish that before the world wakes up and before I drop my kids to school. Planning is very important. I plan things ahead so that I can spend quality time with kids while ensuring I complete work.

Women in IT - a rare breed?

It's not just in IT. Women in a leadership position in any industry are rare. In fact, the statistics of women in leadership positions are dropping. There is a 25 per cent drop in the share of women CEOs – only 23 are women, in Fortune 500 firms in 2018 – a mere 5.4 per cent. India ranks third lowest in the proportion of business leadership roles held by women.

Life ahead

One cannot predict what products and technology trends will be there in 5+ years. So, I don't believe in planning that far out. The pleasure is in driving change when we are having phenomenal growth in cloud, analytics, and IT space.

I want to expand our solutions platform to data analytics and IoT – something that we have already started investing in. With that set of solutions, I want us to be recognised as a leader worldwide. I want to be a true leader – giving space and freedom for the creation of new ideas and talent.

I hope through my journey, I will also make difference in other people's lives and inspire other young girls and women to pursue their passions. I hope to coach and mentor them.

> **I consider myself different as I can still code and understand technology, but at the same time apply technology to create unique solutions that could solve customers' problems. Throughout my global career, it is this ability to understand customer problems and needs and how technology can help solve a problem that has helped me to build a company**

Journey as an entrepreneur

They say, "No journey is long when dreams are big and the sky is the limit." Well, this one was gruesomely extensive, to say the least. Apart from the initial prejudice, every woman in India faces today, from being held back from the courses I wanted to pursue, to being denied the international exposure every wandering mind deserves, I found several euphoric bumps along the way – all of which molded me into who I proudly am today.

It was after marriage that my struggles were truly prominent, seeing as I was involved in the business for the first time, since the first day, not to mention the new atmosphere I was exposed to in Mumbai.

I always wonder how I received the courage to alter a business built at midnight on a second-hand desktop PC to a seven storey empire with 300 employees in a relatively short time span of 13 years without any experience. Training my children for the real world, moulding their souls into that of a respectable human with a spark of passion in them has always seemed like a never-ending matter, but today, their independence surprises me. However, my accomplishment is the feeling of patriotism I have incorporated into my children, my husband, and my friends. Then the globalisation of PARASCADD in order to contribute to India's economy and stay true to my country. My greatest accomplishment is to Make in India.

Role model

Indra Krishnamurthy Nooyi has always inspired me, and I am proud to say that she is my role model. From juggling her children's education, values, and character, along with household responsibilities, to managing work without any hesitations, Indra Nooyi has managed to become Chairwoman of PepsiCo and raise it to the second largest food and beverage business in the world – something I can only hope of accomplishing in the near future.

Work-life balance

Today, we women, comprehend the

DEEPA BORELE,
DIRECTOR,
PARASCADD

TODAY THE WORLD IS ALL ABOUT INNOVATION AND CREATIVITY

You don't need a degree to justify whether you can or cannot do a job. Too long women have hidden behind the prejudice and officious domination of men. If we want to do something about this we'd better try now, for no one is going to save our rights if we ourselves become a damsel in distress

importance and difficulty faced in balancing children, work and finding time for ourselves amongst all these responsibilities, I shall not dwell much on that. On the other hand, we must first understand that there is no one, not even Indra Nooyi who has been able to achieve a perfect balance between these two extremely important aspects of our life. However, it is imperative to set our priorities straight first – how important that PTM is, how much time that conference needs, how much exercise do I need; all of which are extremely handy to stream through when arranged in a chronological order in your head. As a mother, a wife and an entrepreneur, I have always faced instances where I overlook an obstacle of importance, and have constantly found that taking five minutes to calm my mind, think of absolutely nothing and show my gratefulness to the one above has always enforced these capabilities, refueling and inspiring me to face the day with new found courage.

Women in IT - a rare breed?

I simply fail to comprehend the reason behind women failing to be involved in IT when I know these brave souls, who have compassion, dedication and passion have all the abilities to do so. Today, the world is all about innovation and creativity – you don't need a degree to justify whether you can or cannot do a job. Too long women have hidden behind the prejudice and officious domination of men. If we want to do something about this we'd better try now, for no one is going to save our rights if we ourselves become a damsel in distress.

Life ahead

I have a dream that PARASCADD will be one of the top IT companies on a global level, with more than 1,000 employees by 2020.

I feel women should be able to talk about menstruation freely. Women overpower men in the IT industries that women fight back for their rightful position in today's society. And, I will do anything to make these dreams come true.

DEEPALI JAPADIA,
HEAD – CLOUD & TELECOM BUSINESS,
PENTAGON SYSTEM & SERVICES

DO WHAT YOU LOVE AND LOVE WHAT YOU DO IS THE RULE FOR SUCCESS

Journey as a business head

Nowadays starting a business model is not at all a difficult job, all you need is investment from your firm and a unique idea. However, what differentiates between the model fail miserably and flourish for years is persistent and speed. In my current role as a business head at Pentagon System and Services Pvt Ltd, I have been working on making the multi-cloud journey of our customers seamless and helping them transform digitally. In my journey, I have always learned that it's a great team that makes the business successful. If you are able to build a great team around you, plan and strategize and find a mentor to look at, you can be a successful business owner. "Do what you love and love what you do" sounds cliché, but it's the rule for success. There has not been a single day where I woke up and felt like not working for the day.

Role model

The entrepreneur I most look up to is Steve Jobs. I think what he had created with Apple is tremendous, the brand, great quality, innovations. Business should always mean the empowerment of individuals, solving a problem and giving something unique to the world at the same time. I don't think anyone can beat him in that.

And, somebody who is making an enormous difference in the society outside the tech industry, I would say Narendra Modi. Coming from a humble background and working as a CEO for the biggest democracy with humility is what makes him stand out among world leaders. The way he works as an administrator, his leadership quality is really inspiring.

Key achievements

I think building a great team is one of my key achievements. Besides, winning the trust and confidence of clients with an exponential growth rate is also an achievement for me. Giving back to the society is everyone's duty and responsibility. I

I always try to sort things according to priority keep fewer things for follow up, be it personal or professional. It helps to work on new innovation and giving time to near and dears. Also, time management is an important factor. If you know how to manage your time properly you can do all your work with ease

always feel good that I am doing my best towards the same.

Work-life balance

Work-life balance is very important, and punctuality is the right key for it. I think, for work-life balance giving time to everything and everyone that is important and is the best way you can have a good life. I always try to sort things according to priority, keep fewer things for follow up, be it personal or professional. It helps to work on new innovation and giving time to near and dears. Also, time management is an important factor. If you know how to manage your time properly you can do all your work with ease.

Women in IT - a rare breed?

If you say women used to be a rare breed in IT, it would be true. In the current time, women are working in key positions for many tech giants. Look at IBM, SpaceX, Oracle, Microsoft and Apple retail, Facebook for example. I believe it's the dedication, intelligence and right opportunity that makes the best of an individual. There was a time when only a few women used to be part of technology and academic ecosystem, now we are not only a part of but leading the technology revolution in many aspects. The scenario has changed and changing rapidly. In all the sectors including IT, the condition of women is changing, and they are successfully making their place everywhere.

Life ahead

In the future, I am looking forward to contributing to the industry through problem-solving solutions for growth and expansion. And, contributing to the society at both the individual and organisational level is also an important aspect for me. I would love to be the part of a system for upgrading and updating the women, child development as well as the education sector. I think updating women is very important as it can help them in being successful.

KAMINI TALWAR,
DIRECTOR,
IRIS COMPUTERS

IF YOU REST YOU RUST, AND I HAVE NO RETIREMENT DATE

Journey as an entrepreneur

My journey in IT was a humble start. It all started way back in 1986; with the world's top consumer brand - Apple. Those 10 years were amazing years of selling and setting up the dealer channel for a brand like Apple. The next big break of my career happened in 1996, when I joined as one of the founder directors of Iris Computers, and started distribution of multinational branded computers like HP, Dell and Acer. My contribution to make Iris Computers a leading IT distribution house had been significant. Today, Iris crosses the `1000 crore mark with over 30 offices in the country. Moreover, I have expanded the reseller channel base from a modest 30 partners to over 3000.

I reinvent every time an IT product is added to the product portfolio of Iris, quickly adapting to the new product and converting it into a successful business model. Over the years, I have built strong fundamentals of managing channel partners with fairness and suppliers with a lot of respect. With my experience in IT channel and customer focused approach, I drive sales, profitability and work hard in silence. I believe in - let success make the noise.

I put in mammoth effort and energy to drive the organisation. I believe a river cuts through a rock not because of its power, but its persistence. Likewise, my persistence set Iris in a unique position in the IT distribution industry. I was neither a born nor a gifted entrepreneur but had a go getter- approach that has made me to reach this level.

In the face of rapid changes and increasing digitalisation, I am well prepared to embrace a different way of doing business, managing channel, and the best way to deliver differentiated value to customers. With mastery in business management, and gut I drive a business of cut throat competition with operational efficiency.

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Women in IT - a rare breed ?

A lot of women aspire to reach the boardroom of an IT company, but are not willing to pay the price for it. More than technical skills you need aggression, capability of working odd hours, travelling extensively and achieving high targets as it is a growing industry with a very high rate of obsolescence.

We women leaders need to inspire and uplift a new breed of women through networking and the media to get them into the IT digitalisation wave.

Work-life balance

I think work- life balance is top most in a modern employee's list of priorities. If, however, you think about it, what really is work-life balance? Most people think of work-life balance as the concept of being able to split work and personal life with the aim of creating a 50-50 balance. You need to understand, this definition only fits an ideal world. In reality, the ratio swings between 0 and 100, depending on the severity of the problems that need to be addressed.

I think much more holistically about how to lead a balanced life. And that means every team member carves out time during the "working day" to spend on their wellbeing.

Overall, I feel work demands 70 per cent of my time and the rest 30 per cent is spent on family and friends. I successfully manage to integrate work and personal life. I take my job as an integral part of my life.

Life ahead

With India becoming the digital software hub of the world there is an immense opportunity for women to participate. Breaking the chains of restraints and riding a wave of success is not an easy task but I want to continue to contribute in the IT distribution industry of India. I am proud to be the founder member of Iris Computers and Iris Global. If you rest you rust, and I have no retirement date.

LATA SHROFF,
DIRECTOR,
ON-TIME MANAGEMENT SERVICES

MORE GIRLS ARE READY TO EMBRACE TECHNOLOGY AS THEIR CAREER PATH

Journey as an entrepreneur

I was born in a middle class, 'Baniya' Gujarati family where the secrets of entrepreneurship are fed to kids along with their morning cereal. My first 'business' at the age of 10 was to conduct classes for drama for the neighboring kids. I provided the script and direction along with a snack. From there onwards I have always tried to turn my time into value. After a series of various classes for children, I went on to create and head Dolphy Computer Classes for children and then headed a pre-school for 10 years. And now I am the Head of HR in On-Time Management Services, which is a leading consultant in software, hardware, surveillance, and automation solutions.

Key achievements

❑ In 1992 I set up Dolphy Computer Classes for Children, which began with a friend's kid and one computer and went on to become a one-of-its-kind institute with 45 students, 6 teachers, and 10 desktops. We initiated children aged 3 plus into the basics of Ms Word. We even taught old people who were scared of using computers.

❑ I am the HR and Marketing Head of On-Time Management Services, which is a pioneer in the business of IT. Our verticals are computer hardware, including networking, software development, digitisation, surveillance, and security. The latest vertical we have developed is Home Automation Solutions. Our vision is, "Fluent innovations to make your life affluent".

❑ I am a key member of WIT (Women in Technology) Indian Chapter, which is currently working hard to empower the woman of today using technology. We are committed to working "For the woman, by a woman, from a woman".

❑ I am also a part of a private NGO that works towards education of the girl child.

Role model

The rags to riches story has always fascinated me, so as a kid I wanted to be Dhirubhai Ambani (who doesn't?).

When I was heading a pre-school as a partner with Pinky Dalal, an educationist and visionary, I had the good fortune to observe her closely and learned from her the skills of HR, delegation, setting excellent standards and not accepting inferior work, etc.

Work-life balance

Organisation is the key. My home runs itself like my business, with key people in charge. If enough effort has been put into creating a good system (for home or office) and contingencies are taken care of, it ensures a smooth life. Also, I am fortunate to belong to a family where work comes first, regardless of the gender. So it's always "our" work, not mine or yours.

Women in IT - a rare breed?

I agree that women in IT have been rare, although in recent times I have seen the landscape of IT change. WIT, a Microsoft Initiative, is ensuring that. I am observing more and more girls ready to embrace technology as their career path. Also, in my opinion, whatever a woman decides to take up, she does it sincerely. Women all over the world are breaking barriers and entering streams that they had never thought of before. This is an encouraging phenomenon which we should encourage further.

Life ahead

My dream is to ensure that each Indian girl has the technological advantage in their chosen career path. I am working closely with various NGOs to ensure basic education for the girl child. Also, one of the projects of WIT India Chapter is to donate refurbished laptops and desktops to village schools and also to train their teachers so that they, in turn, can train the children. Once the doors of technology open up for a child, the sky is the limit for what knowledge he/she can avail of. I very strongly believe that it's going to be A WOMAN'S WORLD soon and so each girl child should be well equipped to take the nation forward, and for that education in technology is the key.

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Journey as an entrepreneur

Hailing from the City of Joy-Kolkata, I think was amongst few of IT women leaders who chose to set up her own company in the IT channel business way back in 1999. My prowess in handling customers coupled with my infallible experience in IT industry has made me leading various roles other than the founder of Macaws Infotech. Today, I am one of the office bearers of Software IT Association, ISODA as well as a well-known name in the IT channel fraternity from the eastern region.

I was a national level high jumper. Being an athlete, I always aimed to fly high and do something better all the time, so I decided to be in IT.

I started Macaws Infotech in the year 1999, after working in a couple of antivirus companies, at the age of 25. My journey seems to be like a roller coaster ride with ups and down, but I concentrated on creating customers and retaining them with our good quality service and prompt support. Today, we have a customer retention rate of 94 per cent year-on-year. The customer played a crucial role in the growth of Macaws Infotech.

Every business has its own odds, I too, without any family financial support and with minimal funding, started the business. Initially retaining employees was a task, slowly with financial stability, the company gained the confidence of employees and customers and set out on a growth path.

I always enjoy challenges. I am a better performer and a leader when I am pushed to a corner. My best always comes in tough times.

Being a pioneer in IT security domain in Eastern India, I enjoy great level of confidence and appreciation from customers, OEMs and partner community.

Role model

Sushmita Sen, Indra Nooyi and Swapna Burman are the three names that come to my mind whom I admire for their ability to take bold decision in their bright career. I believe a women entrepreneur should posses qualities like confidence, integrity, passion, innovation, decisiveness and positivity.

MANASI SAHA,
CEO,
MACAWS INFOTECH

MY BEST ALWAYS COMES IN TOUGH TIMES

> I am blessed to be in IT, being incisive is the primal key factor for my success. Although belonging from a humble background and but when it comes to IT business, I am phenomenal. I believe that women can do a lot better if they aren't tied with strings, as there is a saying, "Some birds are not meant to be caged, their wings are just too bright"

These basic qualities and right opportunities make me successful at the path of my life.

Work-life balance

A big hindrance in achieving work life balance is - You! You may not think of your personal goals to be as important as your business goals. As a result, you end up postponing these things, ultimately resulting in stress and frustration. I think both are full-time jobs with complete responsibility, commitment and determination. Let me make an honest confession, I enjoy all my responsibilities towards my company as well as my family. I like that people depend on me, whether it's my family or my organisation. If you enjoy your position or role you won't find difficulties in balancing, so balancing is not an issue.

Women in IT - a rare breed?

I am blessed to be in IT, being incisive is the primal key factor for my success. Although belonging from a humble background and but when it comes to IT business, I am phenomenal. I believe that women can do a lot better if they aren't tied with strings, as there is a saying, "Some birds are not meant to be caged, their wings are just too bright".

My motivational message to all new age IT leaders - a woman should have the desire for success, willingness and ability to learn new skills. One is an attitude you can adopt, second is a skill that can be easily learned, and the third is a personality trait that comes naturally but with little practice can be developed and mastered. Success cannot be gender specific, if you want to be successful believe in yourself. You need to setup SMART (Specific, Measurable, Achievable, Realistic, Timebound) goals for your success.

Life ahead

For me, living in the present is more important. I react as per the situation, without worrying about tomorrow. I live under the shadow of my former glory, and this helps me to deal with the coming days. I believe in "hope", which is a good thing, maybe the best of things, and no good thing ever dies.

MINAL BHAGAT,
DIRECTOR,
ENSONIC COMPUTECH

I FORESEE A MASSIVE RISE OF WOMEN ENTREPRENEURS

Journey as an entrepreneur

Born in a Gujarati family, l started Ensonic Computech in Kolkata. I truly believed that my qualities of an effective business entrepreneur are in my blood. Perseverance, along with conviction to achieve goals at any cost, led me to enter the IT market of India. The journey per se was not easy as each stage was learning and with maturity. Change is inevitable in this volatile IT industry and with it I needed to be like fluid.

I started my business in 2017, at the age of 45, along with my business partner, he is 48-year-old. Since young years have gone, running around for business is restricted. Nevertheless, age is just a number; my challenges get easy as I am lucky to have friends who could always give inputs wherever needed.

The startup which we (with my colleague Sundeep Tambi) have started had the biggest challenge of finance as we both had lost everything. So with no finance but only passion and a vision (vision dream of EKIN – to simplify technology) we started.

We were again lucky to have good friends who could see our passion and plight, and held our fingers so we could walk. This just completes my belief that when you want something very hard then all things start falling in place; and good people do exist or else this world would have ended.

With our efforts, my start-up provides a complete solution required for the education segment. Besides giving solution of classroom, lab set ups, studio rooms EKIN has different varieties of video conference solutions, which is very useful for small and medium segment businesses.

Role model

Like most daughters believe, I too say that my father is my biggest strength. Being from the manufacturing background, he taught me how to manage pressure, manpower and challenges. His take on life - "If any pain is there, challenge the pain". Similarly, I would love to reach in IT where he had reached by contributing to MSME (with his Bharat Nirman Award).

Women in IT - a rare breed ?

There are very few women entrepreneurs, but IT is one of the sectors where women are more. Entering a business may be easy but growing and retaining it at a higher level demands a different sort of management. I have a faith in the upcoming generation and foresee a massive rise of women entrepreneurs.

Work-life balance

Managing work and life is difficult, but if you are not lazy then you can manage it. I personally feel cooking should be taken as stress buster, especially for girls , as that brings peace in the house.

Firstly, there is no such thing as a typical day, but there are things that I do most days. Perhaps the most important of which is customer support for EKIN and spending time interacting with our users, understanding how they use our products and getting their suggestions as to how to improve the service—I think that's quite unusual for a CEO to be doing that, but I find it an invaluable way to stay in touch with our users.

Life ahead

I will continue doing whatever it takes to fulfill my duties, my current duty being towards the education sector. A woman can be another woman's ladder for upliftment. I feel excited to share that I have personally trained innumerable girls- freshers specially in learning Inside Sales. Sales from remote via phone is the biggest challenge as it is only through proper and correct modulation of voice, language, and communication power that you have to win a deal. The buyer sitting far away from you, has to trust you to buy from you. If we could build trust without meeting, it would bring the world to my room. That is my next challenge.

> **Sales from remote via phone is the biggest challenge as it is only through proper and correct modulation of voice, language, and communication power that you have to win a deal. The buyer sitting far away from you, has to trust you to buy from you. If we could build trust without meeting, it would bring the world to my room**

Journey as an entrepreneur

After my studies, I chose to work as a trainer and soon moved to a field very few women had chosen - IT hardware. I had an opportunity to work as a field engineer. This was a difficult way to move forward. I had knowledge of networks, which few around me knew about. This gave me the edge over my colleagues. As I grew, I realised that I had skills and the ability to communicate and make clients understand and put them at ease. One thing I have always done, that is upskilling myself. I would be always doing a course and getting a certification under my belt to keep delivering a service.

When everyone around was doing hardware and system integration, I chose the path to now move ahead by understanding the value of knowledge and move to a larger consulting role. With information systems getting complicated and important, I saw an opportunity to protect this information and moved to do my certification through ISACA and have been a CISA for over six years. Today we provide various services, from technology advisory to cyber security investigations or audits and assessments.

Key achievements

As a woman entrepreneur, there are many areas which I have strived to complete with competency and results. I have been the Head of Technology in two organisations and continue to do that along with the duties of my own company. With ongoing certifications and training, my team and I have been very successful in cyber security and have helped organisations save a lot of money and data during frauds and hacking. I was given an opportunity to be the Treasurer for a Microsoft led initiative and have been handling that role effectively for years. I have been elected as the Chair for Women in Technology for India. I have been re-elected this year too. I have been nominated at the Microsoft Inspire Event held this July in Las Vegas for

NAZMEEN ANSARI,
CEO,
MATRIX3D INFOCOM

THERE IS AN UPHILL CURVE FOR WOMEN IN ANY MODERN FIELD

For me, it's one life, so it doesn't require balance. I am the same at home and in office. Both the responsibilities are equal. Based on the priority and urgency things are handled on a daily basis. You should love what you do so that you do not need to do a balancing act ever

Leadership and Chapter of the Year Award. I am very happy that I have won the Chapter of the Year Award for India. That is a double bonus, my efforts as Chair for India and India as the best chapter globally!

Role model

For me, a role model is someone who inspires me, and for whom I would be proud to be associated with. Hence, my role model is my mom, who supported me throughout my journey. She encouraged me and my sisters to study and helped us to understand the value of being financially independent. Role models are all around me, my colleagues, my friends, my clients. All of them doing such wonderful work and I would like to take the good things from them and learn.

Work-life balance

For me, it's one life, so it doesn't require balance. I am the same at home and in office. Both the responsibilities are equal. Based on the priority and urgency things are handled on a daily basis. You should love what you do so that you do not need to do a balancing act ever.

Women in IT - a rare breed?

We first need to get over the gender differentiation. There is an uphill curve for women in any modern field because of our legacy of not educating our girl child. We have pre-set notions on what a woman should do and cannot do. Those biases are slowly fading. Till now it was difficult for some women to continue their career in IT. Women because of personal commitments and the social construct which defines that women should play both the roles, they don't get time to do certifications and acquire new knowledge. This is another major reason that women are a rare breed in IT.

Life ahead

Always reinvent and bring in a change. Keep moving ahead. Give back to the society and make people happy.

NEETA NAGPAL,
DIRECTOR,
NSQUARE TECHNOLOGIES

BEING AN ENTREPRENEUR COMES WITH ITS OWN SET OF DEMANDS AND CHALLENGES

My journey as an entrepreneur

This has been a long journey, full of adventure and adrenaline. I started Nsquare in Delhi as fax dealers, way back in 1993. Fax machines were extremely new and people hardly understood the concept in the initial days. The same year, we picked up an order of 1200 machines for PNB, one of the biggest orders given that year for these machines.

I evolved my company as the IT industry evolved, from fax, we moved to Dot Matrix printers, then to HP Inkjets, and in the following years to the complete range of IT products, from desktops, laptops to laserjets. Later the company started supplying to big organisations like Maruti and IOCL, in multiple locations, bagged annual AMCs, and provided round the clock support.

Another milestone project was the creation of HP E-store. It was built similar to the modern day e-commerce websites, only that it was specific for HP products, and used for employees of IOCL, wherein they could login and purchase products at special prices. My company was also part of the paperless Parliament project. Earlier, each time the house was in session, proceedings and agendas were printed and bundles of paper was used on a day-to-day basis, with the implementation of this new project, these proceedings were now available in form of widgets which could be accessed easily on iPADS.

When, I started this business in 1994, there were hardly any businesses in IT, let alone women entrepreneurs. Colleagues never took you seriously given that you are a woman. They believed you to be a representative, present to get orders, using a pretty face. My husband and some talented people at HP and Godrej were really supportive. They motivated me to work hard and not get bogged down by the stigma associated with women running their business.

Role model

One of my professors at RA Poddar College Of Commerce & Economics, Dr Amita Sehgal, played an impactful role in life. She was fiercely independent and motivated me to socialise and take leadership roles in college events. She knew to work her way around and inspired young women like me.

Later on, after becoming a part of the IT industry, I met Neelam Dhawan, and was highly inspired by her. A smart and independent woman, with good hold of technological knowledge, she is a humble leader. She was among the first few women leaders in the tech industry and managed to keep her work-life balance in shape despite the demands of this industry.

Work-life balance

Being an entrepreneur comes with its own set of demands and challenges, but also gives you some flexibility. When my children were small, I used to shuffle between office and work. Initially I used to pick them up in the afternoon and work from home following that. With time, as the children grew up, they used to come home by themselves. My family has been extremely supportive.

Women in IT - a rare breed ?

Women were a rare breed in IT and engineering fields. These fields were considered to be more demanding and male dominated. With improved and better facility for communication, and shift in thinking, this phenomenon is changing. More women are exploring this field in the coming generation. The stigmas have reduced, and the society is now open to women working for longer hours, but it is still a long way to go for women.

Life ahead

Moving on with technology to find answers to disruptions caused by technological advancements and quest for solutions thereon.

> **My company was also part of the paperless Parliament project. Earlier, each time the house was in session, proceedings and agendas were printed and bundles of paper was used on a day-to-day basis, with the implementation of this new project, these proceedings were now available in form of widgets which could be accessed easily on iPADS**

Journey as an entrepreneur

Born and bought up in Banaras, I did my graduation in Computer Science from Amravati University in 1989. A small town like that had limited scope for a BTech engineer, so I relocated to Delhi with hopes to make a better future. I started my career with a Delhi based IT company as a service and support engineer where I learnt the repairing of motherboard, hard disk drives, monitors, etc. I also learnt and did Unix installation. Life took its turn in 1991, when I was approached by my engineering college mate, Alok Gupta, who is also my life partner to join this startup company Cache Systems.

The first few months were difficult but within six months the company started getting some big clients and that boosted my confidence. In 1994, Cache began its stint as a corporate reseller for both HP and IBM. Following which it branched into two companies Cache Digitech, that handled the services side, and Cache Technologies, which was a reseller company.

Cache's big break came in 1996, when it gained access into education segment and bagged several customers including Ghaziabad-based Ajay Kumar Garg Engineering College, Krishna Engineering College, IMS Engineering College and Advanced Institute of Management (AIM).

Customer-relationship was my forte and I forged a strong bond with the institutes. It was a time when HCL machines were preferred. I managed to convince them to buy IBM Machines at premium. Also, with the help of the IBM team we set up IBM labs at all these institutes which gave further fillip to our IBM business.

For 17 years, from 2001 to 2018, the company's growth has been almost 10 folds. FY2013-15 was very bad for us and we struggled to survive as we took some wrong business calls. It took lots of effort to bring back our business on track. FY2013 – 16 the business was all time low and our turnover dropped to ₹38 cr. We had

PRARTHANA GUPTA,
FOUNDER AND CEO,
CACHE TECHNOLOGIES

THERE IS A NEED FOR A MORE GENDER SENSITIVE AND EQUITABLE SOCIETY

It is visible that much may have been achieved, but inequalities persist in the field of business, politics, health and education, art and entertainment, and violence towards woman is also one of the relevant issues worldwide which is discouraging women to take 24x7 jobs

gone through a rough phase and worked very hard to bring our business on track and now again we have reached at ₹58 cr and can foresee good revenue by 2020, which will be more than ₹100 cr.

Despite all the success, I still believe that my journey has just begun. I have started on a new journey to make Cache one of the most respected IT companies with best of breed system integration and services skill-sets.

Women in IT - a rare breed?

In the IT industry, it has been very unfortunate that women are not coming forward and starting their setup in SI as this is a very demanding, challenging with 24x7 accessibility, women think that this is not the area to work.

There is a need for a more gender sensitive and equitable society. It is visible that much may have been achieved, but inequalities persist in the field of business, politics, health and education, art & entertainment, and violence towards woman is also one of the relevant issues worldwide which is discouraging women to take 24x7 jobs.

We no longer live in the times where brutal force is supreme. Technology has opened the doors for women and I foresee the world where the entire business will be driven on IQ, EQ & LQ and women are perfect in this.

Work-life balance

I love to travel and spend quality time with my friends and two daughters. Reading books gives her immense pleasure. I am committed to the cause of Digital India and Skill India.

Life ahead

With more than 20 years of hands-on experience, I am one of the few women entrepreneurs in the IT solutions and services space. I am also the CEO of CIO Digital Foundation (CIDIF), an NGO.
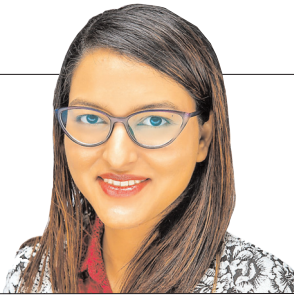
RIDHIMA SAWANT,
BUSINESS ANALYST,
ORIENT TECHNOLOGIES

BY 2025 I WANT ORIENT TO BECOME A ₹2000 CRORE COMPANY

Journey as an entrepreneur

I always knew I wanted to be an entrepreneur. I was very clear and ambitious about my dream. After my college, I established my startup, which was funded by the Government, by IEDC. This funding gave me a boost to establish my own venture rather than joining any other company. I had a good client base of startups and SMBs, but I wanted to add bigger companies in my company's portfolio. So, I started targeting big companies. I also started working for my father's company, Orient Technologies. I opted for marketing work. There I learnt how enterprises work, how are they doing their marketing and I have started implementing those learnings in my company. My father's organisation was a great help to me. It was like the next stepping stone. While my startup taught me how to start a business, my father's organisation Orient Technologies' gave an altogether different dimension to my company. Now I am completely associated with my father's organisation.

Key achievements

Getting the government funding for my own startup was, I believe, my first milestone. For a beginner, it is very difficult to get that. My second achievement, I count, is making my own startup profitable from the first year itself. This is not at all an easy task to do. It takes a lot of hard work and consistency. The third achievement, I would say, is my customer base. I have a very strong customer base. Having a loyal customer base is a great achievement these days and I think I have achieved that.

Role model

My father is my role model. It's not because he is my father, it's because I can also appreciate him as an entirely different person. There are some qualities in him which not only I adore but everyone who knows him respects him for that. I feel nobody can manage their personal and professional life the way he does. He always pursues his dreams while remaining truly humble. Being a first-generation entrepreneur without any external financial backing 26 years ago, he still managed to create one of India's top IT companies. I believe he could do that only because he is such a visionary.

Women in IT - a rare breed ?

In my startup and in Orient, there are actually more women than men in IT. Today the mentality of the people is changing. When I was doing my engineering, there were only 10-15 per cent of girls in our class but now those numbers are steadily increasing. I'm also a part of Woman in Technology initiative, which helps women to achieve their potential with the help of technology, as well as educates and encourages young girls to join IT. With such changing times, women in IT would soon reach their true potential.

Work-life balance

When I started with my own startup, it was difficult for me to manage the work-life balance. I hadn't given much thought to this balance as this was how I felt all companies had to work – overtimes, crazy targets, etc. But after I joined Orient Technologies, my views as to how to run a profitable company changed. The policies here made my life easier and it was easy for me to manage work-life balance. For example, here we have work-from-home and flexible timing policies which allows me to do my job according to my own convenience. The company knows that the personal life is equally important as the professional life and they do not make their employees' life difficult.

Life ahead

By 2020, I hope, Orient Technologies would become a ₹500-crore company. And, by 2025 I want Orient to become a ₹2000 crore company. The market is growing very vastly, and we want to capitalise on that.

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Journey as an entrepreneur

C3IT is the second venture that I started in early 2002. My becoming an entrepreneur was purely by chance. Neither have I had a business background, nor any formal qualification for running a business. So this was not easy for me. The going was quite tough in the first few years. If you have a partner who is like-minded then it's really a boon for you so having a like-minded partner helped me a lot. I always drew inspiration from this quote : "An entrepreneur is someone who jumps off a cliff and builds a parachute on the way down."

My journey in the last 16 years has been tough. But, it was worth it and also fun. I would not exchange this experience for anything.

Key achievements

My key achievement is building a successful business that has at its core a strong value system. For me having ethics and value is very important and I am proud to say that ethics are the backbone of all that our company, C3IT does. We never compromise with that. Each C3ITian is committed to our value system in all interactions with customers, partners, and stakeholders. This is the base of our company and that is what gets us repeat business from all our customers. I believe that making money is important, but sticking to your values is equally important, if not more.

Role model

I do not have a single role model. I have learnt so much from so many different people. There are a few people who I look up to. Stephen Hawking is someone I really appreciate for accomplishing so much in spite of constraints that would have broken a lesser mortal.

Rumi, Sri Aurobindo, Swami Vivekananda, Swami Parthasarthy are my favorite philosophers of yore, who constantly motivate me to look for a deeper meaning in life. In the technology field, my role model is Satya Nadella, for turning around

SARIKA MALHOTRA,
CEO,
C3IT SOFTWARE SOLUTIONS

I HAVE BUILT A SUCCESSFUL BUSINESS THAT HAS A STRONG VALUE SYSTEM AT ITS CORE

For me having ethics and value is very important and I am proud to say that ethics are the backbone of all that our company, C3IT does. We never compromise with that. Each C3ITian is committed to our value system in all interactions with customers, partners, and stakeholders

Microsoft and making it relevant again.

Women in IT - a rare breed?

I have been travelling to a number of countries and I find India to have a much higher percentage of women opting for a career in IT. I do not agree that they are a rare breed at the entry level. The issue is fewer women growing to senior management positions - either due to not sticking around long enough or not putting in enough effort to acquire skills and experience to break the glass ceiling. To be fair, the IT industry tends to be very demanding, and our country still does not have a social structure that enables and encourages women to continue in demanding careers.

Work-life balance

I guess I have been very lucky to have a family that helped me manage the balance. It becomes easy when you have a supportive family as I have. Even my kids cooperated in all ways and I am happy to see them having grown into very independent adults, carving their own space. I, of course, had to put in longer hours when the kids were young to ensure I gave them quality time while fulfilling responsibilities at work. But, technology made that much easier with the possibility to work from anywhere and to stay connected while travelling. Personal life and work are equally important and you have to give quality time to both of them.

Life ahead

I think the IT industry is well on its way to a tectonic shift from plain simple automation to machines and systems that emulate human behaviour. The future is clearly in the application of Artificial Intelligence, deep learning, robotics and blockchain to real-life situations. I see myself gaining in depth expertise in these areas as technology has always remained close to my heart. Apart from that, I would also love to mentor youngsters who have just started off as entrepreneurs and share my learnings with them.

SONALI V NERURKAR,
VP ENTERPRISE BUSINESS,
QUESTA SOFTWARE SYSTEMS

I WANT MORE WOMEN TO COME AHEAD AND ACCEPT CHALLENGING JOBS

Journey as a business head

My association with Questa Software Systems is 14 years long. The company was formed in the year 2002 by its founder Manish Tandon. I joined Questa as a Back Office Executive in the year 2004. The 14 years journey was very challenging, we were a small startup and we had chosen a product like Open Office SW, for which we used to train corporates, which was very niche in the market. Today we hold premium partnerships with many MNCs, work on many technologies, have enterprise clients on board, we have a technical team, branches outside Maharashtra. Today we are also part of many IT associations. We have moved our focus from just product sales to solution designing and solution sales. The entire journey was never smooth, it was full of challenges, pressure, and complexities, but today we can say it was worth going through it and making Questa as an established brand in the IT industry.

Role model

My role model is my father, who helped me grow in my life not only personally but also professionally. The main thing he taught me is to believe in myself, follow my instincts and move ahead in life, make my own decisions and believe in it. Secondly, I would like to thank our managing director, who trusted me, helped me in growing in my professional life.

Key achievements

My key achievement is journey from back office executive to taking care of the entire organisation, deputy to MD and responsible for smooth functioning of the organisation. Today I am also an active member of WIT (Women In Technology) , where our target is to help women to grow their business with help of technology. We have successfully conducted events where we have taken small workshops by calling women entrepreneurs and helped them how to do marketing with help of social media and how they can grow their business through these activities.

> **Women in any industry are really rare. Especially in IT, as the job is demanding and challenging. You cannot work only 9 to 5 but you have to be available off duty hours as any technical/commercial need arises. Nowadays women are participating in IT related jobs as employers are creating work from home facilities, also security and protection facilities have been increased**

Also, we are working towards empowerment of women like visiting gram panchayat schools, supplying them systems and helping them understand how to use these systems and technologies.

Women in IT - a rare breed?

Women in any industry are really rare. Especially in IT, as the job is demanding and challenging. You cannot work only 9 to 5 but you have to be available off duty hours as any technical/commercial need arises. Nowadays women are participating in IT related jobs as employers are creating work from home facilities, also security and protection facilities have been increased. So you can see change in the mindset of women employees.

I want more women to come ahead and accept challenging jobs, do not hesitate to work odd hours, travel for your business meetings, change your perception and you can see people around you supporting you to grow.

Work-life balance

I love my profession and like any other profession, it is demanding and challenging, so you have to be on toes all the time. Then too, like any other girl, I like to participate in all Indian festivals, follow all traditions, take out time for family and friends. To make the team feel like home, we always celebrate everyone's birthdays with many surprise gifts, and cake cutting. As we spend most of our time in office, I think it is very much required for the team to feel at home and it also helps in creating good team work.

Life ahead

Today I am part of Questa and wish to serve Questa till my last assignment in the industry. I would like to take Questa to a different height in terms of IT solutions from where we are right now. I would like to give back to the society whatever I have earned in these many years - knowledge, technology and confidence with which everyone can achieve success in life.

Journey as an entrepreneur

My journey in IT has been exciting and interesting. After completing my family, I decided to start out on my own and by stroke of good fate Comnet Resources (CRPL) happened. Without having any experience in networking and technology I started working. But with passion and perseverance to create something of my own, I continued to learn and relearn.

I got a big break in career when a global IT company was looking for a logistics partner in Kolkata and with a little investment started the story of Comnet Resources. The last two decades have seen ups and downs but with trust shown by our partners, customers and the entire channel community it was a smooth journey. Today, CRPL has emerged as one of the leading distribution houses of computer networking products, offering an array of products, in association with global IT leaders.

The fact that I had no formal education in either technology or business management, was a bit of a challenge, later I overcame my fear of failure. One more realisation after working in this male dominated industry is that women as decision-makers are not taken seriously. However, now things are changing for the better.

Key achievements

Last few years have been good for Comnet and its family. We have received best regional distributors award continuously for last few years from our OEMs. Retaining all our partners along with adding new ones is our continuous effort.

Role model

All women inspire me! There is so much to learn from women as they are multi-talented, multi-faceted individuals. What amazes me is the way in which women take up multiple roles across their professional and personal lives and leave behind the latest technologies when it comes to multitasking. I believe that there is

NANDINI SHARMA,
DIRECTOR,
COMNET RESOURCES

RETAINING ALL OUR PARTNERS ALONG WITH ADDING NEW ONES IS OUR CONTINUOUS EFFORT

The fact that I had no formal education in either technology or business management, was a bit of a challenge, later I overcame my fear of failure. One more realisation after working in this male dominated industry is that women as decision-makers are not taken seriously. However, now things are changing for the better

something to learn from every women, from Chanda Kochar, Naina Lal Kidwai, Arundhati Bhattacharya or Indra Nooyi, to first generation entrepreneurs like Vandana Luthra, Kiran Mazumdar or Suchi Mukerjee.

Work-life balance

I would say it's a constant struggle as working women have to take many difficult decisions every day, both at the home front and at the workplace. Over the years I realised that the best way to get over this time crunch is to train people. I have managed to train my "clones", both at my workplace and at home. The sole purpose was to ensure that I had extended hands in both places. Each member of Comnet team can back up for the other. This has helped me to have more time than ever to balance my work and my life.

Women in IT - a rare breed?

In my belief, the women representation in IT is not only low in India but all around the world. With more opportunities and exposure given, women are no longer behind. I feel so proud to watch women friends and colleagues to walk on stage and receive appreciation /awards for the wonderful work they are doing in the tech industry. I have also come across this as compliment from my male counterparts that companies led by women are more professional. Thus, the "woman factor" became irrelevant.

My message to budding professionals is - believe in yourself. It's only this inner strength that will hold you in good stead in any industry you work in. Always remember, failure is never final, don't be afraid to fail.

Life ahead

I am looking to make Comnet a regional player over the next few years. We are stabilising our Assam and Jharkhand operations. Once done we will possibly look at other potential states within the region.

KAVITA SINGHAL,
FOUNDER,
KAMTRON SYSTEMS

I PERSONALLY BELIEVE IN INVITING WOMEN TO TAKE UP LEADERSHIP POSITIONS IN BUSINESS

Journey as an entrepreneur

I was a pioneer in the field of IT channel business, and a first-generation entrepreneur. I started slowly, but at a steady journey of software licensing and IT consulting in the late nineties and today it continues to be a trusted brand for the education industry.

The journey as an entrepreneur cannot be defined in a single word. It has its challenges, lots of learning to make you a different and more refined person, and the most important is that it is always interesting to be on this journey of exploration and achievement, irrespective of whatever challenges come your way.

Focus on brand experience is what makes Kamtron stand out from the crowd. Today, Kamtron has a track record of retaining old customers – most of them being decade old – through our dedicated post-sales support and services. Nevertheless, the challenge to understand the market where we wanted to operate, competition with the existing partners and creating our own space, and establishing connection with the OEMs (with their own set of preferred partners), are some of the everyday business challenges.

Key achievements

It gives me immense satisfaction when I see Kamtron being known as a trusted name amongst customers. I have been steering a consistent growth along with my team. I believe retaining customer trust and business growth for more than 15 years in itself is a big achievement. On top of that, I am happy to see the recognition coming from the OEMs and the media for our work and competencies through awards.

Role model

My father and my husband are my role models who always made me believe anything is possible with focused efforts and dedication. I always look upon them in difficult times in my business and get a great confidence to resolve the same.

> It gives me immense satisfaction when I see Kamtron being known as a trusted name amongst customers. I have been steering a consistent growth along with my team.
> I believe retaining customer trust and business growth for more than 15 years in itself is a big achievement

Work-life balance

One needs to have a good support system to have a work-life- balance. Believe in yourself, be prepared for some sacrifices and you can manage everything. I am lucky to have a good support system always. I would also emphasise on the importance of mental wellbeing, especially when it comes to women. Women manage their homes, work, society, and their families. Performing such multiple roles can be very stressful; as such, it requires them to have a strong mind, and thus mental wellbeing is important.

Women in IT - a rare breed ?

In my opinion 10 years ago women in IT were a rare breed but currently there is a significant increase in the number of women entrepreneurs in IT. Today, women are prepared to take up challenges and create their own space in the IT industry. It is heartening to see a lot of young generation girls showing interest in joining the IT industry. I also personally believe in inviting women to take up leadership positions in business. Women are often raised to take fewer risks and may need to be encouraged to take on the additional responsibility. Clearly, there needs to be an "intentional" effort to increase the number of women in top posts and also strengthen the pipeline.

Most of the women I know in the IT channel industry are quite motivated and are doing pretty well. For the women who wish to step in IT channel industry, I would whole heartedly welcome them, they will surely attain their goals and will get a good support from everyone in the industry. So dear women you have done great jobs in different roles since you have been born so you can do great in this role as well. Wish everyone all the very best in whatever they wish to achieve.

Life ahead

I would like to have work-life balance with some more time for myself and working as per current priorities.

ANURADHA KAUR,
MANAGING DIRECTOR,
ONE NETWORK CONSULTING

I BROKE MANY STEREOTYPES WITH MY VENTURE

Journey as an entrepreneur

From a fashion stylist-turned-entrepreneur, my tryst with IT has been very exciting and joyful. Today it has been a good 23 years of One Network Consulting since it was formed. The journey so far has been very fruitful and we are evolving with the technological shifts. With the support of my family and my core team lead, Shailesh Kanolkar, Head - Technical, we have been growing 100 per cent year-on-year and have set up our subsidiary in UAE and in London. In fact, my two daughters, Aakanksha Makhija, Head – Sales and Alliances and Simran Makhija, Head – Finance and Services have come on board at One Network. With the next generation coming in along with their academic excellence and fresh perspective, I am hopeful that we should be able to take our business to the next level and be of better service to the industry and also gain the customers' faith as a trusted transformation partner.

Being the daughter of a lawyer, my father has been a guiding light for me. With my family's support, I could face all the challenges before me. Largely, the trust of our OEMs has enabled us in our business growth. Today we are focused on distribution, system integration and managed services covering networking, security, mobility, public cloud, Unified Communication, datacentre and IoT being our newest passion. Over the years we have built strong alliances with brands like Palo Alto Networks, Riverbed, Cisco, Aruba, Juniper, MultiTech, Nexus, Symantec, Sophos and CheckPoint in major verticals likes healthcare, manufacturing, BFSI, hospitality, IT/ITeS.

Role model

When it comes to the IT industry, a generic impression is that of a male dominated industry. Well of course there are many male entrepreneurs, but there are some fantastic and sharp-minded female entrepreneurs too. I would not say there is any specific role model in my professional journey, but the values my parents

have given me definitely plays a very big role in my work ethic.

Work-life balance

I would say that there never is an ideal work-life balance because the balance is always shifting depending on what phase of life we are in. Women are often given the message that you can't have it all. You can have it all; just not at the same time. As your life changes, your priorities change, so it's about reprioritising and making shifts to your focus.

Women in IT - a rare breed ?

There were not many women in IT when I started out, I guess it was a time of evolution in the business world. I believe that by keeping our desires into consideration, we have the choice to break the hurdles and interrupt the circle that comes along and dominates us to discover new ways of working.

It is important to be aware of the self-imposed obstacles that could be holding us back. My message for budding entrepreneurs - take risks, both in career and life, to achieve what you want. Build your network of mentors to help guide and support you.

Life ahead

These past few years the growth of One Network Consulting has been very organic and progressive. Digital transformation is the trend we intend to follow as we would like to articulate the value of digital technologies in our customers infrastructure in the near future. Navigating the waters of change, separating reality from hype is our immediate goal. We would like to help our customers not only to understand what digital technologies their organisation should use but also how to implement multiple disruptive technologies holistically and get the most out of them. The bigger picture approach to technology demands industry vision and superior communication skills to drive IT into the heart of the corporate mission. We hope to give our best.

> **There were not many women in IT when I started out, I guess it was a time of evolution in the business world. I believe that by keeping our desires into consideration, we have the choice to break the hurdles and interrupt the circle that comes along and dominates us to discover new ways of working**

INDIA WILL BECOME A GLOBAL POWERHOUSE FOR RPA

With India's vast pool of IT talent and presence and demand for RPA from multiple sectors, UiPath is bullish on driving business in the country. With India being a key contributor to the company's global success, UiPath is committed to invest more in the domestic market and expand operations

By **Mohit Rathod**

Robotic Process Automation (RPA) provider UiPath is reiterating its focus on the India market, with enhanced market initiatives. Headquartered in New York, the company has over 50 partners and 219 customers in India. Having conducted a partners meet earlier this year in Mumbai, UiPath is looking at significantly increasing its teams in product engineering, sales, pre-sales, customer success and global customer support.

India success

In a recent development, UiPath has closed its series C funding, raising US$ 225 million at a valuation of US$ 3 billion. The round was co-led by existing investor CapitalG and new investor Sequoia Capital. Accel, which led both UiPath Series A and B rounds also participated in this round. The funding is also said to fuel a significant expansion of the company's operations in India.

Sharing details about the company's foray in India and growth story, Daniel Dines, Founder and CEO, UiPath, says, "In the beginning of 2014, one of the Indian BPO companies based in Chennai approached us for undertaking a pilot, which was one of the first RPA projects in the world. Following the successful pilot project, we discovered the market potential in India. Unlike our competitors who were present in the market, we had

" FOLLOWING THE SUCCESSFUL PILOT PROJECT, WE DISCOVERED THE MARKET POTENTIAL IN INDIA. UNLIKE OUR COMPETITORS WHO WERE PRESENT IN THE MARKET, WE HAD THE LEVERAGE TO BUILD OUR SOLUTIONS ON THE COMPUTER VISION TECHNOLOGY, WHICH IS A UNIQUE DIFFERENTIATOR FOR US

DANIEL DINES, FOUNDER AND CEO, UIPATH

the leverage to build our solutions on the Computer Vision technology, which is a unique differentiator for us."

KPMG in India has also joined forces with UiPath to enhance digital workplaces across the country. Under the partnership, KPMG and UiPath are jointly providing sophisticated Intelligent Automation solutions to drive value for clients by expediting

operational processes, increasing agility and accuracy and lowering costs through automation.

Growth of RPA

Currently, the RPA industry is one of the fastest growing branch of enterprise technology. In the last three years, UiPath has marked growth of over 100 per cent. Dines informs, "With the adoption of RPA, one of our customers in the banking industry saved US$ 1.5 million. In terms of the India market, RPA is emerging as a strategic technology, because of the vast presence of the BPO sector and RPA's role as a game-changer. With India's huge workforce and talent, there's also a big opportunity for developing expertise in the area of RPA. According to me, India will become a global powerhouse for RPA."

In terms of use cases, Dines remarks that finance and accounting, procurement, supply chain management, HR and BPO have seen good adoption of the technology.

EARLY IN JULY THIS YEAR, UIPATH HAD ANNOUNCED THAT IT HAD INCREASED ITS ANNUAL RECURRING REVENUE FROM US$1 MILLION TO US$ 100 MILLION

The company established its presence in India in early 2016; since then the country has been a significant part of UiPath's go-to-market strategy. "Our success in India has been instrumental in our worldwide growth. We have all of our functions – such as sales, pre-sales, product engineering – in India. We have a huge partner ecosystem in globally, who also work with us in India and are instrumental in delivering our offerings. We focus on the entire spectrum of industries in the India market, alongside BPOs and domestic businesses. India is important not just in terms of revenue, but also as an influencer."

UiPath is also banking upon emerging technologies such as Artificial Intelligence (AI) and Machine Learning (ML) for its offerings.

Expansion

Early in July this year, UiPath had announced that it had increased its annual recurring revenue from US$1 million to US$ 100 million. The company is expecting annual recurring revenue at the end of 2018 to increase by more than four times compared to that of 2017.

UiPath currently has three offices in India – in Mumbai, Bengaluru and Gurugram respectively – and is looking to hire more engineers. The company plans to strengthen its India operations and product development capabilities by increasing the workforce from 250 to 1,200 by end of 2019, expand presence to eight cities including, Chennai, Pune, Hyderabad and Kolkata, while ramping up workforce across all functions in Bengaluru, Mumbai, and Gurugram.

TECH DATA FORMS FOUR PRONGED STRATEGY FOR SUCCESS

Global distributor Tech Data has transformed into an end-to-end IT distributor with an offerings portfolio that spans from endpoint devices to the most advanced data center solutions and next-generation technologies

By Nivedan Prakash & Sandhya Michu

The introduction of new technologies and capabilities is combining to change the dynamics of distribution, as traditional models become redefined. In the last eight years, Tech Data has been preparing to meet the demands for third-platform technologies, including cloud computing, big data and analytics, AI, IoT. A big part of this strategy was bolstered by Tech Data's recent US$ 2.6 billion acquisition of Avnet Technology Solutions (TS) business.

The company had acquired Avnet TS, which closed February 2017. Rich Hume, Chief Executive Officer, Tech Data, who took the top job in June 2018, had played a key role in the acquisition. A key advantage of the combined companies is a larger geographic footprint, including a presence in Asia-Pacific, a new market region for Tech Data and bringing new capabilities of both physical and hybrid cloud world.

"We knew that as we moved forward we needed to have more technical skills to serve the market. Avnet TS was a good asset for us to acquire, to significantly build our technical capabilities and allow us to further accelerate our move into the solutions space," says Hume.

Betting big on the healthy growth of IT in enterprises, the company has taken a four pronged strategy to stay relevant and ahead in the changing dynamics of

TO ENTER INTO TODAY'S SOLUTION BUSINESS, A MORE INTENSIVE SET OF TECHNICAL CAPABILITIES IS REQUIRED. IN ORDER TO STAY RELEVANT, TECH DATA UNDERSTOOD THAT IT DID NOT HAVE RIGHT MIX OF RESOURCES WITH ITS FRANCHISE TO BE ABLE TO PURSUE TO THESE NEW AREAS OF GROWTH

distribution. At the global level, the company has four pillars strategy. Investing in new emerging technologies such as IoT, analytics, cloud, security and services is its core focus followed by utilising digital capabilities to accomplish it. The third piece of its strategy is optimising its global footprints, including in Asia Pacific and India.

"When we completed the acquisition of Avnet TS, one of the things we liked the most was that it gave us an entry point into Asia Pacific. However, it is bit small at this time; APAC is about 3 per cent of Tech Data's total business. Presently, we have more significant market positions in Europe and North America than APAC. Hence it gives us

great opportunities," he explains.

The fourth and last pillar is growing the products and services portfolio. "When we think about portfolio it's like staying in a good health so you want to do things to your body that will allow you to be more nourished and healthy and at the same time you change your lifestyle to get rid of bad things. This is the life of a distributor so we live on the edge as it relates to financial returns in the distribution segment and continuously do things that prove healthy for business and also we want to be more relevant to our customers and vendors in the market," he asserts.

Reinventing with right capabilities

To enter into today's solution business, a more intensive set of technical capabilities is required. In order to stay relevant, Tech Data understood that it did not have right mix of resources with its franchise to be able to pursue to these new areas of growth. Therefore, the acquisition of Avnet TS helped Tech Data in adding big chunks of additional skills and capabilities, predominately within the value space. Hume informs, "The buying of Avnet TS was a targeted investment specialty in your specialised business and solutions units that will allow us to be relevant in new areas. In my views as we move forward we needed to have more technical skills to serve the market.

Avnet TS was a good asset for us to acquire, to significantly build our technical capabilities and allow us to further accelerate our move into the solutions space."

According to him, the market is finally settling out as a hybrid cloud world, which means the need of infrastructure that will set the demands and some of those demands will shift to the virtual world. It is important to build the right capabilities to deliver services, physically as well as virtually.

Re-sellers should re-position their business. Tech Data has, for the past eight years, developed its own cloud marketplace, called StreamOne, to benefit partners during this transition, offering virtually through the cloud what was once the domain of physical goods. Avnet TS is focused in the cloud world as infrastructure-as-a-service and Tech Data on software-as-a-service. Combined synergies are able to pull these two assets together under one architecture.

"When you look at large companies like Microsoft to have a strong need for SAAS with Office 365 and infrastructure as a service capability with Azure, that marketplace is ready built for those types of activities. We see a very bright future within that marketplace and emergence of new breed of MSPs and SIs," he says.

Adoption of StreamOne

When Tech Data took over Avnet, it had the opportunity to put its cloud platform StreamOne into the market.

"We are in the process of rolling out all of our eCommerce capabilities in Asia Pacific and India. This will allow to expand their franchise and even their vendors relationship. A big business segment in a data center is called value velocity, which is a stockable type of a sale that will be able to allow India to pursue those opportunities. We will make the StreamOne marketplace available up and running and begin to monetise the in personal computing and data center areas," he mentions.

New areas

To leverage this new era of advanced technology and changing distribution models, Tech Data has reorganised into

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> RICH HUME, CHIEF EXECUTIVE OFFICER, TECH DATA

specialised business units such as cloud, analytics, artificial intelligence, security and the Internet of Things.

Hume opines, "There is no such IoT solution that will exist without a data element. However, we see firms including Tech Data using tools and capabilities around big data to improve business outcomes. The company is heavily banking on big data and IoT for business outcome."

"For those who are wondering when the promise of IoT will arrive, companies should focus on big data,

data management and analytics. This foundation is necessary for transition to an IoT solution, and one can continue to build layers of business. When you think about areas like cloud, security, big data and AI you can't lose the sight of the fact that now greater than 90 per cent of the applications development work is going around cloud-first. So when you don't focus on competency around cloud then all of these workloads and new capabilities designed around cloud-first will be hard to compete with," he concludes.

POWERMAX IS THE FUTURE OF ENTERPRISE-CLASS STORAGE

In an exclusive conversation with CRN, **Paul Henaghan**, Vice President, Data Centre Solutions – Asia Pacific & Japan, Dell EMC highlights the driving factors for data centres today and the opportunities that Dell EMC sees in India and APJ

By Rachana Jha

What are the top emerging trends for modern data centres and what is the driving factor for data centres today?

The biggest trend is the explosion of data. Over the period of time, enterprises have realised that a lot of the information that they need to make better business decisions is already sitting within their organisations in the form of data – and they can derive value from it. However, with such thought process, the traditional data storage model does not seem to align well. Hence, businesses today are looking to explore varied alternatives in the form of adapting better IT infrastructure solutions to meet this explosion of data in a way that will allow them to remain responsive to their business and at the same time cut down costs.

India is on its journey to become digital. Data management has increased, especially due to eruption of emerging technologies like Internet of Things (IoT) and Artificial Intelligence (AI), and changing the existing workload requirements. In such a scenario, how can a company manage the surge of new data and use it real time to provide solution to its customers?

The narrative of digital transformation has been around for a

long time, but now it has a diverse meaning. The pace of change has increased by leaps and bounds. Only recently, there has been advancement in technology like robotics, automation, AI, augmented reality, etc. Therefore, it is fair to say that the power of IoT and the ability to consume data at the edge is phenomenal. This also results in change of demands of a data centre from the conventional model to a digitally transformed model in order to maintain the competence of any business. Traditionally, the idea of IT and digital transformation used to be completely about cost reduction. This can make a business efficient, but if you only focus on the cost structure, then it won't make the business relevant to the times in

which it operates and we help the organisations to understand that.

India, as a market, comprehends well with the need of digital as well as IT transformation. In a recent study that we did with the enterprise solution group, we discovered that Indian enterprises were the most advanced in adoption of digital transformation, amongst the Asia Pacific countries. They are aware of the lack of IT transformation within the current operating enterprises and understand the need to drive it at the same time. They are willing to leverage the opportunity that IT transformation brings to their business. Amongst the 400 surveyed Indian companies, 90 per cent of the companies agree that IT transformation is important for growth of the business and hence the industry needs to embrace it – the pace of adoption, the ability to bring on new workloads, to bring on new applications, new data sources without having to scale up and build up new infrastructure and rather focusing on building the right advance platform. The pace of adoption of software defined networking and software defined storage is higher. Most importantly, India has adopted Hyper-Converged technologies, recognising the need to integrate the functionalities and coherently working as a single entity. All of this, coupled with the various

initiatives by the Indian government such as Aadhaar, Smart Cities, etc, to move towards a full-fledged digital economy speaks volumes for itself.

What opportunities do you see in India and APJ region?

As India, embarks on its digital journey with the Digital India initiative, storage capacities of organisations and enterprises will be stretched to their limits. Thus, organisations will need innovative storage solutions that can provide performance, capacity and reliability.

In India, we work very closely with government entities. For example, we see opportunities for creating new cloud capabilities, but in a hybrid secure, internal needs like using various technologies within government operations. Microsoft Azure, combined with Dell Technologies, has the capabilities to run in your own environment and for your own security requirement. Even in the financial sector, the converged infrastructure has made operations more cost efficient and is capable of driving growth and performance at the same time, which previously, in the conventional model, catering both the needs wasn't feasible.

Our powerful All-Flash portfolio befits the data and performance-intensive nature of a smart city, while protecting against ungainly footprint and power usage needs. Dell EMC's HCI solutions help in consolidation and modernisation of data centre technology, lowering the operating expenses. Finally, our Isilon solutions will become the nervous system of digital city by consuming and storing the data and delivering valuable insights real-time.

How are data centres shaping up in India and APJ?

India weaves a path of numerous opportunities for us in the country. We don't solely want to focus on replacing the traditional models with the latest and greatest, but we also help companies become self aware. We also dwell deeper into various facets of technicalities like how they build in their applications, what are the

OUR POWERFUL ALL-FLASH PORTFOLIO BEFITS THE DATA AND PERFORMANCE-INTENSIVE NATURE OF A SMART CITY, WHILE PROTECTING AGAINST UNGAINLY FOOTPRINT AND POWER USAGE NEEDS

demands of the business, what are the new initiatives, what is the competitive environment, the compliance, the regulatory environment, etc. Based on these, we want to leverage the very basic operating model in your business that is defined by cloud. This is why, the hybrid cloud technology is critical.

Moreover, we have seen it in India and across the globe that the fourth industrial revolution is here; we are going to be strong in the software-driven world and underneath there is going to be the need for essential infrastructure. When you bring AR, VR and explosion of IoT into that equation, it is going to be even more important that we have this capability.

One of the leading examples of adoption of new IoT technologies is of Chitale Dairy in Bhilawadi, India. Chitale sells nearly 60 million litres of milk annually from its dairy farm and small surrounding farms. Dell EMC worked with Chitale to create a Dell IoT solution to help keep livestock healthy and produce at a 10x higher yield through big data and analytics, automated farmer to-do lists and computerised breeding management. Local farmers noted that this digital transformation allowed them to receive messages on cows' pregnancies, vaccinations and changes to their diet – key drivers of their constant growth and overall profits.

According to a report by Gartner, the data centre spending in the country will grow by 2.6 per cent to $2.7 billion in 2018. What do you think are the parameters driving such growth rates?

First, with the absolute explosion of data, organisations are considering data as an asset in their balance sheets. The data that organisations have at their disposal, has the potential to differentiate them and protect them from all sort of risks. Therefore, there is a strong sense of carefulness amongst organisations on how to use data. Secondly, the market dynamics of the industry are causing organisations to realign the way they use technologies in their business. Previously, it was about supporting the business, be it a service provider, a retailer; but now, all of them are addressing the need to go digital.

With massive explosion of data, what offerings does Dell EMC have to curtail workload or data load?

Dell EMC offers a holistic range of solutions to convert the legacy data centres into modern and powerful data centres, enabling organisations to gain agility and scalability for their future growth strategy. These range from servers to storage to HCI solutions.

Dell EMC's brand new Power Max technology is the future of enterprise-class storage and is architected with end-to-end NVMe and a built-in, real-time machine learning engine. It promises to be the fastest storage array, delivering up to 10M IOPS and 50 per cent better response times – 2x faster than the nearest competitor.

Our data centre teams are trained in analysing and helping our customers to understand that how they can transform their applications and their workloads to meet the requirements of the modern business environment. We are also enabling industry specific specialisation; we also provide the tools that can assess the infrastructure of the business, impact of operations on the business and impact of the responsiveness of users, etc. We take that from all the analysis and then we look at the business's current operating applications and how many of them are actually obsolete to the digital world today. Through all of these assessments, we provide the customers a transformation roadmap which leads towards data centres of the future.

TRANSITIONING TO THE CLOUD: INTELEGAIN HELPS WONDERCHEF ACHIEVE SMOOTH ERP MIGRATION TO THE CLOUD

Cloud has become an important cog in the digital transformation wheel and companies have realised the potential that cloud offers. Based on a Forbes prediction, 83 per cent of enterprise workloads will be on the cloud by the year 2020

Confidence in the cloud is growing with companies overcoming their reluctance to relinquish on-premise control over their IT systems and acquiesce to the cloud. Amongst them is Wonderchef Home Appliance – a powerhouse in the home appliance industry, created by two enthusiasts, Ravi Saxena and Chef Sanjeev Kapoor in 2009. The company, in collaboration with Intelegain Technologies, recently accomplished a successful transition of its ERP solution from an on-premise data centre to the cloud.

Intelegain is a Mumbai-based leading provider of IT services and is helping brands transform their business, reduce costs, streamline processes and introduce new services with cloud computing.

"We at Intelegain strive to offer solutions to the business problems irrespective of the technology being used. Technology itself cannot be an answer to a problem, but a proper conglomerate of technologies can do wonders," says Neeraj Gargi, CTO, Intelegain Technologies.

WITH ITS EXPONENTIAL GROWTH IN BUSINESS, WONDERCHEF WAS FACING CHALLENGES WITH ITS ERP SOLUTION HOSTED IN AN ON-PREMISE ENVIRONMENT

The need for a cloud-based solution

Wonderchef's primary focus was to have a solution that managed all facets of customer relationship and supply chain efficiently. The company had an estimated 20-50 in-house users on their AD (Active Directory) on-premise Navision Server. With its exponential growth in business, Wonderchef was facing challenges with its ERP solution hosted in an on-premise environment. Some of the challenges included data centre security, hardware elasticity, hardware refresh, multi-location access, etc.

Therefore, there was an immediate need for the seamless transition of their data centre from its current facility to the cloud in order to reduce the maintenance cost, effort and time. Meanwhile, also allowing office and remote employees to connect and run business processes efficiently while using the device and interface they are most comfortable with.

Moving from AD on-premise Navision Server to Azure

Intelegain, in collaboration with Wonderchef, implemented a solution to migrate the data centre to the cloud in order to handle backup and disaster recovery. Since the business was moving to a new space, Intelegain's solutions team faced challenges with the migration of the data centre to a new facility during a period when the volume of billing transactions were the highest. The challenge was the transition of the entire data centre from on-premise to the cloud within a week, due to the approaching deadline on the existing lease at Wonderchef's current facility.

After appraising Wonderchef's current infrastructure, Intelegain

proposed a 'fail-safe hybrid cloud solution' for the ERP application with virtually zero downtime. Meanwhile, considering a few important factors like cloud elasticity, Tier 4 level data centre, GDPR, HIPPA, ISO 270001 compliance, no hardware refresh requirement, global accessibility, hybrid compatibility and seamless migration process, etc.

Consequently, a detailed migration plan was drawn and implemented. Most of the activities were executed concurrently while production environment was kept unaffected till the last mile while actual data migration activity happened over the weekend (non-business hours) during a four-hour shutdown.

Intelegain implemented a traditional hybrid solution with an improvised fall-back option guaranteeing continuity of business in case of disaster. Microsoft Azure services were used to provide high availability of the application. VPN level security was implemented for data security. Intelegain being Microsoft Gold Partner and CSP Direct Partner, Wonderchef had the assurance of optimal product migration support from the Microsoft team in case of post-deployment issues.

Intelegain executed Dynamics NAV Migration to the Azure cloud following Microsoft's best practices. A highly available and scalable architecture was implemented which includes components like high performance VMs, security, VPN Gateways, storage services, backup and DR plan. Thus, in collaboration with Wonderchef, Intelegain was able to migrate its client's data centre to the cloud, all the while avoiding any downtime during the productive hours and providing consistent access to the system, offering mobility to the Wonderchef sales offices and warehouses from multiple locations via desktops, web and mobile site, etc.

Successful execution and pay-off

Prior to the deployment, Wonderchef was fraught with connectivity issues from remote locations like warehouses and issues with data centre security and

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WE AT INTELEGAIN STRIVE TO OFFER SOLUTIONS TO THE BUSINESS PROBLEMS IRRESPECTIVE OF THE TECHNOLOGY BEING USED. TECHNOLOGY ITSELF CANNOT BE AN ANSWER TO A PROBLEM, BUT A PROPER CONGLOMERATE OF TECHNOLOGIES CAN DO WONDERS

NEERAJ GARGI,
CTO, INTELEGAIN TECHNOLOGIES

compute/storage elasticity. It had incurred high expenses due to the hardware refresh and maintenance cost of on-premise data centre as well as for manpower employed for data centre administration. Furthermore, there was the threat of a downtime requirement for migrating the data centre to the new facility along with an absence of Disaster Recovery support.

Kapil Chopra, CEO, Intelegain, said, "Both teams deserve to be credited to pull off such a migration with zero defect. Intelegain has been pretty hands-on in meeting such critical technology challenges for several years. This migration will eventually help Wonderchef with a 30 per cent cost reduction on infrastructure costs. This certainly helps to build a case study for other companies to follow."

Post implementation of this hybrid cloud solution, the threat of a potential downtime during the data centre migration activity was eliminated. The cloud's inbuilt scale capabilities helped in reducing cloud consumption by not creating additional capacity upfront, therefore there was no need for advanced capacity planning. The cloud transition will help Wonderchef achieve seamless access to their ERP from multiple locations. "Hybrid is the future. No system can work in isolation," commented Gargi.

Wonderchef also gets business continuity in case of disaster with two hours RTO (Recovery Point Objective) and 30-minute RPO (Recovery Time Objective) with Intelegain's cloud solution. "We are working towards creating an elastic fail safe IT ecosystem at Wonderchef to support exponential business growth. I appreciate Intelegain team for supporting our vision," said Sandiip Kothari, CIO, Wonderchef.

On the whole, the cloud solution implemented was unique and successful due to its multiple failover strategies which helped to achieve business continuity and migration with zero business impact and only a couple hours of downtime during the weekend to complete the transition. Its capability of running independently on the cloud will prove valuable in case of a disaster.

'WE BECOME SUCCESSFUL ONLY WHEN OUR PARTNERS ARE SUCCESSFUL'

Samsung is bullish on setting benchmarks in the enterprise mobility space. As part of its roadmap, the company is renewing its focus on the partner ecosystem, which has been increasingly contributing to Samsung's enterprise business in India. **Sukesh Jain**, Senior Vice President, Samsung Electronics India shares more details

By Mohit Rathod

How significant has been the contribution of the partner ecosystem behind Samsung's growth?

The company's growth has primarily happened because of our partners. While we engage with some large customers directly, we do the business with partners only. Samsung has evolved over the last five years – we started getting into the enterprise business in India. Earlier, the focus was on large corporates, with direct engagements, but over the last few years, we have been expanding the focus. We have realised that our strength lies in products, ecosystem and bringing them togethet as an end-to-end solution for customers.

However, we need the reach and connect, which only partners can provide. Around three years ago, we set a clear partner strategy which has evolved over the last two years. Our focus is now moving to the SMB space, wherein our partner ecosystem plays a critical role. We have been putting extensive efforts on partner engagement activities. We believe that our partners can take us to the next level.

Have you designed any specific channel programme, aimed at building capabilities around emerging technologies?

We have an elaborate certification programme, wherein we train our partner team members on our latest products. We have also graded our partners, depending upon their investment, resources and business. We run various engagement programmes for our partners. We also conduct customer initiatives with our partners, wherein we educate customers our various solutions. We also work with our ISV ecosystem, and bring in their solutions coupled with Samsung's. Moreover, we organise numerous events wherein we showcase our latest technologies.

In terms of marketing, we provide a significant support to our partners; this helps them in reaching out to a larger customer base. Our initiatives span across the country, including Tier 2 markets.

MSSPs play a vital role in the overall IT space. Is it the same in the mobility space?

Managed security services a broad area, which encompasses mobile security as a subset, in addition to data and cloud security among others. Organisations look at security from an end-to-end perspective, and mobile security is one part of that. Any MSSP or system integrator can use our Knox platform to ensure that the mobile part is fully secured. Going forward, I believe that mobile security will become a big component of the overall managed security story. Samsung is well positioned to provide the tools and capabilities to MSSP partners.

Cloud has become a reality in terms of adoption; however, there are significant talks on artificial intelligence (AI), machine learning (ML), Internet of Things (IoT). How will this reshape the industry with new opportunities for partners?

Technologies like mixed reality, augmented reality, machine learning etc will have a big impact in the coming years. Samsung is strongly placed on the virtual reality front with its products and solutions. Globally, we have launched many services in IoT and virtual reality space. In terms of

training and hand-holding, we will work alongwith our software partners and ISVs in the ecosystem, who will develop applications based on these technologies. Through a portal, called SEAP (Samsung Enterprise Alliance Program), the company enrolls all the software partners where they get privileged access to their wide range of SDKs and APIs and integrate their applications. For instance, when we rolled out the Samsung Iris tablet, we worked very closely with all the ISVs to ensure that the applications got integrated to the Iris tablet. We already have three R&D centres in India, as part of which, a dedicated team works with enterprise customers and partners. This team works closely with software developers to help them integrate their applications into our latest products.

On the lines of Centre of Excellence, we already have our Customer Executive Briefing Centre in Gurugram. Furthermore, we will launch another centre in Bengaluru, wherein customers can learn about our entire spectrum of solutions and products.

Going forward, what can the partner ecosystem expect from the enterprise mobility space?

We, as Samsung, believed that enterprise is going to be a core focus area for the company. Samsung is probably the only OEM that has invested in a platform loaded with enterprise services. Knox, which started merely as security platform four years ago, has now evolved into a multi-product platform which purely focuses on enterprise services. Clearly, at the end of the day, mobile is just a commodity, but we wanted to bring an entire ecosystem of solutions which can be integrated with Samsung devices – that's why we invested heavily on the Knox platform. Partners can leverage the Knox platform to develop customised services for their customers. Our recently launched E-FOTA solution Knox Guard reaffirm our focus.

How does Samsung measure the success of it partners; and how

critical is their success for Samsung?

We strongly believe that we become successful only when our partners are successful. Our dependence on our partner ecosystem is utmost. We have also reorganised ourselves to focus more on the channel, instead of direct engagement with customers. Direct

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> DIRECT ENGAGEMENTS – WHICH CONSISTED 70 PER CENT OF OUR BUSINESS EARLIER – HAS BEEN NOW REDUCED TO 40 PER CENT. MOST OF OUR BUSINESS IS NOW LED BY THE CHANNEL COMMUNITY. MOREOVER, WHENEVER A NEW PRODUCT IS LAUNCHED, WE ORGANISE EXCLUSIVE PREVIEW FOR OUR PARTNER COMMUNITY, SO THAT THEY CAN LEARN AND ENGAGE WITH CUSTOMERS

engagements – which consisted 70 per cent of our business earlier – has been now reduced to 40 per cent. Most of our business is now led by the channel community. Moreover, whenever a new product is launched, we organise exclusive preview for our partner community, so that they can learn and engage with customers.

'AT ORACLE, WE BELIEVE THAT THE FUTURE OF IT IS AUTONOMOUS CLOUD'

Premalakshmi R, Head-Cloud Platform business, Oracle India in an interview with CRN speaks about autonomous cloud services and how customers have reaped significant benefits in the shortest possible time. These include one of India's leading footwear retailers, two leading nationalised banks, a leading NBFC and many technology companies

By Sandhya Michu

What are the key challenges you're hearing from CIOs?

In recent times, the role of a CIO has probably seen the most evolution vis-à-vis other C-suite roles. Increasingly, CIOs are focusing on growth as their key priority, and are now helming more business responsibilities, going well beyond the traditional IT ambit. They not only have the pressure to innovate faster and better, alongside effectively deploying emerging technologies for business benefits; they're also having to make some tough calls on future-proofing their business from possible technology disruptions.

Also, with the democratisation of IT, the onus is clearly on the CIO to craft a unifying technology strategy for the company, taking business stakeholders along, to ensure business data is secure and breach-proof. Another issue that CIOs are trying to address is bridging the IT skill gap.

Has cloud adoption taken off in India as projected?

Yes, to a large extent. Organisations understand that cloud is now a business imperative, and the discussion has shifted from 'why cloud' to 'how soon, and which cloud model'. But are businesses taking full

advantage of all that cloud has to offer? Not at the moment, and therein lies the opportunity. The bulk of cloud usage today continues to be for non-core, peripheral applications. Not surprisingly, less than 10 per cent of enterprise workloads are running in the public cloud today. There are some outdated cloud myths that businesses have to get past, and we're seeing reasonable mainstream cloud adoption now.

A key driver for cloud adoption is the rise of emerging technologies in the enterprise. If you look at it, cloud is the foundation for a number of emerging technologies such as AI/ML, Blockchain, IoT and chatbots. Last but not the least, cloud is a great equaliser – because not just enterprises, even mid-size businesses and startups can take advantage of the exact same enterprise-grade cloud services, empowering them to dream big and venture beyond domestic markets.

From an adoption point of view, how is the cloud story in the enterprise sector?

Unlike born-in-the-cloud companies (typically startups who don't have to contend with legacy IT issues), most enterprises have to draw a fine balance between fully exploiting on-premises IT investments while leading their business into the cloud future. To that extent, there's a lot of push towards modernisation and digital transformation. We're collaborating with many of these enterprises to help them undertake massive digital transformation programs. Several large enterprises now have a digital-first strategy in place. Specific to cloud, most of our customers have adopted a hybrid approach owing to factors like regulatory compliance and data residency. But industry experts and

analysts expect enterprise cloud adoption to go mainstream sooner rather than later.

This is because: (a) cloud solutions are increasingly proving to be either at par or better when it comes to data security; (b) increased competition is compelling enterprises to focus more on their core business of innovation and customer delight, while leaving intelligent IT management to external experts, i.e. cloud providers, and, (c) a variety of cloud models and deployment options available – including solutions that offer all the virtues of a public cloud (scalability, high availability, advanced security, modern, enterprise-grade, and very cost-effective) on-premises, i.e. behind the customer's own firewall (inside their or their managed provider's data center). The third one best describes our unique cloud at customer offering. To give you an example: two of the top five Indian banks, the country's newest wholesale retailer, and one of India's largest NBFCs use Oracle Cloud at Customer solution for increased agility and to drive faster innovation.

Can you tell us more about your cloud business growth in recent months?

Our cloud business is growing significantly, as is evident from our consecutive quarterly growth numbers. India is one of the fastest growing cloud markets for Oracle within JAPAC. For the third year in a row, the India region has won the best performing region award (internal to Oracle) in JAPAC. In the recent months, we have added several new cloud customers spanning large enterprises as well as midsize firms.

How is autonomous better than automation, which businesses are already familiar with?

In the world of IT, many things have been automated, but you'll agree that there is still a lot of effort involved. Automation is about operating or controlling a system or process using set rules instead of human intervention; but businesses still need human intervention for action to be

taken if something out of the ordinary happens. On the other hand, autonomous is about something that is self-governing and quite independent.

At Oracle, we believe that the future of IT is autonomous cloud. Several analysts and industry experts have recognised this as a new category, and the next level of cloud innovation. This new category of services could allow IT departments to stop worrying about the day to day operations, which currently take up 80 percent of the time and resources of an enterprise IT team today. With autonomous, this large resource pool will be freed from mundane jobs to focus more on creating increased value for the business, unleashing their creativity for faster innovation.

Our recently introduced Oracle Autonomous Database Cloud, is one of the biggest generational innovations we've achieved in recent times – and it's an incredibly important milestone for the industry at large.

You say autonomous cloud is a generational innovation by Oracle. Can you explain this in simple terms?

Based on advanced AI/ML, Oracle Autonomous Cloud represents a new category of software automation. Several industry experts and analysts recognise this as the next level of cloud innovation. Oracle Autonomous Cloud delivers self-driving, self-securing, and self-repairing autonomous capabilities, which can dramatically transform how companies do business – they can significantly lower costs, reduce risks, accelerate innovation, and get predictive insights. This is made possible by simplifying processes, reducing inefficiencies, and allowing companies to free resources to unlock innovation faster, at scale.

Take our Autonomous Data Warehouse Cloud service for instance. In the digital economy, insights make all the difference between winning and losing customer mindshare and wallet share. Oracle Autonomous Data Warehouse Cloud service uses artificial intelligence to deliver unprecedented reliability, performance, and highly elastic data

management that enables data warehouse deployment in seconds.

Can you explain with some examples the actual business benefits of autonomous to customers?

Take for example a simple case of the database. While there are a lot of tasks that have been automated, running these essential data stores still takes a lot of time, effort and requires significant human involvement from database administrators (DBAs). In fact, IDC estimates that as much as 75 per cent of the total cost of database management can be labour.

To give you a context, let me give you two interesting global autonomous cloud customer use cases:

◗ Brake Parts is a global company that supplies the world's top brake brands for cars, vans, SUVs, light trucks and heavy-duty vehicles. By automating its end-to-end customer change, RFQ, and new product introduction processes, Brake Parts has modernised its applications and automated many manually driven, customer-facing activities across departments - transforming its sales operations, decreasing costs, increasing business insights and delivering better innovation across the organisation.

◗ At the smaller end of the scale, small US provider QMP Health can now discover inefficiencies in lab work and prepare test results in as little as one hour, instead of two weeks. Patients receive quicker care, and the business is more competitive against larger rivals.

So, the benefits cut across all sizes of companies, be it large or small – and we are increasingly seeing interest from all industry sectors. Closer home, several Indian customers who have piloted our autonomous cloud services have reaped significant benefits in the shortest possible time. These include one of India's leading footwear retailers, two leading nationalised banks, a leading NBFC and a bunch of other technology companies. What's pleasing to see is the demand for our autonomous cloud services from businesses of all sizes – not just large enterprises.

MANUFACTURING, IT SERVICES & BANKING ARE KEY VERTICALS FOR PRYSM IN INDIA

GB Kumar, Vice President – APAC, Prysm, in a conversation with CRN's **Rachana Jha**, explains the key verticals for Prysm in India and the company's strategy to differentiate itself from its competitors in this market. Here are some edited excerpts...

What is the direction the company is moving towards in terms of overall collaboration market, focus on India, and in a market dominated by LCD and LEDs?

We see a trend wherein companies, products and ecosystems are becoming global in nature and global companies are having more footprints in India, with India becoming an integral part of the supply chain, distribution chain or developmental chain. Hence, Indian customers are also turning global, including major tech giants. Most of the Fortune 1,000 companies are having their design, R&D and manufacturing base in India.

As companies are going global and becoming more aspirational, communication and collaboration have become the corner stones for business success. Hence, the workplace is evolving drastically. This can be linked to the evolution in the enterprise collaboration market as more and more millennials join the workforce. Hence, understanding collaboration needs of these millennials and trends that are impacting those needs is significant.

With Prysm Digital Workplace solution, you can share content, tools, and applications side-by-side, on a single, large digital canvas which lets all meeting participants view and interact with the same content

simultaneously. This is a content driven, visual collaboration platform, providing relevant data insights. Prysm Digital Workplace can also integrate Cisco, Polycom or Skype for Business into the Prysm Digital Collaboration Solutions platform. Customers using Prysm benefit from an open, enterprise-grade solution that integrates with existing collaboration tools and scales to hundreds or thousands of users, while meeting advanced security requirements.

Today, data is not the issue, but how well a solution triangulates the information is a critical factor. This is where the usage of a large canvas

becomes hugely instrumental as it gives you the big picture to take the right decision at the right time. Prysm has approximately 300 patents, pending and issued, related to LPD technology. Unlike the LCD/LED technology, Prysm video walls with LPD technology have no bezels. Prysm's LPD technology is the ideal combination of size, resolution, and brightness, for a visual experience that helps reduce viewer fatigue, whether up close or at a distance. Prysm's technology ensures that this experience remains immersive and consistent all the way from board rooms, training rooms, huddle rooms and collaboration-on-the-go. You can have any number and type of content, application and live sources integrated and analysed side-by-side on a free flowing or structured way for achieving best outcomes. Additionally, our LPD 6K is the world's most energy-efficient interactive touch display, using less energy than a hair dryer and 20 per cent less energy than competing LED and LCD solutions.

What are the key verticals for Prysm in India?

We have started the sales and marketing initiatives here for the past two years. We are now increasing our focus on banking, finance, Smart Cities/Command and Control Centre

implementations and India's top 1,000 companies for delivering the benefit of Prysm Digital Workplace platform. Manufacturing, IT services and banking are the three key verticals for us in India. We have now started to engage with the public sector. We have also announced our collaboration with Dell EMC for jointly tapping the Smart Cities opportunity in India.

What is Prysm's go-to-market strategy in India and how do you differentiate yourself from your competitors?

At Prysm, we work through our partners. We are working currently with a set of 20 partners who specialise in Unified Communications and Audio Visuals. We are also actively looking at signing up distributors and significant partnerships in the public sector. Adding leading channel partners is core to our strategy to increase our share in the growing Asia Pacific and Japan market. Our agreement with Vega Global highlights our goal to gain a larger share of the expanding collaboration market by increasing our multi-brand dealer base in the region.

Our patented Laser Phosphor Display (LPD) is the best indoor display experience provided by any company globally for large formats. This technology is implemented in displays ranging to a size greater than 100 inches. We provide that consistent performance through your preferred device (iPad, laptop, etc), irrespective of the users' location, bandwidth, with solutions designed in a way that enhances productivity. Disparate forms of data can be presented alongside in real-time with the capabilities to mark and edit the data through live sources. The differentiating factor for us is the consistency, how we successfully establish consistency from boardrooms to meeting rooms to customer touch points, which can be applicable universally. Be it large format or small format, it can be mirrored between any number of locations through Prysm solutions on a thin bandwidth or on an unpredictable bandwidth.

Our solution allows everybody to simultaneously add, edit, move and annotate the content without passing out controls to each other. The data gets automatically stored and one can start where he/she left off. Another differentiating factor is that we are able to integrate our truly unique, large-format, immersive display technology into an equally unique and seamless collaboration software. At the same time, we are able to protect our customers' existing investments by supporting any third-party display/application that they might be used for collaboration. We provide a solution which ensures maximum RoI for our customers.

Going forward, what are your focused plans for the India market?

The industry is increasingly becoming more and more collaboration centric. Essentially, businesses are going global and collaboration is going to be essential for the success of the organisation.

Moving forward, the focus should be on how to make that collaboration experience persistent and how do you continue to improve the experience, so that the newer workforce which is coming into the productivity paradigm - the millennials and the next generation of information workers - is enabled with a collaboration tool such that they find more compelling ways of being productive with. This is where Prysm solutions are designed in a way that are very easy to adapt. You will know how to use Prysm platform whether it is in room or a device. Then, making it devise agnostics, because with the new generation of workers, we see that they want to get their own devices. They want a workplace where there is no constraint of a particular device or operating system. For making this culture secure so that the data is not compromised, you want to have the best collaboration experience possible.

What is your assessment of the collaboration market in India in the near future and how do you see this segment evolve?

Today's enterprises require collaboration solutions which can be easily tailored to each employee's specific workstyle and preferences to increase meaningful engagement. Prysm addresses this critical market need as our collaboration solutions help customers transform their current workplace into a modern workplace, tailored to suit their specific business needs.

A commissioned study conducted by Forrester Consulting on behalf of Prysm, highlights that 83 per cent of information workers want the right collaboration tools which can help them be productive regardless of the location and time. Looking at the statistics, the global collaboration as a market is expected to double by 2020 and India will be an important part of this growth. It is not only about the content collaboration market just doubling, an important point is how can we really provide the RoI from an innovation and business growth perspective to these companies. We feel that Prysm's Digital Collaboration solutions have a great role to play and there is a significant opportunity for us in the market.

The next wave of growth in the enterprise collaboration and employee productivity space will come from innovation of a different level altogether. This is where the concept of digital workplace comes into the picture. It can help teams across the globe to create, share and save projects by combining applications, content, live sources, video and the web in an immersive, touch interactive canvas. Our long term vision for our customers is to deliver new capabilities which enable the value of a shared virtual infrastructure and the company is relentlessly focused on delivering differentiated and innovative technologies that are future ready as well as industry leading. Cloud will be at the helm of our portfolio. With users today wanting to access multiple programs at the same time and with 10x of digital content created every five years, cloud collaboration will become necessary in the coming years and Prysm addresses this requirement effectively.

IN THE BUSINESS OF SIMPLIFYING SECURITY

Mumbai headquartered Sequretek is simplifying security by introducing products that deliver the performance of multiple products and bring down cost of ownership for clients. **Pankit Desai**, Co-founder and CEO, Sequretek on how the company is offering differentiated solutions to the market

By Sudipta Dev

Cyber security startup, Sequretek, was established in 2013 by Pankit Desai and Anand Naik, with an attempt to re-look at how security was being consumed by enterprises in the changing IT landscape. "We quickly came to a conclusion that the way the industry has evolved and the problems were being addressed, there was a dire need to to simplify security and drive down the cost of security ownership for enterprises," says Pankit Desai, Co-founder and CEO, Sequretek, adding with pride that his company has emerged as the fastest growing home grown cyber security company in the past couple of years by offering differentiated solutions to the market. Sequretek is now gearing up for a North American foray by the end of this year.

Headquartered in Mumbai, with offices in Delhi and Bangalore, Sequretek has an employee strength of more than 300 people. The startup is backed by marquee investors like Unicorn India Ventures, GVFL, Sharad Sanghi, MD & CEO, Netmagic and a few Indian and international investors.

Sequretek currently has three main offerings in the areas of — Identity Governance & Administration (IGA), Endpoint Detection Protection & Response (EDPR), and Managed Detection and Response (MDR).

Enterprise clients

Sequretek works with more than 50 enterprise clients in verticals like BFSI, pharma, media, manufacturing, retail, etc. According to Desai, customers look at Sequretek's solutions primarily from two angles i.e brand protection and continuous compliance to regulations. "With EDPR, our platform based approach to security vis-a-vis deploying series of point products takes away the complexity attached to the security landscape. In case of MDR, our customers get comfort in knowing that someone is watching over them 24×7 and has the capability to generate actionable threat intelligence and respond to it in real time. Whilst our IGA offering ensures continuous compliance to the access governance related challenges with an architecture that allows deployment in a few months as against a few years with a significantly lower cost of ownership," he explains.

Reiterating that the DNA of the organisation is to simplify security and that can only be achieved if the focus is on innovation, Desai mentions, "We have built our entire line of products and solutions by keeping our customers at the heart of it. We run an in house R&D and a product development setup that has created a very large repository of threats from global sources and we apply Deep Learning and ML on the same to identify if similar such patterns are occurring in any of our clients' environment." These efforts help the company stay ahead of the curve and is the quickest way to find if an attack is coming or even audit security systems for any vulnerabilities which can fixed before it can trigger an attack.

"Such innovative approach, where we are using the latest tech to identify good from bad, will continue to form our base as we apply our solutions to more evolved digital concepts like IoT and cloud security," affirms Desai.

The future plans include launching of operations in North America, the world's largest cyber security market. Sequretek is in the final stages of opening an office in the greater New York and a near shore centre in Canada. The company has plans to hire locally engineers, data scientists, analysts, sales and marketing workforce.

Desai points out that Sequretek is proud of its origin and believes that its ability to understand the threat landscape along with nuances of the India specific constraints has helped in building a resource frugal technology, that not only works very well for the domestic needs but can scale and service global requirements.

CRN CHANNEL SERIES

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CRN Channel Series is an initiative from CRN India to help Vendors explore new markets as well as deepen relationship in existing ones.

Working closely with Partner Associations, we bring you key decision makers and exactly the audiences you seek.

Each event is customised to meet your objectives, be that launching a product or scheme, training partners, or an extension of your marketing program

1. **NEW GEOGRAPHIES.** Reach partners in Ahmedabad, Kochi, Bhubhaneshwar, Mysore, Chandigarh, Srinagar, Jaipur, Ludhiana and others cities.

2. **AUDIENCE PROFILE.** Owners & Directors of Channel Partner Companies, Technical Leads, Pre and Post Sales Professionals.

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CRN CHANNEL SERIES

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