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Digisol sets ambitious expansion roadmap



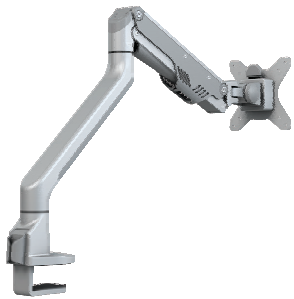
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'MANAGED PRINT SERVICES' WOOS PARTNERS WITH BETTER BUSINESS OPPORTUNITIES

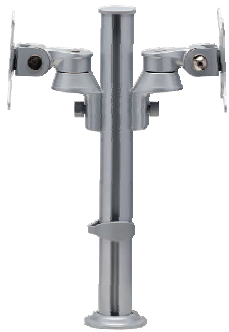
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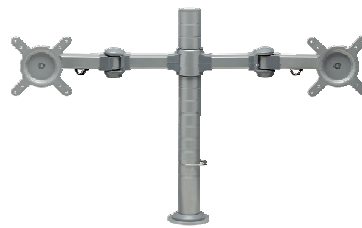
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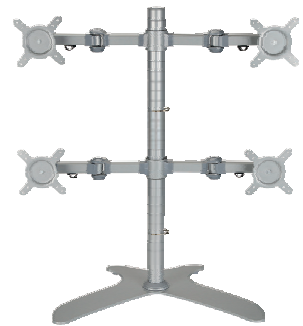
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PARTNERS ARE BETTING BIG ON MANAGED PRINT SERVICES



Nivedan Prakash
nivedan.prakash@expressindia.com

Managed Print Services (MPS) market is estimated to witness a considerable growth, owing to the stringent regulations to prevent paper wastage and decreasing cost of operation. MPS continues to be driven by a need for organisations to re-focus their core competencies and outsource print-related services and solutions. The key to the success of MPS lies in its ability to act as a cost management solution and providing a predictable operational expenditure (OPEX) model for the end user.

The cloud-based deployment mode is dominating the MPS market. End users are benefitted with cost effectiveness, using MPS. These benefits are changing the aspects of traditional IT model.

There is a wide opportunity for system integrators and independent software vendors to enter in the MPS market. As MPS is moving to smaller companies, it is creating new opportunities for channel partners that focus on managed print services.

The utilisation of cloud-based deployment mode and adoption of MPS by large

enterprises has provided potential opportunity for companies such as Xerox, HP, WeP, and Canon among others to gain major share of the MPS market. Vendors are starting to expand services offerings either in-house or via partnerships to bring MPS to the boardroom.

As MPS is entering the boardroom via managed services, it is gaining attention from CXOs. Secondly, it is no longer about services that one has to bundle with hardware; it is hardware that comes bundled as-a-service. Thirdly, with the shift to a services economy, there will also be an increased focus on channel-based MPS delivery. Channels will have to undergo a restructuring to ensure they build services capabilities and not just deliver and manage 'boxes'.

Managed print services provide accurate monitoring of print resources through clearly defined mechanisms and analysis. MPS providers must emphasise modernisation and continuous improvement in their offerings and also communicate business value of managed print services. Enhancing the use of analytics and cloud computing will further boost the market in the coming years.

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Ravindranath Nair (Sales) – +91 9820955602, ravindranath.nair@expressindia.com | Nivedan Prakash (Editorial) – +91 9769639910, nivedan.prakash@expressindia.com

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'MANAGED PRINT SERVICES' WOOS PARTNERS WITH BETTER BUSINESS OPPORTUNITIES

MPS solutions are becoming more widely available, filtering down from the enterprise level to the mid-market and SME sector

By Sandhya Michu



As managed print services (MPS) are becoming widely adopted by vendors like Xerox, Canon, Konica Minolta, Kyocera and a few others, channel partners are becoming means for customers to manage printing costs. Many traditional printer partners are starting to diversify into MPS because the opportunities for the channel are huge.

Rudraraju Kumarraju, Managing Director, Tricom Impress, one of the leading Xerox MPS partners, located in Hyderabad, informs, "Today there are many MPS providers in the market and many interpretations of the service. As a service provider, we have to differentiate ourselves to build capabilities to offer the right MPS offering to the customer."

A managed service helps businesses buy printers, supplies, maintenance and support in an all inclusive, ongoing contract, classed as operational expenditure rather than having to make large capital investments. It also provides resellers with regular income and the chance to build strong long-term customer relationships with upselling and cross-selling potential.

Delhi based Anuj Modi, CEO, Modi Infosol, who has gradually started adding SMB customers for MPS business, feels that MPS can give resellers a chance to deepen their engagement with customers. He says, "Under MPS, we need to understand the customer's printing needs to streamline the document workflow for quicker and easier archiving, retrieval and sharing across the organisation, within a highly secure infrastructure." He believes that MPS solutions are becoming more widely available, filtering down from the enterprise level to the mid-market and SME sector.

However, another large SI, Team Computers believes that MPS has become an integral part of its service offerings. Tabish Kaseem Azmi, Practice Head, Managed Print Services, Team Computers, describes MPS as a critical part of Team Computers' offerings, which can be offered in conjunction with the



"MPS IS BECOMING A STEADY REVENUE STREAM FOR PARTNERS AS THE DEPRECIATION OF MACHINERY AND INCREASING COMPETITIONS ARE MAKING THIS SPACE TOUGH FOR TRADITIONAL PLAYERS."

Shantanu Som
CEO, Som Infomatics

provision of a wider range of managed services.

"We are currently leading the MPS space with our capabilities. Through our Proactive Device Management, which is an inherent part of our approach towards MPS, we can centrally track the complete printer fleet across all locations. It helps us study and analyse the working of printers as well as stay updated on the status of usage and consumption in real time. In partnership with all leading OEMs, we are able to offer a one-stop multi brand hardware and software support. As a result, from the aspect of vendor management, the pressure on admin reduces considerably," Azmi shares.

Some partners like Som Imaging Informatics, Team Computers and Orient Technologies may already have a strong, established background in MPS and might be looking for ways in which vendors and distributors can add to their strengths. Whereas, others



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Rudraraju Kumarraju,
Managing Director,
Tricom Impress

may be new in the space. Anand Karapurkar, Director, Infobahn Technical Solutions, informs, "Contractual business is way different than the transactional one. MPS being contractual in nature, we had to scale up the sales team by making them understand the financial and legal implications of contracting, putting people and process for monthly print count reconciliation, billing and collections and deploying support personnel for meeting the SLA requirements. We are a bit conservative in adding new customers, as this is not a transactional, but a contractual relationship."

A natural shift

There are differences between what partners expect from vendors and distributors when it comes to MPS. But there will also be big differences in the services that their customers require – ranging from basic print services to more advanced

MPS, including print and document-related solutions. Print vendors need to provide a configurable MPS platform with process capabilities, resources and flexibility across an entire continuum of MPS offerings.

Ujjwal Mhatre, Director – Sales, Orient Technologies, who has been operating in the MPS business since last five years, views MPS as part of the natural shift towards services that are dominating the whole of the IT market. He says, "As enterprise customers have been getting benefits of secure printing, print retention, reports on print-per-user, control on colour and mono printing, etc; MPS offers great opportunity for resellers to broaden their service portfolio, which plugs a need for SMEs that lack the in-house IT expertise required and need to focus on their core business."

Azmi also echoes, "Vendor support is essential for partners taking their first steps into MPS as they lack the capital to manage maintenance contracts themselves. An OEM's support is important in MPS and we enjoy it throughout the service cycle of a customer. From pre-sales support to product support, to solution support, we are backed by our OEMs throughout to make sure our customers' environment is always optimised. Brands like Xerox also help us with software and tool support in some cases."

Mindset for longer-term sales

For partners, MPS could represent a fundamental change in their traditional sales cycles. The approach of addressing an isolated business issue by offering a single product or managing an isolated element is no longer a business model for growth. To achieve this service-oriented approach and consultancy status, resellers must work closely with vendors to open the door to MPS sales opportunities and develop skills within their teams and move to a sales model that considers longer-term customer needs.

Modi believes there is a big opportunity for partners to move from products to services, expanding their markets and profit potential. But he



"THROUGH OUR PROACTIVE DEVICE MANAGEMENT, WHICH IS AN INHERENT PART OF OUR APPROACH TOWARDS MPS, WE CAN CENTRALLY TRACK THE COMPLETE PRINTER FLEET ACROSS ALL LOCATIONS."

Tabish Kaseem Azmi
Practice Head, Managed Print Services, Team Computers

thinks another way to potentially provide some differentiation is its cloud print service (CPS). "It expands the scope of MPS to include the complete document environment, outsourcing the print server, software and security to an off-site data centre.

Sharing his views, Modi says, "CPS has the potential to be a natural successor to MPS. It builds on the same proven benefits, making for an easy sale and helps customers release even greater resources, while making the print environment more flexible."

Building and exhibiting a right set of service capabilities is essential for partners to stay relevant in the market and enjoy vendors' support. Giving more stress on the capabilities, Roopa Sri, VP – Client Compute and Print Business, Valuepoint adds, "We offer a continuum of print services to our clients. Specifically with respect to MPS, we have strengthened our workforce in terms of sales, analysts, service delivery (including engineering resources) and also put

together a helpdesk department (which can also be deployed on-site) to provide a complete, end-to-end customer experience. We also leverage a set of tools to manage the service – that provides basic to advanced functionalities like client dashboards, analytics on usage, management information systems, proactive monitoring, authentication-authorising-accounting solutions, mobile printing solution, etc. Additionally, we also use state-of-the-art assessment tools. From a business model perspective, we offer utility model (per-click), lease and click, etc."

MPS promises healthy margins

Despite digital transformation initiatives across all verticals, paper-intensive processes still bog down many SMBs. A recent survey states that on average, 46 per cent of all SMBs report that time is wasted on these paper-laden workflows, every single day. Because these same organisations seek cost and paper reductions and improved and digitised document workflows, ample opportunities exist for partners to assist them with MPS contracts. MPS is a scalable model. So as your print requirements and complexities increase, MPS can also scale to manage the complexity.

In a typical MPS scenario, one of the crucial roles a partner plays is of MPS assessments. Partners can better engage prospects, highlight the fastest routes to cost reduction and productivity increases and win a spot as their trusted advisor. Assessments also highlight cost-saving opportunities through workflows, applications, and processes. Network and data security are top concerns for IT departments, making security important in mobile printing. When partners build recommendations into their assessments, it's natural to introduce cloud, mobile and SaaS-based solutions as they become available, adds Modi.

Having the right set of devices at right places, MPS can translate into a healthy margin. In the case of Orient, it has been experiencing results in a tune



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of 30 per cent YoY growth and profits figures are moving in an upward direction. Last year's results show the margins are up to 18 per cent.

In the view of Kolkata based Shantanu Som, CEO, Som Imaging Informatics, who has been into MPS for last 12 years, with a customer's base of over 150, "MPS is becoming a steady revenue stream for partners although the depreciation of machinery and increasing competitions are making this space tough to accommodate more players. Traditional MPS contracts have a duration of one or three years, and the equipment is often replaced with a new, post a three-year contract."

For Tricom, the MPS business records a margin of 20 to 25 per cent. Year after year, the Xerox partner has seen tremendous growth in business vis-a-vis MPS, especially with enterprises (mainly SMBs) embracing the services at a great pace. This year, it anticipates a growth of 50 to 60 per cent in MPS business.

Many enterprises are embracing print outsourcing and moving towards MPS. From future perspective, partners see a huge potential as the Indian market is wide open with an inorganic growth. "We are expected to grow by 70 to 80 per cent, as compared to last year," Roopa Sri comments.

Giving an example of one of the customers, Karapurkar describes, "We have a large automobile manufacturer as our customer. Their major pain point is control on print. They wanted control, not only from cost perspective, but also from security and manageability perspective. So we offered them our MPS solution. As a pilot, we deployed it in one of their plants. We are now not only giving them count reports, but also user-wise print report which gets uploaded in their SAP system. This helps them assign exact cost per user, as well as department wise. This has given them complete cost control."

Also through the remote management tool, the fleet gets automatically managed with minimum intervention from IT teams. The customer is now wanting to deploy



"UNDER MPS, WE NEED TO UNDERSTAND THE CUSTOMER'S PRINTING NEEDS TO STREAMLINE THE DOCUMENT WORKFLOW FOR QUICKER AND EASIER ARCHIVING, RETRIEVAL AND SHARING ACROSS THE ORGANISATION, WITHIN A HIGHLY SECURE INFRASTRUCTURE."

**ANUJ MODI,
CEO, MODI INFOSOL**

this enterprise-wide. "Margins on MPS are in the range of 8 to 10 per cent, but the beauty of this business is that the contracts are for longer periods, so the revenues are assured. Moreover, we are focusing to grow with more devices within the same customer organisation, rather than adding more and more new customers. We plan to add not more than one large customer in one quarter," he asserts.

Similarly, for Team Computers, one of the leading finance companies has been able to save up to 30 per cent of the overall printing cost, on existing print infrastructure. They have visibility of costs, which was unavailable earlier. Another customer is a well-known cement manufacturing company. With scattered manufacturing units across the country and quite a few in remote areas, they are now able to track printing costs centrally. They benchmark their printing costs centrally every year and Team Computers helps them achieve their targets every time. Also, with backup machines installed at critical locations, they don't suffer from work loss due to printer downtime.

"In terms of margins and profitability, it varies, and depends on print volume, existing infrastructure, locations, among plenty of other

factors. However, our focus is not always fixed margins, but to help customers take an environmentally responsible and financially wise decision to support their organisation," tells Azmi.

Som explains, "As the adoption of MPS is catching up rapidly, large organisations have stopped purchasing large MFPs. When you purchase printers, scanners and copiers, you're investing in hardware that can depreciate in value rapidly. The older it gets, the more it degrades in performance and grows more expensive to maintain. After five to eight years, it will need replacement by new hardware, leaving the company responsible for disposal of the old. Shifting to MPS involves moving from a CapEx investment – the purchase of new printers, scanners and multi-function devices – into OpEx, continually monitored and regularly assessed, with devices updated and replaced as and when necessary to deliver the appropriate service."

It has also been seen that to offer CapEx over OpEx, many MPS players like Canon and Konica Minolta had been offering Reconditioned (RC) machines, thankfully with the recent BIS standards and new compliance, the import of such RC machines has been stopped in India. Som feels, "This recent move will allow a level playing field for partners, who otherwise used to refrain from this selling of second-hand machine. We look to add more new customers, however the machines will be expensive by 10-15 per cent. Even when MPS might seem like a more expensive option, it tends to win out when it comes to Total Cost of Ownership (TCO) across a period of several years. If you want to reduce risks, control expenses and give space for the company to scale, it's simply the most efficient way to go."

The market is anticipated to grow at a considerable pace, owing to the government/corporate regulations to curb paper wastage and improve cost of operation.

(With inputs from Rachna Jha)

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WHY INDIA IS A GOLDMINE FOR MPS

With increasing digitisation, the software component in every infrastructure is increasing rapidly. The data centre space is already becoming extremely software defined, and now the traditional bastions such as printers too are increasingly becoming more software defined.

Traditional printer vendors, who are finding it difficult to exponentially grow their printer business, are now finding huge growth in an area which is exploding fast. This is the Managed Print Services arena, and almost all the major printer vendors are finding huge double digit growth in this segment. CRN India spoke to major printer vendors to find out their perspective

■ **By Srikanth RP, Mohit Rathod and Sandhya Michu**

Digitization in the government space is a new opportunity for our partners

Your view on the growth of the printing business.

From a printing perspective, we have been leaders for over 25 years in the country. It is safe to say that one out of two printers sold is of HP. We are the only company which has laser ink or the PageWide technology. From a product portfolio perspective, we have the entire range. The other key element to the leadership is that we participate in all the segments, right from a home consumer to the largest of the enterprises and government customers. We look at making printing affordable, because that is the key. Ultimately, it's all about the cost of printing.

To an enterprise, we can give a per page concept. An enterprise does not have to own the asset. It does not have to buy the devices and then worry about the printing cost and infrastructure. We can look at managed print services for enterprise and large government customers. We also take over existing fleet of devices and refresh them. That's what we call as the CPP model - Cost Plus Play.

We are also looking at smarter solutions for boosting our growth. The other big area that we have entered is the A3 copier segment. HP was never present in the A3 copier segment until last year, after we launched A3 portfolio; A3 globally is a \$55 billion market. The good part is that after launching, we almost touched double digit numbers. We have also acquired a Samsung print business recently. This is really helping from an A3 perspective, because Samsung has a good A3 portfolio.

We are building an A3 ecosystem parallel to that because some of the



A3 markets are driven by partnerships. The other important one is digitisation- the whole Digital India approach and focus in the country. We are working closely with a lot of government departments, ministries, high courts and public-sector banks to convert every physical document into digital. For example, one of the projects that we have almost completed is for the Bihar Land Records, wherein we have archived all the old documents which are almost 50-60 years old and have to be handled carefully. This is a big thrust from the government. This is where we saw the opportunity earlier and are now working closely with a lot of government departments.

What is the scale like?

To give you a perspective, in the High Court, there is an RFP in Kolkata for 80 crore pages and these are only high courts. Then there are district courts as well. There are about three

billion documents that need to be archived. The fact is that we work closely, so we are bidding in a lot of high courts. This is a huge focus because we sell it as a service. Customers only have to pay per page. We take the documents, scan them, archive them and then index it and give it back to them for easy retrieval.

Is the MPS business one of the biggest markets for you?

Right now, it's the biggest priority for us. Security clearly is the biggest theme on which we build our products. There is a myth that printers cannot be hacked. A printer is nothing, but a PC. It has got its memory, the BIOS, network connectivity and you can send e-mail from a printer as well. So, I think when you talk to CIOs and CXOs, the biggest priority is to make sure that infrastructure is secure, which is the storage device. There is a lot of

awareness now and we are working with lot of enterprises and mid market customers to ensure security. We have what we call the '3D approach' - Data, Devices and Documents, from a printer perspective. We keep the device secure with a security solution. From a data perspective, the data is encrypted in the printer.

When you break the overall print business into services part, is it greater than the actual printer business?

Services are from a digitisation prospect. The other services are linked to be more on the printing market. Digitisation is a new area, which involves the scanning part, wherein, you have a lot of RFPs come

out and this is mandate of the government as well.

The MPS business is growing fast. We have been in the MPS space for the last four to five six years now and we have been a leader. We have lot of enterprise accounts with us. We have managed security service for printers, which is part of the MPS Solutions right now. We talk about security as a key theme in MPS as well. We are also training our partners from a skillset point of view, so that they are better equipped to provide greater value. We do regular training, enablement and business planning with partners. As part of that, we discuss the entire solution that we have.

Digitisation in the government space is a new opportunity for our

partners. For example, some of the ministries are looking at archiving records. They have all kind of documents, so how to archive them and keep land records, revenue department, high courts or courts per se, district and sessions court is a huge mandate. These are again aligned to the Digital India plan of the government where some of them are funded from the Centre and executed in states.

The whole journey is really transformed and customers are keen to know how will it benefit them. When customers move from a disparate or managed printer infrastructure to a managed print services, the savings can be anywhere in the range of 15 per cent to 20 per cent.

India is the fastest growing market for MPS business in Asia Pacific



Manish Garg,
Chief Executive MPS, WeP
Solutions Ltd.

How has the MPS market evolved over the years? What sort of traction are you witnessing in the India market?

According to a Transparency Market Research (TMR) report, the

global MPS market is anticipated to expand at 14.8 per cent CAGR from 2016 to 2024 and reach a value of US \$94.97 billion by 2024. On the basis of size, the global managed print services market will be led by large

enterprises. MPS is used extensively for managing complex IT infrastructure in large enterprises, thereby boosting the growth of the segment.

The MPS market is still under explored in India, despite the fact that India is one of the fastest growing global markets in the sector. The impact of the economic downturn in India made most organisations re-think their costs. MPS became an attractive proposal because it offered lower costs while enabling businesses to focus on their core tasks. The majority of MPS commitments come from mid-market to enterprise levels of accounts. However, small and medium enterprises are also opening up towards the innovative ideas of cost reduction and are now considered a potential market in India for MPS. Some major sectors understanding the benefits of MPS are education, BFSI, manufacturing, healthcare, and IT. Most of the MPS tie-ups are with local branches of multinational

organisations or rapidly emergent national firms. The future for MPS is promising with high prospects of the service becoming assimilated with mainstream practices of most enterprises.

What's the current contribution of MPS to your overall printing business?

WeP is a pioneer in MPS business and started the MPS business in the year 2002. Since then the business has progressively expanded to over 2,000 locations across India for more than 500 customers with over 25,000 printer/copiers. WeP has the highest market share in the country and has been awarded India's No 1 MPS company 2017 award from IBC, USA. We are also amongst the first few companies to manufacture and market Billing Printers for large retail segment in India. MPS contributes 52 per cent to the overall business.

What has been the year-on-year growth of MPS business?

The penetration of MPS in India stands at about 15 to 20 per cent, which is the lowest in the Asia Pacific region. However, this is improving by about two to three points every year. India is the fastest growing market for MPS business in Asia Pacific and this market is likely to touch a 40 per cent penetration rate by 2021. These are completely our estimations based on the present market scenario, as there is no published data on the growth of MPS in India as of now. Our year-on-year growth ranges between 5-10 per cent. However, we have had a growth of 5 per cent in the last financial year.

As a market leader, what's the USP of your offerings that gives you a competitive advantage over others?

WeP MPS helps in addressing the following common print problems and provides customers with additional value.

► **Remote monitoring:** This tool can be used to replace manual processes

like placing service calls or submitting supply orders with automated alerts and notifications. Remote monitoring enables proactive device management, reducing downtime and increasing efficiency for customers.

► **Supply and service management:**

Customers are often faced with a feast or famine dilemma when it comes to their supplies where they end up with too little or too much of what they need. Similarly, they may not be aware of an issue with a device until long after it happens, resulting in costly and inconvenient device downtime. Alerts based on supply thresholds and error codes can be used to create a proactive supply and service program that provides customers with what they need, when they need it.

► **Reduced IT workload:** Many customers do not have a dedicated resource to manage devices in the office. The responsibility often falls to IT staff who also take care of the company's other IT needs. From diagnosing device problems on their own to placing helpdesk calls, IT staff can end up spending a lot of time dealing with device maintenance. Our MPS solution helps eliminate the time spent on device-related issues. The IT team can thus focus its efforts on the primary responsibilities, effectively making device management more efficient and increasing productivity.

► **Control and accountability:** WeP MPS solutions come with powerful reporting tools that can provide customers with insights into their print activities including information about problem devices, utilisation, page coverage and more. These metrics help in optimising the print environment, increasing efficiency, and decreasing costs.

► **Reduced environmental impact:** Businesses are increasingly becoming aware of the environmental impact of their day-to-day activities,

including print. For many people and organisations, print is still a necessary part of their work day, but an effective MPS like that offered by WeP can make print more environmentally friendly by: consolidating devices, reducing the amount of wasted toner in a cartridge, and using paper consumption data to reforest your company's paper footprint

How does your MPS offering help customers achieve a cost-effective and productive imaging and printing environment?

Before we venture into any account, we deep dive and do a thorough assessment of the print infrastructure. Several parameters such as power consumption, print volume, office space, security, special printing needs, and future scalability are considered. We provide the appropriate printer for the right requirement and support better utilisation of customers' existing assets. This further helps in the optimum usage of resources, eliminates manpower, reduces costs, and increase RoI. With us, customers do not need not worry about spare costs, change of spares, or machine downtime, which translates to increased productivity.

WeP has recently signed an agreement with Israel-based ePaper for bringing world-class secure printing solutions for organisations in India. We are the only entity in the country to provide solutions powered by Sentinel, a secure, pull printing solution developed by ePaper. Sentinel is a print management software with flexible, modular architecture that can be customised according to the needs of any organisation. The solutions provided under this agreement include security, cloud printing, and device management. Organisations can now protect their confidential data and print from anywhere to anywhere, thus omitting the dependency on any other network. It will now become possible to monitor, manage and

track all the printers spread across any geographic region through one dashboard.

Are there any client examples/success stories that can be shared with us?

One success story is that of an organisation called Curiositi, an activity-based learning portal. The company had to outsource all its printing requirements to a third-party vendor due to which they were unable to deliver to their full potential. They also had to follow a standardised format every time, which made customisation difficult. They also found it challenging to maintain the inventory. After a careful assessment, the WeP team deployed four printers at their premise and the entire printing process was setup in house. This solved Curiositi's primary problem and they could customise their activity and meet a one-day TAT. With their dependency on third-party

vendors removed, the company not only saved costs, but also printed 24 hours owing to heavy order flow. WeP also provided them with standby printers and toners to avoid any machine downtime. Apart from this, WeP also provide solutions and services for sectors such as BFSI, hospitals, and hotels and specialises in business-critical printing.

Do you also run a channel program targeted at MPS? If yes, please highlight the uniqueness of the program and how are your partners benefiting out of it?

We do not run any channel program targeted at MPS so far. Our operations are direct in India and we have plans to increase our reach through strategic alliances in India with the help of organisations who are into IT management. We are also looking at partners who have expertise in managing the

account relationship which when combined with our core competencies in MPS will benefit the customer.

Future roadmap to further grow this business

WeP aims to become India's leading MPS provider. We realise that the penetration rate of MPS in India is really low and customers are reluctant on investing in this service. To address this, we have introduced something called the WeP Asset Management, wherein customers do not have to invest anything upfront. All the existing assets (printers) will be taken care of by WeP. We believe this will be a good motivation for them to start exploring the benefits of MPS. We are also increasing our reach in all locations through direct and indirect presence. We are developing cloud printing solutions to help people print with ease, anytime, anywhere. People can now upload their files and pay and print from kiosks.

We have witnessed a double digit growth of our MPS business



Raj Kumar Rishi,
Managing Director,
Xerox India

How has the MPS market evolved over the years? What sort of traction are you witnessing in the Indian market?

The MPS market has evolved over the past few years. Organizations have become more open to outsourcing non-core business processes. We have worked with many organizations that are on different scale of maturity of their MPS deployment and have helped them with their business transformation. For example, we helped organizations transition from an ad-hoc un-managed print environment to a managed environment. In addition to that, we have also helped organizations move from a managed environment

towards business process transformation.

Xerox Next Generation MPS offerings extend far beyond managing a fleet of output devices, providing an OPEX business model and driving down TCO for organizations, it penetrates into areas which directly has impact on core businesses and sustainability objectives of organizations. Xerox helps organizations through an entire journey, right from printing for less to printing less altogether targeting slow, inefficient paper based process and moving them to a digital platform enables organizations to be more productive and more responsive to their customer's needs while reducing print needs.

What's the current contribution of MPS in your overall printing business? What has been the year-on-year growth of MPS business?

MPS is a major contributor to the Xerox India business. At Xerox India, we have witnessed a double digit growth of our MPS line of business. At this rate, we believe that our growth is faster than the market.

As a market leader, what's the USP of your offerings that give you a competitive advantage over others?

Our strength lies in the depth of our vision and the proven abilities to deliver on its deliver. Our offerings are supported by the innovation we bring, which is not only limited to our products, but also in our services. We have two industry leading tools for assessment – that help our clients uncover the hidden aspects of their printing environment. This not only includes the infrastructure, but also processes, user requirements, security posture etc. Additionally, our unique offerings in sustainability (print awareness tool), analytics (user analytics, document analytics etc.) and other domains add to our value proposition

Overall, our objective is not limited to take care of our client's print

environment – but to become a partner, helping them achieve their business objectives.

How does your MPS offering help customers achieve a cost-effective and productive imaging and printing environment?

Within Xerox's Next Generation MPS offerings, we help the client optimize their total cost of ownership, by consolidating their ad-hoc environment and deploying business aligned print policies (including AAA solutions). This is where we help them "print for less".

We do not stop here, we further take them on a path where we enable "print less" by removing the unwanted paper (or bad-paper as we call it) using our workflow offerings built on the MPS platform.

Do you also run a channel program targeted at MPS? If yes, please highlight the uniqueness of the program and how are your partners benefiting out of it?

We have an elaborate Channel MPS program in India, and are observing a massive growth in this segment. Xerox has designed this program in such a way, that both end clients and our valued partners realize the benefits from the offerings. Our partners have a greater control on their MPS operations - leading to a predictable revenue growth. This helps our partners develop capabilities to independently offer such services as well.

What all efforts being put to build capabilities and competencies of your MPS partners so that they are well-prepared to address the customers' requirements?

Xerox provides all the necessary support at all stages - pre-sales, sales and post-sales. Channel MPS is offered only through Xerox Corporation accredited partners. This accreditation process is very

elaborate and has various tollgates to ensure our partners have developed necessary skills, infrastructure and processes before they begin offering the services to end clients. We support our partners by providing access to Xerox's core MPS tool set, assessment methodology and people – including analysts, sales coaches, service delivery professionals etc. ensuring their success.

Future road-map to further grow this business

If you look at enterprises today, each year improper document management costs organizations millions of dollars in liability, reduced efficiency and lost productivity. These costs only increase in future with expansion in business operations, and ever increasing regulatory and compliance related requirements. Maintaining proper document management infrastructure/program to ensure data privacy and security, regulatory, compliance, control and access to information and cost control associated with information processing is only getting more critical by the day.

The incumbent need is to outsource these services to a service provider that specializes in the domain and is capable of providing the desired turn-around times and Service Levels backed by tangible and measurable Key Performance Indicators, continuous monitoring and proactive support for the print environment. This trend has already begun and in future we see more and more enterprises and corporates outsourcing their document management needs to leading global players like us for whom it is a core business.

At Xerox, we are constantly evolving our offerings to make them more meaningful for clients and partners in the ever-changing business environment. We are also increasing our market coverage to make MPS available to organizations so that they can realize business benefits from the offerings.

CLOUD BASED SOLUTION EMPOWERS DTDC TO CLOCK 22 PERCENT RISE IN DIRECT PARTY SALES

Cloud based sales solution has enabled India's second largest courier and logistics company to manage the salesforce better with improved visibility about its performance; the service cloud reduces the customer service TAT from days to hours

By **Abhishek Raval**

India's second largest courier and logistics company, after India Post and a ₹ 1200 crore organisation, DTDC has operations that span across India and over 240 countries. DTDC has already implemented the track-and-trace systems, under which any given parcel is scanned at every touchpoint, the information about which has to be made available to the customer online.

Challenges faced

DTDC has a massive network in India and abroad. The company serves 3,000 corporate customers. "We cover 11,500 pincodes in India, through 462 offices of DTDC. The employee count is 6,500. This requires a setup, which is well aware of the happenings on the ground, has authentic data, and can quickly collect and share it with customers, franchisees," informs Mrinal Chakraborty, CIO, DTDC. In case, if the customer finds that it's taking unusually long for his parcel to reach the destination after he traces it via the track-and-trace feature on the website, the customer's query is solved after taking information from him via email, phone and then it's registered in spreadsheets.

Subsequently, the backend team co-

THE HUGE FIELD FORCE OF DTDC CAN ACCESS THE APP, WHICH IS SYNCED WITH THE CORE SYSTEM. THUS THEY HAVE THE SAME INFORMATION AVAILABLE WITH OTHER EMPLOYEES.

ordinates with the ground operations team (including DTDC franchisees) to identify the issues on the reasons for the delay. The shipment is then streamlined for timely delivery. "The challenge was, this was a long drawn process, which resulted in making query resolution complicated and at times, the customer was not given the right information, because the staff did not update data," informs Chakraborty. Each one of the close to 500 customer service representatives had an individual excel file on the customer queries, which were sent to the backend team. They updated the file after co-ordinating with the ground operations team and emailed it back to the reps. They would then update the

customer about the shipment. In summary, the process was heavily email and excel sheet driven. "We have to align and co-operate with the airlines, DTDC franchisees, too and they have their individual systems," says Chakraborty.

There was a lot of manual dependency with disconnected systems in place. "Customer query was solved using emails, spreadsheets, etc, due to which the customer representative was not able to close loop the data, resulting in increase in cycle time to respond and also not providing the right response, at times," says Kalki V Yasas, Senior Director - Services, Salesforce India.

Salesforce solution

DTDC evaluated a couple of vendors and selected Salesforce. It provided a unified solution for the company.

Now, the customer can raise the query through multiple channels like website, app, call centre, SMS, etc. A ticket is raised, which becomes a single point of reference for the customer for any follow-up regarding any given query. "A portal was also provided to 10,500 franchisees for entering the information at their end and then the

service cloud for the customer service. Reps have their own respective data in accordance with the customer interaction. All these systems are tied together, so there is a single source of truth with the relevant stakeholders, which wasn't the case before," explains Yasas from Salesforce.

As soon as a customer calls, he is issued a ticket and gets registered on the system. Everything about the customer can be accessed using the ticket number. This system can also help in prioritising the ticket numbers to be resolved. In case if the rep is handling too many tickets, his work can be transferred to other agents. "Similarly, it can solve many other issues like, which areas are generating more tickets; the number of open tickets; the reason for tickets not getting solved. After Salesforce, the customer query resolution time has reduced from days to hours," says Chakraborty.

The huge field force of DTDC can access the app, which is synced with the core system. Thus they have the same information available with other employees. "The wave analytics feature allows DTDC to track franchisee performance and get insights into how can they grow their business," says Chakraborty. The service cloud can also connect with customers via social media. The information can then be linked back to the customer profile.

The service console of the service cloud provides a single view of the customer related information. The console autofits the information based on the employee role and the process he is following. For example, customer service rep can view the customer profile, interaction history, real time status of any given package. A live chat function on the website is also available. The rep also has the knowledge repository of the historical information on the customer interactions with DTDC on all the mediums, his interaction with franchisees, if any. An intelligent routing channel enables the rep to route the call to the concerned person, who is in a better position to answer the query.

Sales cloud

The typical sales pipeline process



WE COVER 11,500 PINCODES IN INDIA, THROUGH 462 OFFICES OF DTDC. THE EMPLOYEE COUNT IS 6,500. THIS REQUIRES A SETUP, WHICH IS WELL AWARE TO THE HAPPENINGS ON THE GROUND, HAS AUTHENTIC DATA, AND CAN QUICKLY COLLECT AND SHARE IT WITH THE CUSTOMERS, FRANCHISEES

**MRINAL CHAKRABORTY,
CIO, DTDC**

for a sales person includes: preparing the list of prospective customers; customer meetings; preparing quotations; follow ups and finally closing the sale. The Salesforce solution has streamlined this process, which has made the sales executives more accountable than before. Hitherto, there was lack of visibility on the activities of the sales force and the prospects they had in their list. It was difficult to measure the following: the punctuality with which the Salesforce is doing customer meetings; the number of customers moving from prospects to more probable prospects; the number of prospects the executives have in their list. This was driven through an excel file. The process was driven more on the executive's honesty. There was no transparency and the discussion usually remained ambiguous. After the implementation of Salesforce, the scenario changed to more of daily updates and more prospective in nature. The executives now have to commit the number of prospects they will meet, inform about how was the meeting and what was the outcome. The regional sales managers are more empowered and have a greater insight on the executive productivity, which is recorded in the Salesforce solution. The MIS now, is more clear and granular than before. "We have grown the direct party sales, y-o-y by 22 per cent," says Chakraborty. The sales cloud solution has had a big impact on growing the business.

The solutions implemented by Salesforce are hosted on the company's multi-tenant cloud. The infrastructure team takes the decision on where the instance will be hosted. "The apps designed by Salesforce are built for the mobile, and our apps are one of the most downloaded business productivity apps from the app store. Since we follow a mobile first strategy, all the local data generated can be seamlessly integrated with the centralised database," informs Yasas.

The pricing is license based and pay per use. "There are approximately 700 licenses that we have bought," says Chakraborty.

DIGISOL SETS AMBITIOUS EXPANSION ROADMAP

With a fresh focus on multiple business areas, Digisol Systems will be looking into channel expansion and new partner initiatives along with an increased focus on solutions business. In an exclusive interaction, **K R Naik**, Chairman, Digisol Systems, reveals more details

By **Nivedan Prakash**

How has been the company's growth in the past one year, especially after the addition of passive networking products?

As we are celebrating second successful year of our Structured Cabling business, and we are excited to see that over such a short period of time we have made tremendous inroads in this highly competitive market. We are thankful to all our channel partners and SI customers who have believed in us and shown confidence in Digisol Structured Cabling solutions, and are committed to work closely with them to provide best product and performance along with a good post-sales infrastructure.

How are you aligning with the government's digitisation drive, being the country's first few 'Make in India' companies?

It is an ambitious campaign that the Government of India has embarked upon. We foresee that boost in manufacturing through Make in India is going to provide impetus to the complete economic chain of activities in the country. The IT hardware manufacturing industry will have a major role to play here. The nine pillars under the Digital India initiative are going to be huge demand generators. Demand arising out of Digital India

initiative, coupled with the existing demand in the domestic market, is a huge opportunity for the domestic manufacturing industry.

For example, Digisol's many fast moving products are made in the two fellow manufacturing subsidiaries of our parent company, Smartlink, viz Synegra and Telesmart. Because Digisol has not only made in India, but also quality products which are at par with other imported products. Digisol has got preference in many project orders in government and private sectors.

Digisol wants to be one of the key drivers of Digital India, with the range of products like routers, enterprise wireless solutions, switches, IP surveillance solutions and structured cabling solutions. The core strength of Digisol is 'networking' which is an integral part of making digitally connected India a reality. We have technology and infrastructure to do that – this makes Digisol different from other brands. We, as Smartlink, have been in the manufacturing sector for the last 25 years and have always contributed positively to the Indian economy by locally manufacturing networking products. If need arise, both subsidiary companies, Synegra and Telesmart, are open to further investments and scaling up of their respective

manufacturing setup at Goa to cater to larger manufacturing volume.

How are you looking to tap the underlying opportunities in the enterprise and government sectors?

We have a full-fledged enterprise sales team which is mapping the enterprise businesses and projects, and aligning with major SIs and consultants. Besides, we are reaching out to our SI partners with various activities such as our own events and third party events. This year we are engaging with SIs and VARs in a stronger way, with having done a large number of events with the primary focus being on training SIs and VARs.

In the first phase, we have been largely working on visibility among the SI community, coupled with SI engagement programs. Going forward, we would continue to closely work with SI partners with a host of activities such as road shows, events and training programs.

Looking at the changes in the market dynamics, are you also re-visiting your go-to-market strategy? How significant will be the role of channel partners?

We have always been a channel driven company and our endeavour is

to always improvise on our channel policies. We have been continuously recognised by the channel community as one of the most channel-friendly companies in India. We ensure healthy margins for the channels and also introduce new products with newer applications to increase the scope of growth for the channels. These new products and solutions enable the channel to value add and hence generate better margins from their customers.

We feel that profitability of partners plays an important role in motivating them to sell more. Our solutions have the width to meet the varying needs of the market segment we focus on. Whereas others are focusing on niche segments with limited products. For instance, if someone needs surveillance solution, there is a high probability that he needs POE switches – we have both to offer.

As a regular activity, this year also we will undertake events for our channel community, wherein we will be having one-on-one interaction with our channel partners. We will also aggressively promote in-shop branding. We regularly connect ourselves with our partners who have been selling our products through regular marketing updates and marketing brochures. We are already investing considerably in training and empowering of our channel partners.

What's the technological innovation being brought in your line of products?

We have introduced a game-changing product which can prove to be highly efficient for SIs, like our patented tool-less keystones which are manufactured locally and focus on easy installation, as well as our 90-degree patch panels ranging from Cat 5e to Cat 6A for easy termination. We have launched new patented solder-free UTP keystones and patch panels. These products have high resilient rectangular cross section gold plated contacts for excellent repeatability and consistent performance. They also have specially designed IDC contacts which accept wider conductor diameters. These new keystones jacks and patch



WE WANT TO ESTABLISH OURSELVES AS THE BEST IN CLASS 'MADE IN INDIA' BRAND. WE HAVE ALL THAT IS NEEDED TO DO THAT, MAKING DIGISOL DIFFERENT FROM OTHER BRANDS.

panels modules have patented PCBs to accommodate solder-free pin and IDC mountings, which make them practically immune to wide environmental variations such as temperatures and humidity.

Our main aim is to provide products which save time and efforts and thus make the cabling procedures simpler, with the best user experience.

The biggest competitive advantage of local manufacturing is that we can customise our products as per local requirements and conditions. We have the capability of not only manufacturing, but conducting R&D in-

house as well.

What's the roadmap set for the organisation?

We want to establish ourselves as the best in class 'Made in India' brand. We have all that is needed to do that, making Digisol different from other brands. We want to make sure that our partners know Digisol very well and they are confident to sell the products. Besides some of our key initiatives will include: expansion of channel partners, channel initiatives, products expansion, geographical expansion, and focus on solutions business.

BANKING, FINANCE AND TELECOM ARE KEY SECTORS FOR VERITAS

Since its separation from Symantec, Veritas is bullish on reaffirming its performance and 360 Degree Data Management. With banking, finance and telecom being key sectors contributing to its business, Veritas is also stressing on ITeS and government sectors.

Balaji S Rao, Managing Director, India and SAARC, Veritas; and **Sharad Gupta**, Director – Channels & Alliance, Veritas provide more insights

By **Mohit Rathod**

How has been the company positioned in terms of the India market; what are some of the recent developments?

Balaji S Rao: Veritas went private about three years ago, when it was separated from Symantec. This has augured well for both companies. The focus on information management is now clearly yielding results. In over last two years, our product roadmap has become extremely strong. In the decade, we probably witnessed the highest number of product releases. Other focus areas have been R&D, bringing value to customers, depth and richness of products, expansion of our portfolio. A few years ago, we were more of a backup company; but today we are a diversified information management company, which is more tuned to today's multi-cloud era.

There are currently two broad trends in the industry. First of which is IT modernisation; cloud has an impact here as well. Complexity is only increasingly day-by-day, and IT modernisation is not bringing it down; but it is bringing in some Capex, Opex benefits, alongside elasticity and other things. However, IT modernisation is not helping in information management.

There is a risk involved in putting all of your data on cloud. Moreover, organisations are using multiple cloud,

based on their specialities. Thus, managing the information assets, with different tools and environments, doesn't provide efficiency. Machine Learning and Big Data, which are now significant part of digital transformation, require data to be in specified format across different places. Veritas has a crucial role to play in these scenarios.

So far, the focus of organisations was on maintaining the data, but in the future, it will be about extracting business value out of it. For large organisations such as telcos – which produce huge amount of data – it becomes complex and expensive to maintain data assets, from standpoints of budget, value and operations. Data segregation and policy based management of data can help significantly. Veritas offers a holistic solution called 360 Degree data management, taking care all the different requirements. We have also come up with 'Information Map', which provides customers a visibility of their data across global data centres.

With increasing regulatory compliances and GDPR, how critical does data management become?

Balaji S Rao: GDPR is a good example of why organisations need to have visibility of data. Some of the recent

cases have shown that data can be compromised if it's not managed properly. Our Information Map solution is a good example of getting visibility of data. Specifically for GDPR, we have built templates on top of the solution, customised to GDPR. The entire Information Map solution is run on cloud and can be accessed from anywhere. Furthermore, the solution can be customised to any other regulatory developments.

Which verticals have performed well for Veritas in India; and what's the roadmap for the India market?

Balaji S Rao: From India perspective, traditionally banking and financial services, and telecom have been flagship sectors for us, due to regulatory compliances regarding backup. Over the last 20 years, banks and telcos have been using our softwares. Recently we have been observing expanded adoption of our offerings. Whereas, in terms of our ITeS customers, we see a lot of focus on the public sector; the revenue in public sector is also increasingly.

From a data analytics and business intelligence standpoint, the startup space also poses good potential for our business. From a government and public sector standpoint, data and

information management is being looked at seriously. We have seen robust adoptions at the centre and state levels. We have presence in states, certain central ministries, and nodal bodies.

Veritas, as a brand, resonates with the market and we don't need to position ourselves. We need to position our performance post the separation from Symantec, and the power of 360 Degree data management.

How is the company bringing in the channel ecosystem in its growth story?

Sharad Gupta: We are a 100 per cent channel focused company. Across our journey in India, we have been supported by partners. After separation from Symantec, we decided that we will not have too many of our resources addressing customers directly. Instead, we leverage our channel ecosystem to help increase our customer base, educate customers about our offerings, and extend support. The ecosystem that has developed over the last two-and-a-half years, is no longer about traditional SIs; we have also developed collaborations with alliance partners, who work on larger opportunities which encompass Veritas as a solution provider. Our distributor partners are helping us in ensuring our reach across the country. Alongside, our SI partners – who have been with us for the last two decades – focus on our enterprise technology. Lastly, our retail partners drive our entry-level products.

Two-and-a-half years ago, we launched Veritas Partner Force program; and we are in the process of formulating better means to support partners. We have been tweaking our programs to be more tuned to partners' profitability, understanding. Our commitment towards our channel partners has given significant boost to our business in India. Over 100 partners support us every year in selling our products. This requires a lot of training and enablement for the partners. In the last two quarters, we have also included emerging markets such as Sri Lanka, Nepal, Bangladesh, completely driven by our channel.



OUR R&D CENTRE IN PUNE IS ANOTHER BENEFICIAL FACTOR FOR US. THE CENTRE HAS A STRENGTH OF ABOUT 3,000 PEOPLE. IT ALSO INCLUDES A SUPPORT CENTRE.

BALAJI S RAO,
MANAGING DIRECTOR, INDIA AND
SAARC, VERITAS

Bajali S Rao: From a channel perspective, the one-size-fits-all approach doesn't work, especially for the commercial business. Alongside telecom, ITeS and BFSI, we also have a product for the commercial market. We have a set of partners catering to this line of business.

Sharad Gupta: We also have partners who manage all of our focus verticals. Over the last two years, we have marked a lot of Platinum and Gold partners, who fall into this category. Furthermore, the new set of partners (born-in-the-cloud) are supporting customers who are running their businesses completely on cloud. However, while cloud will be crucial in the future, I don't see most of the customers moving completely on cloud. Additionally, there's also a trend among traditional partners serving cloud customers. In the Veritas Partner Force program, partners need to undergo



WE ARE LOOKING FORWARD TO THE MID-MARKET AND COMMERCIAL BUSINESS, AND WE WANT TO GROW THIS YEAR-ON-YEAR.

SHARAD GUPTA,
DIRECTOR - CHANNELS &
ALLIANCE, VERITAS

a range of certifications. We also impart training among our partners; this helps us to support our customers through partners. We also emphasise on procuring PoC products, as part of our partner program.

Where is the next big opportunity for the company and its partners?

Sharad Gupta: We are looking forward to the mid-market and commercial business, and we want to grow this year-on-year. In India, there's a lot that needs to be addressed, resulting in numerous opportunities for us and our channel community. Our focus is also on onboarding new partners for emerging markets.

Bajali S Rao: Our R&D centre in Pune is another beneficial factor for us. The centre has a strength of about 3,000 people. It also includes a support centre.

SAP GEARS PARTNERS TO DRIVE SAP S/4HANA CLOUD IN INDIA

With the recent launch of its SAP S/4HANA Cloud in the country, SAP is actively preparing its partner ecosystem to drive the growth of the offering in the India market.

Anthony McMahon, Senior Vice President, General Business (SME) & Channels, SAP Asia Pacific Japan, shares more details

SAP, which recently conducted its annual Partner Summit in India, has recruited a lot of new partners as the company is starting to grow its cloud portfolio. A large proportion of these partners are new to SAP, for SAP SuccessFactors or Customer Engagement and Commerce – which is SAP Hybris suite or SAP Ariba. Additionally, the company has also launched SAP S/4HANA Cloud in India, which signifies a big milestone in terms of market opportunities in wake of its ERP suite being delivered in the country. In the SMB space, SAP expects the solution to gain traction rapidly.

Anthony McMahon, Senior Vice President, General Business (SME) & Channels, SAP Asia Pacific Japan, shares, “There are some elements around it, such as the intelligent ERP which looks at new and transformational ways of interacting with our ERP system. There’s an overall improvement, not just the UI, but also the ability to engage with voice assisted SAP CoPilot. It also offers the benefits of running dynamic business processes on HANA, which you get as a benefit of having the in-memory system where you can run both the transactional and analytical database all-in-one. And then integrating it to a broader intelligent suite, which is either connections to our cloud solutions or partners developing their own IP on the SAP Cloud Platform that could be industry-based extensions, or it could be functional enhancements,

SAP’S FOCUS IS ON SUPPORTING PARTNERS BY OWNING AND DRIVING DIGITAL-ORIENTED MARKETING AWARENESS THAT HIGHLIGHT THAT SAP HAS SOLUTIONS RELEVANT FOR SMES

or it could even be the SAP Leonardo portfolio.”

The company deliberately tried to coincide the launch of this solution with its Partner Summit, due to its go-to-market approach being 100 per cent through partners for the SMB segment.

Adding to the significance of the launch for partners, he comments, “The traditional on-premise partners will now have a solution in the public cloud world, which they didn’t have before. I think it’s going to mean different things for different types of partners. The bottom-line is that we have the first intelligent cloud ERP offering in the market and a range of partners will benefit from this.”

Market adoption

SAP has observed that there are some markets where cloud consumption or cloud adoption is now the primary way of consuming its technology. For instance, in markets like

Australia and New Zealand – both in large enterprises space and SMBs – the ACV (Annual Contract Value) of SAP’s cloud offering has now overtaken the on-premise business.

“I think it’s only a matter of time before it happens in Japan, followed by Korea. Markets like South East Asia and India are slightly behind and it’s not because the customers aren’t ready to adopt the technology. In some cases, we wanted to make sure that offerings like GST Readiness and some of the things that are required for the India market, are embedded in our roadmap before being launched here,” informs McMahon.

According to SAP, a large installed based customer that runs on-premise ERP, might go to a hybrid model where it might start with a private managed cloud by re-hosting its on-premise application onto an SAP managed cloud with the HANA Enterprise Cloud. Whereas, for the new SME customers, the company is witnessing willingness to go straight to public cloud.

“The existing installed base customers may look at a hybrid or managed cloud; and new customers, who are probably running a lot of disparate systems or basic accounting packages, are ready to go to cloud. But the willingness to go to cloud is also based on their need to be assured that they can still innovate on top of that application and get some visibility of the roadmap,” he says.

Partner ecosystem

In McMahon's view, in this world of cloud, it's not about the initial sale, or the long implementation cycle; its adoption and usage. If the customer is starting to get the promised value soon after going live, then they will continue using it. "We want to make sure that partners are rewarded if they are uncovering and developing their own opportunities. We have a program through our Deal Registration System (DRS) for new opportunities that a partner registers. We give partners an additional rebate for that new win for both cloud and on-premise. We have increased the additional rebate from 10 per cent to 15 per cent in India. This will encourage partners to transition to the cloud model and invest in more sales and pre-sales. We think this is a huge market for the SME segment that our partners are not even tapping. We were initially in 16 non-metro cities, then we moved to 26 and this year we will get into 42. We can't do that without partners," informs McMahon.

For its other program, SAP has included a new partner performance incentive rebate; wherein, if partners exceed the targets, they get additional rebates for everything that they over-deliver on those targets. "When you combine the margins that our partners can get through the PartnerEdge program, the new rebates and the incentive program, we believe that's a great, profitable commercial model for them to keep investing in the business," he adds.

India market

Due to the highly distributed geography of India, there are multiple industry clusters. A large per cent of GDP is from the SMB space. SAP identifies this as an opportunity and a challenge. Some of the challenges include: having enough partners with industry knowledge, and consultants and to deliver a positive outcome. To address these, SAP is working with its partner ecosystem and government agencies to skill, reskill and upskill 1.5 million SAP consultants.

The company has also launched 'i360', a recent initiative around working



THOSE PARTNERS THAT ARE BORN IN THE CLOUD, HAVE BUILT THEIR BUSINESS AROUND SERVICES THAT ARE TUNED TOWARDS A CLOUD-ONLY WORLD. HOWEVER, THERE ARE SOME PARTNERS THAT ARE EMBRACING EMERGING TECHNOLOGIES FROM THE OUTSET – THIS MAY BE AN ADVANTAGE.

ANTHONY MCMAHON,
SENIOR VICE PRESIDENT, GENERAL
BUSINESS (SME) & CHANNELS,
SAP ASIA PACIFIC JAPAN

with technical colleges and universities to enable and a set up lab where SAP can demonstrate some of the leading technologies on the SAP Leonardo platform. These technologies cover AI, Blockchain, Machine Learning and cloud analytics.

Commenting on emergence of new requirements in the market, and the role of new-age partners alongside traditional players, McMahon says, "Those partners that are born in the cloud, have built their business around services that are tuned towards a cloud-only world. However, there are some partners that are embracing emerging technologies from the outset – this may be an advantage. Besides, these partners are also maintaining and optimising their on-premise business. They are building capabilities for this hybrid world."

Training and enablement

SAP has been involved in a lot of work prior to the launch of SAP S/4HANA Cloud through sales and pre-sales boot camps and webinars. "We've also been running and are about to run more delivery boot camps which are longer. We will conduct a lot of sales, pre-sales enablement, delivery enablement as well as our own awareness and marketing activities. We've also invested in a team – Partner Solution Center – and we work with our SAP Labs team, wherein we handhold the first few projects for the partners."

Furthermore, SAP is trying to create partner solution packages, wherein SAP S/4HANA Cloud solution can be combined with some IP that partners have generated on SAP Cloud Platform, or they have embedded some intelligent technologies through SAP Leonardo. This will be followed by help in developing marketing and sales assets, go-to-market and awareness.

Thrust areas

SAP's focus is on supporting partners by owning and driving digital-oriented marketing awareness that highlight that SAP has solutions relevant for SMEs. "We have to do that at a scale that is much higher in terms of lead generation we've done historically. We have to embed SAP as part of the buyer's journey."

CHALLENGE POSED BY INDIA OFFERS HUGE OPPORTUNITY FOR CISCO TO GROW GLOBALLY

In an exclusive interview with Mohd Ujaley, **Sanjay Kaul**, Managing Director, Service Provider Business, Cisco India & SAARC said, “The challenge posed by Indian market in terms of deployment scenario or talent of the engineers who are deploying networking equipment such as access routers in the field, give us a huge chance of innovation, as we have to bring the element of simplicity and hardening of the boxes like never before. So, lot of things that are happening for India, will ultimately serve the global market.”

Despite telecom industry going through a most difficult time, Cisco's service provider business in India has shown tremendous growth year-on-year. In last four years, it has grown at CAGR of 38%. This has been possible because of Cisco's strong product portfolio, the partnership with telcos and growth in streaming business in India. But this has brought huge deployment challenges because companies like Reliance Jio or Hotstar have not only disrupted the business, they are also disrupting the traditional architecture of IT deployment. The good news for Cisco is that its India wing is turning this challenge into an opportunity.

What business momentum do you see for Cisco in the Service Provider Business segment?

Indian service provider business is going through a pretty interesting time. There is huge disruption caused by Reliance Jio and video streaming

MORE THAN 50 MILLION SMALL BUSINESSES IN INDIA ARE LOOKING TO DIGITISE THEMSELVES AND THEIR EFFORTS HAVE INCREASED DUE TO GST AND OTHER GOVERNMENT POLICIES

companies like Hotstar. As many as 8 to 10 companies are emerging in streaming business alone and they are creating an impetus for data growth.

This is a good news for Cisco because when data become the mainstream business, we are best placed to partner with these companies. We have all the key asset to sell the data business. That is the main reason, why I always say to my team and my business leaders that India is going through disruption but Cisco is accelerating. No doubt, it is a tough industry but we have navigated pretty

well, thanks to our investment in right technology.

What range of growth Cisco is expecting from Service Provider Business in India?

It is tough to give the actual number but in last four year, we have grown 38 per cent CAGR, which is amazing in an industry that is not growing at all.

What is the total business opportunity do you see for SPs in India?

It's huge. If you add up the digitisation projects, it is about \$16 billion. More than 50 million small businesses in India are looking to digitise themselves and their efforts have increased due to GST and other government policies. For a telco, they are low-hanging fruits. Telcos are the only one who has the reach and coverage to serve them. If they can create some technology in plug and play mode to enable them to go digital – that will bring huge business to them.

You have mentioned business disruption, do you also see new trends at the level of deployment of services and products?

Absolutely, a lot of new and innovative things are happening in India. Recently, we went to a customer, who needed a technology to be placed between layer-two and layer-three, connecting IP with MPLS. Within six months, we had the boxes ready and that helps them in cost savings both in CAPEX and OPEX and improve agility.

Actually, a lot of new and innovative things are happening from India's point of view. Companies are now finding new use cases in India and replicating it globally. For example access routing deployed in Reliance Jio network is a fantastic example of India based innovation.

Routers are basically placed in the dust-free and air-condition environment but Jio has done an amazing innovation where these routers are exposed to open environment, dust and water. Interestingly, they not only survive, also if a UPS dies because of any reason, the routers capacitor has the power to send one packet telling the status to the administrator that UPS is dying. Nobody in U.S.A and Europe wants that but in India, businesses want to know when their UPS are going to die.

Similarly on the automation side, we launched a product called Cisco SON Suite. There was a lot of complaint about call dropping and it used to take time to address those issues but with SON we helped operators to manage their resources in an efficient way. The algorithm used in SON connected a base-station to surrounding base station when it runs out of capacity, leading to significant reduction in call drop cases.

Is software-defined networking (SDN) picking up in India?

In last one year, there has been a 180-degree shift. Earlier, SDN was not even on the agenda for CTOs but now all of them are doing something on SDN. In years' time, I believe, Indian telcos will be way ahead of rest. A lot of network function like packet core is getting virtualised. My sense is that SDN will be a journey but Indian telcos are in full swing.



IN LAST ONE YEAR, THERE HAS BEEN A 180-DEGREE SHIFT. EARLIER, SDN WAS NOT EVEN ON THE AGENDA FOR CTOS BUT NOW ALL OF THEM ARE DOING SOMETHING ON SDN. IN YEARS' TIME, I BELIEVE, INDIAN TELCOS WILL BE WAY AHEAD OF REST. A LOT OF NETWORK FUNCTION LIKE PACKET CORE IS GETTING VIRTUALISED.

SANJAY KAUL, MANAGING DIRECTOR, SERVICE PROVIDER BUSINESS, CISCO INDIA & SAARC

There have been some critical reports around Cisco R&D center in India. How is it placed now and what role it is playing in company's transition towards software?

We have a huge R&D centre here. Our focus on R&D has improved like never before. Changes in the organisation are inevitable. Today, we are not only building for India but we are building solutions and services for the global market from India. Some of the large numbers of routers deployment that we had in India, their software and hardware development

had happened locally.

The challenge posed by Indian market in terms of deployment scenario or talent of the engineers who are deploying these networking boxes in the field, give us a huge chance of innovation, as we have to bring the element of simplicity and hardening of the boxes like never before. So, a lot of things that are happening in India, will ultimately serve the global market. We have all the right reasons to believe that the challenge posed by India offers a huge opportunity for Cisco to grow globally.

PARTNERS ARE BECOMING A GOOD LEVERAGE FOR CYBERARK TO REACH TO MORE CUSTOMERS

On the sidelines of CyberArk's global event, Impact, organised for the first time in India, CRN India interacted with the leadership team of CyberArk to understand more about the company's focus areas and how is it looking to tap the underlying opportunities in the country. **Vincent Goh**, Vice President, Asia Pacific & Japan, CyberArk; **Jason Choong**, Partner Director, APJ, CyberArk; and **Rohan Vaidya**, Regional Director of Sales – India, CyberArk share more details

What's the agenda behind this global event; what are your expectations from the India market?

Rohan Vaidya: We have been present in India for the last four-five years, and we have realised that we've been talking to customers in bits and pieces. The way this country is growing in terms of technology adoption, it is extremely different from what we used to see about three to five years ago. We have the expertise to make Indian customers and partners understand how the attack surface grows when they adopt different technologies.

Vincent Goh: From an IT maturity perspective, adoption of the privileged access technology is more in large organisations. Now, not just from a security perspective, but also from an IT maturity perspective, organisations are adopting automation, cloud, DevOps, etc. From a market segmentation or verticalisation perspective, there is a mandate of the

RBI, which gives a bit of inertia in terms of moving things faster. We've seen the telecom sector adopting privileged access very quickly; and we have been with the telecom sector for around five or six years now.

During the event, we talked about a combination of things. There is more of horizontal growth of the product that can cater to the IT infrastructure and possibly the OT infrastructure. The more assets that you are able to onboard onto the CyberArk technology, the more safety you get. As more customers adopt Geo technologies, the talks will be more based around how we're going to be integrating those products in our current technology. For instance, we'll talk about DevOps wherein we have a solution called Conjur. The third factor is more about the hygiene part, like how to deploy it more efficiently. We have a lot of complex customers across the globe, and bringing those experiences back to the India market helps the customer to imagine in terms of how they would look at the future.

Is the company spreading similar messages among partners and customers in other regions, and other markets in APAC?

Vincent Goh: Impact is an end user conference, but we are beginning to see that the partner community is also taking a huge interest. We organise its largest edition in Boston, for the American markets. In Asia, this is the first year we are conducting the event in Singapore, specifically in the same format. We even took one step forward by customising it for certain countries within Asia and India is the first one. A challenge facing organisations is that they're looking at 600-700 products and they're wondering which of these are the best. We have 19 years of history and close to 4,000 customers globally who are using our technology.

Are there similarities in the way Indian customers approach cyber security vis-à-vis other markets?

Vincent Goh: In terms of the way Indian



JASON CHOONG

organisations and governments are looking at cyber security, the technology that essentially evaluates is similar to the rest of the world. Today 95 per cent of organisations would have a CISO. The board is relatively more informed and awareness around cyber security is increasing. But the bigger challenge is the level of understanding and the complexity of the topic that the board possesses.

With increased awareness, has it become easier for you to drive conversations with customer organisations?

Vincent Goh: The innovation that's happening in the DevOps space, artificial intelligence (AI) and Blockchain, doesn't wait for cyber security to catch up. While we are trying to groom and bring a new generation of cyber defenders, the cyber attacker's community is also growing. With more innovations, there are more surfaces available for attacks. However, we are catching up with them.

What has been your observation in terms of the evolving nature of the partners?

Jason Choong: Over the years, because of digitalisation, information is moving much faster. We are also beginning to see partners catch up the pace.



ROHAN VAIDYA

Partners have been relying on information from vendors or customers, but over the years we find that partners are getting smarter and faster, and they're becoming a good leverage for us to reach to more customers as well.

Vincent Goh: I think there's still a lot to catch up. Partners are also mindful that there's a big shortage of cyber security experts, which means there is a big demand, but no supply. CyberArk doesn't aim to sell directly; we want our partners to deliver our offerings. Cyber security is a team game, and we are probably one of the most advanced players having a strong alliance program. Organisations don't have to worry about integration and protection – we do everything for them. We also have the largest net called the CQ Alliance [Ph]. Another interesting thing is that our partners sell multiple products. Partners are showing strong interest in engaging with us. We undertake many training and enablement activities for our partners. For instance, we have an instructor lab and an online classroom.

Alongside reskilling, do you run a program encompassing other aspects such as profitability for partners?

Jason Choong: We do have a holistic partner program that addresses how



VINCENT GOH

they engage with us, from the go-to-market strategy to training and enablement. For example, we also run system engineer mentoring program, wherein we mentor the partner's engineers, to match them with engineers at CyberArk. One of the key things that partners always look for is the ability to deliver services and this becomes a profit point for them. For example, for them to do services implementation, we get them engaged and enabled to get themselves certified.

From overall business perspective, what's CyberArk's roadmap for the future, and how do you see the company evolving?

Vincent Goh: We really invested into Asia about two to three years ago, although we've been around for four to five years now, having smaller team and working primarily with partners, with little end-user engagement. Now the game has changed, because organisations that have invested into security solutions for the last five, six years, are more aware of the fact that there are a lot of bridges to be connected. It is partly because protecting digital access has evolved compared to 5 to 10 years ago. As we go forward, we will see more and more innovations; and as we see more and more gaps, we will continue to address them.

RARITAN WILL SPEARHEAD LEGRAND'S ENTRY INTO DATA CENTRE

Raritan, specialising in data centre infrastructure solutions, is going through a business transition after it was acquired by a global specialist in electrical and digital building infrastructure, Legrand. New Jersey-based Raritan will be taking Legrand's global leadership position in Data Centre Infrastructure Management (DCIM) and would also strengthen its reach for data centre customers. **Sanjay Motwani**, Regional Director, Asia Pacific, Raritan – a brand of Legrand, talks about the latest trends in the data centre market and how Raritan will be part of the joint offerings under Legrand Datacenter Solutions (LDCS), going forward

By **Sandhya Michu**

Since the time Raritan has become part of Legrand, how do you see the business momentum?

Raritan is predominantly into power monitoring and remote management tools, including KVM+ serial consoles, intelligent power distribution units, rack management solutions and power accessories, for the last 30 years worldwide. About two years ago, Raritan was acquired by Legrand. If we look at the entire product offerings excluding air conditioning, today we offer everything around data centres; thus we are part of bigger product offerings. In terms of product portfolio, Raritan will spearhead Legrand's entry into the data centre space and will be growing its market share.

Moving forward, we will integrate and consolidate the product offerings as a unified platform under LDCS. We are trying to learn, evolve and correct our product offerings for consumer

IN THE ENTERPRISE DATA CENTRE, CUSTOMERS ARE STILL DEBATING ON HOW MUCH DATA TO PUT ON THE CLOUD.

acceptance and experience. In the data centre space, Legrand's presence is miniscule, whereas Raritan is among the leaders in KVMs and PDUs. We have been trying to understand the customer's need, giving advice, consulting and recommending the right product. Cross training and promotions have been already started by our sales team in India. In terms of vertical contribution, R&D is our biggest vertical (30-40 per cent), followed by BFSI and telcos in India. We have a customer base of over 300, built in the last 12 years.

What are the latest trends you see in the data centre space; how are cloud-based services pushing your offerings for a change?

In the India market, there is a huge growth in the third-party colo space / cloud offerings. The traditional colospace providers are now offering cloud-based services. In the enterprise data centre, customers are still debating on how much data to put on the cloud. In my view, nobody will provision data 100 per cent on the cloud. Managing and integrating the hybrid cloud solutions is still a challenge for enterprises. Moreover, we see there is a huge demand of state-wise data centre. Smart Cities will further augment the demand for data centres. In view of Raritan, be it enterprise or cloud-based data centres, both have the same infrastructure, IT equipment and similar level of SLAs up-time. Having said, cloud-based players look for more customisation, since their volumes of



CURRENTLY, OUR CLOUD-BASED BUSINESS IS AROUND FIVE PER CENT AND THE REST IS ENTERPRISE. AS DIGITAL TRANSFORMATION INCREASES, THERE WILL BE AUTOMATION OF VARIOUS IT PROCESSES.

SANJAY MOTWANI, REGIONAL DIRECTOR, ASIA PACIFIC, RARITAN



data are high. We look at cloud as challenging as well as exciting. It's challenging more from the customisation side; and exciting for the deployment of new technologies coming into data centre space. At the end of the day, a cloud-based customer has to look at and optimise its Opex and resources.

How is the growth of cloud-based business for Raritan; how do you align to the software and services driven IT infrastructure?

Currently, our cloud-based business is around five per cent and the rest is enterprise. As digital transformation increases, there will be automation of various IT processes. Hence, we are trying to work closely to understand customers' needs and ensure high availability of data centres. For example, typically for servicing a traditional UPS, you have to open the back door for service, which means creation of about

three-four feet of the space from the wall. That is not the case anymore; today we have designed our rack space in a way wherein you can service the UPS from the front, you can push back the UPS to about six inches from the wall – this results in space and floor saving and it can be used to augment computing. Similarly, we are looking into the finer details and maximising how the data centre operates. We are also looking at maximising every square inch of space, cooling power, and rack space in the data centre. We deep dive into these elements and then provide the best-optimised solutions.

How do you see the BFSI space adding to the growth of data centres?

In the BFSI sector, there is a decent amount of consolidation – both in private and public banks. There are numerous legacy systems and it will continue to go for a long time. Our solutions help them to work with legacy

systems and help them integrate with new-age systems. The size of the data centre is decreasing, but the volume of data centre is increasing – either you take container based, rackspace or micro data centre. We see there is a vast scope for micro data centres in Tier 3 and Tier 4 cities.

What kind of customisation are customers asking in terms of KVMs and PDUs?

Customers are becoming more practical, functional and 'colourful'. For example, in a data centre, power comes to a rack from two sources – primary and secondary. Till about four-five years, the power distribution unit used to have black coloured PDUs; but we started getting a request for coloured PDUs and power patch cords. At times, customers want PDUs in company's logo colour – customers in India are loving it. They don't mind paying extra for this.

'OUR IMMEDIATE FOCUS IS TO PUT A STAMP ON THE WEST MARKET'

Ravi Verdes, MD, Frontier Business Systems talks about the key growth areas for the company, including cloud, security, and mobility, and its increased focus on the West region

By Rachana Jha

In this competitive market, how is Frontier Business Systems positioning itself?

We have aligned with the segments which are spending, such as the BSFI sector. From a technology point of view, we are doing a lot around cloud. We have launched a new brand name called 'Crimson', which is approximately two and a half year old now. We have had a pretty good run on cloud, and we believe the market is going to be a combination of both physical infrastructure and cloud. We believe we are rightly perched to capitalise on both. Outside cloud, our focus areas have been security and mobility. From a digital enterprise perspective, we have 'desktop as a service'. These are the other areas of growth. These are the verticals which we have adopted and we have built deep skills in each of these fronts. I think that is helping us a lot because we're also seeing the market is moving to hyper converged infrastructure (HCI). We have some very good wins on the mobility space, especially with the BFSI sector.

How much incremental growth have you seen, especially with the change in focus?

On these technologies per se the incremental growth is about 10 per cent at this stage, but we expect it to grow in excess of 20-25 per cent in the next two to three years. Security will always be in demand, while cloud and desktop-as-a-service will see huge demand. From a



sector point of view, we have executed some extremely large projects on the BFSI front.

How has been the acceptance of Crimson? Do you have any support from any OEM?

We are fully aligned with the OEMs. But, you still have to get your own people. These are highly skilled areas so the cost of the people is also exorbitant. While an OEM can give training, the best training happens when you start getting business.

There is a lot of synergy between Frontier and Crimson. We have a sales team, we have a solutions architect team, we have product specialists in addition to a managed services team. From a Crimson perspective, it is multi-faceted. When we started Crimson, the first 100 customers were all startups, but

after a year or two, we realised the spend power is limited, so returns were not very high and we also had to factor in the attrition in terms of number of startups closing down. We have now moved completely to focusing on enterprises.

What kind of efforts are you putting to skill your internal employees?

We had a very strong virtualisation practice in Frontier. A lot of the engineers in Crimson have moved out from Frontier right because virtualisation is also some form of cloud. The investment and training is extremely high whether it's OEM or whether it's held privately.

What message do you like to give to the new age partners?

You need to be ready to invest without looking at returns. There has to be a three to five year cycle as you cannot invest and expect a return today itself. You need to be ready to invest. Obviously you should be willing to take some risk.

What are some of the key focus areas for this year?

Our immediate focus point is to put a stamp on the West market because we believe there is a lot of growth over there. We have made great inroads this year and it's one of our best years in the West. We will be entering our 25th year in 2019-20 and we hope to cross ₹ 1,000 crore at that point of time. Cloud is one big focus area which we are offering to our customers in the West region.

MICROSOFT INSPIRE 2018: ONE COMMERCIAL PARTNER WITNESSES A QUANTUM JUMP IN PARTNERS BIZ

Spanning the entire financial year Microsoft's partner-driven revenue generated 11,000 co-sell wins through partners, amounting to US\$ 5 billion

By **Sandhya Michu**

Since the time Microsoft has introduced its global 'One Commercial Partner' model, which was designed to drive deeper collaboration between internal direct sellers and partners, the company has seen exponential growth in the partner's kitty. The success of this fairly new program can be estimated from the fact that the software giant has created 28,000 solutions, services, and applications with partners in the past fiscal year and has generated over three million leads out to partners and jointly developed over 100,000 co-sell opportunities.

While sharing the performance of the OCP in last one year, Gavriella Schuster, Corporate Vice President for One Commercial Partner, on the eve of Microsoft Inspire in Las Vegas, revealed, "We have landed over US\$ 5 billion in partner sales – that's your sales, not Microsoft's sales. Eighty per cent of IP co-sell ready partners are participating in that motion."

Addressing the large gathering of partners, Schuster said, "We are helping in how our partners identify and build next billion-dollar business; how do we make sure that we have the



right go-to-market resources, programs, readiness and investments, to help you go to the market."

What's next for partners

This year, the company has turned the corner from 'partnering' to a 'partnership'. "We started one-to-one-to-one, one Microsoft seller to one partner seller, one customer at a time. And as I said, US\$ 5 billion of your sales is a pretty good start," she said. Citing examples of partners like Turbonomic and Rubrik's success in co-selling, she said, "Once you start co-selling with Microsoft, your momentum goes like a rocket ship, just like Rubrik and Turbonomic. To further streamline the system, this year Microsoft is going to

lean on AppSource – a front door to selling with Microsoft."

On how the AppSource will work, she explained, "This past year, when your solution was ready, your partner development manager would help you put that into the OCP catalogue, an internal catalogue. Next year, we're going to put that finished solution and service right into AppSource, and we're going to hand the keys over to you, so that you control the trial, provisioning, and the sales experience. That will allow a partner to create a private marketplace for a specific customer, where they can create an offer and pricing just for that customer."

Additionally, AppSource will enable partners to immediately make solution not just available to all of the field sellers, but to the two million monthly active users who come to AppSource looking for solutions, and for you to participate in the 100,000 leads a month sent out of AppSource. "This is a real opportunity for partners as this will increase the customer base from 52,000 and a few thousand sellers to 17 million partner sellers and 75 million buyers around the world. Now, that is the scale and opportunity ahead of us," she added.

SMB, BFSI KEEPING CISCO INDIA AHEAD OF THE CURVE

The company has started cross leveraging its SP business as part of mega-expansion

By **Sandhya Michu**



SAMEER GARDE

For IT networking major Cisco, small and medium business (SMB) is one of the single largest revenue contributor for Cisco India and SAARC. This leg of business has been growing at the rate of 20 per cent year-on-year; and the company has been adding close to 25 SMB customers every day, informs Sudhir Nayar, Managing Director, Commercial, Cisco, at the fifth edition of Cisco India Summit.

For Cisco, SMBs constitute about 50 per cent of its business in India and is one of the fastest growing segments followed by BFSI, IT/ITeS. The company is currently doing business with 30,000 customers and is looking to triple the SMB customer base to 90,000 in the next three years and over a lakh in the next five years.

According to the company, there are 51 million Indian SMBs in India, who contribute to 46 per cent to the Indian export sector. Over 70 per cent are completely offline and 28 per cent are connected. Only two per cent are digitally engaged, thereby the company



SUDHIR NAYAR

is betting on driving the digital transformation through partners under the 'Cisco Start' program. "We have added 5,000 new SMB customers. Moving forward, we are looking to triple the customer's size in next two years," Nayar points out.

In addition, Cisco has also started cross leveraging its service providers (SPs) business, which is largely targeted at the telecom sector.

"The first move to digitise any business is bandwidth and networking. Hence, our SPs business will help us reach out to new customers who want to go digital. Today, the service provider has the biggest reach; that is why we are collaborating with service providers. We will have joint offerings and use SPs as a new channel to tap a new set of customers. This strategy will help us to start the mega-expansion of adding 90,000 new customers from 30,000," Nayar adds.

Cisco has also developed a Digital Transformation Blueprint for the banking and financial services sector.

The blueprint leverages the power of Cisco's intent-based networking portfolio to integrate connectivity, security, automation, collaboration, and analytics across the business value chain. National Stock Exchange (NSE) and HDFC Bank are the early customers of intent-based networking. Cisco has also completely automated NSE's data centre, helping it reduce app deployment time from weeks to hours. Optimising NSE's network with Cisco ACI has allowed it to reduce overall efforts by 15-18 per cent.

Similarly, HDFC Bank's data centre, built on Cisco Unified Computing Systems (UCS), leverages the performance of the Cisco Nexus Datacenter switches to reduce cost and complexity through automation, analytics, and energy management. By moving to a virtualised environment, HDFC Bank has significantly improved the speed of application deployment, reduced time for software upgrades as well as lowered its data centre footprint.

Speaking at the summit, Sameer Garde, President - India and SAARC, Cisco, who took over the reins last year, mentioned how India is transforming at scale and speed. "India's internet economy will double to US\$ 250 billion in 2021," he says. The company is collaborating with Indian governments and private enterprises to reach what it calls the 'Digital Rush' that's going to be US\$ 80 trillion worth of the global economy, of which India has the potential to be a US\$ 6 trillion economy by 2027.



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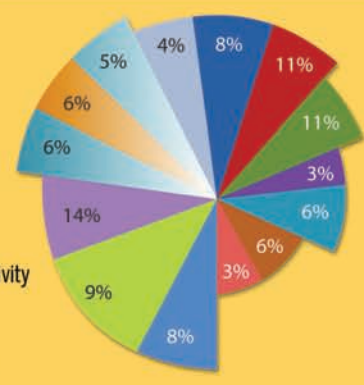
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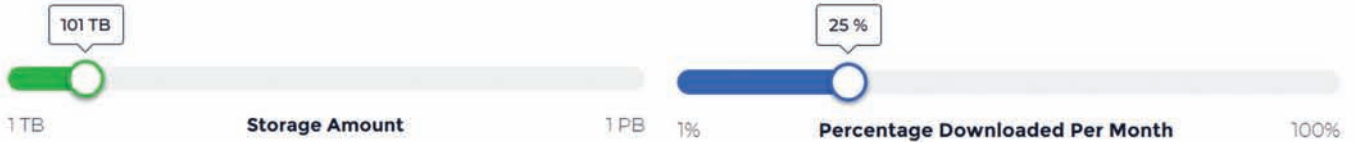
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