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NEWS, ANALYSIS AND PERSPECTIVE FOR TECHNOLOGY INTEGRATORS
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Today, tier II and III cities such as Surat, Jaipur, Indore, and Patna have shown an economic growth rate of more than 40%. This paradigm shift in the tier II and III cities is quite evident in the current economic scenario where an extensive number of startups are emerging with the motive of solving more localized problems with the help of on-demand applications, consumer tech solutions, online delivery, ride sharing and more, thereby driving the growth of IT in these cities.

As IT is an integral part of every sector, with the rise in investments in any sector in tier II or III cities, investments in IT too will grow simultaneously. A study by AMI Partners suggest that SMBs in tier II and III cities exhibit a substantially higher growth-rate in terms of their IT spending compared to their compatriots in tier I cities; thus, they are likely to be the future growth-engines of SMB in terms of IT spending.

It has also been observed that channel partners in these cities are no longer attached to traditional SMB, education and home segments. In fact, they are looking to work closely with new set of vendors and startup companies in the areas of emerging technologies. Most importantly, these tier II and III cities are land of immense resource and workforce and ripe with possibilities and future of success.

To tap the emerging possibility and growth of these non-metro cities, **CRN India & Express Computer** is introducing a new market connect initiative - **Explore Bharat**.

TARGET AUDIENCE

- Small and Medium Business organizations across vertical industries
- IT Channel Partners (SIs, hardware/software partners, managed service partners, solution providers, ISVs, application partners, networking partners, data center partners)

WHY TO PARTNER

Connect - Network and collaborate with potential business owners as well as traditional and emerging IT players of each city

Reach - This multi-city platform will help you to expand footprints

Explore - Target the untapped industry segments

Association Tie-ups - CRN will be combining forces with Channel Associations in each of the cities

Visibility - Each city will get prominent coverage in print/online editions of CRN

Multimedia Campaign - EDMs, Print Ads, Banner Ads, eNewsletters as well as a microsite that will feature event and vendor product information

KEY CITIES TO BE COVERED

In the first phase of Explore Bharat, CRN India and Express Computer will go deep down into following cities of each region:

North	West	South	East
Chandigarh/ Mohali/ Panchkula	Nashik	Mangalore	Patna
	Surat	Amravati	Raipur
Bhopal	Gwalior	Kochi	Bhubaneswar
Jaipur	Ahmedabad	Mysore	Ranchi
Ludhiana	Indore	Vishakhapatnam	Guwahati
Dehradun	Nagpur	Thiruvananthapuram	Howrah
Lucknow	Bhilai/ Chandrapur	Coimbatore	Jamshedpur
Jammu			

Disclaimer: Sponsor has a choice to select from the following options:

Be a part of both SMB and Channel Partner forums across cities **I**

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For Editorial : Nivedan Prakash - +91 9769639910, nivedan.prakash@expressindia.com

FOR SPONSORSHIP & EXHIBITION BOOTH

New Delhi: Prabhas Jha - +91 9899707440, prabhas.jha@expressindia.com, Vivek Thakur - +91 9871614501, vivek.thakur@expressindia.com

Mumbai: Ravindranath Nair - +91 9820955602, ravindranath.nair@expressindia.com, Aparna Tawade - +91 9870853253, aparna.tawade@expressindia.com

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Event

Dell Technologies
World 2019

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ORACLE

LEVERAGING CHANNEL FOR GROWTH

SHAILENDER KUMAR

Regional Managing Director,
Oracle India

For Oracle India, the channel partners
will play a key role in the cloud and
Autonomous Database success story

RITESH SYAL

Senior Director and Head-Alliances &
Channels, Oracle India

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Vol 2. No. 3.
June, 2019

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ORACLE USES WINGS OF CLOUD TO SOAR HIGH IN INDIA



Nivedan Prakash
nivedan.prakash@expressindia.com

In the intensely competitive digital landscape, Oracle has used its traditional strengths in databases to go with full force in the cloud. In India, in line with the huge surge in digital initiatives taken by different corporate organisations, Oracle has seen huge adoption for its solutions. As a result, India has been conferred the best performing region within JAPAC for the last three years consecutively.

Some smart innovations such as the 'Cloud at Customer' offering (which provides the opportunity for customers to take advantage of the cloud model behind the customer's own firewall), and the Oracle Autonomous Database has seen Oracle gain faster acceptance in the market. SBI for example, uses cloud for customer offering, while Federal Bank is using the Oracle Autonomous Data Warehouse for ATM performance analysis.

With respect to its SaaS business, Oracle is seeing growth close to 31 per cent on a year-on-year basis, with customers such as Taj hotels, Hindalco, Indian Oil, SBI, Adani, Reliance, AU Finance, Transworld, SBI and Bajaj Electricals. With its traditional reach in databases, Oracle has

successfully leveraged its legacy strengths, while continuing to bet big on emerging technologies like AI, ML, and blockchain to accelerate its growth in the future.

Oracle, once known for its direct sales model, is now getting more customers win through its partner network. Today, the company's partner network is comprised of global SIs, ISVs, resellers, and distributors. With cloud becoming a winning stroke for Oracle India, it will continue to rely heavily on partners for sales to mid-market customers. But the emphasis will be on working with resellers that provide integration services and other 'specialisations', as the company does now with its software resellers.

Oracle's 15,000 strong customer footprint, which is enabled by its 600 strong partner network, is a testimony to cloud success, with India being one of the fastest growing markets for Oracle APAC. Partner business will continue to be one of the key elements of Oracle's growth strategy. The company expects 2019 to be a significant year for Oracle India, led by strong partner collaboration for customer success.

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REGD. WITH RNI UNDER NO. MAHENG/75607/2018.

Printed and Published by Vaidehi Thakar on behalf of The Indian Express (P) Limited and Printed at Indigo Press (India) Pvt.Ltd., Plot No.1C/716, Off. Dadoji Konddeo Cross Road, Byculla (East), Mumbai 400027 and Published at 1st floor, Express Towers, Nariman Point, Mumbai 400021. Editor: Srikanth RP *

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8 | Cover Story



ORACLE: LEVERAGING CHANNEL FOR GROWTH

With Oracle India focused on ushering its enterprise customers into the cloud era, the channel partners will play a key role in the cloud and Autonomous Database success story

14 | Special Focus



HPE encourages partners to build IP around emerging technologies

HPE has observed significant response from the channel ecosystem, in terms of its partner initiatives. In an interaction with CRN India, Chris Ogburn, Vice President, Worldwide Field and Channel Marketing, HPE and Srihari Gopinath, Director, Marketing, HPE India, elaborate more and share what's ahead



Channel Chief

- 17 | 'Nutanix will continue to build worldwide allegiances'**
Jacob Pereira, APJ Senior Director Channels, Nutanix

CXO Speak

- 18 | Netgear optimistic about prospect of Wi-Fi 6 router in India**
Patrick Lo, Chairman & CEO, Netgear
- 22 | India is one of the widest and most important markets for us: R&M**
Peter Reichle, Co-Owner and Member of the Board of Directors, R&M

- 26 | 'The adoption of AI within security space is still at a nascent stage'**
Vaidyanathan Iyer, Security Software Leader, IBM India South/Asia
- 28 | 'We have been developing our products through R&D in India'**
Suman Reddy, Managing Director, Pegasystems India

Partner Corner

- 20 | Structured cabling market for system integrators is becoming extremely cost driven for enterprise segment**
Ketan Kothari, MD, Sigma-Byte
- 24 | 'Public cloud is going to be the new normal'**
Varoon Rajani, Co-founder and CEO, Blazeclan Technologies

Event

- 30 | DTW 2019: Celebrating a culture of partnerships**
Dell Technologies World 2019 highlighted the power of technology partnerships for digital transformation, and focused on engagement with channel partners at the Global Partner Summit

Startup Corner

- 34 | Driving growth with cutting-edge identity platform**
LoginRadius Partner Program is enabling channel partners build a new line of business around Customer Identity

Association News

- 35 | IAMCP launches Chennai chapter**
- 36 | ASIRT hosts TeamViewer and Epson for a power packed Tech Day**



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Shailender Kumar,
Regional Managing Director,
Oracle India

ORACLE: LEVERAGING CHANNEL FOR GROWTH

With Oracle India focused on ushering its enterprise customers into the cloud era, the channel partners will play a key role in the cloud and Autonomous Database success story



Ritesh Syal,
Senior Director and Head – Alliances & Channels,
Oracle India

This includes The Taj Hotels Group, Hindalco, Indian Oil and Transworld among others. Oracle now offers the broadest array of software services of any software company or any cloud company. The idea behind the new offerings is to make Oracle a one-stop shop. Oracle is clearly looking to the cloud for growth.

Shailender Kumar, Regional Managing Director, Oracle India says, "We work with a variety of large and small firms. From top ministries in the government to BFSI companies, run on Oracle products. We have also started Oracle Digital Prime (ODP) for SMBs. We enjoy 15,000 customers base with whom we are working through our direct and indirect channels."

Opportunities for channel

Apart from customers, Oracle, once known for its direct sales model, is now getting more customers through its partner network. Today, the partners network is comprised of global SIs, ISVs, resellers, and distributors. The success of the software major can be measured from the fact Oracle India is the only organisation outside Oracle's headquarters in California to represent all divisions including sales, marketing, consulting, support and education operations for domestic and global clients.

"Oracle India is contributing a lot to global innovations. We are committed to bringing our enterprise cloud to customers globally. Continuing to support customer and partner demand, we have many customers and partners who want to run their business applications on our Gen 2 Cloud," states Kumar.

Though a late cloud entrant, the company is catching up by offering new products and initiatives such as autonomous cloud, data centres and increased focus on smaller businesses. With cloud becoming a winning stroke for Oracle India, it will continue to rely heavily on partners for sales to midmarket customers. But the emphasis will be on working with resellers that provide integration

Sandhya Michu

sandhya.michu@expressindia.com

From helping several Indian organisations to modernise and develop a digital-first mindset, to enabling an intuitive, delightful experience for their end consumers; from helping its partners expand and acquire new cloud capabilities, to nearly doubling the overall customer base (more than 15,000) - the journey continues to be

every bit exciting for Oracle India. Adding double-digit growth to the top line revenues last three years in a row, positions India as the best performing region within JAPAC.

The cloud story is on a great growth path and it is growing in double digits. In India, the SaaS business, which was started in 2012, has grown by 30 per cent year-on-year. It is outpacing the market and supporting some of the largest transformational deals in the country.

BETTING BIG ON EMERGING TECHNOLOGIES

Chandra Muthuswamy,
MD, OneGlobe Systems, Chennai

Chennai based Oracle Platinum Partner has been associated with Oracle for the last 10 years. The partner works very closely with Oracle to take digital and industry-specific Oracle solutions to the market to help companies with their digital transformation journey. OneGlobe is investing in ML/AI, blockchain, RPA and advanced analytics. One of the core principles when we build solutions is simplification. We have found that enterprises have made a lot of things complex due to multiple factors including past technology limitations. We help customers achieve their digital transformation successes very quickly by focusing on problems that need to be solved immediately and can put their arms around it. OneGlobe made some early investments in building generic and Oracle cloud skills, competency and solutions. We work closely with Oracle to help companies embrace cloud by adopting an agile methodology to help customers realise a quicker ROI and see the benefits of the cloud.



services and other “specialisations”, as Oracle does now with its software resellers. It is going to have a more balanced and focused approach to partnering. However, in order to provide better service, support, and accountability to top customers around the world, it will be engaging those accounts directly.

Oracle's 15,000 strong customer footprint, enabled by its 600 strong partner network, is a testimony to cloud success, with India being one of the fastest growing markets for Oracle APAC. Globally, partners account for almost 40 per cent of its overall revenue and for nearly 80 per cent of its transactions. Data centre is a work in progress and is expected to launch within a year. This will further open the plethora of opportunities for cloud partners.

Giving the detailing of Oracle's India channel ecosystem, Ritesh Syal, Senior Director and Head – Alliances & Channels, Oracle India says, “We manage relations with our channel partners through Oracle Partner Network (OPN). The program is focused on helping our partners grow their business and be profitable. We constantly look to improve and add new levels of support. We want our partners to invest with us, while we will invest in them. Partner business will continue to be one of the key elements of Oracle's growth strategy. We expect 2019 to be a significant year for Oracle India, led by strong partner collaboration for customer success.”

The company has been working towards partner collaborations and certifications. Majority of its business transactions or sales in India is done through partners. For non-metro cities, VADs help is to take Oracle solutions to a wider base of customers. The company has set up an Oracle Partner Solution Center in Gurgaon. This facility enables strategic partners to build, port, enable and test their solutions on Oracle's technologies, and hardware infrastructure in a secure environment. Partner's specialisation and an ideal mix of product and services will yield the desired profitability that a partner is looking at.

“A growing number of our partners now sell Oracle Cloud, especially to our established client base. Cloud is a key focus for us in India and we have a dedicated senior resource whose main role is to build a Cloud Partner roadmap. We are looking to add consulting firms, system integration firms, partner firms that do deployment/maintenance and those who will sell licenses,” Syal affirms.

Some of the big, as well as platinum partners who are bullish about Oracle's cloud story, include Huron Consulting, Wipro, Filix Consulting, KPMG, Deloitte, L&T Infotech and PwC.

Cloud - a driving force for partners

With Oracle becoming channel friendly like never before, its stringent channel specialisation and certification process has opened new avenues for existing and cloud born channel. “With cloud as the foundation, we expect more uptake for

EXPERIMENTING WITH AUTONOMOUS DATABASE

Gaurav Mathur,
MD & CEO, Filix Consulting, Mumbai

Filix Consulting is engaged across Oracle cloud product lines and it has been leading product demonstrations in the market. It is helping customers adopt their first cloud with Oracle's support. With the availability of continuous training programs and specialisation programs from Oracle, Filix is able to train new resources regularly. Customers increasingly want velocity in their deployments. Different systems are not expected to lie in silos. Integration and reporting intelligence is expected from day one. With cloud, customers can see these quick large deployments are possible. The unique methodologies of deployment have led to overall customer success.



emerging tech paradigms such as AI/ML, blockchain and chatbots in the enterprise, thereby unleashing a new level of market opportunity for the channel ecosystem. There is an opportunity for every partner to choose an area in the cloud, be it IaaS/PaaS or SaaS and expand their specialisation," states Syal.

Today, a large number of partners are seizing opportunities in the areas of cloud, analytics and AI/ML and feel

that Oracle has thrown up a large number of possibilities in the cloud, with more and more customers looking to move from on-premise to the cloud. The key challenge will be to scale to the increased demand for cloud services by the end customers.

For instance, Chennai based Chandra Muthuswamy, Managing Director, OneGlobe Systems, one of the platinum partners of Oracle, is helping customers with public cloud adoption, advanced business analytics, deployment of ML/AI and blockchain use cases and Oracle ERP, EPM and NetSuite SaaS implementation.

Narrating the customer's need, he informs, "Customers today are looking for IT partners who are agile with deep consulting, cloud platform, industry expertise and digital technology skills and can deliver solutions to address their needs, which mostly is a business model disruptive type of change. Currently, we are enhancing the solution at Federal Bank to implement advanced analytics with big data which uses Oracle Autonomous Database. We are also working jointly with Oracle to implement Autonomous Database at a leading public sector bank for advanced analytics. Apart from these, there are a few POCs underway with existing and prospective customers."

Similarly, Shrikant Navelkar, Director, Clover Infotech, who has been receiving specialisation status under Oracle Platform Cloud believes that Oracle's "Cloud First" strategy is comprehensive and well-conceived.

TRAINING AND RE-SKILLING, AN IMPORTANT CHARTER

Shrikant Navelkar,
Director at Clover Infotech,
Mumbai

The Center of Excellence (CoE) team is the core innovation group. They constantly interact with our customers, understand their challenges and growth prospects and help them to drive their business forward. The team develops niche technology solutions to enable clients to augment business and operational efficiency. Training and re-skilling is important for our CoE. The team works with our internal training academy called, Clover Academy, to deliver specialised training programs to our employees. We have recently invested in Oracle Unlimited Cloud Learning Subscription and Oracle Unlimited Product learning subscription. This enables us to conduct in-depth training programs for our teams. We also focus on getting our team certified on specific products for pre-sales and implementation.



Felix is engaged in helping customers understand various aspects of an Autonomous Database. POCs for Oracle Autonomous Database is being demonstrated to customers for high-performance reporting environments and processing a large number of records for business requirements.



Oracle India has taken great steps to not only align their existing teams to communicate the value proposition of the cloud, but also invested heavily in specialised partners for technical and pre-sales enablement.

"We have collaborated with Oracle on the 'Cloud First' strategy by investing further on our team's enablement and in taking the value proposition to our customers across India. Oracle Cloud Platform simplifies the way our customers are managing their core and non-core applications. Universal Credits (UC) is an innovative way where we can evaluate various solutions for our customers and then optimise their OpEx through pay-per-use model. UC is making the lives of our customers uncomplicated as there is predictability and transparency in terms of cloud services consumption. Oracle has also introduced 'Accelerated Buying Experience' for fast purchase of cloud credits. This enables our customers to simplify their purchases and get a complete view of their cloud usage," says Navelkar.

While there are partners who are specialised in Oracle's solutions and product offerings, there are also partners like Filix Consulting who work as a management consulting partner and are expanding it into new geographies. "We have created a



repository of assets for the Oracle Cloud, and we're leveraging this experience to ensure faster and predictable delivery to our clients. Post going live, the customers have been running the systems with very negligible support and have found running Oracle products very simple. Customers no longer have to fear their movement to the cloud," says Gaurav Mathur, MD & CEO, Filix.

With the advent of cloud a few years ago, Filix took a strategic call to move in early and gain first-mover advantages. It helped Filix create a specialisation niche and expand to new geographies. After its initial success with Oracle Cloud, Filix is now looking to take its learnings to markets at large. Opening new offices in major metro cities to address increasing customer requirements, by being local.

Another big focus area for Oracle as

well is for its partners is Autonomous Database, the latest edition of the company's flagship product. Oracle, that has been a leader in the space of database technology for years, is now offering the world's first Autonomous Database - a "self-driving" software that uses machine learning to enable unprecedented availability, high performance, and security at a much lower cost.

According to Kumar, Indian customers - both existing and new - are fast embracing and upgrading to Autonomous Database. These early adopters represent a mix of large enterprises, mid-size firms and born-in-the-cloud start-ups, hailing from diverse industries such as banking to footwear, spices to digital commerce, consulting to IT services.

Path Infotech, one of Oracle's platinum partners having competencies across technologies, applications and engineered systems is betting big on Autonomous Database. This partner is collaborating with many organisations for Autonomous Database use cases. Citing one of the examples, Pankaj Ratra, Director, Path Infotech explains, "A large investment management and placement services provider was relying heavily on excel sheets for most of their reporting needs. Such a model

ON CLOUD NINE

Pankaj Ratra,
Director at Path Infotech

The company has been investing in the cloud offerings across SaaS (Cloud ERP, EPM), PaaS (Autonomous Data Warehouse Cloud, Database Cloud Service, Integration Cloud Service) and IaaS (Oracle Cloud Infrastructure) for the past few years and will continue to invest further in enhancing the value of Oracle's offering. It has invested in building an analytics solution for the quick-service restaurant (QSR) segment of the hospitality industry leveraging Oracle

Autonomous Data Warehouse Cloud (ADWC) service and Oracle Analytics Cloud (OAC) that gives insights to the QSR chain on store wise performance. The core focus is to add value to Oracle's offerings and provide simple solutions to complex problems leveraging new age technologies from Oracle, like the Autonomous Database, Gen 2 Cloud and AI/ML, etc. We at Path continue to invest in building capability of our people by securing access to products, leveraging training conducted by OEM's and tapping on industry experts from time-to-time. Currently, 10 per cent of total capacity

is dedicated to cloud-native and new-age technologies. Continuous training and upskilling of the team is a top priority which is why the completion of 20 hours training is mandatory for every month.



comes with its own challenges of consistency and security of data. We migrated their data to Oracle Autonomous Data Warehouse (ADW) Cloud and leveraged data visualisation desktop to generate reports. In another case, a supplier of electrical wiring harness for the automotive industry is using SAP BO with backend Oracle database (Oracle 11g R2). We proposed Oracle IaaS for SAP BO application and Oracle ADW. A value offering was established through a POC."

Leading the cloud race

The cloud race is getting intensified owing to digital transformation. Pricing, performance and strong partner network is going to be a key differentiator for any cloud player. Oracle is well on its way to becoming the world's largest business applications cloud company in the world. It is aiming to be the leading SaaS provider in India by FY19.

"The India cloud business is really booming. Overall, we have seen double-digit growth for the last three years in the country, which has been the best-performing region in the Asia-Pacific for Oracle India. This growth is being led by its ERP business (Netsuite). We are growing 3-4x times the market in apps, which is a clear indicator that we are taking share from competitors. In FY18, we spent US\$ 6.1 billion on R&D. In India, SaaS business has grown by about 31-32 per cent year-on-year and our Fusion ERP 1H YoY growth is more than 50 per cent. So, we are outpacing the market itself and are acquiring market share from the competition," Kumar points out.

The next big move for California based database company is bringing the data center in India. This step will not only get the customers' confidence and adhere to the Government's regulation. In fact, it will help Oracle to take on major cloud players like Amazon Web Services (AWS), Google Cloud Platform (GCP) and Microsoft Azure, who already have significant presence in the country.

FINANCIAL ENGINEERING FOR STRUCTURING TRANSACTION

Kulwant Rahi,
Regional Director - India, Oracle
Financing

With many financial challenges on the way, partners are often compounded with the need for working capital, delayed or non-standard payment terms, high upfront costs of IT (if on-premises mostly), etc. To address these concerns, Oracle offers a unique program to support customers and the partner community.

By providing tailored payment solutions, Oracle has made it easier for partners to sell Oracle solutions by aligning partners' payments with cash inflows from end customers. This helps the end users to acquire Oracle technology they need today (without any delay), and pay for it over time.

"Partners procuring Oracle products or solutions have an option to replace standard payment terms with a payment plan that is tailored to their needs. Whether the partner is a value-added reseller (VAR) or SI, a value-added distributor (VAD), or an ISV/OEM selling cloud or on-premises solutions and services, Oracle's tailored IT investment plan helps them make their solution more attractive and sales process more effective by: spreading costs over time, helping customers buy more and partners sell more," says Kulwant Rahi, Regional Director - India, Oracle Financing.

Oracle has been providing flexible payment solutions and guidance on IT investment since 25+ years globally in over 70 countries. In India, Oracle has served customers in both the public sector and private sector via partners.

Often with multiple parties (like VADs, resellers and the end customer) involved in large IT projects, the partners needed some complex financial engineering to structure the transaction.

Having a number of vendors involved in the deal can create payment mismatch and cash flow issues where payment terms are not aligned. In one such instance, Oracle helped a partner provide IT solutions to a large public sector telecom company in India on a BOOT (Build, Own, Operate, and Transfer) model. With Oracle's flexible payment plan, Oracle can extend payment terms to the VAD, enabling VAD to offer financial flexibility to the partner. This helped the partner to manage their working capital by aligning it with the customer's payments. A strong technical solution with the best commercial value proposition can help partners address the financial challenges and get an edge over competitors.



HPE ENCOURAGES PARTNERS TO BUILD IP AROUND EMERGING TECHNOLOGIES

HPE has observed significant response from its channel ecosystem, in terms of its partner initiatives. In an interaction with CRN India, **Chris Ogburn**, Vice President, Worldwide Field and Channel Marketing, HPE and **Srihari Gopinath**, Director, Marketing, HPE India, elaborate more and share what's ahead

By Nivedan Prakash

How is the channel ecosystem evolving and how are you aligning your marketing initiatives with the changing market dynamics?

Chris: Successful companies and businesses in the future will need be to edge-centric, cloud-enabled and data-driven. These are the big three opportunities that we see emerging in the market. Firstly, at the Edge, the data is difficult for customers because it is exploding and expanding at a rate that surpasses their ability to manage, protect, store and most importantly analyse it. Partners can help them create solutions at the Edge, providing networking, compute and storage capabilities locally.

On the cloud front globally and in India, the cloud environment from a customer perspective is truly hybrid. Customers deploy some applications and workloads in private cloud, some in public cloud and some run their own software defined data centres. This is a big role that channel partners can play, because it's a complex process and things are moving quickly.

Another set of opportunities is around data. It's a highly complex space for many customers, but a great place

for partners to add value because data can come from anywhere. Increasingly most of the data that is being produced in the world is actually coming at the Edge. Partners need to help customers capture that data, analyse and act on it immediately.

How mature are channel partners in the Indian market vis-à-vis the global market?

Chris: We have a global partner advisory board of CEOs. It reflects different business models in different geographies, and we also have some Indian partners on our global board. The digital initiatives in India are having an impact, and partners are building more technical competencies and capabilities.

Srihari: Partners are trying to get ahead of market maturity. Some of our partners are trying to learn from some of our best practices globally. Last year, we also had a program called 'Partner of the Future' wherein we engaged with over a dozen of our top partners. It was a structured workshop which helped partners assess themselves and their capabilities to service the requirements of customers.

Please share some of your latest key marketing initiatives, which have helped drive the sales growth of your partners

Chris: We have worked with our partners to make it easier for them to go the market and create demand. Through our Partner Ready Program, we have made content readily available to partners. From a customer standpoint, we have seen a lot of shift digitally and online. We put a new tool for our partners which is a repository to access content. We have also shifted over our own business dramatically over the last few years. Content downloads from our global channel is at 80 per cent growth year-over-year. We are also training and educating the partners, specifically around digital, because the shift from traditional to digital is not always easy for our partners.

Srihari: In India, we have brought together the marketing resources of some of our top partners. Earlier this year, we had participation from over 45 partner organisations in our workshop, under HPE Tech Pro Academy. This initiative is probably unique to HPE and perhaps the most beneficial because of

the level of support that we are able to provide them, the kind of tools that they have access to, easy to use kits that they have access to. Partners find that HPE is perhaps ahead of most other principles or OEMs that they have worked with.

Chris: As part of their digital marketing program, we created a social media centre that curates thought leadership content or content around solutions and market trends. We have over 5,000 partner users in over 141 countries. Customers are now engaging in a buying journey that's much more reflective of online and more engaging around digital. That's why we are seeing so much utilisation out of the assessment. Almost 800 partners around the world have already completed the assessment. Moreover, we have 5,000 users on our social media centre.

Lately, there has been significant push on digital marketing to drive sales growth or demand generation. Will it outshine the traditional form of marketing within the ecosystem?

Chris: We anchor the way that we think about marketing and demand generation with customer behaviour. Secondly, there will always be traditional in digital elements of the business. The reason behind the rise in digital, is because it's anchored in the way that customers are behaving. They are going more online, they are researching and downloading content to educate themselves. They are talking to their peers on online communities or forums, and they are engaging in face-to-face conversations. These are all the attributes of the way that customers act and make us think about the way that we are marketing, but it doesn't completely eliminate traditional. In many countries where it is a cultural need to have some level of face-to-face engagements. It is about finding the right balance between digital and traditional. This will make you successful in the market.

Today, new age partners are more inclined towards digital marketing in comparison with traditional channel.



WE NEED TO INVEST IN THE MARKET TO HELP THE ESTABLISHED PARTNER FIRMS EVOLVE THEIR THINKING AROUND MARKETING AND SELLING IN A DIGITAL WAY

Any specific effort being made by HPE to change this mindset, looking at the opportunities digital brings to the table for these partners?

Chris: We need to invest in the market to help the established partner firms evolve their thinking around marketing and selling in a digital way. That's why we invested significantly in the digital marketing program, assessment, training and learning modules, static and video, based on demand. We are doing this from the perspective of making content available while curating it specifically for partners. These big investments are critical for us. We also have the face-to-face elements. We run the Marketing Pro Academy in major countries around the world, because we need to help a lot of the institutional and longer term partners to start to think about how they shift their model.

We talked to them about marketing

and selling, because we are seeing the convergence of marketing and sales in terms of digital. In some ways, they are becoming integrated and part of one value chain. So it's crucial for traditional partners to think about the changes in customer behaviour and how they reach them through new means. It is more important to their businesses, not only to keep and manage and control existing clients, but also to capture new clients using digital means of communication and marketing.

If you are not there to influence customers, to tell them your story, share your practices and capabilities, show examples of what you've done for other customers, you are missing an opportunity because another partner will capture it. This is an area where partners have to be careful about not to be disintermediated by born-in-the-cloud partners or any partners who are more aggressive in terms of

investments in digital. However, we think that digital and traditional, both are still important. It will be a mix of activities that you must drive to the customers. But if you are too binary, you will find yourself in trouble. Especially the more traditional partners, involved in traditional means of selling and marketing, are hesitant or resistant to change.

There has been a trend of IP creation among the channel ecosystem. Please share your observation on the same?

Chris: We see this as a broader trend globally. We see more partners building industry and vertical specific practices – sometimes that's how IP is developed. Partners are creating software and applications with their own developers; and they are also creating services that lead to an outcome that maybe specifically oriented toward an application or a practice.

Srihari: We see this trend in India as well. Partners are able to sense the



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PARTNERS ARE ABLE TO SENSE THE CHANGES IN THE MARKET AND THEY ARE SHARP TO RESPOND TO THESE CHANGES, BECAUSE THEY SEE OPPORTUNITIES

changes in the market and they are sharp to respond to these changes, because they see opportunities. Partners are trying to build their own IP around some of the breakthrough technologies which are going to make a difference to their end customers – be it blockchain, AI or IoT. It's good for both HPE and for the partner to have solutions that they can own and develop that as an IP.

Going forward, do you plan refinements in your digital marketing platform, and how are you going to take it to the next level?

Chris: Yes, we're actually making more investments. We will make some announcements soon at our global partner summit. In terms of downloads and content, there has been a massive increase year-over-year; and that's not going to slow down. So it's really important for us to continue to build on that, help educate the channel and make them more effective when communicating with their customers or with perspective clients.



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'NUTANIX WILL CONTINUE TO BUILD WORLDWIDE ALLEGIANCES'

Enterprise cloud platform provider Nutanix has been forming strategic global alliances, like with HPE and SAP for growing scope, scale, and strength of its partner's ecosystem. **Jacob Pereira**, APJ Senior Director, Channels, Nutanix shares the roadmap for channel and how Nutanix is building capabilities to meet the digital need of customers.

By Sandhya Michu

Please give an overview of Nutanix's strategic alliances and how this add to the company's growth?

Today's digital enterprises have become more sophisticated and demand more bespoke requirements. As such, the true value will become dependent on the strength of the partnerships and alliances built to support these enterprises. Nutanix has and will continue, to build worldwide allegiances that provide comprehensive solutions and added value. Recent examples, like our partnerships with HPE and SAP highlight the growing scope, scale and strength of our ecosystem and the capabilities we can bring to bear for our customers.

With rise of HCI, how is Nutanix's positioned to cater to the market?

As the pioneer and leader in HCI, we provide the freedom for customers to choose their own tailored path towards embracing the cloud. We cater to the entire spectrum of companies – from G2K to mid-market, to commercial. In the last 12 months, we have seen the emergence of service providers and managed service providers evaluating and deploying HCI to provide a greater level of service.

How do you see the adoption of HCI and cloud in sectors like BFSI,



healthcare? Will Nutanix trickle down to SMBs?

Increased simplicity, visibility and governance make HCI ideal for the BFSI sector, and in an increasingly regulated environment, maintaining data sovereignty remains a big concern. Nutanix provides the flexibility needed to deploy the right cloud environment for these industries. This flexibility means we have customers start consuming the entry-level ROBO solutions as well as HCI on-premise.

What is the role of Nutanix's channel business in shaping the company's India growth story and cloud proliferation?

Nutanix is a 100 per cent channel in India. We leverage our partners for territory expansion across the country, utilising both their OEM and Nutanix

expertise to drive higher adoption of HCI. In the past 12 month, we have seen partners increase their repeat purchases.

How is Nutanix focused on providing power to partners and transforming them from 'builders' to 'scalars'?

We have made it simple for partners to take customers through our Core, Essentials, and Enterprise portfolio categories. Partners who have landed customers would have sold our Core offerings and have the ability to scale to the Scaler tiers if they move customers up to embrace the features of Essentials which brings greater flexibility in application mobility automation and network micro-segmentation.

What are the technology trends that can impact channel partners as it relates to your specific business?

Digital transformation as well as the emergence of 5G is driving a large number of companies to look at IoT solutions. Moreover, as companies look to redefine and remain relevant against increased competition and uncertainty – HCI and software-defined solutions are seen as fundamental to their continued growth and survival.

(For full interview, please visit CRN India website: www.crn.in)

NETGEAR OPTIMISTIC ABOUT PROSPECT OF WI-FI 6 ROUTER IN INDIA

Netgear, the California based multinational company, has presence in about 25 countries and is also the first company to produce Wi-Fi 6 routers. **Patrick Lo**, Chairman & CEO, Netgear, speaks about the plans to set up a manufacturing facility in India

By Moumita Deb Choudhury

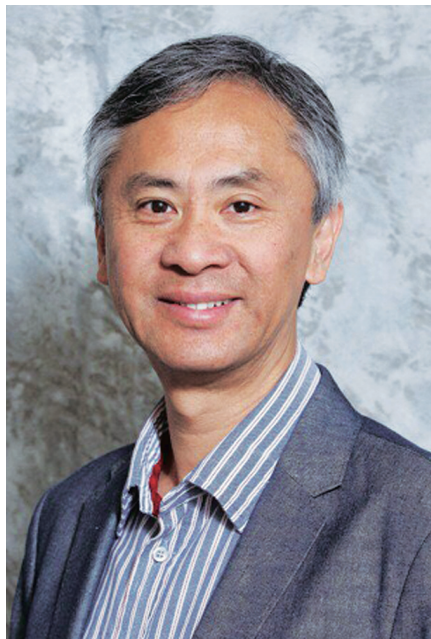
Please share your views regarding next generation of Wi-Fi and the recent launch of your Wi-Fi 6 ready routers?

Homes today are getting increasingly stuffed with connected devices and an ever rising demand for greater bandwidth for streaming videos, audios and online gaming. Not just that, the innumerable smart home devices including voice assistants, smart thermostats and applications, IP cameras are all depend on a perpetual connection to the cloud. The multiplicity of devices is bringing in new paradigms of network complexity as they are vying for bandwidth, forcing the frontier of wireless home networks to elevate to the latest generation of Wi-Fi.

Netgear recently came up with Wi-Fi 6 ready routers. The routers are for those customers who want high speed as well as for those customers who already have many devices in their house and are feeling congested for bandwidth.

I am sure very soon everyone is going to move to Wi-Fi. The best thing is when you have a new phone, and Wi-Fi 6. Soon when you have new 5G enabled phones like Samsung and Huawei. The Wi-Fi symbol that we see on the top of our phones will go away and replaced by Wi-Fi 6 signal symbol.

Although the price of the technology will have a higher cost initially but gradually it will work its way down and



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WE WILL SOON BE LAUNCHING THE 4 STREAMS AS WELL AS THE 12 STREAMS, BOTH AVAILABLE IN THE US NOW. I WOULD EXPECT THEM TO BE IN INDIA WITHIN THE NEXT TWO MONTHS

penetrate in everyone's vicinity.

What share of the market are you trying to target with this product? And who do you think will be the actual customer base for this product?

We want to target a 100 per cent share of those people who really need this.

I would say, typically the customers for this product are those who are living in areas who have access to gigabytes or 500 megabytes or at least few hundred megabytes of internet speed. And those people who have multiple devices like IP cameras, virtual assistant devices, laptops, televisions, mobile and others.

So is it that you have launched the product and now will wait to see the demand ?

Correct! But we do believe that there is immense demand in India because India houses 1.3 billion people. Considering that each family has four members. With this calculation there will be good 300 million households. Let me take a very conservative approach and assume that the families has at least 200 megabytes of internet speed coming into the homes and they have more than 20 devices and their family income is good enough to get their kind of internet connectivity. Now, even if I could get 0.1 percent of the 300 million,



I would be so happy.

Are there any new products in the pipeline?

We will soon be launching the 4 streams as well as the 12 streams, both available in the US now. I would expect them to be in India within the next two months. These are already selling in Europe as well as the rest of Asia including Japan, Korea, China, Hong Kong and Singapore. So I don't expect it to be more than two months to arrive in India. These roll outs will be for the business segment which will grow into Wi-Fi 6 towards the end of the year.

Is Netgear the first company to bring out Wi-Fi 6 Routers?

Yes we are the first to produce the Wi-Fi 6 routers. And will also be the first with Wi-Fi 6 mesh network.

How are you positioning yourself amidst competition?

We stand out from our competitors in three ways- our products are of

NETGEAR RECENTLY CAME UP WITH WI-FI 6 READY ROUTERS. THE ROUTERS ARE FOR THOSE CUSTOMERS WHO WANT HIGH SPEED AS WELL AS FOR THOSE WHO ALREADY HAVE MANY DEVICES IN THEIR HOUSE AND ARE FEELING CONGESTED FOR BANDWIDTH

superior quality; we have specific products for specific demands, there is always one router or mesh that fits just for you. And third is the software differentiation.

What gave you a sense that this the time you should launch Wi-Fi 6 enabled products? Is it to stay ahead of your competitors?

Absolutely, we need to be ahead of our competitors and based on our

previous success story when we have sold high end routers in India, we are pretty encouraged that on the prospect of this Wi-Fi 6 router. This is also because the standard of living is continuously rising in India.

Do you think the ground is ready in India to explore and experiment with technology break-through?

There is no doubt about it. We have our R&D centre here and there are a total of 35 software engineers working here.

You don't have manufacturing unit here in India yet. Do have plans for it?

No, we don't have manufacturing in India yet. But we are ardently looking for viable opportunities. We have plans to set up a manufacturing facility in India.

Any particular reason for this?

The reason is quite simple, the present US government has levied high tax on China manufactured products.

STRUCTURED CABLING MARKET FOR SYSTEM INTEGRATORS IS BECOMING EXTREMELY COST DRIVEN IN ENTERPRISE SEGMENT

Mumbai based Sigma-Byte Computers, one of the largest ICT integrators in India, has undergone major transformation from pure play integrator to ICT integrator. **Ketan Kothari**, Managing Director, Sigma-Byte, in an exclusive interview to CRN, talks about how trends like fibre data centre, mobility and software defined infrastructure are creating more opportunities for the structured cabling industry

By **Sandhya Michu**

How is structured cabling market gaining traction in mid to large companies? What are the factors behind its growth in India?

Structured cabling is part of infrastructure for any size of enterprise, be it mid or large enterprise. Hence the growth of SCS marked it directly to infrastructure growth in India. We are witnessing sizeable growth or expansion in the office space absorption by mid and large enterprises, and this coupled with data centre growth in India, is driving the overall growth for SCS market.

How do you see the growth of the system integration business in structured cabling?

SI market for SCS business is becoming extremely cost driven for enterprise segment, but in the specialised verticals like data centre, Smart Cities, etc, SIs with specialised skills, certification and experience are witnessing good growth.

SIS WITH SPECIALISED SKILLS, CERTIFICATION AND EXPERIENCE ARE WITNESSING GOOD GROWTH

What is your area of specialisation in network infrastructure and key segments you cater to?

We have design experts who have certifications like RCDD, DCDC, CFHP, which allows us to design and build any kind of complex SCS infrastructure. We would probably be the only SI in the country to have all these expertise in-house. Our specialisation is in building large campuses, data centres, IT/ITeS labs and multi-use large infrastructure.

Can you name some of the key customers or ongoing projects around structured cabling?

We have signed NDAs with all the key customer and hence we cannot

name them, but I can say that we service the largest private sector enterprise in India. We service the largest multi-tenant data centre organisation, we have built the data centre for one of the largest e-retail organisations in India and we service some of the largest MNC banks and IT/ITeS organisations in the country.

What type of Y-o-Y growth are you witnessing from this line of business? Do you see any major trends which have fuelled growth in your business?

We have been witnessing more than 30 per cent YOY growth in the SCS business for the last two years. In absence of any industry certified. I believe the industry seems to be growing at around 12-14 per cent YOY. The major trends are:

- Acceptance of CAT6A cabling for enterprise segment;
- Hyperscale Data Centre cabling infrastructure;

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WE EXPECT OUR BUSINESS TO GROW BY ANOTHER 25 TO 30 PER CENT IN SCS MARKET IN THE FY 19-20. WE HAVE BEEN INVESTING SPECIALISED STANDARDS BASED TRAININGS FOR OUR FIELD TEAMS AND INDUSTRY CERTIFICATIONS FOR OUR PRE-SALES AND PROJECT MANAGEMENT TEAMS. WE HAVE ADDED MORE THAN 100 PEOPLE TO THE WORKFORCE AND HAVE ENHANCED OUR DELIVERY CAPABILITIES SIGNIFICANTLY



- Fibre to the Home (FTTH) or rather Fibre to everything (FTTx);
- Other services like BMS, physical safety and security moving towards complete IP based solution.

What are your expansion plans with respect to this business in terms of revenue and adding capabilities?

We expect our business to grow by another 25 to 30 per cent in SCS market in the FY 19-20. We have been investing specialised standards based trainings for our field teams and industry certifications for our pre-sales and project management teams. We have added more than 100 people to the workforce and have enhanced our delivery capabilities significantly. With these additions, we have more than 400 people on roll with another 300 on full time contracts.

Amidst 5G talks, telcos are looking for special fibre cables which provide high-bandwidth. Can you talk about your preparedness?

We have trained and experienced resources that can deploy high bandwidth and high fibre count cables. We have executed projects where a single fibre cable of 1728 core has been installed.

Can you share some of the best practices you follow while taking up any large projects?

We follow BICSI Cabling guidelines and standards along with best of the project management standards while executing large projects. Additionally we have stringent QA/QC guidelines and every large project is audited by internal quality auditor to ensure our QA/QC guidelines are met. We are ISO 9001: 2015 certified organisation for all lines of business across all branches.

While an ISO audit is mandatory every year, we have voluntarily opted for six monthly ISO audit by TUV to ensure our quality process are stringently followed across all branches.

What are the changing customer requirements with respect to structured cabling?

Customers are looking at solutions which are flexible and scalable. There is an increased emphasis on building device independent IP infrastructure which can support wireless, IoT, BYOD requirements.

How do you see the growth of this segment in the next three-four years?

I believe this industry will continue to grow in the range of 10-12 per cent in general and in specific segments like Data Centre infrastructure it should grow in the range on 20 to 25 per cent.

'INDIA IS ONE OF THE WIDEST AND MOST IMPORTANT MARKETS FOR R&M'

The demand in India for the latest technology and quality rich products has made R&M (Reichle & De-Massari AG) invest in India. Out of nine factories globally under the R&M family, the Indian production unit ranks first in terms of operations and supply chain. Few telecom giants of India are using R&M products to make their infrastructure 5G ready. In a tete-e-tete with **Peter Reichle**, Co-owner and Member of the Board of Directors, R&M, CRN India got an insight into the company's aspirations for the India market

By Moumita Deb Choudhury

R&M, the Swiss cabling systems developer and provider of fibre and copper solutions for network infrastructures, considers India a significant business opportunity. The company's Bengaluru production unit is its leading factory in Asia. It is the manufacturing hub for India and global markets. India is a major hub, not only for production, but also for R&D and engineering. The company is investing heavily in India to develop and design the products that go outside India. R&M is already working on Fibre to the Home (FTTH) products, which are designed and manufactured in India for the European markets. Here are the edited excerpts:

Why has R&M chosen India for its production facility? What circumstances attracted you to the Indian market?

India is one of the widest and most important markets for us. This is especially in terms of good GDP numbers and the unique skilled quality of labour here. These aspects of the

PEOPLE MOSTLY USE FIBRE SOLUTIONS TO MINIMISE THE COST/EXPENDITURE FACTOR, BUT NOWADAYS PEOPLE HAVE STARTED LOOKING FOR COPPER SOLUTIONS

Indian market caught our attention and hence we decided to build our presence in India.

Indians look for higher quality products, rather than being price sensitive, and as R&M is the leader in catering innovative and high quality solutions, we have chosen to have our state-of-the-art production hub in Bengaluru.

What are the USPs of your structured cabling products and solutions for the Indian market?

We are aligned with the global standards of product and development procedures. In terms of copper, we are

coming up with CAT 8 solutions for India and in terms of fibre, our products are ready to meet the upcoming boom of 5G requirements.

How ready are you to address the 5G revolution?

We have a range of latest products which are 5G complied. 5G means high speed connectivity with lower latency. We have OEM fibre which can address the 5G speed requirements.

Have you tied-up with any telecom vendors for the 5G rollout?

R&M, as a structured cabling company, is into Layer 1 cabling. We do passive cabling for copper and fibre assemblies. To roll out 5G in India, we will require more number of towers in the same area, to give the higher bandwidth to customers. As the number of towers in specific area is increased, telecom vendors require more fibre assemblies to the base stations.

All the telcos of India are buying fibre for their trial purpose. We are also the major suppliers of fibre to the

antenna services segment. Few telecom giants of India are using our products for their infrastructure to be 5G ready.

Which are your latest India bound projects?

We are leaders in most of the industry verticals. We are serving to transportation, hospitality, healthcare, manufacturing, education sectors and also the metro projects.

Please shed light on your latest offering - Cat 8.1?

Cat 8.1 is the latest cabling standard. It supports 30 metres of network and is mainly used in data centre cabling. People mostly use fibre solutions to minimise the cost/expenditure factor, but now-a-days people have started looking for copper solutions. It can support up to 40 GB speeds.

We have put in a lot of innovations in developing our products and have come up with unique solutions with the help of great R&D and innovation team.

How different is India from the rest of the world in terms of technology adoption?

At R&M, we use the same technology for manufacturing all the products at any plant across the globe. India is one of our global manufacturing sites and adopts the same technology. What is important to us is that people in India look for the latest technology and quality rich products. This demand made us invest in India and out of nine factories globally under the R&M family, the Indian production unit ranks first in terms of operations and supply chain. Overall, India is an extremely technology embracing country.

How strong is your presence in Smart City projects?

We are actively involved in all the Smart City projects. We supply passive infrastructure to Smart Cities. Large vendors buy our product and implement it.

There are 11 Smart Cities in India till date and all of them have used R&M products. We look forward to work with more Smart City projects in the



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WE ARE LEADERS IN MOST OF THE INDUSTRY VERTICALS. WE ARE SERVING TO TRANSPORTATION, HOSPITALITY, HEALTHCARE, MANUFACTURING, EDUCATION SECTORS AND ALSO THE METRO PROJECTS

coming years.

What is your future roadmap? Are there any plans for future investments and acquisitions in India?

We have a huge demand from the Indian market. Thus, we are planning to put up more assembly lines for export. By the end of this year, we will be able to see three more lines coming up and can achieve 50 per cent more operations and supply.

At present, we are only focused on

fiber optics. By Q3 or Q4, we will be starting copper assemblies. Apart from that, we are adding new molds to produce parts for FTTX product family and assembly line for Europe market requirement from India. This also helps to create more local employment opportunities especially for women.

The education of the people and skill level is very high. The skillset of engineers is properly suitable for innovation and R&D. We would like to invest more in India due to the skilled and quality resources available here.

'PUBLIC CLOUD IS GOING TO BE THE NEW NORMAL'

Varoon Rajani, Co-founder and CEO, Blazeclan Technologies shares the company's cloud journey and how it has been helping customers build and transform their applications and businesses using public cloud

By Sandhya Michu

What is Blazeclan's core business specialisation area and how has been the growth of your line of business?

Blazeclan's core business specialisation is enabling transformation for our customers using public cloud, specifically Amazon Web Services. Over the last few years, we have seen a significant growth in our business. We have been helping customers, from startups to enterprises, to build and transform their applications and businesses using public cloud. While five years ago enterprises in India weren't open to the idea of using public cloud, today the scenario has changed. All major enterprises are using public cloud for one or more of their workloads, and we see a major uptake in the usage of public cloud over the next few years.

Tell us about your partnership with AWS. What are the new areas of investment this year?

We are a Premier Partner of AWS having achieved four competencies and Managed Services Partner (MSP) status. We became an AWS partner in 2012 and since then we have grown our organisation with the increasing adaption of AWS cloud platform. Our offerings today include cloud advisory, automation, managed services, cloud native application development and analytics. We are investing in all these areas and building stronger and larger teams as the demand for all these services is growing rapidly.

WHILE FIVE YEARS AGO ENTERPRISES IN INDIA WEREN'T OPEN TO THE IDEA OF USING PUBLIC CLOUD, TODAY THE SCENARIO HAS CHANGED. ALL MAJOR ENTERPRISES ARE USING PUBLIC CLOUD FOR ONE OR MORE OF THEIR WORKLOADS

Outside of these, we are investing in building a strong machine learning practice. With the cost of data storage and processing getting lower every day, running machine learning algorithms on large swathes of data within an enterprise is becoming affordable and technically feasible. Today, most of our customers would want to run various machine learning algorithms to predict customer churn, improve maintenance of machinery, cross sell and up sell products among other things to better their revenues and profits.

AWS is focused on simplifying business and technology to improve organisational goal. Please comment.

AWS provides the platform and we bring the skills to build on that platform. Our goal is to help our customers use cloud in the right way, and help them leverage the scalability,

elasticity, and automation to improve their business processes as well as business applications. Our automation practices bring in the predictability required to run multiple build cycles of the application and reduce human errors. Blazeclan's Cloud Assure framework does away with the complex governance while migrating large data centres to cloud for enterprises. Once customers are on cloud, our Cloudlytics.com platform helps them to audit and govern the cloud security and different compliances that an enterprise may have to follow. We are always looking to simplify cloud adaption for our customers.

How do you see the growth of digital transformation among enterprises and their preparedness for this journey?

At Blazeclan, we believe in cloud-led and cloud-enabled transformation. Any business looking to go digital or scale in today's fast paced environment has to have cloud as the core of their technology landscape. Since our inception, we have been an user of AWS cloud for all the projects that we have delivered to our customers. We have helped companies to move entire data centres to cloud across APAC.

Besides, we are helping customers to build new digital businesses on cloud and data lakes on AWS, and help them with machine learning on top of it. There are multiple use cases here. One recent example is a large NBFC lending business whom we helped launch a

new digital business in less than six months' timeline. This was a major success, wherein the complete business runs on AWS. We have helped a beverage company in Malaysia to shutdown their data centre in less than four months and move all their applications and infrastructure to AWS. Our focus and niche is public cloud, primarily AWS. We are born in the cloud and we help enterprises with cloud workloads and do not work on legacy data centre workloads.

What's the bottom line for customers? What are some of the unique customer challenges you are addressing?

The bottom line for customers is to be more agile to their end consumers' need. With the rise of internet and cloud computing, there are startups and digital native businesses that have grown significantly over the last few years. These two technological shifts, along with the change in the development processes and access to large amount of capital, have totally changed the business landscape.

The entry barriers in the traditional business have come down significantly, and it is possible for a large number of digital native businesses to disrupt entire sectors. These digital native businesses are agile, they come up with new business models quickly, and are ready to change their business models faster than traditional enterprises. Today's consumers want the convenience of digital applications which makes it simpler for them to transact with businesses of their choice as well as at their fingertips. As a business, if you are not agile and responding to your consumers' needs or innovating on their behalf, you are going to lose out. Traditional businesses are feeling this change, and the biggest challenge for them is to change their long-standing processes and cut down the bureaucracy and respond fast to customers' demands.

We help our customers become more agile on the technology front by shifting their software development processes towards agile development



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SINCE THE ENTERPRISE ADOPTION OF PUBLIC CLOUD HAS JUST STARTED TO INCREASE, WE HAVE AN OPPORTUNITY TO GROW MULTI-FOLD AS A BUSINESS BY HELPING OUR CUSTOMERS TO SCALE ON CLOUD AND BE MORE COMPETITIVE IN THIS DIGITAL WORLD

processes and bringing in more automation. This, along with the agile infrastructure where you build infrastructure as a core, helps larger enterprises to scale and respond to changing demands rapidly. We have seen large enterprises transform and are ready to take over their nimbler startups successfully.

How much of your focus is on training and reskilling to meet the digital transformation needs?

We are continuously hiring and training our teams to make sure we are at the forefront of the shifts in technology platforms. We are training teams to ensure that we maintain fine balance between being agile and following the framework of processes which is a key part of any large enterprise that we serve. An enterprise which has the right processes that allow them to respond quickly to any changes will succeed in this digital native world.

From a technical perspective, we have partnered with the AWS Educate program to hire fresh graduates from universities who are trained and certified on AWS. We are one of the first companies to partner with AWS on this program and the initial batch of hiring has been a great start.

What opportunities and challenges do you see as you grow in your business?

We believe that public cloud is going to be the new normal, and Blazeclan as a business has been focused on this for the last seven years. Since the enterprise adoption of public cloud has just started to increase, we have an opportunity to grow multi-fold as a business by helping our customers to scale on cloud and be more competitive in this digital world.

The biggest challenges we face are hiring and skilling the right team. While we focus on hiring the right people, it is always difficult to do that in a fast-paced growth environment and finding the right people with right skill sets with an attitude to adapt quickly to changes is challenging.

'THE ADOPTION OF AI WITHIN SECURITY SPACE IS STILL AT A NASCENT STAGE'

Security is a big bet for IBM India, the company has been investing in customised security solutions and building its partners network. Speaking exclusive to CRN India, **Vaidyanathan Iyer**, Security Software Leader, IBM India South/Asia shares three key areas where IBM will make significant investments this year – improving end-to-end partner experience, simplifying partner incentives programs with clear client segmentation and doubling down on commitment to partner enablement, competency, and certification

By Sandhya Michu

How do you look at the concept of digital transformation and where does security fit into it?

Companies embrace the digital economy, because it allows them to connect with more customers, devices and data than ever before. From a business perspective, this means making decisions quickly based on market opportunity and customer experience, as well as collaboration through the free flow of information. In this new economy, the imperative is to continuously deliver new applications and tighter customer relationships to drive growth — and to do so safely.

The inability to secure the digital transformation process and environment is a deterrent to achieving a successful digital transformation process, which prevents the free flow of information. Other barriers include the lack of in-house expertise and the inability to overcome turf and silo issues, inability to collaborate with supply chain partners, lack of skilled resources and budgets. Following are the characteristics of organisations that are successful in transitioning to the digital economy:

High-performing organisations have a more mature cybersecurity program

WE BROUGHT THE POWER OF WATSON TO THE CYBERSECURITY MARKET TO HELP AUGMENT THE SKILLS OF SECURITY ANALYSTS IN THEIR INVESTIGATIONS

and digital transformation process. The higher level of maturity in these organisations indicates the ability to deploy many or most digital transformation activities with the support of a more mature cybersecurity program.

Senior management has a greater appreciation for the importance of the role of IT security in the digital transformation process. These organisations have leaders that recognise the inability to secure digital assets which reduces trust with consumers.

Information security is more influential in these organisations' digital transformation strategy. Moreover, these organisations are more likely to have achieved full alignment between information security and lines of business with respect to achieving

security during the digital transformation process.

High-performing organisations are more likely to understand the importance of a strategy that includes protecting, data assets, reducing third-party risk and maintaining customer and consumer trust.

What are your views regarding partners building their skills and selling solutions in strategic areas like security as a service, cloud, IoT and AI? Do you see any gaps that need to be bridged?

At IBM, we are focused on helping businesses with their digital transformation, working very closely with our ecosystem of partners across hybrid cloud, digital business automation, digital transformation, security and fraud detection, database management and analytics, customer experience and analytics solutions.

Three key areas where IBM will make significant investments this year – improving our end-to-end partner experience, simplifying our partner incentive programs with clear client segmentation and doubling down on our commitment to partner enablement, competency and

certification. We believe up-skilling and re-skilling is important in today's fast-changing technology space.

What are the products/services innovations in security specific to India market that you are working on?

IBM is leading the journey towards AI and intelligent automation in cyber security. We brought the power of Watson to the cybersecurity market to help augment the skills of security analysts in their investigations. Here are the key AI-based solutions from IBM's Security portfolio available in India:

- IBM QRadar Advisor with Watson – Leverages the power of cognitive AI to automatically investigate indicators of compromise and gain critical insights, accelerating your threat response times
- IBM Resilient Incident Response Platform – Orchestrates and automates hundreds of time-consuming, repetitive and complicated response actions that previously required significant human intervention
- IBM MaaS360 Advisor with Watson – Provides cognitive insights, contextual analytics and benchmarking to make sense of security events – while protecting your endpoints, users, apps, docs and data from one platform
- IBM Application Security on Cloud – Automates code reviews with AI to help eliminate false negatives and false positives, so you can proactively secure your web, mobile and cloud-based applications.

What is your go-to-market approach for the security business? What sort of partners or MSP arrangements do you have for IBM security?

One of our key plans is GTM with partners. We have large global system integrators - the big four, and key strategic partners who have signed up with us and are successfully executing outcomes. We have a well-defined globally valid XSP model for our partners.



What are your expansion plans for your security business in India?

We are excited about the opportunity in the India market. The market is maturing rapidly and the needs are multiplying. IBM has the technology and expertise to be part of this exciting journey. Partners are going to be a key in executing this. Our plans include expanding and providing additional outcome driven solutions to our large clients, helping adoption of cybersecurity for startups, and helping move the information security paradigm to the next level in mid-level organisations in order to support their business strategy.

We have simplified our portfolio to help clients in three strategic areas: Strategy and risk, threat management/intelligence and digital trust. Further, we are focused on top security needs. We hear from our customers around advanced threats, cloud security, mobile and IoT, compliance mandates and addressing the skills shortage in the security space. We are already the largest security provider to enterprises in India, and we aim to strengthen this position as we drive our security strategy in 2019.

We recently announced new business partner sales, skilling and technical journeys on the IBM Skills Gateway platform designed to provide partners with the same learning experience as IBM clients and sellers to develop their IBM portfolio expertise and help them earn IBM credentials. We

have some interesting courses on IBM QRadar, IBM Security Identify Manager, IBM Cloud Private to name a few.

Where does India stand in terms of AI in security adoption? Where do you see the momentum catching up?

Cybercrime is the 21st century's organised crime. Eighty per cent of cyber attacks are driven by highly organised crime rings in which data, tools and expertise are widely shared. It is estimated that cybercrime will cost the global economy more than US\$ 2 trillion by 2021 and represents what could be the greatest threat to every company in the world.

The recently released IBM-Ponemon Institute study reveals that nearly 79 per cent of Indian firms do not have a computer security incident response plan (CSIRP) in place that is applied consistently across operations. The threat scenario shows a significant rise in both the number and sophistication of breaches in this year's report, which is alarming as it continues to rise in India.

Moreover, according to a Nasscom, Data Security Council of India & PwC Report, the cybersecurity market has been projected to be US\$ 35 billion by 2025; adding a million jobs and 1,000 start-ups in place. Therefore, there is a massive addressable market for us in India. Today, the implications of a breach span the C-Suite, impacting financials, brand, client loyalty, employee privacy, legal/regulatory issues, etc. Security is now part of active board level issues and discussion.

We believe the adoption of AI within the security space is still at a nascent stage, however, continues to be an important strategy. IBM is leading the journey towards AI and intelligent automation in cybersecurity. We foresee both being a key priority for not just CISOs, but the entire C-Suite in 2019. Enterprises are looking at driving service agility and resilience in their digital business along with data-driven security intelligence which can help them be prepared for any unforeseen threats.

'WE HAVE BEEN DEVELOPING OUR PRODUCTS THROUGH R&D IN INDIA'

Pegasystems has delivered enhanced capabilities in CRM and BPM, powered by advanced artificial intelligence and robotic automation, to meet strategic business needs. The company is now looking at the BFSI, telecom and healthcare sectors, says **Suman Reddy**, Managing Director, Pegasystems India, in an interaction with **Moumita Deb Choudhury**

Pegasystems has had an R&D presence in India for the last couple of years and now that you are contemplating to take it to the customer, what is your roadmap?

Pegasystems has been selling for three decades now. However, India as a market, is a new one. For Digital Process Automation (DPA) and customer engagement software companies, India was not a very sought after market, but ever since the advent of Jan Dhan, Aadhaar, and mobile, India has turned into a market of which all big players are taking note. This puts a lot of pressure on the government as well as the private sector to cater to the needs of the people. The earlier ways of organisations buying commoditised solutions is not going to work anymore. All private sector companies will have to make huge investments in their technology and bring in the best of the technology that is already available. Therefore, markets like India have become relevant for Pegasystems and our competitors as well. Since we have been developing our products through R&D in India, we are not new to the market as we have been here for 11 years. In the last two years we have observed that India is selling actively. We also see it as an opportunity for our

TODAY, WE ARE DEALING WITH A LOT OF AI NATIVE COMPANIES THAT WERE BORN ONLY AFTER AI WAS BORN AND ARE IMPACTING OUR LIVES AND WE ARE INVARIABLY USING THEIR SERVICES

R&D workforce. They can communicate with local companies to learn about which banks, insurance companies and telecom companies may require a software which has been developed locally to run their businesses.

Which sectors are you targeting?

We are looking at BFSI, telecom, manufacturing and government and are keen about all these sectors with AI, robotics and the rest.

Please throw light on Pegasystems' AI initiatives?

AI is not a technology by itself – CRM and BPM are technologies. In the context of a customer, AI, blockchain and data analytics have to be built within a system to be made useful. AI has been relevant to us for a long time –

it is not a new concept. We provide CRM systems to our customers. CRM comes in three flavours – 'service' for any service-related request, 'sales' for the salesforce to use, to sell to your customers, and 'marketing' which could be upselling, cross-selling or outbound marketing. For all these three areas, we have customer relationship management. Now, coming to how Pega uses AI, compared to our competitors is that, unlike us, most organisations do not have a unified platform that AI is built on.

We are the only company that has sales, service and marketing built on one unified platform. The benefits can be better explained through our Customer Decision Hub – we call it 'Always on customer brain' - it is our AI engine. Our Customer Decision Hub is built on the core platform which is the central layer. From a customer service perspective, it allows you to make decisions based on data coming from sales, services and marketing. It becomes very critical to have the view of that level of data, which AI algorithms have access to. AI makes services proactive and helps provide superior service, and most organisations are beginning to realise the benefits as well.

Today, we are dealing with a lot of

AI native companies that were born only after AI's birth and are impacting our lives and we are invariably using their services. When we watch television at our leisure, the streaming is based on our personal preferences which is driven by AI. It also plays a big role in ordering food or shopping online as well.

The organisations Pega works with are some of the world's largest, including the Global 3000 companies. For all these organisations, irrespective of the vertical, one-to-one engagement has become extremely critical; there is no segmentation of any kind. This is possible due to the capabilities of AI and how it has evolved over time. Each customer wants to be given their individualised service.

AI is right in the middle of everything that we do. In fact, a recent example which is quite interesting is of RBS (Royal Bank of Scotland), which is one of the world's largest banks. At one point, they were the leading bank in Europe. However, post the financial crisis, they had become one of the least performing banks in the world. A new management was created and it wanted to revolutionise its next move by applying technology to pick up the pace. They created 'personology', which has been made into a science. In fact, every employee at RBS has to sit through a 'personology' certification so that they are aware about their customers. The idea behind it is that it is always beneficial to know what each customer's requirements are.

If you had walked into a bank in the 1970s, the bank manager would know your name and other personal details – it was easy to have a personal equation back then. As banks have grown in scale, that personal equation has ceased to exist. We have observed this in India as well – the bank manager does not know many people now. AI is able to bring back this equation through all the data collected – they create what is called Next Best Action. At any given point, the organisation knows what the next best action for that particular customer would be. They have created personalised services. RBS is now one



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FOR DIGITAL PROCESS AUTOMATION (DPA) AND CUSTOMER ENGAGEMENT SOFTWARE COMPANIES, INDIA WAS NOT A VERY SOUGHT AFTER MARKET, BUT EVER SINCE THE ADVENT OF JAN DHAN, AADHAAR, AND MOBILE, INDIA HAS TURNED INTO A MARKET OF WHICH ALL BIG PLAYERS ARE TAKING NOTE

of the best performing banks in Europe, as it has completely transformed with the support of AI and tech.

Any India specific example? How are you tying up with BFSI, healthcare and other sectors?

We have only started selling in India since last year. Prior to that, we were primarily an R&D centre developing our core technology out of India. We started our journey by first selling it to one of the largest transformation initiatives (probably globally, and not just in India) with the Government of Andhra Pradesh, which has selected the Pega Government Platform as the technology

backbone for e-Pragati – a new centralised government portal that aims to integrate all departments, streamline services, and drive higher citizen satisfaction.

They are re-writing their entire line of citizen services across the state. The population of Andhra Pradesh is around five crores. Currently, all citizen services are supported by 750 different services and applications. With the help of Pega platform supporting e-pragati, all these services will be written on one platform. It is going to be a huge project, the way the Chief Minister describes it by saying that citizens can interact with the government at any time, it will become a blackbox. In fact, he said he wanted to make it a glass box – to build every process or interaction that a citizen has with the government across any departments and services on a single platform. This would allow any and every citizen to know their position in the process. From a citizen perspective, it has become extremely efficient due to paperless procedures since everything is accessible with fingerprints and iris scans. It will also enable the government to review its own performance in terms of delivering the services to the citizens, as the CM, other ministers and the Principal Secretary will have their own dashboards.

Have you already started working on this project?

Yes, we have built several applications that have gone live already. However, it is a journey for the next five years. Currently, there are a few hundred people who are deployed in Amaravati who are building the systems.

Apart from this, are there any other initiatives that you are working on?

Yes, most of them are in the pipeline. The banking sector in India looks keen since banking is one of our core areas across the world along with healthcare and telecom. We are in talks with banks, large insurance companies, big telcos and other state governments.

DTW 2019: CELEBRATING A CULTURE OF PARTNERSHIPS

Dell Technologies World 2019 highlighted the power of technology partnerships for digital transformation, and focused on greater engagement with channel partners at the Global Partner Summit

By Sudipta Dev



Michael Dell, Chairman & CEO, Dell Technologies

Dell Technologies World 2019, organised in Las Vegas recently was a perfect showcase of key technology partnerships that are essential to drive business growth and help customers speed up the digital transformation process. The company that celebrated its 35th anniversary recently, has invested billions for enabling the digital future. "We are grateful for the trust you have placed on us. In the digital universe, we find the greatest human potential. We are working with you to build a better world," said Michael Dell, Chairman &

CEO, Dell Technologies.

Michael Dell mentioned that India is one of the important markets for Dell Technologies. Regarding SMEs, Dell said that the company has a specific strategy to invest and grow that part of the business in 18 countries, including in India. "We have a localised approach for this," he remarked, reminding that all companies start small. He also informed that Dell Technologies Capital has invested in around 90 startups around the world, but it is not a location specific strategy.

Making a significant announcement

with Michael Dell, regarding an integrated platform - VMware cloud infrastructure on Microsoft Azure, Satya Nadella, CEO, Microsoft said, "We are thrilled about this partnership and giving multi-cloud and hybrid cloud capability." He said that the core agenda of any organisation is empowering employees. "Companies have to reimagine what they are doing," added Dell.

Driving value for customers

Dell Technologies is focused on enabling customer services and driving



Joyce Mullen, President, Global Channel, OEM & IoT, Dell Technologies



Jeff Clarke, Vice Chairman, Products & Operations, Dell Technologies



(From left) Satya Nadella, CEO, Microsoft; Michael Dell, Chairman & CEO, Dell Technologies and Pat Gelsinger, CEO, VMware

value for customers and partners. Jeff Clarke, Vice Chairman, Products & Operations, Dell Technologies, highlighted that the company is at an advantageous position to serve its customers well. He was confident that the relations with VMware will drive high value for customers. Pat Gelsinger, Chief Executive Officer, VMware pointed out that 81 per cent people work outside traditional offices, 76 per cent work in two workplaces, while 52 per cent have three places every week. "IT needs strategy that supports these devices. Modern workspaces require

keeping appliances and devices up to date – a modern IT and end user experience." Dell Technologies Unified Workspace will make this possible, and will be powered by VMware. It is the industry's most comprehensive solution to help IT deploy, secure, manage and support virtually all devices from the cloud. There is an increasing rise of multi-cloud investments (almost 97 per cent), and it is imperative for organisations to have a multi-cloud strategy. Gelsinger spoke about VMware Cloud on Dell EMC, the cloud Data Center-as-a-Service offering

of Dell Technologies. VMware still works as an independent company. Gelsinger also clarified that VMware has an independent board, and said, "Our teams work together on R&D side, go-to-market and marketing alignment, etc."

Tom Sweet, Chief Financial Officer, Dell Technologies stated, "Dell Technologies is the key strategic partner of many customers. We spend US\$ 4.5 billion in R&D, across the Dell Technologies family. Clearly this is an industry led innovation driven by the eco system. It has been an



A panel discussion on 'Making 5G Real'



extraordinary year. I am pleased with what we have been able to accomplish." Speaking about the privatisation of the company, he said that it was necessary on account of strategic transformation. "It has been a remarkable journey," he added. Of the US\$ 91 billion revenue, half is from the US and the rest worldwide. "We are optimistic about opportunities across the globe," mentioned Sweet.

Brian Reaves, Senior Vice President, Chief Diversity & Inclusion Officer at

Dell shared how diversity and inclusion ties-up with business strategy. "We expand and reach out to include under represented groups. We look at diversity and inclusion from holistic point of view – building and attracting future workforce; developing and retaining an empowered workforce." Initiatives like Dell Career Restart for women who have left the workforce have been successful. Dell also has a flexible workforce policy. The company is also using AI for hiring and engaging

talent. "This is a game changer," mentioned Reaves.

Global Partner Summit

Addressing the channel partners at the Global Partner Summit 2019, Joyce Mullen, President, Global Channel, OEM & IoT, Dell Technologies said, "We are investing in your profitability. It is not just about business results but how we are using technology to also transform lives. Partnership is based on trust. Also, the significance of clear and effective communication." She reiterated that when there is a foundation of trust, many issues can be resolved. Strategic imperatives include making it easier for channel partners to do business.

"Last year we added US\$ 11 billion to the topline of the company. We are proud of our achievement but there is much to do. This year there will be significant improvement in automation and self service. Our second imperative is about leveraging your skill set, our ecosystem and the power of Dell technologies. We know it is needed to make it easier to tap into the ecosystem – so tools like Cloud Partner Connect will enable that," added Mullen.

There is a strong focus on creating a culture of partnership, go to market programs, simplifying the process and robust rules of engagement. Darren Sullivan, SVP - Global Partner Strategy and Business Operations, Dell Technologies, stated, "We take these rules very seriously. Our business is the best in its line and we are focused on making it possible for you to do business with us."

Announcing the Dell Technologies Partner Program, Cheryl Cook, Senior VP of Global Channel, Dell EMC, asked the partners to capitalise on Dell Technologies Cloud, Dell Technologies Unified Workspace and Flex on Demand.

Dell Technologies announced two new solution badges - Dell Technologies Cloud Platform and Dell Technologies Virtual Desktop Infrastructure. Skill solution badges are across all technology businesses for various certifications. These will fast track the partners' ability to deliver

transformative solutions.

Speaking about the storage market growth, Scott Millard, Senior Vice President, Global Channel Specialty Sales, Dell Technologies asserted, "We are winning, we are investing and innovating. We took more than half the storage market growth last year. We need to innovate in mid range data protection and cloud, also high end data protection and HCI."

The Global Partner Summit 2019 highlighted the end to end support for partners. The new announcements give partners the opportunity to expand their business strategy. Almost 50 per cent of revenue for Dell Technologies comes through channel partners. These new announcements enable partners to make more money as they are able to expand their line of business.

Addressing the partners at GPS 2019, Pat Gelsinger spoke about guiding customers to the top of the digital journey transformation. He also focused on the role of VMware. "We have made tremendous progress in the last 18 months," he stated, further pointing out the developments in hybrid cloud, multi cloud environment, helping build modern app, network, security and empowering the digital workspace.

In his special address at GPS 2019, Michael Dell informed that the company has the best portfolio, but they cannot do it alone. And this is where the partners come in. "Partners play an important role. The announcements highlight the value we bring to our partners," he said, thanking the partners for the marked growth in the first quarter of FY 2019.

As many as 44 partners, including those from India, were honoured for their astounding results, and were awarded the President's Circle.

APJ channel focus

Informing that last year the company was riding an investment wave, Mullen said, "Very clearly we see the growth in the next 10 years will be due to digital transformation. This led to the growth last year as well. Opportunities with partners are extensive. We spend a lot of time talking about trust as nothing



General session on 'Optimism and Happiness in the Digital Age'



(From left) Tom Sweet, Chief Financial Officer, Dell Technologies and Brian Reaves, SVP, Chief Diversity & Inclusion Officer, Dell Technologies

happens without trust." It was the focused initiatives and greater engagement with partners that led to changing the brand, Dell Technologies Partner Program.

In APJ, the company has a mix of mature and emerging companies in the channel space. The mix of business is larger in some of countries like India. Dell Technologies has a strong focus on resellers, and sees a huge opportunity in this segment. The channel business

for the company is growing fast, along with distribution, which is a critical route to market. "We are going to attract more partners who are specialised," said Mullen.

In India, Dell Technologies is also now looking at the Tier II and Tier III markets, where a lot of growth is happening. The company is also involved in many Government projects in India, including the Smart Cities initiatives.

DRIVING GROWTH WITH CUTTING-EDGE IDENTITY PLATFORM

LoginRadius Partner Program is enabling channel partners build a new line of business around Customer Identity

By Sudipta Dev

LoginRadius is an enterprise-grade identity platform serving over 3,000 businesses with a monthly reach of one billion users worldwide. Based in Jaipur and Vancouver Canada, LoginRadius was founded by Rakesh Soni and Deepak Gupta. The brand's cloud-hosted service provides the platform to securely manage and transact with billions of customer identities while keeping privacy and compliance regulations in mind. "This platform helps companies deliver a connected customer experience, create an integrated marketing ecosystem, and centralise customer data to define a unified profile and better manage their customer identities," says Rakesh Soni, CEO, LoginRadius.

Soni explains that Loginradius was started with the mission to 'simplify' the way in which businesses and their customers, from around the world, can effectively and efficiently connect in this age of globalisation. The company largely focuses on PSUs, large enterprises and enterprise B2C companies as their target customer segment. "Most of our clients are growing, especially those in the media and publications, retail and consumer, and travel and hospitality sectors, and LoginRadius recognises the need for a highly scalable and adaptable platform that can grow with them," adds Soni.

The LoginRadius platform is currently managing 1 billion logins and over 6.5 billion API calls every month,



along with which they have delivered an industry-record peak load of 150,000 logins and signups per second. The company has also added six new data centres in the last one year, with a total of 35 data centres worldwide and achieved 100 per cent DNS uptime.

Partner Program

Speaking about the channel strategy Soni says, "Our program is designed by keeping in mind that we believe in working as one team with our partners. A simple and thorough onboarding process ensures maximum engagement for our partner from the start to results. Tailored training programs are included to ensure all levels of partners are prepared to uncover new opportunities, address product questions and issues and to deploy a leading edge CIAM solution." In addition, all the partners get access to LoginRadius' Partner

Portal and are able to utilise various resources including sales, marketing, customer success, engineering and executive leadership can be made available as needed to ensure the success of the partnership.

"The Partner Program is for small consulting shops to large business enterprises that span the globe in the areas of digital, marketing, IT services, technology and various others. Partners capitalise on the benefits of the program to help them build a new line of business around Customer Identity, or add to their existing Identity line of solutions," states Soni, adding that Customer Identity is the next big thing and the program benefits those who are dedicated to driving additional revenue for their companies, along with acting as a trusted advisor by recommending, or reselling one of the top customer identity solutions in the market.

"LoginRadius' robust and industry leading Identity Platform has been helping thousands of businesses drive growth. With our Channel Partner Program, we want to help even more businesses worldwide, and develop a new practice around identity market that is expected to be \$22B by 2022," affirms Soni.

The program is designed to drive accelerated revenue and opportunities for channel sales partners such as: value-added resellers, solution providers, system integrators and consultants as well as technology partners.

IAMCP LAUNCHES CHENNAI CHAPTER

Operating in 40 countries, the International Association for Microsoft Channel Partners has recently launched its Chennai chapter, with an aim to drive collaboration and P2P business among Microsoft partners

International Association for Microsoft Channel Partners (IAMCP), the world's largest independent Microsoft partner association with operations in over 40 countries, has launched its Chennai chapter. The chapter was inaugurated by Rajiv Sodhi, General Manager, Partner Ecosystem, Microsoft India. The launch was open to all Microsoft partners, associated with Microsoft as developers, resellers, systems integrators, in Chennai, and was attended by over 50 Microsoft partners.

Sodhi said, "Worldwide, IAMCP has been at the forefront of driving collaboration, sharing of best practices and P2P business among Microsoft partners. IAMCP has been growing by leaps and bounds in India, and I am delighted to inaugurate the Chennai chapter of IAMCP. Microsoft's success depends on its partners and their innovative solutions which drive growth for our customers. In fast changing and dynamic business environment, we believe that our partners are best placed to assist organisations of all sizes to make the transition from simple digitisation to digital transformation. The IAMCP Chennai chapter will bring together partners to foster collaboration and sharing of best practices, which will contribute to both partner and customer success."

Prashanth Subramanian, Vice President, IAMCP International, commented, "In today's demanding business environment, it is important for partners to forge strong complementary relationships to serve



their customers better. Worldwide, IAMCP has been at the forefront of this movement in the Microsoft ecosystem, and with India being one of the most important markets for Microsoft worldwide, we believe IAMCP will play a very significant role in helping partners to acquire new skills, partnerships and synergies as they help customers transform for the digital era."

Suresh Ramani, President, IAMCP India spoke on how partners can leverage IAMCP to grow their business, and the value of IAMCP, especially with respect to partnering and learning. He also mentioned the special Women in Technology (WIT) community, as well as diversity and inclusion initiatives by IAMCP as an

association and how the member organisations are also embracing it. He said, "IAMCP will help Chennai Partners in three core areas - a) Partnering across competencies and geographies b) It's a self help community of partners focused on Microsoft Technologies c) Learning cutting edge technologies through IAMCP exclusive sessions conducted by renowned experts."

The Board of IAMCP Chennai comprises of experienced technology leaders, including Koushik Ramani, Head – India Business at MindTree, and Anandhi Krishnan, CEO, Xencia Technologies. Also present at the launch were Manu Bansal, Director – Channel Development and Mohammed Sadiq Pasha, Director – Distribution.

ASIRT HOSTS TEAMVIEWER AND EPSON FOR A POWER PACKED TECH DAY

The Association of System Integrators and Retailers in Technology (ASIRT) hosted a high powered Techday recently. It was marked by business opportunities from TeamViewer and Epson.

Showcasing remote desktop access solutions, TeamViewer engaged with ASIRT members through an interactive presentation and exclusive opportunities, while Epson presented its latest range of EcoTank Business printers and Large Format Printers. The Evolve session on "Happiness at Work" by actress and motivational speaker, Sonika Chopra, was the highlight of the evening.

ASIRT President Pankaj Shah spoke on different activities of ASIRT. Whereas, Tushar Shah, Vice President, ASIRT, welcomed Krunal Patel, Sales Head, India and South-Asia, TeamViewer India on stage for the presentation on TeamViewer's various offerings.

Patel said, "This was our first interaction and participation at ASIRT Techday and we are happy with the response. Being a primarily service-based product portfolio, most of our sales is driven through channel partners and SIs. ASIRT is thus the perfect choice for us as we are looking at aggressively expanding our partner ecosystem. We are looking at engaging and working with them on a long term basis to build a mutually beneficial and healthy professional relationship. We are sure we will be able to grow our network by getting associated with more SIs and retail partners from ASIRT."

Razadad Khan, Manager, Corporate Sales - West, Epson India conducted a session showcasing the features and



benefits of Epson Business EcoTank Multifunction Printers.

Khan said, "We at Epson are committed to offering products and services that effectively enable new business processes and offer outstanding economic and environmental value. Our products are designed to be compact, to function even on a UPS power source and can print upto 36 pages per minute. We are also a highly ecologically conscious company and are aware of our carbon footprints. Mapping our business practices and products as per the United Nations' Sustainable Development Goals (SDGs), we are proud of our initiatives to help build a better planet. We aspire to create an indispensable brand positioning for Epson among modern businesses – a goal that cannot be accomplished without the support of our channel Partners and SIs. At ASIRT, this was our first session and we are happy with

the response."

The event witnessed also highly the Evolve Session on "Happiness at Work" by Sonika Chopra. Speaking about her observations and the rising need to manage the stress at work, she highlighted the significance of seeking a simpler, happier way of living by using practical concepts and techniques.

Chopra said, "I think ASIRT is doing a great job by bringing people from the same industry together where they can bond and learn new personal and professional skills which are vital for their all-round growth and development. It is always an honour to take a session with such groups as your work, your insights, are valued and accepted much easily. One message to everyone who is struggling to find happiness at work- You change the fabric of your mind and the fabric of your happiness will change."

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HYATT REGENCY, PUNE

India's most awaited CIO forum, **Technology Senate**, is once again set to take the conversation on the digital transformation of enterprises a notch further.

This year, **Technology Senate** will be hosted on **20th - 22nd June at the Hyatt Regency, Pune** and will focus on the digital transformation of enterprises enabled by emerging technologies such as AI, Blockchain, Virtual Reality, IoT and Big Data. In total, Technology Senate will see the presence of over 100 senior CXOs and thought leaders.

We invite you to take advantage of this opportunity to participate in this conference, and gain from the benefit of interacting with exactly the decision makers and budget holders your business seeks.

CONFERENCE TOPICS:

- **Facing the competition from digital upstarts:** How to use digital disruption to your advantage
- **Best practices in choosing emerging technologies** (AI, ML, Blockchain) and making them work
- **Lessons from the trenches:** CIOs share their experience on their most challenging projects, and the key lessons learnt
- **Making AI work** to your advantage
- **Automation:** From chatbots to RPAs - How to choose the key processes that you must automate today
- **Planning for disasters:** Best practices to follow when your systems crash
- **Building an incident readiness system** for data breaches

SPONSORSHIP OPPORTUNITIES

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KEY ELEMENTS

- 100+ of India's most respected CIOs
- Pan-India audience encompassing every sector
- One-on-One meetings with delegates pre-selected by you
- Roundtable Conferences hosted to Partner specifications
- Industry Awards honouring excellence in Indian IT
- Networking dinners and planned engagements with the audience
- Extensive promotion: Digital / Social, print, EDMs and personalised invitations
- Sector Focus: BFSI, Manufacturing, Telecom, Lifesciences (Healthcare & Pharma), Media & Entertainment, ITEF, Energy
- Year round connect, Marketing tie-ins and Partner-Themed Micro Events
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FOR MARKETING OPPORTUNITIES AND FURTHER INFORMATION, PLEASE CONTACT:

Prabhas Jha (Sales): +91 9899707440, prabhas.jha@expressindia.com | Srikanth RP (Editorial): +91 9819687097, srikanth.rp@expressindia.com

FOR SPONSORSHIP & EXHIBITION BOOTH

NEW DELHI: Prabhas Jha: +91 9899707440, prabhas.jha@expressindia.com | Vivek Thakur: +91 9871614501, vivek.thakur@expressindia.com

MUMBAI: Ravindranath Nair: +91 9820955602, ravindranath.nair@expressindia.com | Deepak Patel - +91 9820733448, deepak.patel@expressindia.com

BANGALORE/CHENNAI/HYDERABAD: Durgaprasad Talithaya: +91 9900566513, durga.prasad@expressindia.com

Praveen Kumar Soman: +91 9895429991, praveenkumar.soman@expressindia.com **KOLKATA:** Debnarayan Dutta: +91 9051150480, debnarayan.dutta@expressindia.com | Ajanta Sengupta: +91 9831182580, ajanta.sengupta@expressindia.com

FOR DELEGATE REGISTRATIONS: Vinita Hassija: +91 9820590053, vinita.hassija@expressindia.com



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