



NILESH KUVADIA

President,
ISODA

Dear Friends,

It gives us immense pleasure to inform that ISODA Interconnect completes its first successful year this April. We would like to sincerely thank all of you for your continued support and contribution in bringing valuable content. In our constant effort to keep providing value, we mark "Volume 02" by

1. Adding a feature called "TechBUZZ" which will give an overview of key sponsors and

2. Offer Interconnect as a platform for self promotions. Also keeping our heads to the ground to hear you better, our survey revealed **members view on ISODA**, Do read **Page 2** for their suggestions to make ISODA a force for everybodys growth.

Page 4 carries a piece on the Right Attitude and Right Attire, an insight shared, from his personal journey by Mr Ashok.

Hope you relish Interconnect as much as we enjoy putting it together for you.

As a first step towards membership drive, we have included a "link" which you may use to let your friends know about our association and encourage them to join hands with us.

Our strength lies in the versatility of members which builds a collective strength with addition of each new member.

Let's partner to Progress and take ISODA to newer heights.

Cheers! ■

BECOME AN ISODA MEMBER

Join one of India's largest networks of IT companies across verticals, please sign up <http://bit.ly/2nZf4mI> and mail rmgr@isoda.in

To know more about ISODA and its benefits – Click Here <http://isoda.in/>

opinion&perspective Pg 2



ISODA Members share perspectives to make ISODA more effective

TechBUZZ- Sophos Pg 3



The Value added Vendors - Get an insight into their vision.

Member Insights Pg 4



All about the right Attire to make the right impact and bring in the right Attitude.



Exclusive "Paid Promotion" offer for ISODA members.

ISODA Interconnect now accepts Advertisements/ Paid Promotions from members at introductory prices. It could be a write-up or a Hi res Image.

Prices as follows:

- | | |
|---------------------------------|----------|
| 1) Quarter Page / 125-150 words | ₹ 5,000 |
| 2) Half Page / 250-300 words | ₹ 10,000 |
| 3) Full Page / 500-600 words | ₹ 20,000 |

Please note:

1. The MC has the right to refusal or suggestion to amend the same.
2. Deadline to receive for approval is first Monday of each month.
3. Once approved we will ask you to share it in an open file format.
4. Location - Page will be decided by the MC, although your suggestion will be valued.

ISODA survey highlights key opinions that can add overall value for the members, do read on to see how these suggestions can be implemented.

#1 Let's ensure that sponsors of our events / meetings invite few (business) partners from different regions. When sponsors see ROI, it will lead to longer and more sustained sponsorship.

Above can be achieved with the help of initiating a "Sponsor Support Committee" and ensure they are tracking ROI. When ROI data is shared it becomes easy to approach for fresh sponsorship

#2 The ISODA whatsapp group for Business must be encouraged to be kept exclusively for business and education related exchange. Fwds and greetings should be discouraged.

#3 Effective usage of member platform – the ISODA website. **The member profile panel can be enhanced** and made available to the member to display their product, solution and service offerings. Enable internal trade and collaboration opportunity through the use of aggregated single technology enabled platform. ISODA website can become a Yellow Pages for software & solutions at a glance coming from a credible source.

#4 ISODA platform can be leveraged to negotiate better, **exclusive pricing or more value adds, protection from price war**, since together we can command value. Platforms such as Flipkart, Amazon, Croma can dictate price terms due to their large volume unlike small players due to less volume. As ISODA members we can create a collaborated approach to circumvent this to our advantage.

#5 Long term Goal definition and tracking it's progress ought to be implemented.

#6 Member Training programs (Online courses) for various areas can be started.

#7 ISODA can become a **rich knowledge sharing forum** by conducting more Regional Meets, at least monthly (if not weekly) and this can be achieved if date is pre-fixed (ex: 3rd of every month of 3rd Thursday of every month) so everyone can plan ahead. **Encouraging our own members to share their experience and expertise on this platform.** This will increase participation and help explore the potential we have within ISODA.

#8 Quarterly or half-yearly Pan India members meets can be organized. Wider platform for networking, learning and knowledge sharing. When events are content rich with great take aways, participation will increase, we can encourage 1+1 entry where attendees can be prospects who'd join ISODA.

ABOVE VIEWS ARE OF THE FOLLOWING CONTRIBUTORS –



Rajiv Warriar, Director,
ESS Distribution Pvt. Ltd.

ESS



N K Mehta, CEO,
Secure Network Solutions India Pvt Ltd

SNSin



Kabilan, Founder Director,
Cetas Information Technology Pvt. Ltds

CETAS
Applying Intelligence

Making Security Simple - How Sophos makes a difference in the current security scenario.

Cybercrime is a huge threat today. Hence providing a truly effective, affordable & manageable solution to protect against cybercrime is currently the biggest requirement & opportunity. Due to this, Cybersecurity remains as a top priority on the agenda of IT Departments, Management teams or Boards in organizations of every size.



“At Sophos, we focus on this opportunity through our mission to be the best in the world at delivering complete IT security to mid-market enterprises and the channel that serves them”

Sunil Sharma, Vice president sales, Sophos India & SAARC

The SOPHOS strategy is to synchronize multiple and previously disparate security disciplines, to deliver complete security made simple, to leverage the cloud to both manage and deliver the security solutions, it believes is highly differentiated and compelling.

He also added **“Together with our rigorous focus on midmarket enterprises and our "Channel First" sales approach, we are strongly positioned to continue delivering superior value to our customers in this large security market, thereby provide long term value to our shareholders.”** ■

Look out for next edition. Read about SIMPLIVITY. How Simplivity is making a difference to customers and buzzwords around hyper-converged infra.

You will also read about >>>>

- 5 things one should consider hyper-converged infra for.
- Simplivity differentiators in those areas.
- 5 guarantees of Simplivity.



SOPHOS

Attire and Attitude - 'Power Dressing' conveys a sense of authority and could ensure that one is 'taken seriously'.

We are the Brand Ambassadors of our respective business entities, especially as Start Ups, even more so when established.

A prospect needs to know at first glance that we are meticulous. Sloppy attire conveys a lack of respect and caring and goes a long way in establishing a 'Lasting Impression' on our audience.

When we dress up appropriately as business owners, we impact our employees, who will also "turn out" in a manner that gives the right impression to customers, especially our prospects within the first 2 minutes of interaction.

Being well turned out needs to become second nature to us.

These are subtle nuances that work on the subconscious, both of the audience and the bearer, and in time of need, plays out. Apart from body language, a person's sense of dressing is a tool that can give away a lot.

An eminent person, a role model, long time ago advised me to wear a Mont Blanc 'Meisterstück' pen, preferably a fountain pen, to dispel any doubts in the audience's mind of the wherewithal and longevity of the business entity I represented. **These are all essential "value-added" add ons of an overall image, a necessary part of 'sales', 'marketing' and 'prospect/customer relationship management'.** It conveys an understanding and appreciation of excellence and gives a signal that the product/services provided will also have similar quality.

However, there needs to be a careful line drawn between being seen as tacky, flashy or loud vis-a-vis an understated and elegant appearance.

A customer facing attitude is also important and necessary at the top so the same percolates down the hierarchy and becomes part of the fabric since "Customer is King"

Customers are not lost due to price, feature, technical competence but due to perception caused by indifference or carelessness of the individual.

A typical situation we face:

Q - We have an employee who is a performer, revenue wise, but is tardy, abhors grooming, lacks etiquette, etc. Then there are others in the same team who are punctual, well groomed, good mannered and maintain their Ps and Qs; however do not deliver upon their revenue expectations.

Would you, as a business owner go for 'discipline in the team', vis-a-vis an individual tardy, etc., performer? Tricky question! Right.

One of the key pitfalls of a Business Owner is the laid-back attitude that sets in maybe due to the laid back attire, once promoter(s) reach a critical mass (things seem to be moving on auto, or all worldly expectations and individual needs are met/satisfied).

The laid back approach on attire and attitude works both ways and could lead to implications.

We @ISODA need assistance with the means and ways to scale. Entrepreneurs as individuals may be very good when it comes to just us (and if not, what I have written above could help in this direction), but we may be horribly incompetent to handle the challenges of scaling.

Mr Ambani, in an interview also said, team is everything. If you don't have the right team, it is next to impossible. Additionally, if you do have a team, what you make of it and how you align all to the organisational goals is critical and could make or break the effort. He greeted each of the 12 advertising agency members by name, seemingly without any visible assistance! and took copious notes through the meeting. This is truly attention to detail and giving respect ■



Member insights - ISODA,
Ashok B. Shiroor,
MD Mikroz InfoSecurity
Pvt. Ltd.

The observation and insights shared here are personal, with a view to contribute to fellow members growth journey.