



The anticipation is building up on the upcoming Tech Summit!!

Dear Friends,

We hope TS7 will be a grand success with all your cooperation and participation. This edition of the Interconnect, comes with an interesting feature that talks about the



Vipul Datta
Chairman

experiences and expectations of our members on ISODA's flagship event, the Tech Summit 7.

I am absolutely delighted with all your kind words and would like to thank all of you for being an active part of the preparations for this technical extravaganza.

This issue also covers some of our regional meets conducted in the West and East regions. Some of our members have also come forward to share their perspectives and best practices on Talent Enhancement and Poaching Pact.

We are always happy to hear from you and will try our best to improve this platform to meet your expectations. I urge you to respond to the questionnaire hosted at

<https://docs.google.com/forms/d/1v8aHolD6yvOvOzpGvWaSISE3O9WlpOTmvMO0Ef5UPFA/edit> so that we could streamline our efforts to make interconnect more exciting and interesting for all of you ■

Best Regards
Vipul Datta
Chairman

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Some snippets from the regional meets conducted in the East and West regions of ISODA.

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Poaching and Pre Meditated-Resignations, read ISODA members perspective on this concern.

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Want to groom your company's next leader? This is how our peers use Talent Enhancement Programs to groom their next league of leaders.

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The stage is all set for TS7! So let's share the excitement on the most awaited technical extravaganza of the year.

ISODA REGIONAL MEETS are well designed with innovative content to bring in the much needed interest and knowledge through varied experiences. This diversity and variety will ensure maximum pull for existing members and new comers.

Regional meet of the Eastern Chapter of ISODA hosted by Ms. Manasi Saha.



Ms. Manasi Saha Regional Secretary-East and Proprietor, Macaws InfoTech, hosted the regional meet for the Eastern Chapter of ISODA on Jan 21, 2017 in Kolkata.

The event began with an

introduction to the new members and progressed into an exciting knowledge sharing session.

Highlights:

- A guest lecture by Mr. Sandeep Sengupta, an ethical hacker by profession, that gave some valuable insights on the subject
- A quick review session by Mr. Sudhir Kothari, CEO of Embee Software Pvt. Ltd on the collection and status of the current payments.
- A Tarot reading session by Mr. Anil Bhimsaria, where he offered

tarot reading sessions for all the participants.

The group welcomed their new partner Mr. Biswajit Sutradhar. Also, all the partners extended their heartfelt condolences to the bereaved family of Late Mr. Pradip Jhawar.

They also conveyed their best wishes to Mr. Pradip's daughter Ms. Aditi Jhawar for taking up the responsibilities of Bardroy Infotech Pvt Ltd.

The next meet will happen in Guahati after the TS7 ■

Regional meet of the Western Chapter of ISODA hosted by Mr. Vimesh Avlani.



Mr Vimesh Avlani hosted the regional meet for the Western Chapter of ISODA on Feb 3rd, 2017 in Mumbai.

The event began with formal introductions of all the members and concluded with a cocktail dinner.

Highlights:

- The event started with a brief talk on MC Meetings and other regional meets. The talk was followed by an interactive Q&A session with active participation from all the members
- A brief session by Mr Rajeev Mamidanna, where he shared many details about the preparations happening for the Ts7
- The guest lecture by Mr. Anil Thomas on "Why do Businesses

get stuck?" was the best of the evening. The audience participated with great enthusiasm as they were able to connect very well with the details mentioned in the talk

- Mr Limesh was chosen as additional Regional Secretary to West. Other regions will soon be recruiting as well. They will be supporting the regional secretaries in all activities ■

The Poaching Pact has always been a bone of contention in the industry.

Mr. Amarnath Shetty, CEO, LDS Infotech Pvt. Ltd. and Mr Rajesh Gupta, CEO, Kiosk Technologies Pvt. Ltd. have shared their views on this subject.

“I don’t believe in poaching, it gives a bad precedence.”

We at LDS do not believe in poaching. It’s like what you sow, you reap. Fortunately, we never had to face such a situation till date. But, there were instances where our competitors hired those associates who we had fired, which was in a way good for us. Though we never had to face such situations, we do hear about distributors trying to poach fellow distributors.

ISODA is such a wonderful and closely knit community that we do not have to face such unpleasant situations. If at all, any of our



“All ISODA members have an unwritten policy against poaching and they try to respect that as much as possible.”

AMARNATH SHETTY CEO, LDS Infotech Pvt. Ltd.
Providers of world class IT products and consultancy services to a diverse range of business.

associates tries to approach our fellow ISODA members they give us a heads up. So this is definitely a good sign. If all of us continue to be in the same spirits, I feel an anti-poaching pact is definitely possible in near future.

Key Takeaways

- Poaching is an unfortunate practice
- We have an unwritten pact amongst ISODA members
- A poaching pact amongst companies is definitely possible with the cooperation of all the members ■

“After spending endless hours on grooming and training, the whole effort seems to be worthless if a competitor tries to poach an employee.”

Poaching is a very unethical practice. We spend considerable time and effort on training and grooming employees and the whole effort seems to be worthless when a competitor tries to poach an employee.

In these times of cut throat competition, protecting our work force and safeguarding the interests of our clientele is turning out to be a major challenge.

It makes sense if an employee leaves an organisation for better prospects, but companies targeting employees from their competitors which is definitely not acceptable. On a positive note, I feel we must let things go!! There is absolutely no point in discussing with the other company involved in this, as the act by itself reflects the very values and principles of the other company.

Poaching is a major issue in the industry, but, I do not see the possibility for any pact amongst companies. However, the recruiting companies who supply manpower go about it in a dubious way.

Key Takeaways

- Poaching is unethical as it reflects the principles of the company who does that
- Employees looking for better prospects is acceptable but not companies poaching with aggressive offers
- We must groom our employees such that they develop a sense of belongingness to their company and reject any offers from competitors ■



“In these times of cut throat competition, protecting our work force and safeguarding the interests of our clientele is turning out to be a major challenge.”

RAJESH GUPTA CEO, Kiosk Technologies Pvt. Ltd.
System Integrators & Service providers in the fields of Virtualization, Cloud computing and many other latest technologies

Talent Enhancement is a process that grooms the future leadership of your company.

Ms. Nandini Sharma, CEO Comnet Resources and Mr Paul, CEO Dobuy Technologies have shared their best practices on this crucial process.

“We have two major assets in our company People and everything else.”



NANDINI SHARMA
CEO, Comnet Resources

Providers of innovative and customized range of networking and communication solutions

We measure our success with property built over years or laurels received during life journey, but at Comnet, our achievement is because of people who were a part of our journey.

The talent enhancement process grooms people and encourages them to take up more responsible roles and assignments in the company.

At Comnet Resources, we have an extensive training program which encompasses classroom sessions, on the job training and field visits (where necessary). We get tremendous support from our

“I feel people and companies are two inseparable entities, we need people who are trust worthy, efficient, committed and accountable and people need companies that make their work challenging and exciting and this level of association will only be possible over the longer run.”

OEMs for technical trainings as well. We also move our associates across various job functions within the organization after trainings, to check fitment. Sometimes we also let our associates choose their roles.

We feel talent enhancement is more cost effective than hiring new talent as the later comes with inherent costs that include direct costs of hiring, indirect costs in the form of training, time taken to get acquainted with the company etc. and other additional opportunity costs.

Key Takeaways:

- Talent enhancement is a win-win situation for both the employer and the employee
- It pushes associates out of their comfort zones and grooms them to take up more responsibility
- More cost effective than hiring new talent as the later comes with a lot of inherent costs ■

“We strongly believe that grooming our associates for the next level is an absolute necessity and that it also brings in new opportunities for us”



PAUL
CEO Dobuy Technologies

Value added Distributors focused on Networking and Security platforms

At DoBuy Technologies, we conduct talent enhancement programs in different regions on alternate Saturdays. These programs include technology trainings, personality development, selling skills, negotiation, customer interaction and many more varied programs that prepare them for the many challenges associated with the business. **Our programs are at a very corporate level so that our associates can offer better services to our corporate clients.**

Occasionally, we invite external OEMs and arrange relevant sessions. Learning resources and complete training material is offered for future reference.

Dobuy Technologies does not consider this process as an additional cost because we believe that individuals have to progress with the organisation and

“We strongly believe that grooming our associates for the next level is an absolute necessity and that it also brings in new opportunities for us”

have to be prepared to face any kind of adversity. By providing opportunities for personal enhancement we can also gain their trust and association for a longer period of time.

Key Takeaways:

- People are the biggest strength for any organization
- Regular training grooms individuals for the next level in the hierarchy
- Individuals must progress with the organization ■

The ISODA community is working tirelessly to onboard technology sponsors, create an interesting agenda, maximize participation and to create a much deserved buzz for the event.

The ISODA excitement has reached a crescendo with the ticketing already done. It is possibly the first time that so many ISODA new members are attending the TS7.

This year ISODA members are invited to present their businesses through internal sponsorship.

Mr. Mamidanna also added that "While the sponsors present a myriad of technologies, there will be sessions on life coaching, how to be a successful entrepreneur and still find time for passion and sharing of experiences that make successful businesses. Out of the venue activities will give all participating members a good chance to spend some quality time with the technology sponsors."

ISODA members have sent in their nominations and are waiting for the results with bated breath, for the prestigious ISODA Excellence Awards.

The award categories are:

- ISODA Award for Business Excellence - **Winner**, one award, Rs 21,001/-
- ISODA Award for Business Excellence - **Upcountry Achiever**, one award, Rs 10,001/-
- ISODA Award for Business Excellence - **Inspirational Achiever**, three awards, Rs 10,001/- each

Eagerly looking forward to the event, Mr. Manish Goenka, Director ICONS Infocom says: "I have been waiting eagerly for the TS7. After a successful

TechSummit 6 at Langkawi, the expectations are even higher this time. Of what I understand till now, it looks like a great agenda. I am very interested to hear from quite a lot of new vendors and excited at the prospects of forming new alliances."

Mr. Rahul Joshi, Country Manager, Quickheal Technologies has been a part of the previous events as well and is in total awe with the media coverage that the event gives. In his words, "I have been part of most of the TechSummits conducted by ISODA till date. This is one association that I will cherish always get to learn about the trends in the industry and form new alliances and friendships. I am truly excited to be a part of the 7th TechSummit. The best part of the event is the kind of coverage that ISVs like us get through ISODA. It is just amazing!"

Mr. Ashok Kumar, CEO of RAH Infotech is totally looking forward to take his business to the next level and says, "We are one of the fastest growing value added distributors of India. Some of our alliances are unique and we attribute a lot of our growth to ISODA, since as a member, the opportunities one gets are tremendous."

Mr. Venkata Murthy, Prime Mover, 22by7 feels that it is due to the Tech Summit that he has ventured in to new markets. In his words, "Tech Summit is an event where System Integrators like us get the opportunity to meet new vendors, form new partnerships and



"This year's TechSummit promises to be very interesting as a vast number of technologies will be on display. There are established players looking at spreading their partner base and there are startups that are looking at propagating their ideas to the partner community. The interest that technology vendors have shown is tremendous."

RAJEEV MAMIDANNA

VP - ISODA & Chairman - TS7



also meet our colleagues who help us regularly cover areas which we cannot. I have used ISODA as a platform to service customers where I do not have presence, since they cover every nook and corner of the country. TechSummit gives me an opportunity to meet new members and chalk out strategies to enter into new markets."

The strong foundation of any event is the agenda and the opportunity to network - TS7 promises to offer just that ■