



## Thank you!

Dear members,

This is the last edition where I am addressing you as the President. I thank you all for entrusting me with this responsibility.

I took this position with many aspirations and ideas. Although not all could be executed, there are some tangible achievements to share. We have revamped ISODA website with new aesthetics and updated details about our members' strengths and expertise, with the objective to increase collaboration among us.



**L. ASHOK**  
President, ISODA

We created an effective relationship management interface between the Management Committee (MC) and partner companies by appointing a Relationship Manager.

Yet another important initiative is our Media Wing which is active through regular coverage in leading IT magazines and our own

internal newsletter ISODA InterConnect. Further, our annual Tech Summit 2016, held in Langkawi, was a huge hit.

To make ISODA count at the regional and national level we must leverage our cumulative strengths. Combined turnover of our members is roughly Rs 7,000 crore.

Imagine our strength when we stand together, be it revenues, skills, resources and geographical coverage. To utilize this value and create strong representation with the government and other external entities, we need to have stronger partnerships and collaboration.

Let me take this opportunity to invite you all to attend the Annual General Body Meeting (AGM) of ISODA, scheduled from August 5-6, 2016 at The Resort in Mumbai. We will be electing the new MC on August 5 and have lined up an interesting knowledge-sharing and networking program.

I would like to bid adieu by thanking each one of you for allowing me to serve you. I wish the incoming MC all the best and wish them to take ISODA to greater heights. ■

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## ISODA steals the show at ChannelWorld Awards

**ISODA members** stole the show at the annual ChannelWorld Transformer 100 Awards 2016 by winning a whopping 33 awards out of the 100 Transformer Awards presented. In addition, ISODA members won 8 Special Category Awards and 5 Hall of Fame Awards.

The Transformer Awards recognize the role of leading IT channel partners in making paradigm changes to their own business as well as to their customers' in keeping with the emerging business and technology landscape.

The Hall of Fame Awards honor partners who have had a profound impact on their customers' business

year after year by providing relevant solutions and services. Of the 10 winners in this category, 50 percent were ISODA members.

The Special Category Awards recognize channel partners for excellence in specific domains including cloud, data center, infrastructure, managed services, security, storage, information and mobility.

"The overwhelming win by ISODA members reflect the culture of excellence that each member has inculcated in their organization. This is quite prestigious and makes us all excited in celebrating the success together," said L Ashok, President, ISODA.

For details, visit [www.channelworld.in/premier100](http://www.channelworld.in/premier100) ■

### Winners of Transformer 100 Awards 2016

Company Name	City
22By7 Solutions	Bengaluru
ACMA Computers	Mumbai
ACPL Systems	Delhi
Adit Microsys	Ahmedabad
Askari Infotech	Pune
Datasoft Network Solutions	Mumbai
Digital Track Solutions	Chennai
Dynacons Systems and Solutions	Mumbai
Futurenet Technologies India	Chennai
Futuresoft Solutions	Delhi
Galaxy Office Automation	Mumbai
Gowra Bits & Bytes	Hyderabad
Insight Business Machines	Mumbai
Kamtron Systems	Delhi
Kplus Infotech	Mumbai
Lauren Information Technologies	Mumbai
LDS Infotech	Mumbai
Magnamious Systems	Mumbai
Minitek Systems	Nashik
Netspider	Mumbai
Quadrasystems.net (India)	Bengaluru
Orient Technologies	Mumbai
Quadsel Systems	Chennai
Questa Software Systems	Mumbai
Raksha Technologies	Chennai

Company Name	City
Rubik Infotech	Ahmedabad
Secure Network Solutions	Chennai
Shivaami Cloud Services	Mumbai
Silicon Netsecure	Mumbai
Silver Touch Technologies	Ahmedabad
Umbrella Infocare	Delhi
Valuepoint Techsol	Bengaluru
Wysetek Systems Technologies	Mumbai

### Winners of Hall of Fame Awards 2016

Company Name	City
Datasoft Network Solutions	Mumbai
Dynacons Systems and Solutions	Mumbai
Futurenet Technologies India	Chennai
Raksha Technologies	Chennai
Wysetek Systems Technologies	Mumbai

### Winners of Special Category Awards 2016

Company Name	City
Kamtron Systems	Delhi
LDS Infotech	Mumbai
Netspider	Mumbai
Shivaami Cloud Services	Mumbai
Minitek Systems	Mumbai
Galaxy Office Automation	Mumbai
Insight Business Machines	Mumbai
Magnamious Systems	Mumbai

## Will Dell-EMC merger benefit partners?

Neel Shah, Chairman, Insight Business Machines, and Haresh Gada, Director, Network Techlab, provide their perspective on how the Dell-EMC merger will pan out for partners

### “The merger is a game-changer for partners”

Dell’s acquisition of EMC has created a new entity Dell Technologies which offers customers an end-to-end portfolio spanning all key compute, networking and storage segments—both legacy and emerging—to address technology-driven disruption.

For partners, the merger is definitely a game-changer. Today Dell-EMC is the only IT vendor that has a complete portfolio from PC to data center to networking to storage. The probability of winning an enterprise bid increases with end-to-end portfolio from a single vendor.

We expect the final integration to take a few more months, however this has not affected our business as the communication about the progress of the integration process has been very good and confidence boosting.



**“Dell-EMC is the only IT vendor with complete portfolio from PC to networking to storage. The probability of winning an enterprise bid increases with end-to-end portfolio from a single vendor”**

**NEEL SHAH**, Chairman, Insight Business Machines

EMC partner programs have always been channel-friendly and hence we expect merged entity to inculcate EMC’s best channel practices. Already, since the merger was announced, both Dell and EMC have individually announced several new measures that boost channel profitability and engagement, which we expect will be continued in the new partner programs.

Both Dell and EMC have channel-

friendly teams at the regional and national level, so we do not expect the team integration to pose any challenge to the partner community.

Over the past three years, our revenues from Dell and EMC business has grown to nearly one-fourth of our annual turnover with equal contribution from both brands. It has been the fastest growing business for Insight and we expect this business to grow significantly in 2017. ■

### “Leveraging EMC legacy will define the merger’s success”

With EMC’s acquisition, Dell has definitely expanded the solutions portfolio. However the success of the new entity, Dell Technologies, will depend on how effectively Dell leverages EMC solutions.

The merger is also significant as VMware, with its huge presence across datacenters worldwide, will be part of the merged entity.

As per our understanding, Dell will not dilute the partner-friendly culture of EMC, hence EMC team will have to play a bigger role in the new entity and the best practices of EMC partner programs will be retained.

While there may be an over capacity of partners offering EMC solutions as Dell partners will also

start positioning EMC, but healthy competition is always welcome. Moreover, Dell would certainly not like to de-value the EMC products by broad-basing them.

Being in the datacenter solutions space, we are optimistic about the success of the merger. Even the customers are not worried; it’s business as usual.

We are a Premier Partner for EMC and have been recognized as the topmost EMC partner in India for three consecutive years. Our partnership with Dell however has been only on project basis. With the merger, we will certainly like to position the relevant datacenter solutions from Dell. ■



**“Dell will not dilute the partner-friendly culture of EMC, hence EMC team will have a bigger role to play and the best practices of EMC partner programs will be retained”**

**HARESH GADA**, Director, Network Techlab

## Best recruitment practices

Jayesh Shah, Director, Orient Technologies, and Amarnath Shetty, Director, LDS Infotech, share the best practices deployed by them for hiring smart

### “FMS accounts for 80 percent of our hiring”



**JAYESH SHAH**  
Director,  
Orient Technologies

Almost 80 percent of our hiring is for our facility management services (FMS). At Orient, FMS accounts for 800 employees of the total 1300. We hire an average 75 employees per month, hence talent sourcing is critical for us.

We rely heavily on job portals and employee referrals for hiring L1 and L2 engineers. Job portals

like Naukri.com and Timesjobs.com offer economical packages with access to huge pool of CVs and mass mailings at Rs 0.25 per mail. Our career page attracts 100 CVs per day during April-July.

**“For L3 engineers, since openings are limited, we rely on employee referrals and LinkedIn. We also have a huge database of candidates which comes handy for urgent requirements”**

For L3 engineers, since openings are limited, we rely on employee referrals and LinkedIn. Additionally, we have a huge database of candidates which comes handy for urgent requirements and sales jobs.

We are implementing PeopleScope HRMS which will consolidate our candidate database, which now runs into couple of lakhs. Moving forward we will focus on our in-house database for talent sourcing.

For selecting the right candidate, we have a robust scrutiny process. Our recruitment team of 10 executives rigorously scrutinizes the CVs. For all technical positions, candidates have to take written tests which is then followed by 1-1 interviews by recruiters and then by the team leaders. At each level of the interview, we analyze candidate's job skills, attitude towards the job, reason for job change and ability to adjust to our organizational culture. ■

### “LinkedIn and Naukri.com fulfill 40 percent of our talent requirement”



**AMARNATH SHETTY**  
Director,  
LDS Infotech

We consider talent sourcing as the most critical part of the overall talent acquisition procedure. While for many companies recruitment agencies are still the mainstay for talent acquisition, we have been focused on other means for talent sourcing.

We recruit nearly 40-50 employees every year, which is managed by an in-house recruitment team of two personnel. While 30 percent of our recruitment is fulfilled by placement agencies, rest is accomplished through job portals, social media and employee referrals.

We fulfill almost 40 percent of our talent acquisition through LinkedIn and Naukri.com. These platforms offer packages that offer job listings at very cost-effective rates starting from Rs 1,800 per month. Employee referrals help us with 30 percent of our talent acquisition needs. Through our employee referral programs, our employees get incentives up to 40 percent of the monthly salary of candidate referred by them.

**“Platforms like LinkedIn and Naukri.com offer packages that provide job listings at very cost-effective rates starting from Rs 1,800 per month”**

We have developed an efficient process to ensure we hire the right candidate. Our first screening is a telephonic interaction followed by a slew of written test to measure candidate's technical expertise, IQ, reasoning skills and communication skills. Only once the candidate clears the written tests, we conduct face-to-face interviews. We also lay a lot of focus on the background and referral checks of the candidate. ■

## Future-proofing IT for business growth

Futurenet provided a comprehensive and scalable IT infrastructure to a leading non-banking finance corporation to support future growth

**A leading** non-banking finance corporation, having presence in 20 states and more than 1,100 locations in India, was facing the challenge to meet their business growth expectations. Their existing IT infrastructure was more than five years old and was unable to support the company's business growth and vision.

### The challenge

The finance company was saddled with non-scalable IT infrastructure. The application performance was so slow that it resulted in delays in processing loans within the stipulated time frame of 48 hours, following the receipt of loan applications.

To top it, the customer didn't have any Business Continuity Plan (BCP), Data Recovery (DR) process and ERP back-up, resulting in loss of business-critical data in case of systems failure. Further, sales reports were not spooled on time leading to delays in decision-making. All these resulted in a huge wastage of resource, time and money, thus impeding the growth of the company.

### The solution

Chennai-based Futurenet Technologies was identified as preferred solution partner due to its consultative approach in providing critical IT infrastructure. Using its Level-7 process and IT consultants,

Futurenet conducted a comprehensive gap analyses of the performance, availability, security and scalability of the IT infrastructure. The elaborate audit helped identify the need for a

revamped IT infrastructure in keeping with the future business growth envisioned by the customer.

In a turnkey project divided into two phases, Futurenet implemented Hitachi's all-SSD memory replication system, which delivers 10-times faster performance compared to HDD-based system. The entire database was tuned for reduced memory usage, along with indexing and splitting of temporary database. In addition, the entire infrastructure was virtualized using VMware tool. Futurenet also implemented BCP and DR solutions to enable full-recovery of critical data within four hours, with zero data loss.

In the second phase, Futurenet re-developed business applications and split into three instances with improved performance using Citrix load balancer. The implementation of application firewall and load balancing ensured data security and 24x7 availability of IT infrastructure.

### Benefits

The benefits of the solutions deployed by Futurenet were immediate and positively impacted the overall business of the customer with high availability of applications and optimum usage of resources.

"The user experience improved with 24x7 uptime. Successful implementation of load balancing and proactive maintenance features drastically reduced the manpower required to manage the infrastructure. In addition, implementation of storage area network (SAN) with virtualization resulted in better application and



**"Analyses showed that the new IT infrastructure was 70 percent faster and reliable than the previous one. The IT systems can now be scaled up to three times of the current business requirements"**

#### K TAMIZHMANI

Vice President, Sales & Marketing,  
Futurenet Technologies

database performance," highlighted K Tamizhmani, Vice President, Sales & Marketing, Futurenet Technologies.

Deployment of BCP solution ensured seamless availability of critical infrastructure and services. The RTO (Recovery Time Objective) improved from the earlier 4 hours to just 20 minutes, and RPO (Recovery Point Objective) improved from 24 hours to only 2 minutes.

"At the end of the project, system analyses showed that the IT infrastructure was 70 percent quicker and reliable than the previous one. The new IT systems can now be scaled up to three times of the current business requirements," concluded K Tamizhmani. ■