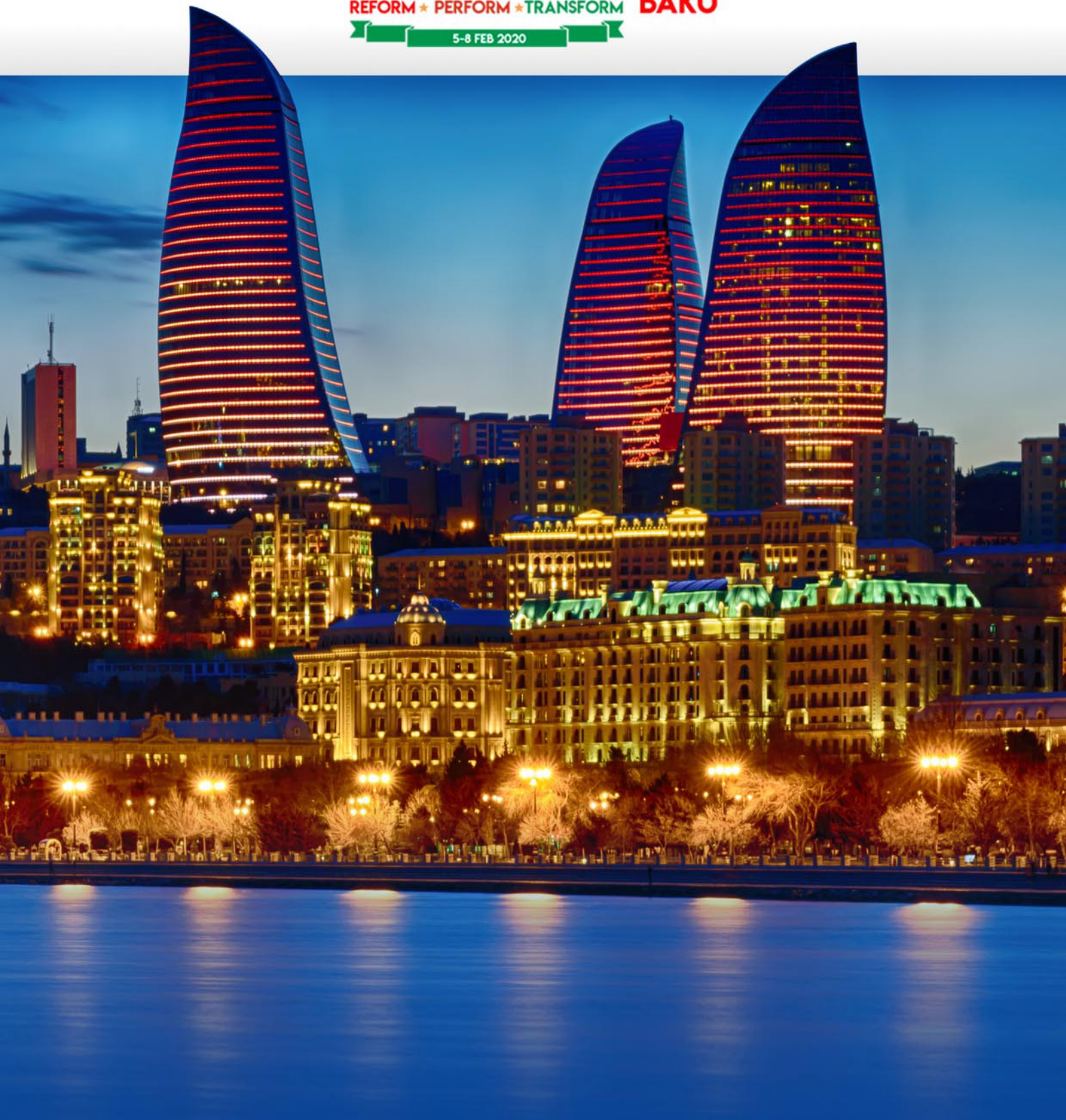


**ISODA**  
Infotech Software Dealers Association

**TECHSUMMIT 10X**  
REFORM \* PERFORM \* TRANSFORM **BAKU**

5-8 FEB 2020





**Manasi Saha**  
*President, ISODA*

## Dear Fellow Isodians,

Just a few days to go for the most awaited technology event of ISODA: TSX. And this time it is in Azerbaijan, in the beautiful city of Baku. This south Caucasian country of 10 million people offers a breathtaking panorama of sights and sounds. A mesmerising mosaic of bucolic landscapes, snow-swathed mountains and whimsical deserts peppered with bubbling mud volcanoes meets the eye.

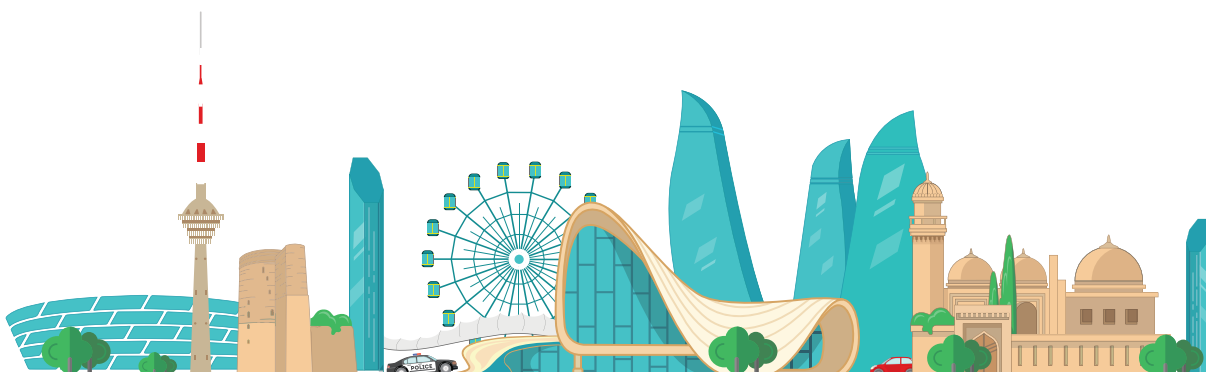
The Isoda attendees are going to witness a Grand TechSummit. The TSX team has broken all previous records for the maximum number of registrations of participation and maximum nominations received for Excellence Awards. TSX Chairman Mr. Jiten Mehta is committed towards a successful TSX and together with him, the management committee at ISODA looks forward to your support to make the event the biggest yet!

We want to bring value to our esteemed members and sponsors and we wish you all a very happy TSX!

## BECOME AN ISODA MEMBER

Join one of India's largest networks of IT companies across verticals.

Please sign up at <https://isoda.in/membership.aspx> and mail [rm@isoda.in](mailto:rm@isoda.in)





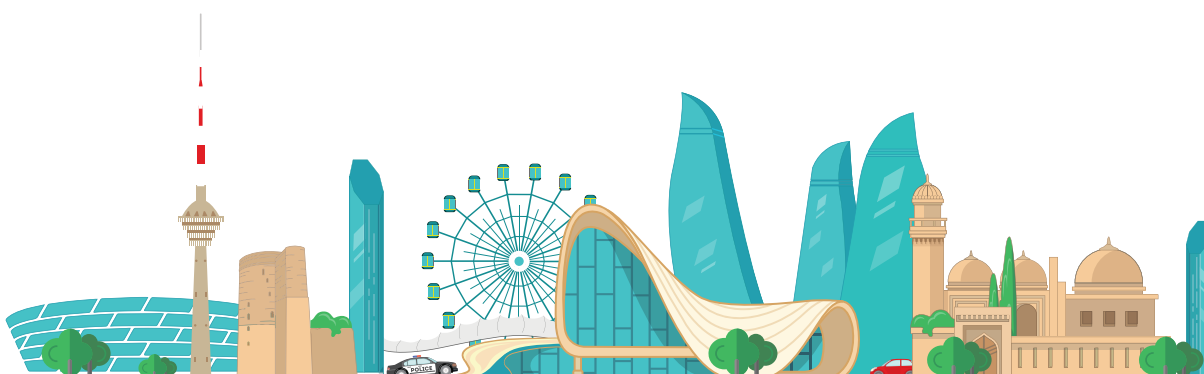
**Jiten Mehta**  
*TSX Chairman*

## Dear Isodians

TSX is the 10th edition of our flagship TechSummit. And I must say I have been lucky to be representing the association as the TS Chairman for TSX. This time we have organized the event at the West Asian destination of Baku which has the right mix of Western Culture within Asia. This is the first time ever that 115 members of ISODA are travelling with as many as 21 Sponsors (Vendors and Member sponsors). The mood is one of excitement and everyone is right to expect a great Networking and Business Exchange Platform, with great content on Technology and Leadership.

To top it up, we have also planned a lot of entertainment to keep up the excitement through the 3 days. It is expected to be one of the best TechSummit events yet. We are eagerly waiting to welcome all of you at Baku.

Reform. Perform. Transform



## TSX Sponsors

### GOLD SPONSOR



### SILVER SPONSORS



### STARTUP SPONSOR



### CONNECT SPONSORS



### MEMBER SPONSORS



### SPONSORSHIP SUPPORT



# TSX Agenda

## DAY 1

TITLE	TIME
Lunch	13:00
Registrations and Check-in	14:00
Inauguration of TS X	15:30
TS X Chairman's address	16:20
Guests of Honor address	16:30
Sophos Presentation	17:00
Parablu Presentation	17:30
IT Simple Presentation	17:50
Leisure time before Welcome Dinner	18:00
Assembly at lobby to head out for dinner	19:30
Welcome and Networking Dinner	20:00

## DAY 2

TITLE	TIME
Breakfast and Breakfast Meetings	07:30
Tripwire Presentation	09:00
Zoho Presentation	09:30
Choice Solutions Presentation	10:00
Apical Presentation	10:10
Soti Presentation	10:20
ESET Presentation	10:40
Tea Break	11:05
Ant My ERP Presentation	11:30
Carbonite Presentation	11:40
Extreme Presentation	12:00
TeamViewer Presentation	12:20
CompuTax Presentation	12:35
Satcom Presentation	12:45

## DAY 2 (contd.)

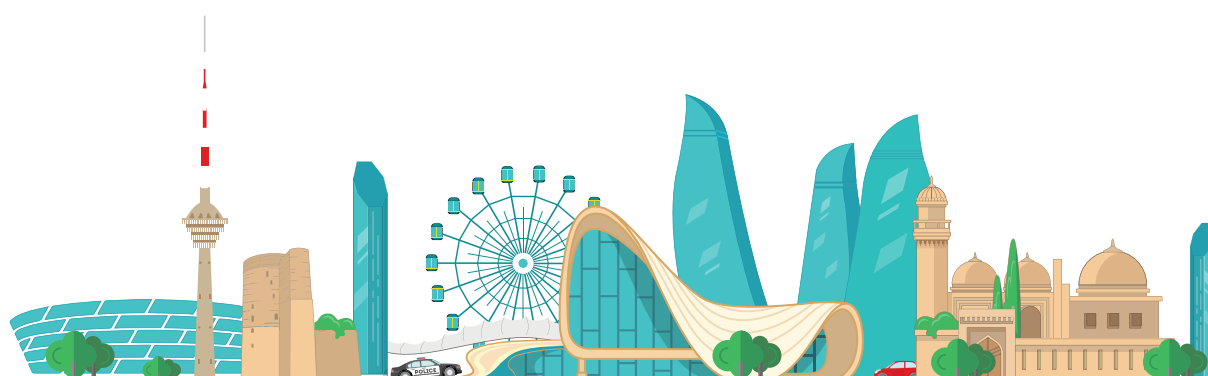
Enjoy Presentation	12:55
Lunch at Hotel	13:05
Crayon Presentation	13:45
Technobind Presentation	14:00
A10 Networks Presentation	14:10
Shivaami Presentation	14:30
RAH Infotech Presentation	14:40
Tea Break	15:00
ACPL Presentation	15:30
7 Disciplines of a Sales Leader	15:40
"Leisure time Excellence Awards & Gala Dinner - Members	
Press Conference - Media and Sponsors"	17:00
ISODA Excellence Awards	20:00
Gala Dinner	20:30

## DAY 3

TITLE	TIME
Breakfast and Breakfast Meetings	07:30
Assembly for City Tour	08:30
Baku Sightseeing	09:00
Lunch	13:00
Old City Tour & Nizami Street Shopping	14:00
Return to hotel and Leisure time	17:00
Entertainment Dinner outside Hotel	19:30

## DAY 4

TITLE	TIME
Breakfast and Check-outs	08:00



## TSX Bytes

### What the sponsors have to say

As the date for ISODA TechSummit draws closer, we got an opportunity to speak to some of the sponsors that will be partnering with ISODA this year. One thing rings in unison from the sponsors: they are all very excited and looking forward to meet 115 partner CEOs at Baku, Azerbaijan.



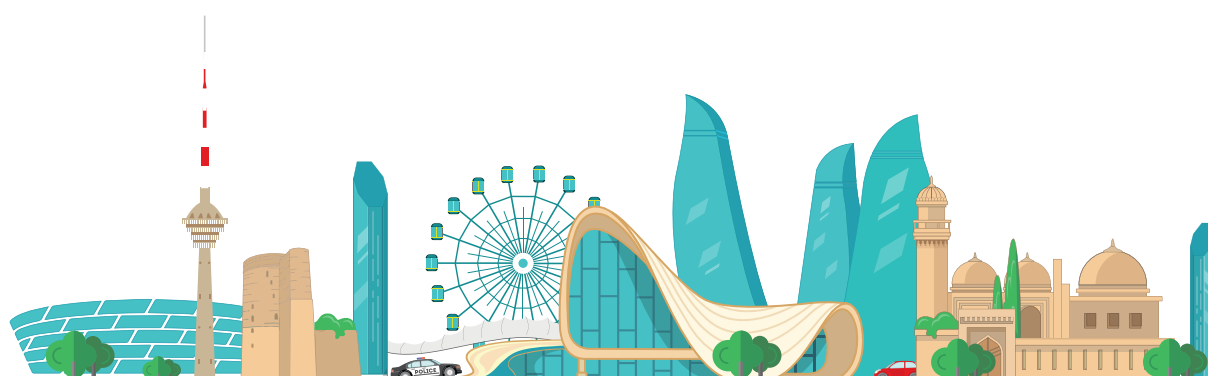
**Sunil Sharma**

Sophos has been supporting the ISODA community for many years now. They have been a regular to the last few TechSummit events and are as excited as ever. Says **Sunil Sharma, Managing Director - Sales, Sophos India & SAARC**, "Our association with ISODA has been an endearing one; one that goes back several years. ISODA is a great platform for Cybersecurity professionals to network and work towards a singular mission - keeping organizations better protected from Cyberthreats. ISODA's theme 'Reform, Perform, Transform' is also in sync with our core belief in delivering transformational and evolved Cybersecurity solutions to our customers to stay a step ahead of the Cyber criminals. We look forward to exciting and interactive sessions at this year's TechSummit!"

**Anand Prahlad, President and CEO at Parablu**, a first-time sponsor adds, "ISODA is an amazing platform for an OEM like Parablu to connect with resellers and make an impact in the partner ecosystem. We're very excited to be a sponsor at ISODA TechSummit TSX." Parablu is an award-winning company which builds secure data management solutions enterprises looking to better control, manage and safeguard their most precious asset - Data.



**Anand Prahlad**



**Filip Cotfas, Channel Manager at CoSoSys** voices the same excitement as some of the other sponsors for TSX. "We are delighted to participate to this year's TechSummit in Baku and we'd like to thank ISODA for this wonderful opportunity. We see the 10th TechSummit as an outstanding event for networking, exchanging ideas and exploring business potential. ISODA is a great platform for CyberSecurity professionals as it gives us the chance to connect and work towards the common goal of providing better protection for every organization."



**Filip Cotfas**



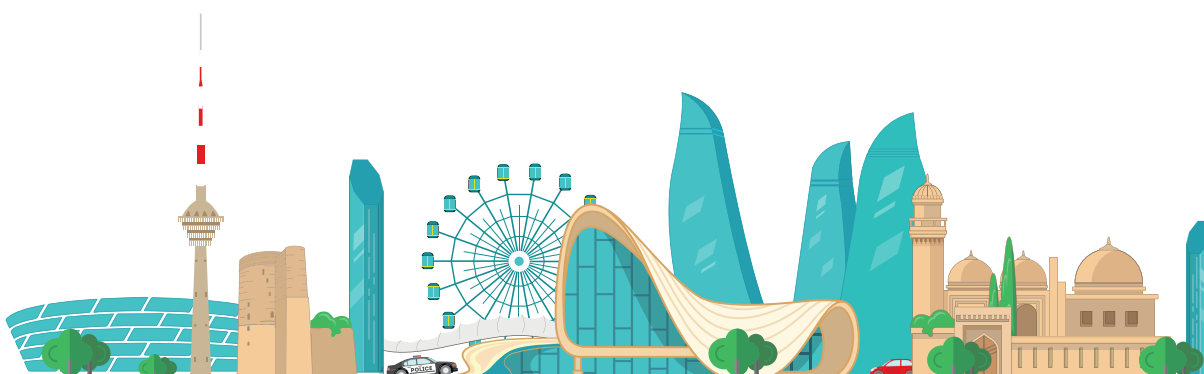
**Sanjai Gangadharan**

A10 Networks are participating in ISODA TechSummit 2020 as it is a good opportunity to network with our existing valued partners. We are also looking to extend our reach in the market through new partnerships and will achieve this with the support of ISODA - **Sanjai Gangadharan, Regional Sales Director, SAARC**

**Pratap Mondal, Regional Manager - SAARC, Tripwire**, says, "We have continued the momentum and have started building relationships. We are making a lot of investments from marketing and partner enablement standpoint. It's all about creating the ecosystem and maintaining it, so that the channel can derive value from it." Added to this Pratap is glad to announce the on boarding of Sahil Jamnawale as Key Alliance Manager - SAARC whose primary responsibility is to strengthen and hold Partner relationship in the region. Sahil joined Tripwire in December 2019, he is a channel champion and Partners should be excited to have him on their team.



**Pratap Mondal**



## TSX Bytes

# The Xcitement in ISODA Members is Viral



**Ashok Shiroom**  
Delhi

The ISODA Tech Summit not only for me personally, but for my company as a whole, has been a critical annual investment of time, effort and resources. The C&D-level relationships that one is able to initiate & build, esp. the camaraderie possible with one's fierce competitors in the market, has meant proactive avoidance of customers laughing their way to the bank as we are able to pick up the phone and speak to each other on such; ditto for poach-possibilities (tho' all MAY not agree).

Also, having been a part of the organising team for at least 2 summits, the bond within team members is even stronger, extending well beyond just work (something relatively new entrants should take a cue from for upcoming events).

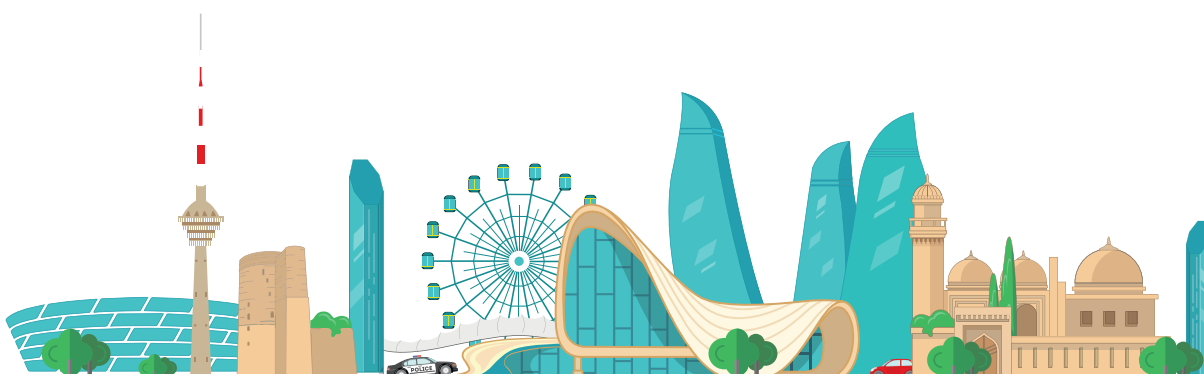
If our collective vision of comprehensive collaboration can be structured & eventually clicks, as and when, definitely supported because of the deep interactions during the Tech Summits, ISODA would become a significant force to reckon with, far stronger than it presently is, not only for business but also as a lobbying entity for policy & other initiatives with the Govt. with significant financial, procedural, etc., implications.

A Tech Summit is a crucible for many a mission & vision.

I am eagerly waiting for ISODA TECHSUMMIT 10X BAKU to gain knowledge around Organisational Transformation and Business Strategy & Planning within the community; so that I can scale up my business. There will be a lot of networking within the community. This is the best opportunity for me as an ISODA member to look for the new age tech companies and grow my business. Looking forward to TSX and hoping to meet all my ISODA friends at Baku.



**Tapan Ghosal**  
Guwahati





Excited to participate in TSX at BAKU. Being a new ISODA member, it's a wonderful opportunity to connect software dealers from all over India. Looking forward to know many of them and get some good friends during the summit. I am sure it's a unique opportunity for everyone to get acquainted with latest technology trends and new business opportunities in cyberspace.



**M. L. Gupta**  
Jaipur



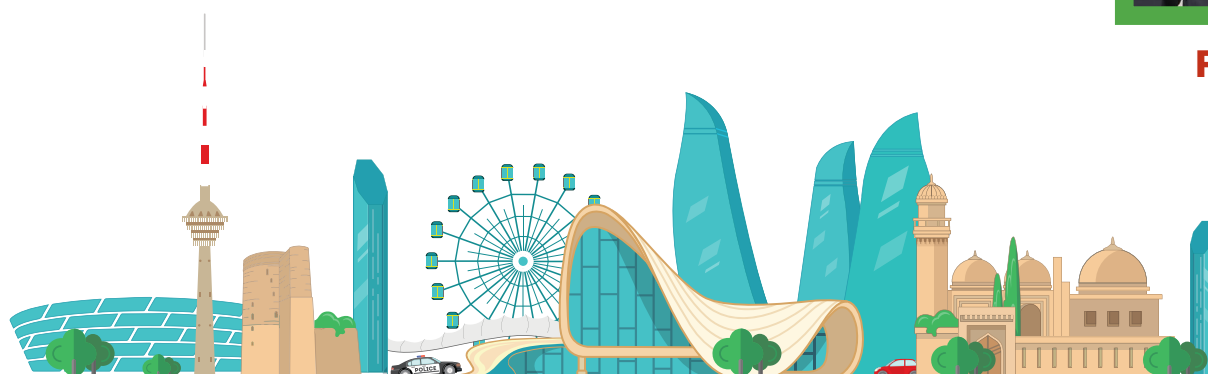
ISODA TechSummit journey mimics our journey of life. It came into being with first edition at Bangkok 10 years ago. Nurtured lovingly by ISODA members over the years, its 10th edition is coming up next month at Baku. TechSummit is now a brand which requires no internal marketing to enlist members. In addition to brand leaders and new brands, some members too sponsor to get attention of the promoters and CEOs of India's premier association of software solution providers. ISODA TechSummit is a heady cocktail of business and pleasure.

**Biren Shah**  
Ahmedabad

Been associated with ISODA since its inception and really happy to see its growth over the decade. Tech Summit is close to my heart as I have been part of the organizing committee twice. Looking forward to meet up with my peers, OEM's and hope to sign up for some new partnerships. I really think power of X will help us to multiply our businesses, so see you guys soon at TS X.



**Rakesh Chawla**  
Chennai



## TSX Bytes contd.



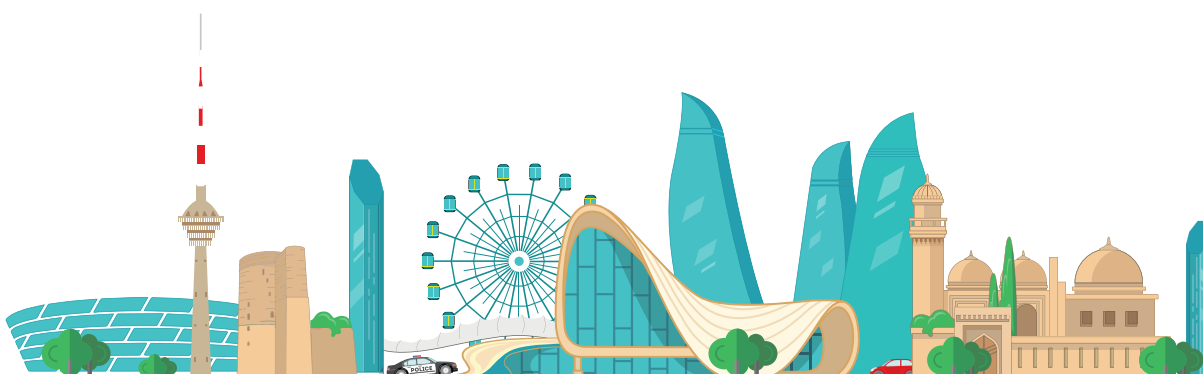
**Manish Goenka**  
Mumbai

I cannot convey in few words, the impact the ISODA Excellence Awards has had on Icons. We won the award at TS9 in Qatar. The Awards helped us gain so much visibility in the ISODA ecosystem that we have had partners from multiple cities reach out to us for the niche solutions that we represent. The excellence Awards are a brilliant enabler for more business.

ISODA TechSummit is one event where you connect with your peers & where I have made friends across the country. It's an amazing experience when you are with your peers who you can interact without prejudice and they listen to you & are happy to help you. Yes! I am excited for this TSX at Baku. It's a feeling one can know only when one takes part.



**Pradeep Daga**  
Chennai



# ISODA Awards for Business Excellence

All time record Nominations received at TSX!

LDS Infotech Private Limited

Version Systems Private Limited

Futurnet Technologies (India) Private Limited

AIM Technosoft

Dev Information Technology Limited

Dmacq Software Private Limited

BD Software Distribution Private Limited

Compusoft Advisors India Private Limited

Professional Softec Private Limited

Enjoy IT Solutions Limited

D M Systems Private Limited

FutureSoft Solutions Private Limited

Rubik Infotech Private Limited

Capricot Technologies Private Limited

Suntronix

Meta Infotech Private Limited

Tas Technologies

Data Soft

Proteus Technologies Private Limited

Chabria Infotech Private Limited

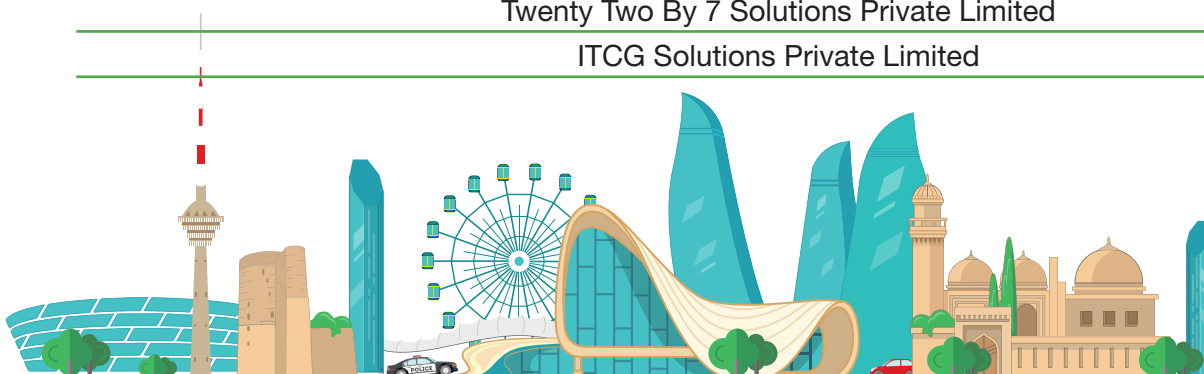
Softel Solutions Private Limited

Know all Edge Networks Private Limited

Network Techlab India Private Limited

Twenty Two By 7 Solutions Private Limited

ITCG Solutions Private Limited



Happy  
**TECHSUMMIT** **10X**  
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