

Here's wishing all ISODA members a very Happy *Independence Day*

Dear Members,



Tushar Parekh,
Chairman, ISODA

Heartiest congratulations and good wishes to our new Board members! It is my honour to introduce you all to the new ISODA Management Committee, elected at the 9th Annual General Meeting held on 4th August, 2017. As ISODIANS, we all are sensitive and dedicated towards the betterment of our organisation. With the responsibility and authority entrusted in our hands, we pledge to be more attentive and dedicated towards the development of the organisation. Here are the key segments that ISODA Management Committee will be focusing on, for the FY 17-18:

1. Adopting Digitization for creation of visibility for ISODA members and propagation of ISODA Story

- Market ISODA website better
- Create more Social Media Buzz
- Create more collaboration with Marketing focus

2. Partnering with other Industry and IT Associations for meaningful collaboration

- Every association has their marquee events and meetings
- Participate to build more collaboration opportunities
- Build visibility for ISODA as well as help other associations

3. Increasing membership to drive representation in more states and having more chapters

- Definitely look at opening 3-4 new chapters
- New Chapters like Pune and Jaipur to be encouraged to have more members

4. Providing with a better and bigger technology exchange platform throughout the year

- Try and make the most out of ISODA Regional Meets and AGM
- Use various new media to help propagate newer technologies and know-how

5. Creating visibility for Women Entrepreneurs and enhance the number of Women mem-

- Women entrepreneurs are increasing in number and we need to encourage them in their business
- Some of the women entrepreneurs are running their businesses successfully; we intend to utilise and take guidance from such entrepreneurs so know their stories.

We have mentioned some of the segments which are likely to have wider impact. With the progression of time, we will be keen on constructive feedback from our ISODIAN family. We would be needing your support and good wishes to take our organisation on greater heights.

Let's collaborate to pave a new path of success !

BECOME AN ISODA MEMBER

Join one of India's largest networks of IT companies across verticals.
Please sign up [here](#) and mail rmgr@isoda.in

To know more about ISODA and its Benefits –
[Click Here](#)

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woman entrepreneur.



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Meeting two tech experts:
Udyog Softwares and Druva

UdyogSoftware

druva

News & Events

ISODA conducts a successful 9th AGM

The Infotech Software Dealers Association (ISODA) concluded its 9th Annual General Meeting on 4th August, 2016 at a private resort in Mumbai. Mr. Prashant Jain, the returning officer, presided the session and formally introduced the new committee. Mr. Tushar Parekh was elected as the new Chairman. He takes over after being the Vice Chairman of ISODA last year. Mr. Rajeev Mamidanna – Director technosprout Systems became the President after being Vice President last year. Mr. N K Mehta – Director, Secure Network Solutions was elected as Vice Chairman and Gunasegharan Krishnan – whole time Director Ecaps Computers was elected as the Vice President.

In addition, Atul Modi – Director, Modi Infosol Pvt Ltd, was announced as the TechSummit 8 Chairman and will be presenting to the community shortly on when and where will the marquee event take place. Since Mr. NK Mehta became Vice Chairman after vacating the Regional Secretary – South role, D Kabilan, Founder Director - Cetas Information Technology, was announced to take over from Mr. Mehta as the RS - South.

The New Managing Committee is as follows:

- **Chairman** – Tushar Parekh, Managing Director - Silicon Netsecure
- **President** – Rajeev Mamidanna, Director –Technosprout systems
- **Vice Chairman** – NK Mehta, Director - Secure Network Solutions
- **Vice President** – Gunasegharan Krishnan, Whole-time Director Ecaps Computers
- **Secretary** – Dnyanesh Kulkarni- Director, Deltakraft Solutions
- **Treasurer** – Pankaj Goenka, Partner, Icons
- **Regional Secretary (West)** – Vimesh Avlani, Proprietor, Graftronics
- **Regional Secretary (South)** – D Kabilan, Founder Director - Cetas Information Technology
- **Regional Secretary (North)** – Kamal Gulati, Managing Director, ITS Technology Solution
- **Regional Secretary (East)** – Manasi Saha, Managing Director, Macaws Infotech

News & Events

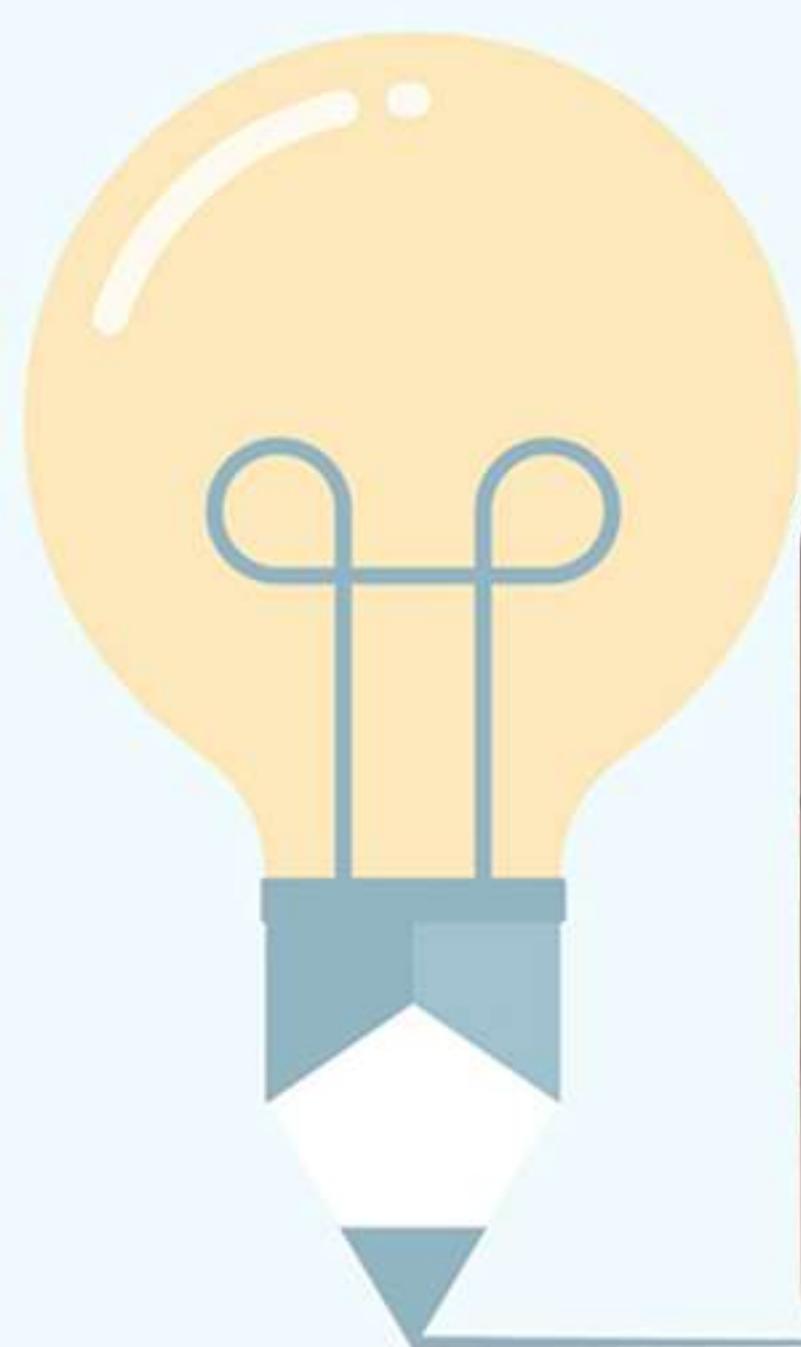
Highlights of the events:

- The AGM highlighted the achievements of the previous team which included a very successful TechSummit 7 at Vietnam, huge acceptance to ISODA Mouthpiece called Interconnect, addition of members across the country including newer states and cities and overall governance of working as a team.
- After the elections and swearing in of the new MC, a very interesting session by our Gold Sponsors followed. Gold Sponsor - Udyog Software – presented their solution to make GST automation a reality. The presentation and the demonstration of the software left everyone with a lot of interest.
- Dhruv Dua, ISODA's tax consultant, later conducted a GST unplugged session that was equally well-received. Day 2 continued to provide the members with more technology insights with sessions from sponsors XcellHost on how to adopt Cloud Quickly and Enjay CRM on having CRM on the mobile for utility and ease.
- Yogesh Gupta – executive Editor of IDG presented to everyone on Digital - Shifting Goalposts, a session about how digital transformation by enterprises is changing the roadmap of tech channel companies.
- The AGM concluded with a session by Leadership coach for independent business owners, sr. executives and women leaders – Kavita Nath. She kept the audience very interested with her session “I am ready to take-off”.





Member insight



A motivation for women entrepreneur

Mrs. Minal Bhagat

Director, Ensonic Computech Pvt. Ltd.

shares what it takes to be an IT woman entrepreneur

1. Could you tell us about yourself and what inspired you to enter the IT industry?

I hail from a family of businessmen from Gujarat. Thanks to my lineage, I always had a knack for business. Perseverance and the conviction to achieve my goals have always been two of my greatest strengths. My husband, Nikhil Bhagat, helped me achieve my dream of exploring the IT market of India as a business opportunity.

An MBA degree and my CA article ship helped nurture my basic skills. Once I had honed my skills, we started working as C-DAC: GIST distributors. After years of hard work and dedication, we are now the top C-DAC: GIST distributors in the country. With the company's success, working in two different IT companies over the last 20 years, handling major organizational roles such as that of the CMO and the CSO, and leading the Defense, Education, and Corporate Vertical was just a matter of time.

My main objective while venturing into the IT industry was to bring about a revolution--first, in the minds of people, and then in their environment. I always wanted to show everyone how important it is to keep updating a company's IT infrastructure to meet global standards and simplify existing business processes.

Catering to the Indian Army and the Indian Air Force was a privilege. I am currently directing my focus towards the education sector.

2. What do you think are some of the key challenges that women face in the IT industry?

I believe challenges are outcomes of our own mind frame. They are opportunities in disguise. Nothing is impossible if one is determined.

3. What's your opinion on the fact that there are only a few women who are able to reach great heights in the IT sector?

First of all, I believe that this prevalent notion about few women in the IT sector achieving success, is not entirely correct. In fact, IT is one

of those sectors where the number of women entrepreneurs is more when compared to that in other industries.

It is actually quite easy to start your own IT business. However, growing and sustaining operations is another story altogether. It requires more skill, and often a matchless grit to survive. This courage to take the ups and downs of the business in your stride is quite uncommon. The bright side of all this is the new generation of confident and independent women. I have faith in their abilities and thus, foresee a massive increase in the number of women entrepreneurs.

4. How do you think is your organization trying to bridge the gender gap in the IT sector and is trying to ensure that more and more women are part of it?

A woman can help another woman climb the ladder of success. I have trained innumerable freshers--women who want to learn the secret to inside sales. Remote sales can often prove to be a challenge since you need to master the techniques of voice modulation, grammatically correct language, and communication to win a deal. The buyer on the other end of the world has to trust you to buy from you. Building trust without meeting each other is my mantra.

5. Could you tell about your journey and experience in ISODA?

I had heard about this organization a long time ago but I became a part of it only a month back. The ISODA AGM was the first event I attended. It is an organization that is "alive" and full of energy, with ample opportunities for growth. Members of this organization are more than welcoming. It is a good platform to build long-lasting connections.

Tech Buzz



Adaequare Group GST Automation tools

Mr. Rajiv Gilda

Vice President

SME business - Udyog Software



Adaequare Info

Founded in 2001, Adaequare is an expert data and product engineering company. Adaequare specializes in Finance and Tax Transformation, Compliance Management, E-Commerce Solutions and Services, and Engineering Services that include Data, Product and Test Engineering.

Adaequare with CMMI Level 3, ISO27001, Right Agile, and SSAE16T1 certifications has its main development centre at Hyderabad with offices in 10 cities across India and presence across USA and Australia.

Adaequare is led by visionary and technologist Mr Pavan Peechara, who is President of the board and Chief Executive Officer (CEO). Under Pavan's leadership, Adaequare has achieved significant recognition in the Industry by delivering state of art solutions and services for Marquee clients in India and across the Globe.

With Udyog Software's strategic acquisition in 2009, Adaequare commands a leadership position in Tax automation technology and solutions. Over last 5 years, Adaequare has seen a tremendous growth and success with 130% cumulative annual growth with a current turnover of INR 125 crore with impressive profits.

Udyog Software (India) Limited

Udyog Software, a group company of Adaequare acquired in 2009, has been the pioneer in Tax Technology since 1993 and is considered as the leader in the Indirect tax automation by its competitors, practitioners and industry experts.

Udyog Software serves more than 14,000 customers ranging from a small trader to large and multinational organizations in more than 200 business verticals.

Udyog Software has offices at Mumbai, New Delhi, Pune, Nashik, Ahmedabad, Vapi, Bengaluru and Hyderabad with a strong team of more than 150 people.

Udyog software overall strategy and business is led by Mr Sandeep Khurana, who is the Chief Executive Officer (CEO) and Mr.Rajiv Gidla - Vice President, SME business - Udyog Software

Udyog along with Adaequare has launched various offerings namely enComply, AddTax, uGST Billing, vuGST 13.0, Transactor and B2B Applications to address various requirements of businesses of different size and nature in India towards GST compliance and migration. Udyog software is the first company to launch a fully functional GST platform in India.

Udyog Software is a leading application service provider (ASP) and partners with multiple GST Suvidha Providers (GSPs) in India to provide cloud-based, GST compliance solutions to business corporations and accounting firms. As an ASP, Udyog Software takes the sales and purchases data of taxpayer and converts it into GST complaint returns. These GST returns (GSTRs) can be filed on behalf of the taxpayer with GST network (GSTN) via the GSP. Udyog Software acts as a link between the taxpayers and the GSPs.

Having specialization in data intensive indirect tax automation such as value added tax (VAT), excise, service tax, and export import (EXIM) among others, Udyog Software has worked with more than 5000 annually recurring customers including both domestic and multinational companies.

Select Clients

Some of the leading clients of Udyog Software are Mitsui & Co, Nestle, Kirloskar, BASF, Good-year, Amway, Henkel, Schnider Electric, Polycab, Lanxess, Liebherr, among others.

Tech Buzz

GST ASP offerings by Udyog Software

uGST Billing – CA friendly billing application for small businesses to record, manage and report inward(purchase) and outward(sales) transactions, where data can be synced to CA's instance in real time.

vuGST – A comprehensive ERP that offers complete business process automation. It has been well received in the market and has received recognition and appreciation from most reputed tax consulting firms and renowned business houses in India. An extremely user-friendly, economical & customizable solution.

enComply: It is a fully integrated transformation solution designed by the tax automation expertise of Udyog Software and data engineering process at Adaequare and offers tax, compliance and financial reporting solutions on a collaborative cloud platform to ease the burden on the organizations.

The work flow can be used to extend data preparation steps to respective users and gain efficiency, thus minimizing the efforts of taxation team on data preparation. It also offers advanced dashboards, insights and risk analytics for the management team.

Taxilla: Comprehensive tax automation platform which facilitates accurate tax processing and efilings by leveraging the power of SaaS computing with expertise in taxation.

AddTax: Real-time Tax determination & calculation service to return a millisecond response to the transaction systems such as ERPs, POS, e-commerce systems via a Live API call or Offline synchronization

OneMD: One Master data can be used to synchronize and standardize enterprise software systems with HSN/SAC codes for items, GSTIN numbers for supplier/customers.

Transactor: It can be used to convert untaxed tax documents to taxed documents.



Don't get Cloud-Washed : What Cloud Native Truly Means and Why it Matters

Market today is awash with "Cloud " products. " Our product is also available in the Cloud" is a general refrain that we hear from the vendors today. As Enterprises begin realizing positive business results from adopting true Cloud offerings , more and more legacy vendors have started calling their products "Cloud" even if they don't offer any actual cloud delivery services. This has become so prevalent that there is an official term for it : "Cloud washing". "Cloud washing is the purposeful and sometimes deceptive attempt by a vendor to rebrand an old product or service by associating the buzzword "cloud" with it " (Source : TechTarget) The most common form of cloud washing is a practice where a vendor takes an implementation of their existing on-premises software, hosts it in a virtualized data center, and calls it "Cloud" software.

So what really is cloud-native ?

For a company that's truly cloud-native, the cloud is not just a technology – it's a business model. It is inherent in how the company builds , sells , markets and delivers software. It's tightly ingrained in the company's pricing model , go to market(GTM) strategy and Partner Ecosystem. On the technology front, being cloud-native directly impacts the software development lifecycle—including how software is architected, tested and delivered to the customers.

Significant Advantages of a true cloud-native service:

- **Ability to scale up and down elastically** : A true cloud-native service can scale up and down dynamically based on spikes and dips in workloads. Conversely, on premise and cloud-hosted solutions (running virtual software on cloud infrastructure) are architected to consume a fixed set of resources (compute, storage , bandwidth, memory etc), needing the customer to invest and manage additional resources to handle peak demand.
- **Consumption based Pricing** – Directly related to elastic scaling, this pricing model enables customers to pay for a service based on how much they actually consume or use. Only a truly cloud-native solution can support this model in a sustained manner.
- **Predictable Cloud Costs**- Customers who deploy hosted offerings in a public cloud infrastructure like AWS & Azure often get surprised by what it costs to manage and maintain the software in the cloud. Networking resources as well as input/output(I/O) costs often fluctuate dramatically and are generally underestimated.
- **Performance & Scale** – This is interlinked with predictable cloud costs and elastically scaling on demand. If you are hosting a solution on your own but do not provision extra resources and increase your cloud operating costs to serve the demand, the performance of software could significantly deteriorate.
- **Security & Compliance** – These are top concerns for organizations to move to cloud. With a SaaS solution , the SaaS Vendor is responsible for patching , maintenance and fixing security vulnerabilities, which significantly reduce customer's operational burden and risk.
- **Feature Upgrades** – A multi tenant Software as a Service (SaaS) solution born in the cloud provides unparalleled feature velocity and agility without the associated cost and effort of traditional software upgrades.
- **SLA & Ownership** – A truly cloud-native SaaS solution provider offers a guaranteed uptime for the entire service. Customer does not deal with multiple vendors (AWS/ Azure and the Software provider).

Questions to ask your service provider:

1. Is the service single tenant or multi-tenant ?
2. How often do you release new features and updates ?
3. Who is responsible for installing patches and performing upgrades ?
4. Will I need to install more software to gain additional capacity ?
5. Is your service a SaaS offering ?
6. Is my pricing elastic so I pay only what I use ?
7. Who is responsible for penetration testing , security certifications (eg : FedRAMP & SOC2)

About Druva:

Druva is the leader in cloud data protection and information management, leveraging the public cloud to offer a single pane of glass to protect, preserve and discover information – dramatically increasing the availability and visibility of business critical information, while reducing the risk, cost and complexity of managing and protecting it.

Druva currently offers two cloud native solutions:

inSync: The award-winning endpoint data protection solution. inSync is designed to provide backup, data protection, and governance for all of your endusers data from any source including laptops, desktops, mobile devices, and cloud applications like Microsoft O365.

Phoenix: Direct to cloud backup, archiving, and disaster recovery for servers, with protection for physical servers, virtual servers, and cloud based servers.