

interConnect

Published by
ISODA

**AGM
Highlights**

**East
coverage**

**Improve
Information
Productivity**

**Member
Speak**

Gunasegharan
President, ISODA



Dear ISODIANS,

Time flies and its true. It's been 10 years since we all have come together and formed this great organization towards our own development.

On this joyous occasion I am glad to present to you all a new look InterConnect. While this took some time coming, we have covered almost all the events that have taken place between today and the AGM.

The support that you gave the managing committee at the Mahabalipuram humbled us. It was good to see the numbers increasing despite change in location. Personally, we felt happy to host many new members. I am sure the takeaways from Shri. T.N. Manoharan, Chairman, Canara Bank and Kumar Vembu, Founder, Zoho will be green in our minds in days to come shaping ourselves fighting day to day challenges. I am confident more such knowledge building will happen in upcoming events.

As we enter the festive end of the calendar year, we dedicate a corner for Dr Piyush Mittal, who has shown us that connectivity is not a hindrance if you want to meet your ISODA friends, network with them and keep giving positive feedback. On the Regional Meets front, all the regions have shown strong growth in terms of execution, new membership drive and ensuring the newly formed regions get ample guidance and support.

Happy to share the appointment of a Legal Consultant for ISODA for member benefits. Mr. Pradeep has been covered in this issue.

In the meantime, do help circulate the Interconnect to your friends who are not part of our community and encourage them to join in. We have received excellent feedback from some of you where customers have found the Interconnect interesting and are happy that an association like ISODA is helping partners collaborate more for value addition.

It reaffirms our belief that we are on the right track and with efforts from all of you, we can become even more strong.

Keep up the support!

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

The top priorities for ISODA Management Committee this year will be:

- **Create 5-year leadership plans with a long term vision in mind**

- Long term leadership to create greater focus on Vision of ISODA
- Well known succession plan to maintain the continuity

- **Create a platform to help members in matters related to their business cycle**

- Tax advisory
- Legal advisory
- HR & compliance advisory
- Finance & Funding advisory

- **Increased Digital adoption for more visibility to ISODA & ISODA members**

- Market ISODA website better
- Create more Social Media Buzz
- Create more collaboration opportunities

- **Increased liaisoning with Government authorities, other Industry and IT Associations**

- Every association has their flagship events
- Participate in such events to build more collaboration opportunities
- Build visibility for ISODA as well as help other associations
- Liaison with government authorities and representation for tax related matters

- **Continue the focus to increase the membership in more states and having more chapters**

- Look at opening 4-5 new chapters
- New Chapters like Jaipur, Bangalore to be encouraged to have more members

- **Continue to provide a great technology & knowledge exchange platform throughout the year**

- Try and make the most out of ISODA Regional Meets, AGM, Tech Summits & Business summits
- Promote Indian product start-up companies and give them a platform to launch themselves
- Promote new start-up ventures and provide members a great investment opportunity
- Give OEMs a platform to promote their products to a wider audience

A new look ISODA Management Committee

Name	Designation	Mail ID
N K Mehta	Chairman	chairman@isoda.in
Amarnath Shetty	Vice Chairman	vicechairman@isoda.in
Gunasegharan	President	president@isoda.in
Manasi Saha	Vice President	vicepresident@isoda.in
Vimesh Avlani	Secretary	secretary@isoda.in
Ravi Jalan	Treasurer	treasurer@isoda.in
Ajay Bhayani	Regional Secretary - West	rswest@isoda.in
Bishwajit Sutradhar	Regional Secretary - East	rseast@isoda.in
Atul Modi	Regional Secretary - North	rsnorth@isoda.in
Pradeep Daga	Regional Secretary - South	rssouth@isoda.in
Bhaskar Kalita	Regional Secretary - North East	rseast1@isoda.in
Thomas Jacob	Regional Secretary - Bangalore	rssouth1@isoda.in
Jitesh Chauhan	Regional Secretary - Gujarat	rswest1@isoda.in

TEAM TAXATION TECHSUMMIT RULES BYELAW GOVT DUTIES CHANNELS SOFTWARE TRADE

MANDATE DISTRIBUTORS COMMUNITY ALLIANCE NETWORKING ASSOCIATION MEMBER CONDUCT CODE AGM WORK SUCCESS ACHIEVEMENTS OPPORTUNITY

YEARS

New ISODA Management Committee Photo



ISODA
Infotech Software Dealers Association
AGM MAHABALIPURAM
24 - 25 AUGUST 2018



A R Pradeep
Legal Advisor, ISODA

Appointment of Legal Advisor



ISODA recently appointed a Legal Advisor for the benefit of the community. A quick brief on A R Pradeep and what the community can look forward to.

He has been practicing law for the past 10 years. A Symbiosis Law School – Pune alumni, Pradeep graduated in the year 2008. After passing out from college, he joined the esteemed office of senior counsel Mr. Vijay Narayan (currently Advocate General of Tamil Nadu) and worked under him for a period of four years between 2008 and 2012. Subsequently he joined Mr. AK Raghavulu and has been serving alongside him for the past six years at Madras High Court. In the course of his career he has garnered

experience in the field of civil litigation ranging from contractual disputes, rent control law, labour law, employment law, family law, consumer law, personal law and property law. He has also been engaged in documentation of various contracts, rental and lease agreements, share transfer agreements, sale deeds, settlement deeds, drafting and probation of will etc. His day begins with appearances at either of the following: High Court of Madras, other Courts, Tribunals and other quasi-judicial bodies.

He will be available to proffer legal opinions and advisories on a day to day basis on various aspects of member's legal requirements. These can be on matters relating to appointment letters, confidentiality agreements, security pledge etc, and other such contracts, agreements, orders, pacts as required. He will also be available to assist the association in its legal enquiries and advisories.

East 1 Regional Meeting

Date: **9th October 2018**

Venue: **Princeton Club**

Theme: **Business Transformation**

Sponsor: **QLC (INR 15,000)**

Guest speaker: **Shantuno Shone**

Total Headcount: **14**





Srikant Krishnan
Managing Director -
dMACQ Software Pvt Ltd

Leveraging Modern Technologies for Improving Information Productivity



Uncertainties can never be explicitly predicted or planned for, but it is crucial for companies of all sizes to understand where the dangers lie especially when it comes to information management

Major challenges with information management (apart from security concerns) and enabling technologies are:

- Continued dominance of paper-based documentation
- Increased regulatory compliance requirements
- Legal liabilities from storing unwanted information, and
- Information deluge - BYOD & convergence of other technologies.

Role of Automation Technologies in Digitization

Despite increased automation and use of technology paper remains an essential medium for storing information in any organization. However, extracting relevant information from the unstructured format found on paper is still challenging. Consider the statistics: active files grow at a rate of 25% per annum, an office worker spends about two hours each day searching for paperwork, a manager spends about four weeks per year searching for information on paper, large organizations lose a document every 12 seconds, and the fact it costs an average of \$180 to recreate a lost document.

Enabling technologies and solutions:

- Technologies such as cloud, mobile, and integrated systems can improve productivity from document-driven business processes only by leveraging the latest technologies that can not only automatically read but also "understand" information from documents.
- Enterprise Content and Document Management Systems (ECM1) that extract information from documents besides indexing them in appropriate categories for efficient information retrieval are becoming one of the most important productivity-enhancing software suite in an IT ecosystem for almost all companies, both big and small.

Note: The Enterprise Content Management Market is estimated to grow from USD 28.10 Billion in 2016 to USD 66.27 Billion by 2021, at a Compound Annual Growth Rate (CAGR) of 18.7% .

Challenges:

- Technological challenges remain especially relating to extracting information from handwritten documents, converting voice data into searchable text and the like.

Regulatory Requirements Compliance - Can We Do Away with Paper Documents?

Increased regulatory supervision has resulted in greater compliance requirements on stored data, both in physical and electronic forms. Regulators' reliance on digital evidence while increasing, there's still a great amount of emphasis on physical documentary evidence. Sahara and regulators in India have been in the news²² for having to manage truckloads of physical data².

Hence organizations are striving to strike a balance between retaining physical data and also to digitize the same. The intention being reassurance that data is accessible for internal use or, if necessary, for investigative procedures. Most countries have laws governing maintenance of records and information.

Risks associated with regulatory compliance requirements:

- Organizations today continue to “over-store” information to be on a safer side to comply with regulatory needs
- Existence of duplicate sets of physical or digital data (in multiple locations/devices) and associated costs
- Significant liability exposure exists due to storing of unwanted and/or redundant data

Technological solutions & challenges:

- Organizations using Document Management Systems (DMS) which is core to any ECM, has the ability to significantly reduce the risk of storing unwanted redundant data
- DMS acts as a single information management tool to ensure that required data are stored and unwanted purged when appropriate to comply with regulations
- Technologies are still evolving to aggregate data from multiple sources including emails, social media platforms, and chat conversations
- Technological challenges still exist in eliminating redundant/duplicate data

Managing Information Deluge & Related Challenges

Recent news³¹ of data security breaches at Yahoo & Drop Box and resultant loss of information once again points to the grave risk we live with in this age of advanced technologies.

Increased adoption of BYOD policies and use of mobile devices to store and process data brings a whole new dimension to data integrity and management. Organizations are looking at ways to use information in smarter ways than ever before with the advent of affordable data analytics and big-data engines. However, this also has led to most organizations ending up having more than one technology solution and the inevitable spread of information in multiple platforms.

Smarter modern DMS solutions are being adopted by organization for its ability to aggregate information from multiple platforms. Any productivity improving solution of DMS should ensure that information contained in its repositories are properly controlled for access besides preventing any attempts to read the information bypassing security controls.

Therefore, document management solutions involving secure and intelligent technologies that are capable to handle large data from different platforms and which can optimally extract, store, analyze, use and purge when needed is the need of the hour to make information more productive for organizations big and small alike.

About the author

Srikant Krishnan is a Chartered Accountant by profession with almost 25 years experience mostly with big 4 accounting firms, of which about a decade was in Europe, before co-founding dMACQ in 2011.

As a co-founder of dMACQ (www.dmacq.com), Srikant has been instrumental in bringing productivity improving solutions to its MNC & Global clients with dMACQ's digitization and technology solutions.

dMACQ is today one of the leading companies in India specializing in Document Management System, Business Process Management, Digitization services and Robotic Process Automation and is trusted by over 150 customers across all industry verticals.



Dr. Piyush Mittal has been an ardent supporter of ISODA and has taken part in all activities and events of the association. Dr Mittal shares snippets on his experience of being part of ISODA.

Q How long have you been associated with ISODA?

A *Since 2013*

Q How did you come to know of ISODA?

A *I came to know about ISODA from a fellow ISODA member in 2013.*

Q What was the reason for you to join ISODA?

A *It was for networking that I joined ISODA.*

Q Could you quickly discuss about your company and what you do?

A *ASSET infotech Ltd started in 1994 as a firm. Initially we worked in areas of Software distribution and implementing solutions. Today we are giving cloud-based solutions from oracle, Microsoft and other software companies.*

Q According to you, what are the top 3 positives that have kept you aligned with ISODA?

A *Business development
Sourcing products and solutions
Network of friends*

Q Can you describe 2 experiences of how ISODA has benefitted you and your organization?

A *Sourcing products and solutions
Gaining knowledge*

Q If there were 2 things that you would recommend to the ISODA Management Committee as feedback, what would they be?

A *AGM should be centrally organized in Delhi
Talk by members on different topics in regional meetings
and others forums*