inter**connect**

Hello Friends!

Two more months to go before we pave way for yet another fresh and dynamic management to take over proceedings of ISODA. You'll see a lot of exciting developments by July and we shall have to wait before popping the surprise element right away. A better, newer experience awaits all ISODA members.

While we wait till July for more news, ISODA lauds its members for their sweeping success, in this issue of Interconnect, at the Channel World Premier 100 Awards 2017. **Out of 100 awards, 35 of them were bagged by ISODA members. We are proud that we have with us exemplary partners who excel in their respective areas of expertise.**

Nilesh Kuvadia
President

We also have a very interesting sharing that has come from the consistently organized South Regional meets. Excerpts from the informative talk delivered by guest speaker Ms Srilekha Madhav, a leading Behaviour Coach on the importance of learning culture for an organization's growth.

TechBuzz this month features one of our TS7 sponsors Radware.

I'd like to take this opportunity to appreciate East region on behalf of the MC team for their efforts in pulling the first ever North East meet successfully. The meeting that was organized in Guwahati saw great participation and has given a lot of hope in building a North Eastern Chapter. **Special appreciation to Ms Manasi Saha, Regional Secretary East along with excellent set of partners, Mr Bishwajit Sutradhar, Mr Bhaskar Kalita, Ms Nandini Sharma who co-organized the event.**

With that, signing off for now.

I hope you enjoy reading interconnect as much as we enjoy putting it together. **Your valuable feedback will always be appreciated** ■

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Please sign up here and mail rmgr@isoda.in

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Awards, Recognitions. Catch them all here.

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GST still many queries, read on for deeper insights.

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SOUTH - the emerging region shares highlights of recent meet.

Awards and Recognitions - CHANNEL TIMES premier 100.

This year's theme 'Unlock the Digital Future' recognized innovative technology solutions and operation aligning with the speed of digital growth.

The ninth edition of Premier 100 2017 recognized and celebrated the top 100 futuristic enterprise channel partners across India.

CHANNEL TIMES AWARDS

Channel Times has been honouring leading Channel partners in India,since 2009. Companies that exhibit business excellence and evolving IT solutions to meet the ever demanding complexities of customer needs and business problems of their customers are recognized.

The awards are given to Solution Providers, Systems Integrators, Value-added Resellers, and Independent Software Vendors in India. Being a collective strength of versatile IT players, ISODA partners have been part of the winning names year after year. Each year, the Channels Times awards are given under various different themes. **This year's theme 'Unlock the Digital Future' recognized innovative technology solutions and operation aligning with the speed of digital growth.** Channel Times recognized '100 Futurists', 11 Hall of Fame Awards, 5 Special awards under Security.

Out of the 100 Futurists awards, 34 awards were bagged by our ISODA Partners.

- 22BY7 SOLUTIONS
- ACPL SYSTEMS
- AMAN TECHNOLOGIES
- ASSET INFOTECH
- COMPUSOFT ADVISORS
- D M SYSTEMS
- DATASOFT NETWORK SOLUTIONS
- DEV INFORMATION TECHNOLOGY
- DIGITAL TRACK SOLUTIONS
- DIXIT INFOTECH SERVICES
- DYNACONS SYSTEMS & SOLUTIONS
- EMBEE SOFTWARE
- ENCRUST IT SOLUTIONS
- FUTURENET TECHNOLOGIES INDIA
- FUTURESOFT SOLUTIONS
- GALAXY OFFICE AUTOMATION
- GOWRA BITS & BYTES
- INSIGHT BUSINESS MACHINES
- INTERCAD SYSTEMS
- ITCG SOLUTIONS
- JNR MANAGEMENT RESOURCES
- META INFOTECH
- ONE NETWORK CONSULTING
- PENTAGON SYSTEMS & SERVICES
- RAKSHA TECHNOLOGIES
- RUBIK INFOTECH
- SECURE NETWORK SOLUTIONS INDIA
- SHIVAAMI CLOUD SERVICES
- SILVER TOUCH TECHNOLOGIES
- TAARAK INDIA
- UMBRELLA INFOCARE
- VALUE POINT SYSTEMS
- WYSETEK SYSTEMS TECHNOLOGISTS
- XPRESS COMPUTERS

Similarly, Hall of Fame awards recognized companies that directly helped with their customers' business year after year by increasing their productivity, infrastructure, performance, cost cuttings and so on. Out of the 11 awards under this category, 5 of them were ISODA Partners.

- 22BY7 SOLUTIONS
- INSIGHT BUSINESS MACHINES
- MERIDIAN INFOTECH
- RUBIK INFOTECH
- SILVER TOUCH TECHNOLOGIES

The special award under Security category was awarded to 5 partners who are recognized to be excelling in planning and implementing security solutions improving their customer's security solutions. Out of the total 5 awards, 3 are ISODA partners.

- ACPL SYSTEMS
- DIGITAL TRACK SOLUTIONS
- TAARAK INDIA

'Feeling proud of ISODA members strength and contribution to make digital India a cutting edge reality' said Chairman Vipul Datta, speaking about the sweeping performance of ISODA at the prestigious Channel Times Awards ■

GST with more concrete shape.

GST council has now announced the rates for goods and services. Goods and Services are classified in 4 slabs (5%, 12%, 18% and 28%) apart from being 'zero-rated' in some cases.

Software licenses find their mention under 'services' as the transfer of right to use computer software or databases which has further been classified under the transfer of right to use any 'intellectual property'.

Rates et al.
Most of the IT and IT related goods have been classified under the 18% slab, for example routers having HSN classification 8517 find their mention there along 'firewalls'. Further, laptops having HSN classification 8471 are again in the 18% slab.

It is heartening to know that the services rate in case of transfer of right to use any 'intellectual property' is 12%. Although detailed clarifications are awaited, it seems that a license sale may enjoy a lower services rate of 12%.

Grandfathering of exemptions
The concern that with the onset of GST, exemption regime in service tax will end has been put to rest. Most of the exemptions which existed in the negative list will be grandfathered in to the GST law. For instance, healthcare and education will still be out of the GST net.

SEZ and refunds.
The treatment of sales to SEZ units will now be uniform across each state as such sale will be treated as 'deemed export' and refund mechanism has been defined for input GST paid on sales to SEZ units. Further, option for refund will also be available in cases where there is input credit accumulation owing to inverted structure for example where inputs are taxed at 18% and output is taxed at 12% resulting in credit accumulation of 6%.
Refund application shall be filed through the electronic portal following which provisional refund (90% of the refund amount) shall be granted subject certain specific conditions.

Incentives and Post Sale Discounts
In-case of post-sale discounts / incentives, the supplier will have to furnish a credit note to the recipient and provide details of all invoices (of the previous period) to which such credit note pertains. This marks a significant shift as distributors will now need to provide details of pertaining to each invoice, raised and furnished in the previous period, to which the said incentive payment relates to.

Taxpayers as Tax Collectors
Lastly but the most onerous requirement is the liability to pay tax on 'reverse charge' basis in case of any purchase of goods and services, by a registered supplier, from an unregistered supplier. The provisions seems to aim at making every entity, from which it avail goods or services, register under GST law, since recipient may not be willing to take the compliance burden.

The (b)end of the road ?
The 'teething phase' is bound to bring up challenges which in the due course will get resolved as the system matures, and with more precision and careful planning. We hope and assume that the government remains open to industry feedback ∎

Radware - a global leader of application delivery and cyber security solutions for virtual, cloud and software defined data centers.

Radware's award-winning solutions portfolio delivers service level assurance for business-critical applications, while maximizing IT efficiency. Radware's technology portfolio allows the organization to utilize advanced application delivery services in the most efficient and cost-effective way.
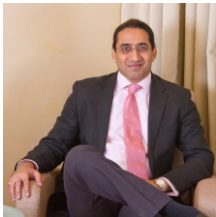
"We have launched new line of Alteon D-line of ADC appliances and software with industry-leading SSL performance designed to address evolving market challenges around the increase in encrypted traffic, encrypted attacks and malware, and the growing needs for data center automation."

Nikhil Taneja
Managing Director – India & SAARC

Radware leads the industry with their unified management and orchestration framework for ADC and security technologies.
We are one of industry's first vendors to launch with virtualized solution or specialized DDoS solution. And also our cloud model for our solutions.

Towards ramping up our security offerings, Radware has launched local scrubbing center in India. Scrubbing centers will act as centralized data cleansing station to analyse and remove malicious traffic.

We have partnered with various Govt. agencies like NIC, CET-In, ERNET and are working closely with them in technology sharing and also updating them on trends globally.

With enterprises across the globe embracing digital and adopting cloud technologies, significant opportunities lie in Ransom DDoS Attack mitigation, Enterprise Apps moving to cloud, major refresh of security tools and network function virtualization. Rising demand from cloud and communications service providers, and prioritization of ADCs for IPv4-IPv6 address translation are the key driver of the application delivery and application security solutions market in India, as it is globally.

We are firm believers in having a very strong channel eco system and we want to be a knowledge sharing partner to them. We are focused on engaging with partners from all tiers in 2017 ■

Talent Management and Development is pivotal for growth.

It is the best bet when the importance is realised and companies strive towards engineering customized programs for their employees in order to sustain and grow in their verticals. Interconnect highlights some key excerpts from this talk for ISODA members PAN INDIA.

Ms Srilekha Madav, a passionate Behavior Coach with rich experience in conducting varied training programs and Coaching was invited as guest speaker for Chennai Regional meet.

Change
People resist change.
When staying in our comfort zone keeps us risk free, our growth is predominantly limited and knowledge stagnant. We have no new experiences. Simply put, there is no growth.
A simple exercise shows how change can be rewarding. As a right hander, try writing 5 sentences using your left hand. You would find that by the end of the exercise, you had the skill to write using your left hand. A skill that you weren't aware of. You are not only challenging yourself but are realizing your strengths and activating your left brain which is proven to be associated with innovation and creativity.

Why companies need L & D
SMEs require more Learning and Development focus than the larger companies. There are several things that comes to play when considering the companies overall growth – supply of leaders, strategies to engage, retain talents, companies turnover and more

When companies are leaning to change, their overall development is guaranteed. The word change needn't always strike an alarm as **Change Agility is Ability indeed**. It means, we are
1. Continuously able to recognize what needs to be done
2. Ability to address the need with speed and agility
3. Ready with future needs

Need for Change in outlook
This is the time of rise of the millennial or the younger generation whose line of thoughts and approach is very different from the older generation

THE DIFFERENCE
Millenials Free time, no restriction, fast promotion, 24*7 delivery
Traditionalist Attached to Company, Loyal, Time bound promotion and perks

Talent Management
This age calls for individual attention and customizing learning objectives that could ensure growth of the employee in his career while his learning directly reflects in his performance at work, thus benefiting the company.
Since there is a rising surge of the younger generation entering workforce with their own set of talents and skill, it's time for companies to adapt to this shift while aligning policies with their principles.

AREAS OF FOCUS
It's important for companies to treat the Learning and Development as an investment.
The programs need to be carefully and methodically designed.

The areas of focus should be
1. Talent acquisition
2. Talent Management
3. Coaching & Management specific to industry (Ex- Specific coaching for sales)
4. Leadership
5. Learning and Development

Ideally, there should be 10% Classroom Training, 20% coaching and 70% on the job training.
And not to forget, everyone needs a coach and all of us have something to learn! ■