

Countdown begins for Tech Summit 7

Dear Friends!



Mr. Vipul Datta
Chairman, ISODA

We are stepping into a New year & I wish you all a refreshing start towards a prosperous & happy year ahead on behalf of the ISODA family.

We are at the 9th issue of ISODA Interconnect with all your support and best wishes.

This issue of Interconnect is a TS7 exclusive. Every question that we come across has been answered in detail by TS7 Chairman, Mr. Rajeev Mamidanna. I hope like us you are all eagerly gearing up towards the event.

With the onset of the New Year, we would like to take a moment of your time to understand your view on "ISODA Interconnect". What you like about it and what more you'd like to see getting covered in it. We have designed a survey questionnaire, the link to which is given along with the story of Interconnect in Page 2 which has some interesting insight from our former President Mr. L Ashok who spearheaded the effort and Mr. Nilesh Kuvadia who is heading the media committee this year.

We hope this issue's outlook helps us connect with each other better.

I urge you all to quickly respond to this very easy and quick survey form so we could serve you better.

Cheers! ■

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ISODA



interconnect

We stand on our commitment to make ISODA Interconnect a common platform for all of us to share, inspire and grow. And to understand where we are, we have compiled a short survey to capture your views. The link to the survey is on Page 2.

We request all of you to go through the survey and share your honest opinions to help us to add more value to Interconnect.

TechSummit 7 Pg 3 Pg 4



ISODA TECH 
 Infotech Software Dealers Association **SUMMIT**
Season 7 **HO CHI MINH**
 16 - 19 FEB 2017

Read a special feature on the ISODA's flagship initiative, the TechSummit 7.

Pages 3 and 4 are exclusively dedicated for the much awaited Summit.

Here Mr. Rajeev Mamidanna, TechSummit 7 Chairman & Vice President ISODA, has shared all the details about this 3 - day technical extravaganza.

ISODA Interconnect is listening

ISODA INTERCONNECT completes 3 quarters (9 months / 9 editions) this December, 2016. As we embark into a New Year, let's evaluate together and evolve this platform to increase the engagement and participation.



ISODA INTERCONNECT is LISTENING! WE WANT TO HEAR FROM YOU

Mr. L Ashok & Mr. Niles Kuvadia are incorporating Best Practise of really Listening. They are committed to make ISODA Interconnect a common platform for all of us to share, inspire & grow. You are invited to participate in a short survey that truly reflects your views. Share your honest opinions & lets add more value to INTERCONNECT.

With the 9th issue of Interconnect, isoda's flagship initiative - the newsletter steps into a fresh new year with high



"Apart from individual visibility, your participation and contribution as members increases the strength of us as a community. It will also help us to address the issues faced by our channel partners with various agencies, both government & other trade associations."

Mr. L Ashok
Past President



spirits. **Interconnect was born as a platform to connect ISODA members, and intends to speak for and about its members.** In the last 8 months, we have covered various topics that range from best HR practices, business development to burning issues like GST. Now, looking back at how it all began Mr. L Ashok, former President reminiscences, ***"The need to have a platform for better communication was felt to make ISODA's presence stronger and keep the members informed for their scale."*** When the idea of approaching media houses for a dedicated corner for ISODA was discussed, we felt why not create a platform for and by the members of ISODA. As the President, I took the responsibility of making it happen. With the help of the MC, Interconnect was born. There was an instant appreciation from the industry and there is a regular mention of the Interconnect in various IT magazines'.



"Everyday there are new innovations and accomplishments happening in our industry. If we come together and use this great platform to share our knowledge, experiences and findings we can collectively grow as a strong community."

Mr. Niles Kuvadia
President, ISODA



The MC surely feel that Interconnect is a collective effort brought in with the belief that it will be a 'By, Of and For' the members of ISODA.

As we step into 2017 let's together make this newsletter more engaging and inclusive through patronage & participation from each one of you. "As the New Year dawns, we wish to know how Interconnect has helped you and would love to listen to your feedback. We are eager to make this platform better and more relevant. It is after all, run by and for you, so urge each one of you to take few minutes to fill up the survey form" he added ■

TECHSUMMIT 7 - XCEL XCELLERATE XCEED

A special feature on the ISODA's flagship initiative, the TechSummit 7. Here Mr. Rajeev Mammidanna, TechSummit 7 Chairman and Vice President ISODA, shares all the details. Get all your WHY's & HOW's answered about this 3 - Day technical extravaganza.



Our warm invitation to all of you. Request each one of you to participate in the TechSummit 7 with full force
- From all of us at ISODA

As we gear up for the Tech Summit 7, ISODA's flagship event, *Chairman*, Mr. Rajeev Mamidanna & Vice President - ISODA, is here to share everything that you wanted to know about the event.

The 7th TechSummit will happen from 16th-19th February, 2017 at Ho Chi Minh City, Vietnam with the theme "Xcel. Xcellerate. Xceed".

Interaction and Collaboration are the key opportunities that will be the highlight of this extravagant 3 day summit. **We are expecting a surge in participation from new vendors and members.** Also, we have observed that there are vendors who are repeat participants with new solutions.

The basic idea of that TechSummit 7 is to give enough opportunity for everyone.

Here is a broad agenda for the event:

- Day - 1 Technical exchange
- Day - 2 Best practice exchange
- Day - 3 Networking and Fun

While we are still in the midst of detailing the agenda, here is a heads up on what to expect from the event - there will be demonstrations, presentations and talk shows. **We also request all the participants to feel free to reach out to us and let us know if they are interested to put up a stall at the venue.**

As someone who has attended the last three TechSummits, I can personally vouch for this event. There are ample opportunities for new business ideas, solutions, alliances and most importantly identify partners with whom we can collaborate ■



"I am proud to say that we already have some confirmed sponsorships and most of them are returning sponsors!! This shows the kind of value they are able to see by sponsoring in this event."

Mr. Rajeev Mamidanna
Tech Summit 7 Chairman



The ISODA excellence awards will be the highlight of the event. They have always been the greatest motivators for our members. **This will be a great opportunity for us to meet successful people in the industry and learn from their experiences.** This interaction helps us with insights on how successful teams are structured, what solutions are relevant to customers and how to position them strategically. Few of our vendors are excited and preparing to present key interesting user case studies. With this, I can strongly say that there is a great scope for learning at the event.

ISODA Tech Summit 7 is a great opportunity for our sponsors too! **With a forum of about 75-80 unique partners from across the country at the event, our sponsors get a ready platform to showcase their products & solutions to the elite software partners of India.** Further more, they shall also get an advantage of full media coverage that is going to happen during the event.

It is due to the valiant efforts of our members, our partners and past sponsors who have already been realizing the importance and potential reach that this event can offer. Media has always been a great strength for the TechSummit and this time will be no different. Invitations have reached all the key media houses and they have already started to cover the precursor events in the form of press releases and social media updates. **We have also requested our media partners to conduct round tables with the participants so that they can share their views.** Our media partners are in constant touch with us and are continuously sharing their feedback on how to make the event more interesting.

We request you to participate in TechSummit 7 and make this event a huge success ■



ISODA mourns the loss of a dear member,

Mr. Pradeep Jhavar, MD Bard Roy InfoTech (P) Ltd.

He is remembered as a resourceful, helpful and radiant personality by friends and peers. *"He was a very nice, sober gentleman. Always smiling and ready to help. A friend for the past 18 years. He will be missed greatly."*

Rajesh Gupta, Kiosk Technologies Pvt Ltd. Our condolences to his family. **We pray his soul Rest In Peace.**