



Countdown begins for Tech Summit 7

Dear Friends,



Nilesh Kuvadia
President, ISODA

Hope you all had a wonderful Diwali that set the beginning to a prosperous New Year. November edition of ISODA Interconnect is focussed on offering one more platform to encourage more participation from your end. Interconnect will not just carry business stories but also speak of members inspirational achievements.

Enjoy the **Member Insights** section, which is dedicated to knowledge and experience sharing of our valued ISODA members.

This time we have one of our Ex-Chairman and a very senior member Mr. Biren Shah's powerful sharing about what he calls "**Random notes of the life cycle of a businessman**" which would be like dessert for all of us.

This issue is covering two important topics, one is a trending hot topic while the other is timeless.

Our members share their knowledge and best practices on '**Virtual Workspace**' and '**Time Management in project completion**'. With that and news about our regional meets, Interconnect is packed with interesting and useful inspiration brought entirely out of best interests for its members.

Again, how can we miss out on the most awaited flagship event **ISODA Tech Summit 7**. This will require all our energies, so let's stay updated with our current & forthcoming newsletters as well as other communication forums.

Looking forward to your full participation in Ts7. All feedbacks are appreciated and welcomed.

Cheers ■

news&events Pg 2



Mr. Rajeev Mamidanna, Chairman of Tech Summit 7. Shares about ISODA's - "Xcel. Xcellerate. Xceed". Vietnam, 16th to 19th February

Read about ISODA's West and South Regional Meets – a much needed meaningful start.

opinion&perspective Pg 3



Mr. Ashok Kumar, CEO, Rah Infotech Pvt Ltd. & Mr. Venugopal Peruri CEO, Meta Infotech Pvt. Ltd, shared their perspectives on the growing trend of virtual teams & workplaces.

bestpractices Pg 4



Mr. Devesh Aggarawal & Mr. Krishnakant Mathuria shared some of their best practices for time management.

memberinsights Pg 5



adit

Adit Microsys Pvt. Ltd.

ISODA member Mr. Biren Shah of Adit Microsys Pvt Ltd shares his business journey straight from the heart.

The new MC kick-start regional meets - WEST and SOUTH

Regional Secretaries, Mr. N K Mehta and Mr. Vimesh Avanli of South and West regions respectively organized the meets on 7th and 13th of October. These being the first meets, post election of new MC, attracted good participation. **'The Agenda was to discuss and welcome suggestions to make regional meets more meaningful'** said Mr. N K Mehta.

Chennai plans to meet once a month for knowledge sharing on topics such as Taxation, TDS, Best HR practices & Leadership. Mr. Guna, CEO, E CAPS Computers India and Mr. Kabilan, CETAS Information Technology, will head the new subcommittee, that will focus on membership drives. **'It was encouraging and we got a**

chance to discuss and brainstorm on topics like how to deal with payment delays and customers with poor payment history.' said Mr. Mehta.

The next meet is on 17th Nov with sessions on **'Internal Automation for better productivity'** by Mr. Kabilan and **'Income Tax Refunds'** by Mr. Sudarsan, Veeras Infotek Pvt Ltd.

Mumbai witnessed an overwhelming response from ISODA members.

Mr. Kuntal Joisher, the guest speaker shared his expeditions of climbing the Mt Everest. *He being the first Vegan Indian to do so, left the audience inspired.* Everybody appreciated the sponsored session by IDFC. The internal session was

opened by Secretary, Mr. Dnyanesh Kulkarni. MC spoke on the ongoing work and development, especially for **Tech Summit 7**. Mr. Amarnath Shetty, LDS Infotech and Mr. Manish Tandon, Questa Software Systems asked about ISODA future plans and workability of ISODA Management committee in last two months.

Mr. Rajeev Mamidanna, VP, ISODA and key members jointly responded to questions. **It was proposed that minutes of meetings and MC concalls will be circulated among all members to keep them informed.**

Mr. Tushar Parekh, Vice Chairman's proposal to organize 8 regional meets instead of 4 was unanimously accepted ■

ISODA's 7th Tech Summit – A Technical extravaganza all set to hit Vietnam

ISODA will host the 7th Tech Summit at Ho Chi Minh City, Vietnam from 16th to 19th February, 2017. The theme for this year is **"Xcel. Xcellerate. Xceed"**.

TechSummit is ISODA's marquee platform with the sole aim to help members embrace the latest technologies, network with technology vendors and use each other's strengths to scale. Elaborating on the theme, Mr. Rajeev Mamidanna, VP- ISODA who is also the Chairman of TechSummit 7 said, **'The rapidly changing technology landscape**

demands us to keep pace with it. At ISODA, we wish to offer opportunities for members to understand Technology and help in transition . We equip them to face challenges and deal with them smartly'.

He also added "TechSummit is close to our hearts, every ISODA member has started working towards making it a success. In a world where Digitization, IOT, Mobility, Advanced Machine Learning, Analytics etc. are the key trends, ISODA acts as a powerful platform where the technology

provider and the owner come together for the benefit of the end consumer."

The most anticipated TechSummit 7 offers exciting opportunities for technology vendors to analyze, discuss and associate.

"We are privileged to host around 80plus CXOs of some of the most skilled channel partners in India. We urge our members to participate in this technical extravaganza and make the best use of it." ■

The growing trend of Virtual teams & Workplaces.

Mr. Ashok Kumar, CEO, Rah Infotech Pvt Ltd. And Mr. Venugopal Peruri CEO, Meta Infotech Pvt. Ltd, shared their perspectives on the growing trend of virtual teams and workplaces.

“India being a start-up capital is already witnessing the virtual workspace trend in a big way.”

Due to their funds crunch, startups prefer to work from virtual offices than invest in physical work spaces. This helps them to cut down their expenditure on infrastructure and save on the hassles and costs involved in travelling, said Mr. Ashok Kumar.

The choice of a virtual team depends entirely on the nature of business. While a virtual workplace might be beneficial for an organisation into software development or a consultancy, it might be counterproductive for a BPO.

At RAH Infotech we do support



“While a virtual workplace might be beneficial for an organisation into software development or a consultancy, it might be counterproductive for a BPO.”

Mr. Ashok Kumar
CEO, Rah Infotech



the initiative in some special cases or when the need arises. In such cases, we allow our employees to connect to our corporate network using a VPN.

While monitoring employees can be an issue, virtual workplaces offer many other benefits like reduction

in infrastructure costs, increased employee productivity by offering them flexibility and reducing their travel time to workplace.

It also helps in bettering employee relationship. That said, it is industry dependent and cannot be generalised ■

“India has already made the shift to a virtual office.”

I feel India has already made the shift to a virtual office. **A virtual office is a huge boon as it helps us to save on many costs such as infrastructure, electricity and commute.**

It also provides the necessary flexibility to the associates, thereby increasing their efficiency and productivity.

Many of our associates,

especially the sales personnel, work from remote offices. For instance, we just have one sales associate in Delhi and he works remotely with our Mumbai office. All our sales associates in Mumbai, attend client calls, meet the customers and continue to work at the comfort of their homes. In this way, they can spend more time with the customers. However, every

associate attends office on a Monday.

Collaboration has never been a problem for us as we make the best use of technology. We interact and collaborate through phone calls, audio and video conferencing, Skype and FaceTime. We also have a weekly reporting mechanism to monitor the activities of our associates.

I personally feel that there will be certain issues like less personal interaction with the associate, distraction from family members and lack of motivation while working from home. However, considering the benefits incurred, these seem to be quite insignificant ■



“Collaboration has never been a problem for us as we make the best use of technology. We interact and collaborate through phone calls, audio and video conferencing, Skype and FaceTime.”

Mr. Venugopal Peruri
CEO, Meta Infotech



Proper communication : An integral element of time management.

Mr. Devesh Aggarwal, Compusoft Advisors India Pvt. Ltd. and Mr. Krishnakant Mathuria of Know-all-Edge Networks Pvt. Ltd shared some of their best practices for time management.

At Compusoft Advisors India Pvt. Ltd., we device well defined project plans and milestones after conducting rigorous brainstorming sessions with our teams. We estimate a project wise resource break-up basing on the complexity of the project. Solution architects and functional managers build resource loading sheets for project planning and cost estimation.

The senior members of the functional and technical teams define the priorities for each project after considering the critical success factors and risks involved in the project. For example, if the process definition is a critical success factor, then the functional consultant gets the priority and in projects where integration of applications or migration of data is more involved, technical consultant gets priority for the project.

We continuously motivate our team to adhere to the time lines committed to the clients. We recognise their efforts for timely delivery and reward in case of advanced delivery with appropriate customer sign off. Each team member is motivated to take ownership of their milestones. In case

of any deviation in the plan of action, we request more time for the client after giving proper justification. We plan our deliverables such that the delivery of the individual module does not affect the overall delivery of the project. For instance, we have devised a rapid deployment plan for CRM solutions, where we have a fixed scope with a standard template based questionnaire. This helps in achieving our milestones without any deviation.

Over the years, we have learned that proper communication is the key for damage control. In case of any non-conformance, we communicate the details clearly with all the stakeholders to avoid further delays.

In future, we plan to conduct time management workshops and seminars in order to improve our delivery timelines.

Over the years, we have learned that proper communication is the key for damage control. In case of any non-conformance, we communicate the details clearly with all the stakeholders to avoid further delays.

In future, we plan to conduct time management workshops and seminars in order to improve our delivery timelines.

Project Estimation and Mile stone planning must happen after thorough discussions with your team. Constant Communication amongst project stakeholders (both customer side & Compusoft team members) is very important. Continuous motivation to team to adhere to the time lines committed to the clients. Recognise teams efforts for timely delivery and Reward in case of advanced delivery. ■



"We have devised a rapid deployment plan for CRM solutions, where we have a fixed scope with a standard template based questionnaire. This helps in achieving our milestones in time."

Mr. Devesh Aggarwal
Compusoft Advisors India Pvt. Ltd.

COMPUSOFT

Meticulous planning, teamwork and flawless execution ensure timely delivery

We generally break down the project into stages and link it to the milestones with strict adherence to deadlines, it is completely planned by the respective Project Manager and we involve entire team from day 1 and sensitize them about the importance of timely execution.

We have a pre-defined template that covers all the aspects like timelines, stakeholders, ownership, documentation, training etc. The project managers customize this template as per requirements and milestones of each project. We have faced challenges in the initial stages of our business with regards to project execution. But with close engagement and weekly reviews we monitor the progress.

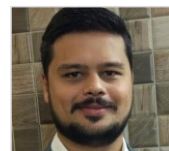
Delays are a part of any major project

as certain things are beyond the control of the client or the OEM. We get in to a quick RCA to understand the delay and inform the concerned stakeholder through a con-call or a meeting and address the challenges faced by involving respective stake holders. This s helped us to resolve the issues quickly and avoid escalations.

Recently we delivered a project for a Pharma client two weeks before the agreed schedule. This was only possible due to meticulous planning, teamwork and flawless execution. We took advantage of a long weekend, when we got maximum downtime to test for implementation and Go-live.

Our Team Leads and Project Managers conduct internal time management workshops where we showcase real and practical scenarios

that guide them to meet timelines. We also invite consultants and subject matter experts from the industry to conduct these workshops for our associates. ■



Mr. Krishnakant Mathuria
Know-all-Edge Networks Pvt. Ltd.

Know-All-Edge Networks Private Limited

"In case of emergencies, our teams have put in extra efforts to bring the project back on track, as these might lead to escalations, payment delays and customer dissatisfaction."

ISODA member Mr. Biren Shah of Adit Microsys Pvt Ltd shares his business journey straight from the heart.



Hi Friends. Hope you had a great August closure and business has been great. Well, I cannot say that about my business!

So I decided to use this time to share my rantings. The points that I will be sharing here summarise my journey from 1990 onwards. Unfortunately though the journey has been long, the distance travelled was less.

Personal needs limit your Growth.

I started my business from home, without any capital. From an individual's perspective, I started well enough to earn for myself. Growth was good and so were the returns for a lower middle class fellow. Life looked good, by and large. The earnings were enough to fulfil the personal needs.

Sounds good? Not to me. **Business and personal needs should be two distinctly separate domains, I believe.** To be content is very good for an individual; not so for a business.

Success Breeds Failure.

Mid-nineties brought a mega boom, speaking relatively in terms of my business. So I was pretty successful, in my mind. Sales, profits, people – growth everywhere. I could do no wrong. **Yeah, right!**

The success of Windows 95 meant demise of MS DOS. Rather too quickly. So my Microsoft business grew. But my biggest cash contributing product died. Brain stroke. I wasn't alone. Ask Novell, if you doubt me. **Be Afraid. Be Very Afraid.** Even more so in technology field.

Loyalty. An Interesting Word.

I was very loyal to the few brands I was selling. All non-competing product lines. **No one had asked me to be loyal. I thought that was the right thing to do.** I was a man of character. I was a stupid businessman. Vendors, of course, as you all know, do not have the word "Loyal" in their dictionary. **Smart.**

Failure Breeds Success.

Economy is pits. You lose your cash cows. Dot com happens. Earthquake happens. Riots happen. You are in a deep hole. **Thankfully,** Survival instinct kicks in. Look back at your errors. Dispassionately. Learn the lessons. **Apply.** Screw loyalty. **Look beyond businesses that are dependent on someone you don't even know.** Vendors will change their strategies, product mix and most importantly, people. You cannot expect continuity in such environment. Do things where you have much greater control. I diversified. Took some time. **But grew.**

Easy Come. Easy Go.

Life is not easy. If the journey is too good, it could be too good to last. High volume-high margin cannot be long term in a competitive world. **Easy money could make you complacent.** Intensity may drop. First point in this write up kicks in. Again. Investment in new project eats up cash. Project fails. **Damn!!**

Relationships Matter.

You make or may not make money. But you would gain friends. True friends. **True friendship happens without thinking about gains or losses.** Friends matter. They help. Never know when you need help, never know when they need help. But never know when these very relationships help you in business. **Business becomes pleasure.** I wish I could meet my friends more often.

Never stop looking for good people. Senior people.

The scarcest resource for a small business is top management bandwidth. **Hire good senior resources.** It is a risk. Failure would cost big. **Failure is more common than success.** Yet, you will have to do it. There is no need to wait for a position to open up. If you see a really good guy, take him. He / She will create a position. Good people are never a burden. Good people are scarce, **naturally.**

Enjoy the Business. Or Quit.

To own a business is a chosen lifestyle. It is possible I may have made much more money in a corporate career, thanks to academic credentials. Does not matter. Does not bother me. I enjoy this, and that is why I am in it. **If you are not enjoying it, you are not doing it right.** Your heart must be in it, and that requires that you do it with joy. Not all tasks are going to be fun. Service tax assessment is not fun. You need not enjoy it. But if nothing gives you joy, then something is fundamentally wrong. Every day should give you enough opportunities to laugh out loud. **Be happy. Make some people happy.** **Life goes on, Time for Dinner ■**