

Greetings to all of you on the occasion of our 70th Independence Day.

Dear members,

It is indeed a pleasure to let you all know that I have been elected as the Chairman of ISODA, at the 8Th Annual General Meeting held on 5th August 2016. My team and I have worked on various issues that we are facing and have identified five key areas on which we will focus for the rest of the year. They are:



VIPUL DATTA
Chairman, ISODA

1. Adopt and use more technology to bring partners together – launch of mobile business aggregation app for real-time commercial collaboration amongst partners.

2. Liaison with international trade associations to help members to setup their business in India

3. Build local chapters in the 4-5 potential cities identified by the MC

4. Establish strategic alliance with other existing trade associations to collaborate and achieve more focus /commitment from government for larger participation of the SMSE Organization in key Government initiatives

5. Provide members with the following direct benefits focused on maximizing business potential – Media presence, ISODA regional event, continued connectivity ISODA newsletter – interconnect, ISODA portal, mobile app (under development).

Today, as rightly said by our Honourable Prime Minister, we are moving from Swaraj to Suraj and the GST Bill is one of the many steps taken in that direction. This bill resonates the One Nation, One Market policy of our Government. In this edition of ISODA InterConnect, we are trying to understand the impact of this bill on our line of business along with some of the smart business practices that our members are following.

Do read further for some exciting news and events and make the best use of this wonderful platform.

Let us partner to progress! ■

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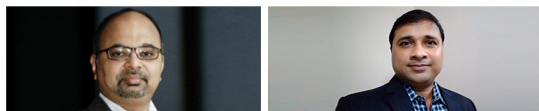
The Infotech Software Dealers Association (ISODA) conducted its 8th Annual General Meeting, on 5th August 2016. A new Management Committee, with Mr. Vipul Shah as the Chairman, was elected on by all the members who were present for the AGM.

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Our members Mr Asis Chaudhuri and Mr.Vipul Datta shared their perspectives on the recent GST Bill passed by the Government of India with the intention of One Country, One Market.

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Best Practises for Smart Business Development

Mr.Jiteesh Chauhan shared some of the best practices that they follow in rubikinfotech.com, for smart business development.

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Parul University: A Case Study

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Mr. Prashant Jain of JNR Management Resources Private Limited, who was also the Returning Officer resided over the session made a formal announcement of the new Management Committee. The Vice Chairperson of the last term, Mr. Vipul Datta, CEO Futuresoft became the chairperson this year and

Mr. Nilesh Kuvadia, who was the Vice President earlier is now the President.

The other members of the committee are:

- a. Chair Person Vipul Datta – CEO, Future Soft Pvt. Ltd
- b. President Nilesh Kuvadia – Managing Director, ITCG Solutions Pvt. Ltd.
- c. Vice Chairperson Tushar Parekh, Managing Director, Silicon Netsecure Pvt. Ltd
- d. Vice President Rajeev Mammidanna – Director – Eden Infosol Pvt. Ltd.
- e. Secretary Dnyanesh Kulkarni – Director, Deltakraft Solutions Pvt. Ltd
- f. Treasurer Pankaj Goenka, Partner , Icons
- g. RS West Vimesh Avlani, Proprietor, Graftronics
- h. RS South N.K.Mehta, CEO, Secure Network Solutions India Pvt. Ltd
- i. RS North4 Kamal Gulati, Managing Director, ITS Technology Solution Pvt. Ltd
- j. RS East Manasi Saha, Managing Director, Macaws Infotech (P) Ltd.



The Annual General Meeting was conducted as a two day event in a private resort in Mumbai.

The Annual General Meeting was conducted as a two day event. The preparations for the event were made by Mr.Jiten Mehta, Secretary, and his team. All the members appreciated Mr.Jiten and his efforts for making this event a grand success.

Highlights

Day 1

The first day of the event started with a speech by the former President Mr.Ashok. He highlighted all the achievements made by team ISODA under his able leadership. Some of key achievements are:

- Tech Summit 6 at Langkawi
- Exclusive newsletter by and for ISODA in the name of "ISODA InterConnect"
- Media presence every month
- Revamping of the ISODA website and
- Constitution of the new ISODA portal for the members to collaborate and grow.



This was followed by the elections and a formal announcement by the returning officer Mr.Prashant Jain. Mr.Vipul Datta addressed the gathering as the new Chairman of ISODA and shared his vision for the next year. He expressed his interest to establish an organized administrative structure by appointing professionals. The day one concluded with an extravagant networking and cocktail dinner.

Day 2

The day two started off on a high note some amazing presentations by our very own members and some guest speakers.



Key Speakers

- Mr. Limesh Parekh's, CEO, CEO, Enjoy IT Solutions Ltd
- Mr. Chetan Shah, Xpress Computers Ltd.
- Mr. Dhruv Dua
- Mr. Parag Ghedia

Mr.Limesh spoke on conflict management. He detailed on different types of personalities and highlighted how conflict management could improve the quality of life. Mr. Chetan who is popular for his cycling endeavors was well appreciated for his refreshing outlook towards life. Tax advisor Mr.Dhruv Dua gave an informative and relevant session on taxation. And last but definitely not the least, Guest speaker Mr. Parag Ghedia, succeeded in fascinating the audience with his talk on GTD: Getting Things Done.

GST Bill: The Impact

Our members Mr Asis Chaudhuri and Mr.Vipul Datta shared their perspectives on the recent GST Bill passed by the Government of India with the intention of One Country, One Market.



With the advent of the GST Bill, from the dealers and distributors perspective, one thing is clear that the taxes will be same across the country and I totally appreciate that. However, I feel we need more clarity on how this tax will impact our business.

On the whole if we look at it, the tax component which was around 5% earlier is now 14.5%, this clearly shows that there will be a massive hike in the prices for the end customers and lesser margins for us. We also need to revise our discount and credit policies to deal with the present trends.

“The impact is yet to be analysed in terms of numbers. But for sure the prices will go up”

I feel the distributors are on a safer side when compared to us in this aspect, they have their own set of strategies to combat. But for us, our margins are sure to go under the knife.

One good thing that I see with the bill is that we can expand our business to smaller towns and cities without worrying much about the tax implications.

MR.ASIS CHAUDHURI

MD, DIDTechno
Information Systems

In our association we have three main types of partners:

- Service providers (Within India)
- Resellers
- Service Providers (Outside India)

So if we look at the bill from their perspective the One Nation, One Tax policy of the government is definitely a great initiative. We are going to witness price sustainability, growth of business and reduced tax hassles for both our partners and customers. This brings insanity to the situation with each state having its own taxation policy.

However we need more clarity on how the bill will be implemented and how soon it will be put into use. We also need to understand its implications on other tax components such TDS etc. and its effect on sellers who provide software services to other countries.

“Price Sustainability and Growth of business are two positive aspects of the bill that brings insanity into this situation”

Also, the government must provide sufficient time and training for practitioners to have a better understanding of the new tax regime. Since we need approval of all the states for this bill to become an act, I feel the Government must not be in a haste to implement this.

MR.VIPUL DATTA

CEO,
FutureSoft Pvt. Ltd.

Best Practices for Business Development

Mr. Jitesh Chauhan shared some of the best practices that they follow in rubikinfotech.com, for smart business development.

“Our biggest asset is our Post-Sales support

Rubik Infotech has been in the business of providing security solutions to corporates for past 15 years and cater to the security needs of companies with over 200 personal computer count. We deal with IT Security, Compliance and Licensing and implementation, and have provided security solutions to some of the major companies such as L&T, AMUL, Cadila Pharma, Harsha Engineering etc.

Personal references for business development has been our most trusted strategy and we have been very successful in achieving 32% growth rate in the last fiscal due to this. Our innovative schemes



“We offer rewards to our customers and sales associates to encourage them to close the deals faster.”

MR. JITESH CHAUHAN, Rubik Infotech

and the after sale support is our strength. Almost 80% of our business comes through personal references given by our existing clients and 20% through other channels of marketing such as social media. This clearly shows our association with our clients and the kind of service we offer.

Future seems to be bright and big for Rubik Infotech!! We would like to continue to use Personal References for business

development and concentrate on improving the rate of conversion of the referrals. Right now we are only able to convert only 1 or 2 leads into business, but now we are working on converting all the leads that we receive through reference into business. So, in future we would also like to add more such new products and offer the best service to our customers.

“Digital Marketing and Analytics is our best strategy for Business Development”

Comprompt Solutions is in the business for past 16 years and has been providing quality services in three major verticals namely, IT Security, Mail and Messaging Solutions and Web development. Our clientele includes Zodiac Clothing Ltd., J.M. Baxi & Co., BP Equities Pvt. Ltd., VIP Industries Ltd., Jolly Board Ltd. and other SME's and SMB's in Mumbai.

Digital Marketing has been our best marketing strategy till date. We use major social media platforms like

Facebook, LinkedIn, Google+ and Twitter to leverage our business. This has helped us to open up new avenues for business. We receive almost 75-100 inquiries every day and close around 10 of them every month.

Creative Mailers that we send out on special occasions like poojas and festivals are one of our key digital marketing strategies.

We do not just mention about our products and offers but we personalise the mailer such that

the content seems to be specific to the recipient. We also add news and events related to our company. Our team of analysts keep an eye on the recipients, those who have read and not read our emails, and try and do remarketing to those who haven't seen our mails. This has helped us a lot to retain our existing customers as we are regularly in touch with them.

I strongly believe that a smart team helps us build a smart business. We do not set targets or deadlines to our associates but maintain transparent business models such employees feel that they are a part of our business and strive hard to give their performance.



“Our next best strategy is our Contact Us form and Chat application that we introduced on our website. The chat application was an instant hit.”

MR. MANISH SANGHRAJKA, Comprompt Solutions

Parul University: A Case Study

Preface

Parul University was established under the Gujarat Private Universities Act 2009, vide a bill passed by the Government of Gujarat on 26th March 2015 giving University status to Parul Group of Institutes run by Parul Arogya Seva Mandal Trust. The university is spread across a sprawling 150+ acre campus with 25000+ students and 2000+ faculty. The university decided to improve its IT security norms and entrusted the responsibility of implementing a total security solution across its campus to Rachaita Infosoft.



Challenges

The challenges associated with the IT security implementation of this scale were similar to any other large network. The scale of the project was quite huge with 2500+ end points at the Baroda campus including CVMs. Along with the huge network size, 2500+ end points and budgetary constraints of the client, RachaitaInfosoft also had to face tough competition from other local vendors.



"Strong partner relations, wide geographical coverage, smart channel and customer marketing, and localized tech support contributed to our strong growth of ESET business"

RAJU WARRIAR, CEO, Rachaita Infosoft

The Solution

With the long term association that they have with Parul University, Rachaita Infosoft succeeded in convincing the client to choose ESET Endpoint Standard Antivirus instead of other popular brands, like Quick Heal. Quick Heal was not a solution for the client due to the many known flaws in the product and the large number of end points associated with the university's network. In addition to this their local support was not efficient either. In many instances the local team has failed to provide solutions to known issues of the product. Considering these facts, Rachaita suggested ESET as the most feasible option. Some of the benefits of ESET were low resource consumption, world class detection technology along with strong and reliable local support.

Benefits

The benefits of an ESET based solution were manifold for Parul University. The university received a trouble free solution that was cost effective and that which consumes less bandwidth and resources.