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Presidents Address



**President ISODA
(Satcom Infotech Pvt Ltd)**

I am both excited and nervous to pen my first edition of the "Interconnect." In this edition, we will focus on the recently concluded two-day AGM - Biz summit held in Bangalore earlier this month. The event this year was very special in many ways, and I would like to share through this forum all the exciting things that happened in these two days. This year saw ISODA completing 15 years, and we did two things to commemorate this milestone.

The obvious one was to celebrate the landmark, reviving memories of how a small thought of coming together for a common cause created a strong 200-member association with a national presence and earned the respect of not only hundreds of vendors and customers but also of global trade associations. Today, we are a force to reckon with, and no matter how much each one of us contributes to ISODA, nothing can equal the vision, focus, and hard work put in by each of our founding members. Today, we are sowing what they reaped, and this association will be indebted to them forever and hope to continue carrying the baton with the same diligence and spirit. Let's take a moment to salute those noble souls.

The second one was that we decided to take a step back and review where we are today. Are we growing the way we should have in 15 years? Are we still committed to a common cause? What are the expectations of the members, and how are we meeting them? How does the external world view ISODA? The list was endless and was not something that could be ascertained by a Google survey. Thankfully, our then chairman came to the rescue and suggested holding a brainstorming session with a sample audience to start with and come up with ideas. We tried to choose members associated with ISODA for a long period of time, members who had closely interacted with all the members during their tenure on their management committee. About 20 of us met in a closed room and deliberated for 4 hours and finally concluded on a broad 5-point mission for ISODA as the top priorities to focus on going forward. Over the next 60 days, this entire team will be sharpening this, and then the current MC will define a short-term and long-term agenda and work towards achieving it.

This will be just a small step in our quest for turning ISODA into an organization that will truly be the neighbour's envy and the member's pride. This will not be possible without interaction and participation from each one of you. A wise ISODIAN a few years back aptly named this news bulletin "The Interconnect," and hence this bulletin cannot be a one-way communication. Contributions from members are appreciated, as we are keen to know what's different happening with your business and even with your life. That way, we can truly interconnect and also have more regular issues. One of the onuses on members was to update their business profile on their website so that others can start collaborating with them. A few members faced hiccups in doing the same on our web portal, and one of the approved plans is to do a facelift of our current website. Until that happens, nothing stops us from sharing our business profile with the respective regional secretaries on a simple Excel sheet that can be consolidated and made available to all members.

The Biz Summit saw a slightly different format this time, with less time spent on sponsor presentations and more time on external speaking sessions by experts on various subjects. Technology sponsors were given booth space within the event hall, increasing participation of the sponsors with the members during specified time intervals, giving an all-inclusive feeling to the sponsors.

During some of the informal feedback sessions we had with existing members and a few members during the renewal stage, a common question encountered was, “What am I getting out of ISODA?” It was a challenging question to answer, for ISODA does not have an entity that is separate from the entity of us members. Each one of us represents ISODA, and only an ISODIAN can give true value to another ISODIAN. A tiny shift of mindset will help us redefine the purpose of us being here. Why don’t we start asking this question instead, “What am I giving to ISODA?” How am I helping my fellow ISODIAN? How well do I know my fellow ISODIAN? Do I know the area of business he or she is in? Am I giving him or her the first preference when it comes to buying a laptop, a mailing solution, an antivirus solution, an HRMS software, an ERP, developing a website?

It is not enough to remember an ISODIAN when you cannot find a solution, but it is about giving him the first right of refusal when it comes to implementing these solutions within your workplace. The second step would be referring fellow members to your clients, and the third step would be true collaboration where members partner with each other in delivering a product or service to a client and make money together. From the little exposure I had with fellow members, I think we can contribute to each other going beyond business.

Sharing our valuable experiences with each other, our learnings, the innovative things we have done at our workplace, the resources we use, our success stories as well as failure stories—these will be the true value we will get out of ISODA. This sharing can happen regularly through Interconnect, regional meets, or online platforms. Let’s now take a step back and, before interacting with the external environment—read “sponsors” in TechSummit and BizSummit - start interacting more with one another.

For we can walk faster if we go alone, but to go far, we need to walk together.



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and mail rm@isoda.in

ISODA AGM Updates

New Management Committee



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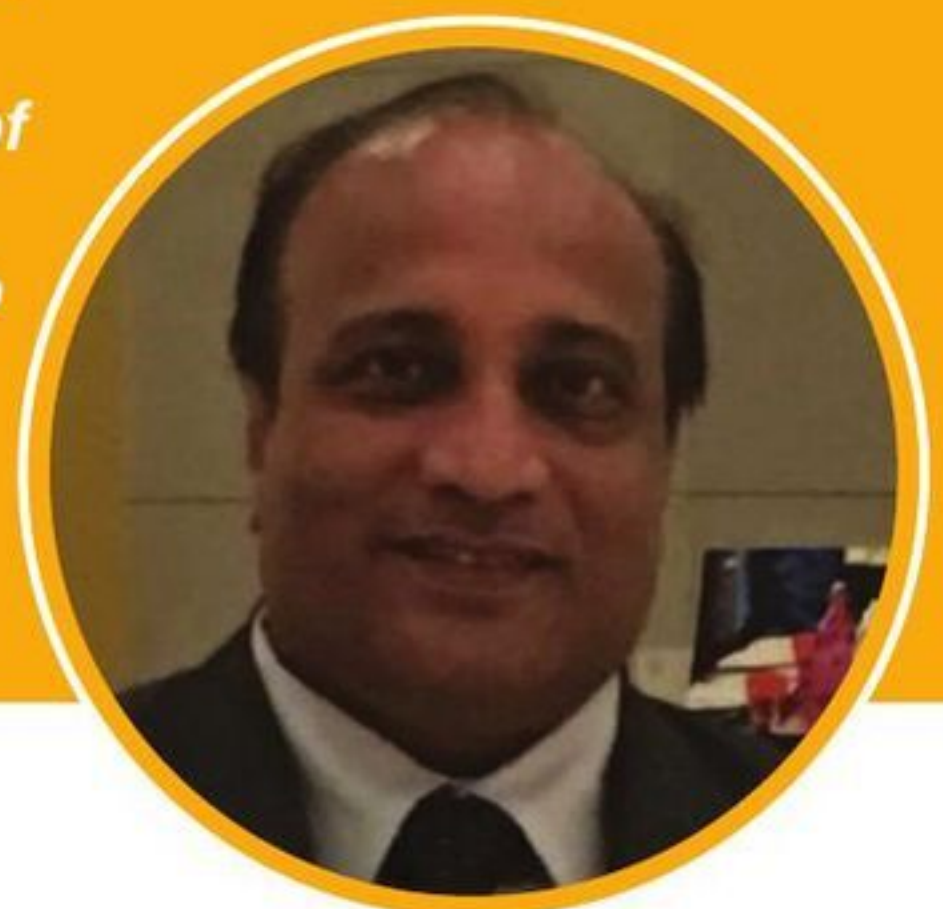
New chapter formed in Karnataka with focus on increasing membership in Karnataka.

Regional secretary appointed.

Here's what the Regional Secretary of Karnataka had to share for his vision:

"For the Karnataka Region, the IT Silicon Valley of India and Hub, I would like to have maximum membership for ISODA and improve the IMAGE of ISODA. I will ENSURE that members take active interest in participating in ISODA events and also build a positive Public image."

Sanjay Srivasatava
Regional Secretary (Karnataka)
Login Infotech



ISODA Biz Summit 2023 Update

We are thankful to the sponsors who collaborated with ISODA to help make this Biz Summit a success. We had a wide array of technology and supporting sponsors

Technology partners such as Acer, Clear touch, Ecaps, 42 gears and Sophos showcased their solutions in the booth space allocated to them within the event hall which saw good interaction between the ISODA members and them.

METAL SPONSORS



TECHNOLOGY SPONSORS

SOPHOS

42GEARS

acer

CLEAR TOUCH
a tcn company

eCAPS

SUPPORTING SPONSORS



What the Biz Summit 2023 Sponsors had to say



ISODA Biz Summit is a great initiative, must to connect community and it was a super event organized to connect with ISVs and CPs. Delighted to express my gratitude and record our regular participation into future events to promote NSDL Protean eGov cloud offerings. We received the impeccable support from the interested CPs in the Summit, and quite hopeful to record the significant business leads upcoming from the market to grow mutually.

NSDL Protean eGov is thankful and bid best wishes to ISODA organisers. Thanks & Regards.

Hirenkumar Mehta
Vice President & Head Cloud Pre-sales



I had an absolutely wonderful time at the event! From the engaging sessions to the insightful speakers, every moment was filled with valuable information and inspiration. The networking opportunities were fantastic – I got to connect with so many like-minded individuals. Thank you for a fantastic experience!

Vijayakumar D
Regional Head - Business Development, ClearTouch



Marking a significant milestone, ISODA's 15th Anniversary brought together industry leaders and innovators in a remarkable event. As proud sponsors of this occasion, 42Gears Mobility had the privilege of engaging with influential company executives. Our presence allowed us to effectively position our 'Made in India' products, including SureMDM, a class-leading Enterprise Mobility Solution. This platform fostered strategic conversations that hold the key to the future of mobility solutions. This event not only elevated our visibility but also underscored our commitment to driving innovation and excellence within the industry. At 42Gears Mobility, we are dedicated to pushing the boundaries and are honored to have been a part of this dynamic event.

Vikram Varakhedi
Strategic Partnerships | Asia-Pacific & ME | 42Gears Mobility Systems



ISODA Biz Summit is a great for vendors like Sophos to Interact with Partners. It gives us one unified platform to exhibit our technology and solutions to key partners under one roof. Sophos has been closely associated with ISODA for almost more than a decade now supporting their Tech Summit and Biz Summit as we strongly believe ISODA delivers a value proposition to vendors in terms of visibility, market coverage and taking the solution to the end users.

Rajeev Gupta
Director Channles- India & SAARC

Biz Summit Leadership Sessions

The Biz Summit saw a different format wherein four external speakers were engaged to talk about diverse topics which could be of interest to the audience as well as useful to imbibe in our business model and culture.



The Key note address was delivered by **Mr Ram Kumar Seshu** on "Antarprerana". His talk focussed on helping organisations such as ours to create a positive work culture that leads to sustained growth. He showcased how companies can grow and develop through multi tiered people transformation process. Exhibiting the potential India has for growing the economy and what a major role digitisation has to play, he set the right tone for opening the business summit. For those who missed the opportunity, please watch the recording link.

<https://youtu.be/tfnsHYjf9m8>



We then had a fireside chat with **Mr Jimmy George** who is a business coach and a training consultant. The chat was moderated by our member Mr Biren Shah who asked him pointed questions of interest to our members on how to grow an organisation , develop a high performance culture and how a whole system transformation is required to take your organisation to greater heights.

https://youtu.be/16ll7_R1qEM



Post Lunch saw a session with **Mr Suraj Malik** who spoke of fostering legacy and ushering growth by means of a well defined succession and exit planning.

<https://youtu.be/REd6Yp86lNc>



Concluding session was by **Mr Surojit Bhattacharya** who spoke about what are the valuation criteria for a firm and how each one of us can work on increasing value or improving the valuation of our company.

<https://youtu.be/oqbi-zxTA28>

We also had quiz questions being asked during the sessions where the winners were given vouchers worth Rs. 1,000. The Winners were **Ashim Bhasan & Manish Sanghrajka**.

There was also a lucky draw for members visiting the stalls of the technology sponsors. Three winners were given vouchers worth Rs 2500 each. The winners were **Nityanand Shetty, Pankaj Goenka & Raju Warriar**.

15 years celebrations

Dear ISODA members and friends,

It was indeed a great pleasure to be amongst you all though for a short while on the 10th of August 2023.

ISODA was born out of a necessity that Service Tax brought upon us. Harinder Salwan from the West of India and yours truly from the South of India wrote to every partner across the country to unite for staving off the crippling taxation brought about by the Finance act. Classifying Software as a service brought about the other draconian TDS upon us impacting cashflow. With the margins that we were working with, the cost manpower that was increasing by the day, the complexity of IT Infra becoming even more, we were faced with multiple challenges. Worst of all, we did not have any representation that could have a seat to discuss with the Government of India. MAIT / CII / FICCI / NASSCOM did not address our issues.

The formation of ISODA got accelerated with a few people who got together in Mumbai to have and in a couple of days got the association onboarded. Thanks to Prabakar Kini, Hemant Chabbria, Dnyanesh Kulkarni, Rajesh Kothari, Devesh Aggarwal, Harindar Salwan and Vipul Datta, we got the association initiated. The time to represent the community, building trust and collaboration has been emphasized from year one and I can see the camaraderie amongst the members.

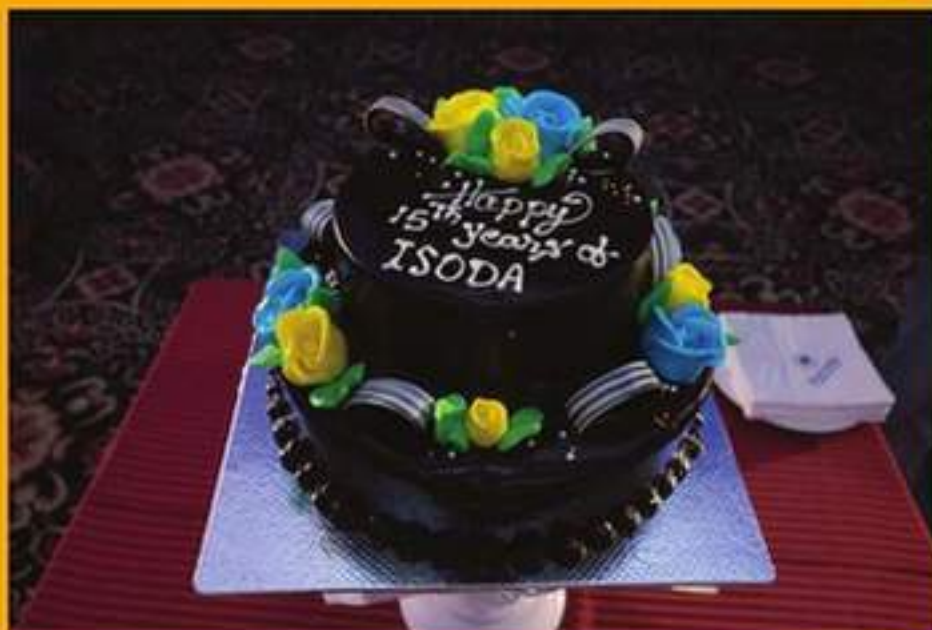
But, the time now is move one step ahead. IT Infra business is no more specialized in one domain but needs multi-speciality to address the customer requirements. We need to think beyond collaboration. We need to think beyond a silo approach on domain expertise. We need to think size, geography and valuation. We have the platform, but we need to execute.

The future beckons. All the very best.

Sudarsan Ranganathan



Sudarsan was part of the founding team of ISODA. In his current avatar, he is the Founder & CEO at EdEnEM Consulting LLP.



The Essential Guide to Data Analytics for Small and Medium IT Businesses

Welcome to the thrilling realm of data analytics! If you're navigating the bustling world of IT, especially within small or medium-sized businesses (SMBs), you might wonder, "Why should I dive deep into this ocean of data?" Hang tight, because we're about to unravel how this can be the game-changer for businesses in software reselling, hardware distribution, and IT services!

Why Every IT SMB Should Embrace Data Analytics

First off, let's break down the term. Data analytics is the art and science of transforming raw numbers into actionable insights. Think of it as deciphering a code. Once unlocked, it reveals patterns, trends, and strategies that can propel a business forward.

Consider this: You're an IT company reselling software. Through data analytics, you might discover that a particular software sees a sales spike every quarter end. Or maybe, after analysing data, an IT service company could find out the most common service requests during holiday seasons, allowing for better staff allocation. Transitioning from guesswork to evidence-based strategies? That's smart business!

Tailored Benefits for IT SMBs

1. Smarter Inventory Management:

Let's say you're in the hardware distribution sector. Data analytics can show which items fly off the shelves and which ones sit a tad longer. Consequently, you can adjust your inventory, ensuring you don't over-invest in slow-moving products.

2. Optimized Service Delivery:

For IT service providers, understanding peak request times and common client issues means a smoother, more efficient service delivery. Instead of reacting to problems, you're anticipating them.

3. Enhanced Software Reselling Strategy:

Are certain software products more popular with specific industries? Or do they gain traction after specific events or times of the year? Knowing this can allow software resellers to tailor their marketing and sales pitches, maximizing revenue.

Setting Sail with Data

So, how can you start this journey? Begin by setting clear objectives. Do you want to improve sales, enhance customer service, or streamline operations? Once you've pinpointed your goals, gather the relevant data. Tools like customer relationship management (CRM) software or even simple sales spreadsheets can be goldmines.

Lastly, invest in tools or services that can help you analyze this data. While there's an initial cost, the ROI, in terms of growth and efficiency, is immeasurable.

To Wrap It Up...

In the dynamic world of IT, where the landscape shifts rapidly, being armed with data analytics is like having a compass in hand. It guides, informs, and ensures that even amidst change, SMBs can chart a course towards success. Dive in, decode the data, and discover the difference it can make to your IT business.

Happy analyzing!