

interConnect

Volume 11 | Edition 08 | 3rd June, 2024

Published by

ISODA

Infotech Software Dealers Association

www.isoda.in

President's Address

Hello ISODA Colleagues

Welcome to a new edition of our mouthpiece, InterConnect. In my address in the last InterConnect, I had mentioned initiatives that the ISODA Management Committee is jointly taking for the benefit of the association. I would like you all to take note of the progress with those initiatives.

Progress on New Vision and Initiatives at ISODA

I'm happy to share progress on ISODA's journey towards a stronger future! This past quarter focused on:

• ISODA 3.0: Increased Collaboration & Value

- The new version emphasizes collaboration, continuous member value, improved visibility, and financial independence.
- We're building a secretariat with professional administration for a stronger ISODA identity

• Financial Independence & Growth:

- A membership fee increase (with member support) provides funds for events and workshops.
- ISODA is being registered as a Section 8 company under the Companies Act.

• Improved Visibility & Collaboration:

- A new membership portal is under development to streamline onboarding and digitize records.
- The "Friday Connect" series fosters member engagement through:
 - Policy Advocacy (e.g., interacting with STPI for IT policy input)
 - Business Growth Opportunities (e.g., collaboration with E&Y on Ayushman Bharat)
 - Innovation (e.g., member participation in Asia Smart App Awards)
 - Brand Building (e.g., "how to convert expertise into an authority book" session)
 - Skill Development (e.g., session on future-ready organizations)
 - Business Value Creation (e.g., session on company valuation and listing)

• Member Contributions & Engagement:

- We encourage article submissions to make the newsletter more informative.
- Members can share business excellence experiences during Friday Connects.
- ISVs and distributors can hold virtual solution-promotion sessions.

• Upcoming "BizTech" Event:

- A 3-day event featuring technology sessions, business workshops, and knowledge sharing is in the works!

Let's stay engaged! Let's collaborate! Let's share!

Best wishes.

Vinod Kumar
President - ISODA

IMPORTANT ISODA CONTACTS

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The Future of Work: AI and Automation Reshaping Industries

Article from Mr Arvind Didwania - Solution Enterprises

AI or Artificial Intelligence has been a hot topic in recent years. If we see the transition that happened worldwide in the recent years, we would see that AI has played a big role. The fast progress of AI and automation technologies is transforming many industries. This transformation is changing the way we work and also what the future of work looks like. We still have a lot to see what is yet to come.

Influence of AI and Automation on Industries

Automation has revolutionized the way work is done entirely. They are making industries work better. Automation is helping the industries do things more efficiently, saving money and getting more done with the limited resources. Whether it is making things in factories, selling products, taking care of people's health or managing money, automation is making tasks easier and better. Automation and AI is covering everything from manufacturing, retail, healthcare and finance.



Job Transformation with AI and Automation

With the rise of AI and Automation, the workforce will have a dual impact. On one hand, it is taking over repetitive tasks which were previously done manually, freeing up people for more creative work. On the other hand, automation is also opening up job options for roles like data analysis, machine learning and AI development. Those roles require skills like understanding data, designing and implementing machine learning algorithms and developing AI systems. With this, we can say that the workforce is moving towards valuing these kinds of skills more.

The Transformation of Work

Overall, the transformation is redefining the nature of work. It is becoming more about being adaptable, constant learning and keeping up with technological advancement. This way it becomes necessary for the individuals as well as organizations to be updated with the advancements in technology to remain competitive in the job market.



Impact of AI on Work

AI is helping businesses work better by giving them tools to make smart decisions. It can analyze huge amounts of data, helping businesses understand market trends and customer behavior. It also provides personalized customer experiences, making customers happier and more loyal. This level of personalization enhances customer satisfaction and loyalty by providing timely solutions which meet their needs.

Moreover, AI facilitates target marketing strategies by segmenting customers based on their historical data like purchase history, demographics and behavior. This enables the businesses to create targeted campaigns for promoting their products. This indeed helps them unlock opportunities for growth, differentiation and competitive advantage in today's digital marketplace.

Challenges and Opportunities

AI and Automation brings in a range of challenges as well as opportunities that businesses can navigate. Challenges include job displacement and ethical concerns about privacy and bias. But they also bring opportunities for innovation, new business models, and economic growth. Let's look into them in more detail:

Challenges

Job Displacement

Automation and AI can lead to displacement of certain jobs that have become automated. To rectify this it is the need of the hour to upskill or reskill to adapt to new roles and technologies.

Ethical Considerations

The ability to analyze data by AI has a hindsight. It raises ethical considerations where privacy is compromised and the data is used for bias decision making processes.

Opportunities

Innovation

AI and automation definitely helps in innovation. They enable the development of advanced technologies for a better quality of life.

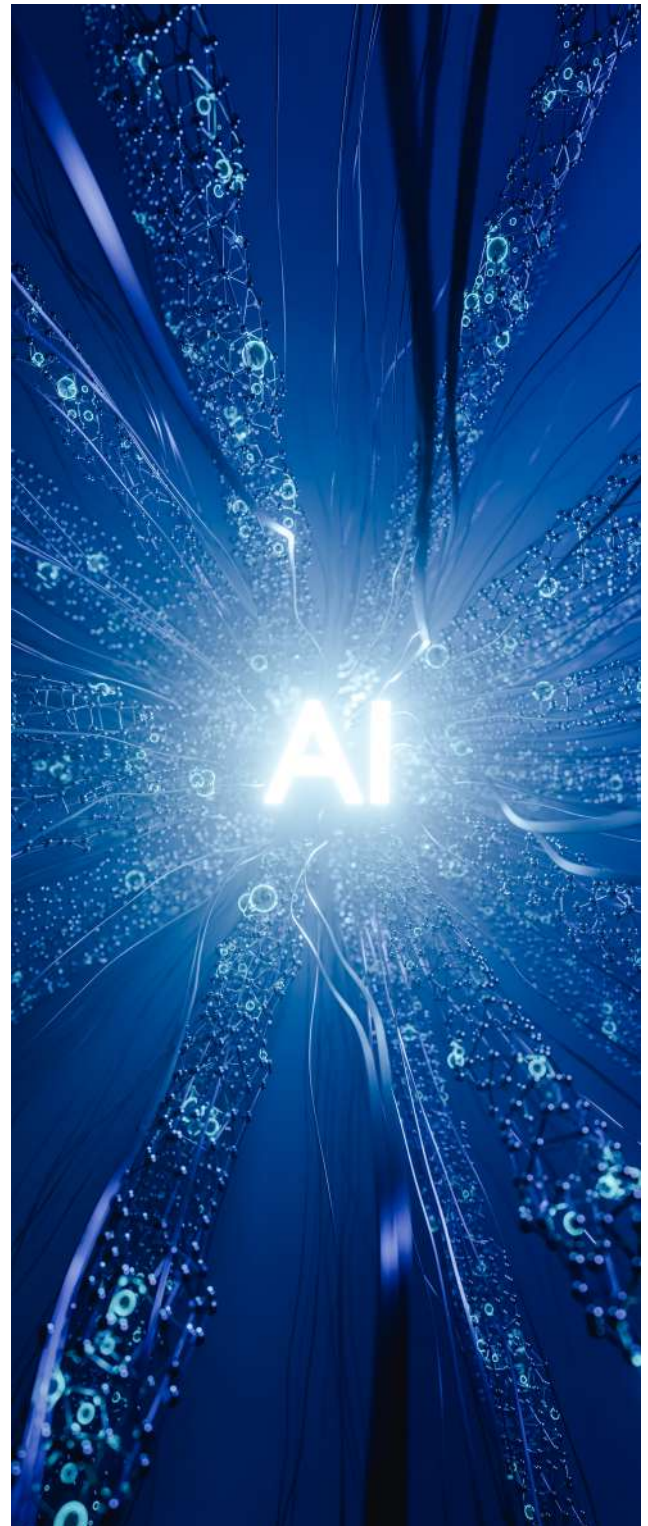
New Business Models

These technologies help open a plethora of options when it comes to business models. The usage of subscription based services, predictive maintenance and personalized customer experiences have increased due to these innovations.

Economic Growth

Since AI and automation helps in operational efficiency, it further aids in contributing to economic growth. They enhance efficiency, reduce costs, and enable businesses to grow more effectively.

By analyzing these challenges and working to rectify them, the companies can use the power of AI to its full potential. This will not only enhance the sustainable growth of the company but also have a positive impact on the society.



Final Thoughts

AI and Automation are changing how we work and what work looks like in the future. Staying competitive means staying updated with these changes. As technology improves, we need to keep up with it to gain its benefits. It's a big change, but it's something we can make the most of. Instead of stressing over the transformation it is bringing, we can focus more on how AI can be of our help and how we can grow with it. As we all know change is the only constant, it is best we adapt to this change.

IT Security: The Cornerstone of India's Digital Future

Article from Mr Pankaj Jain - Panzer IT

The Rise of a Secure and Innovative IT Landscape

The Indian IT sector is experiencing rapid growth, driven by new technologies and changing needs. Security plays a central role in this transformation. Businesses require Continuous Secure Data Accessibility & Availability to operate effectively.

Challenges and Opportunities in the Indian Tech Industry

The future of IT security presents both challenges and opportunities:

- Sophistication of Cyber Threats: Advanced threats demand stronger security measures.
- AI and Machine Learning: Offer promising avenues for proactive threat detection and response.
- Cloud Computing: Democratizes IT resources but introduces data privacy and compliance complexities.
- Harnessing Technology for Secure IT Environments

The convergence of AI, cloud computing, and cybersecurity requires comprehensive solutions. Tools like Endpoint Security, Data Leak Prevention, and Disaster Recovery Management help businesses operate with confidence. AI-driven solutions provide additional layers of defense, while cloud security frameworks protect data across platforms.



Bridging the IT Skills Gap

The growing demand for skilled IT professionals necessitates addressing the skills gap. Training programs equip the next generation of IT experts with the knowledge and tools needed to succeed.

Building a Strong IT Security Community

Sharing personal experiences and collaborating on passion projects fosters a sense of community within the IT sector. This fosters collaboration and mutual growth.

Conclusion: Shaping the Future of Indian Tech Together

Thought leadership plays a vital role in shaping the future of Indian IT. By staying abreast of trends, providing vocational insights, and fostering collaboration, organizations like Panzer IT can contribute to a secure and innovative IT landscape in India.

Regional Meet Updates



East Regional Meeting

17 Feb 2024



North Regional Meeting

2 March 2024



West Regional Meeting

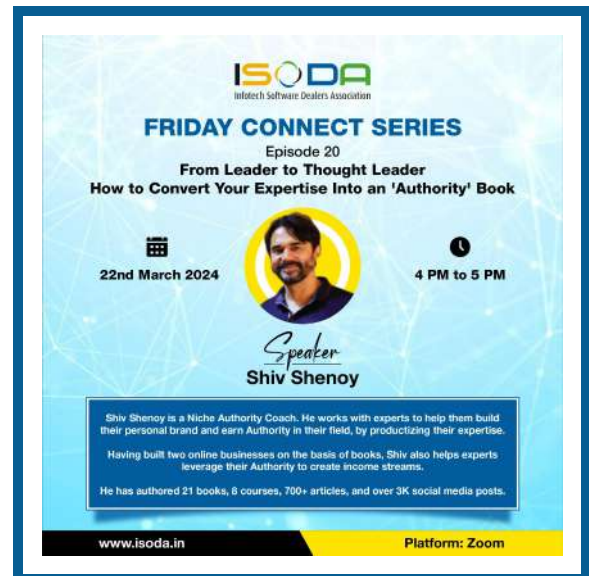
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Friday Connect Updates



Friday connect Episode 19
Key Elements of the
Future Ready Organisation
<https://youtu.be/Q-AHZRWolf8>

Friday connect Episode 20
From Leader to
Thought Leader
[https://youtu.be/_fU90-PDqOc?
feature=shared](https://youtu.be/_fU90-PDqOc?feature=shared)



Friday connect Episode 21
Opportunity to collaborate
in Ayushman Bharat
Digital Mission
<https://youtu.be/iXMPOEqihcE>



**THANK
YOU!**