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interConnect

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Infotech Software Dealers Association



President's address

Mr. Jitesh Chauhaan
President - (ISODA)



Dear ISODA Members,

As we near the end of another remarkable year, I want to take a moment to reflect on what we have achieved together and what lies ahead.

The ISODA United Summit 2025 at Puri will remain a defining moment for all of us. It was not just a gathering, but a celebration of unity, learning, and shared purpose. From the spiritual start at the Jagannath Temple to the mindful sessions, power-packed showcases, and a historic AGM - Puri reminded us why ISODA is not just an association, but a community built on trust and collaboration.

The AGM at Puri marked a major milestone as it was our first after becoming a Section 8 company. This change has given ISODA a stronger structure, greater accountability, and a sharper focus on long-term sustainability. The newly elected Management Committee and Regional Secretaries have already begun working on initiatives to make ISODA's voice stronger and more impactful than ever.

Since the last edition of InterConnect, ISODA has been buzzing with activities - from regional chapter meets and networking evenings to insightful knowledge sessions. These interactions continue to strengthen our foundation of collaboration and shared growth.

Looking ahead, we are excited to announce that preparations for ISODA TechSummit are already underway. Expect big announcements soon - from themes to participation details.

This flagship event will once again bring together thought leaders, OEMs, and channel innovators to explore the future of technology and partnerships.

In this edition, you will also find thoughts and ideas from our Management Committee members - a window into how each of them plans to strengthen ISODA's role as a bridge between technology, business, and community.

As we count down to a new year, let us carry forward the same energy and unity that defined Puri. Let us continue to support each other, collaborate actively, and build an ecosystem that reflects the true spirit of ISODA - stronger together, always evolving.

Warm regards,

Jitesh Chauhan
President - ISODA

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The ISODA Management Committee

Your enablers in successful collaboration & growth



Mr. Vinod Kumar
Chairman - ISODA

It gives me great pleasure to use this platform to welcome all of you to the first edition of Interconnect of the new ISODA as a section 8 company. The new MC has also taken their role seriously to start giving a new direction to this new company. Some of the steps we have taken as a charter include transparency in activity done by MC by sharing monthly minutes of board meetings without fail. I would encourage members to go through the same so that they are well abreast of the workings of their duly elected committee. Feedback and suggestions are always welcome from all of you. While we are on our endeavor to strengthen interaction and collaboration at regions between members, we also have a mandate to go on a membership drive to bring new quality members who will not only benefit from joining ISODA but will also bring new ideas and collaboration opportunities within ISODA, We are hopeful that by making small changes, by following the rule book of doing all the mandatory things we should be doing like regular regional meets in all regions, holding the flagship event of TS on time , providing value added sessions like the Friday Connect, participating in industry events, etc , we will be able to set the tone for the new ISODA with support from all of you.



Mr. Vimesh Avlani
Vice Chairman - ISODA

As the Vice Chairman of ISODA, my focus for the coming year is clear and purpose-driven.

We stand at an important stage of growth, and my commitment is to contribute actively to expanding ISODA's national footprint by enabling the launch of one more strong and sustainable chapter in India.

At the same time, we are gearing up to make the ISODA TechSummit 2026 one of the most impactful and future-ready editions ever—an event that not only brings cutting-edge technology insights to our members but also strengthens the collaborative spirit that defines ISODA.

Another key priority is to accelerate membership growth and deepen engagement, ensuring that ISODA continues to be the most influential and respected community for solution providers across the country. We will also be proactively forging partnerships with leading IT associations, enabling knowledge exchange, stronger representation, and a unified industry voice.

Together, with the support of our members, partners, and leadership team, I am confident that ISODA will continue to scale new heights and drive meaningful impact across the IT ecosystem.



Mr. Jitesh Chauhaan
President - ISODA

My personal view of ISODA is that it is a highly valuable organization that brings together IT professionals to share knowledge, collaborate, and grow. I see ISODA as a crucial platform that helps me stay current with the latest industry trends and challenges, while also enabling me to connect with like-minded professionals. Being part of ISODA reflects my commitment to promoting best practices within the industry and my community. I value the learning opportunities and insights from experts that ISODA provides, which help me enhance my professional skills and contribute more effectively in my role.

As President of ISODA, my agenda would centre around fostering collaboration, expanding networking opportunities with industry leaders, and delivering tangible value to ISODA members. I believe that collaboration among cybersecurity and IT professionals is key to addressing the complex challenges we face today. By encouraging greater cooperation and knowledge sharing within ISODA, we can create a stronger, more informed community.



Mr. Lalit Choudhary
Vice President - ISODA

To me, ISODA represents strength through visibility, voice, and unity. As Vice President, I aim to contribute toward expanding ISODA's awareness across the technology ecosystem and ensuring our presence is stronger, more recognised, and more industry-influential.

My priorities this year include strengthening brand ISODA through deeper media visibility, supporting the President in communication initiatives, and attracting more meaningful members who bring value, ideas, and collaborative potential to the association.

A stronger community is a more empowered community, and I look forward to working with all of you to make ISODA more visible, more connected, and more impactful than ever.



Mr. Pradeep Daga
Secretary - ISODA

ISODA has always been built on collaboration, structure, and shared responsibility. My role as Secretary will focus on strengthening the operational backbone of ISODA so that our growth remains disciplined, transparent, and member-centric.

I intend to drive consistent MC meetings with clear cadence, documented outcomes, and timely circulation of minutes and activity reports. Another key focus is increasing usage of the ISODA website as a central repository where members can discover each other, connect across regions, and access information instantly.

When information flows better, collaboration becomes easier — and that is the ISODA we aim to build together.



Mr. Ravi Jalan
Treasurer - ISODA

To me, ISODA represents responsibility, trust, and collective progress. As Treasurer, my focus is to ensure that our financial systems remain transparent, structured, and aligned to the long-term growth of the association.

My priorities include improving financial discipline, increasing clarity in budgeting and reporting, and ensuring that every rupee spent contributes directly to member value. We also aim to streamline financial processes to make participation, sponsorship and event planning smoother and more efficient.

With member support and collaborative governance, we look forward to building an ISODA that is financially strong, future-ready and operationally seamless.



Mr. Akshay Thakkar
Regional Secretary,
West - ISODA

For me, ISODA is not just a network — it is a launchpad for collaboration, business expansion, and collective growth.

My focus for the West region is simple and actionable:

1. Strengthen inter-member connect and participation
2. Encourage collaboration that converts into business
3. Create visibility and new opportunities for member growth

I want to help make ISODA West more active, more integrated, and more opportunity-driven, where every member can leverage the power of the community.



Ms. Aditi Jhavar
Regional Secretary,
East - ISODA

To me, ISODA is a platform that turns connections into business and collaborations into long-term partnerships.

My agenda this year is focused on three things:

1. Strengthen the member network
2. Enable collaborations that lead to real business outcomes
3. Increase visibility and opportunities for everyone

I want to help members grow faster by using ISODA as a true business accelerator.



Mr. Dalip Arora
Regional Secretary,
North - ISODA

ISODA, to me, is a community where trust becomes business and relationships turn into long-term partnerships.

For the North region, my priorities are:

1. Strengthen and energise the regional network
2. Enable deeper collaboration and cross-region opportunities
3. Build consistent visibility for members and their strengths

My goal is to ensure that ISODA North operates as an active growth engine where members learn, collaborate, and win together.



Mr. Yogesh Chordia
Regional Secretary,
Tamil Nadu - ISODA

For me, ISODA stands for collaboration that drives opportunity. Tamil Nadu is known for capability and depth in technology. The agenda is to bring this strength into shared momentum.

My work this year will revolve around:

Building strong participation through regular meets and open dialogue

Encouraging members to collaborate beyond products and into value creation

Increasing regional visibility across national ISODA platforms
The aim is simple. A Tamil Nadu chapter that is connected, active, and known for business-positive collaboration.



Mr. Sanjay Srivastava
Regional Secretary,
Karnataka - ISODA

Karnataka is a melting pot of ideas, scale and enterprise. My role is to build a regional ecosystem where members can engage meaningfully and convert industry intent into measurable collaboration. The priorities ahead are straightforward.

Strengthen frequent member interaction across tier 1 and tier 2 cities

Enable business exchange through structured engagement

Build an active knowledge-sharing culture through focused meets
My vision is to create a Karnataka chapter that is known for execution, not just representation.



Mr. Dhiraj Vijayvargiya
Regional Secretary,
Rajasthan - ISODA

I believe ISODA is a platform where professionals become partners and partnerships become growth stories.

For Rajasthan, my focus lies in:

1. Strengthening the member base with quality participation
2. Driving collaborations that result in tangible business benefits
3. Creating new opportunities and better visibility for our region

I look forward to contributing toward a more connected Rajasthan chapter that works closely with the national ISODA ecosystem and grows collectively.



Mr. Tapan Ghosal
Regional Secretary,
Northeast - ISODA

The Northeast has talent, ambition and potential that deserves a louder platform. ISODA gives us that bridge.

My focus is to bring more companies from the region into the mainstream ISODA network and open collaboration routes across the country.

Key goals for this year are:

Expand member participation and visibility at the national level

Facilitate cross-region partnerships to boost business outcomes

Build a sustainable, active chapter presence in the Northeast

I look forward to making the Northeast an equally strong growth engine within ISODA.

Voices on AI: Inside the Indian Channel

4 AI CAPSULES

Mr. L Ashok
Futurenet Technologies India Pvt. Ltd.



AI and the IT Channel - From Reseller to Orchestrator

Artificial Intelligence is not another technology wave - it is rewiring how the IT Channel delivers value. For ISODA members, this is not merely a trend to watch but a shift that demands participation. AI moves us from selling boxes and licenses to enabling outcomes, automation and intelligent business continuity. It transforms conversations, business models and how customers experience technology.

Inside the partner ecosystem, AI is already changing how work gets done. Routine, repetitive tasks - quoting, ticket routing, renewal tracking - no longer need human energy. Automation clears space for human expertise to move upward, toward advisory work that drives growth instead of maintenance.

AI-as-a-Service (AlaaS): The New Revenue Engine

The real opportunity lies beyond selling AI tools - it lies in operating and managing AI for clients. Partners can build recurring-revenue models by designing:

- predictive performance & failure forecasting
- AI-driven cybersecurity & threat anticipation
- custom RAG chatbots trained on client knowledge
- business analytics that guide decision-making

AlaaS is not a product. It is an ongoing relationship. The channel becomes the strategist, not the supplier.

This model creates long-term customer stickiness. Clients do not buy algorithms - they buy **assurance, uptime, efficiency, and foresight**. AlaaS turns capability into annuity.

The Skills Channel Must Now Build

To win this evolution, every partner organisation must build **AI fluency**, especially in sales. The new advisor will speak in outcomes - not models.

Old message:

"This is an AI tool that detects threats."

New message:

"This reduces your downtime by 20% and avoids two incidents per quarter."

Skills the channel must invest in:

- ROI-based consultative selling
- data literacy & readiness understanding
- ethical deployment awareness
- integration thinking across CRM/ERP/apps

Trust and clarity become the differentiators. AI brings the horsepower. Humans provide direction.

The Channel's Next Leadership Role

AI is the great equaliser - but only for those who adopt early. The future belongs to **hybrid intelligence**, where AI provides the scale and humans provide the sense.

Partners who embrace AI will evolve into **digital orchestrators**, responsible for end-to-end outcomes. Those who wait risk becoming optional. This moment is a pivot - and the channel that leans into it will define the next decade.

The opportunity is here.

The question is simple.

Do we resell technology - or orchestrate the future?

Mr. NK Mehta
Secure Network Solutions India Pvt. Ltd.



Hybrid Intelligence: The Next Leap for Indian System Integrators

AI and the Indian IT Channel:

A Turning Point for System Integrators

Artificial Intelligence is no longer a buzzword—it's a business imperative. For system integrators and channel partners in India, AI is transforming the very foundation of how we operate, engage, and deliver value.

On the positive side, AI unlocks new service models. Predictive maintenance, intelligent automation, and AI-driven cybersecurity are no longer niche offerings—they're becoming baseline expectations.

At Secure Network Solutions, we bring mainly into cyber security, we've seen how AI-powered EDR and MSS platforms have elevated our role from reactive troubleshooters to proactive defenders.

This shift allows integrators to move up the value chain, offering strategic insights rather than just technical fixes.

Internally, AI is streamlining operations. From automated ticket routing to sentiment analysis in customer support, it's helping teams work smarter and faster.

According to a 2025 ET CIO report, strategic partnerships in AI and data are now seen as force multipliers for innovation and customer success.

However, the transition isn't without challenges. Many traditional system integrators face a steep learning curve. Legacy skill sets, data silos, and resistance to change can slow adoption.

As highlighted by DQ Channels, vendors like HPE and Snowflake are stepping in to empower Indian SIs with edge-to-cloud and AI-ready platforms—but the mindset shift must come from within.

There's also the risk of over-automation. In chasing efficiency, we must not lose the human touch that defines long-term client relationships. AI should augment—not replace—our ability to listen, empathize, and adapt.

The future of the IT channel lies in hybrid intelligence: blending AI's speed and scale with human insight and trust. Channel partners who embrace this balance will not only survive—they'll lead.

It's time to evolve, not just upgrade.

Mr. Manish Tandon
Questa Software Systems Pvt. Ltd.



Why AI Is the New Growth Engine for the IT Channel

Artificial Intelligence (AI) is rapidly transforming the landscape of the IT channel, ushering in a wave of innovation that is redefining business models, enhancing customer engagement, and streamlining internal operations. As organisations across India and the globe embrace digital transformation, the role of AI within the IT channel has evolved from a futuristic concept to a fundamental business enabler.

One of the most significant shifts has been in business models. Traditional value-added resellers are now repositioning themselves as solution providers, leveraging AI to offer predictive analytics, automated support, and tailored services. Managed Service Providers (MSPs) are deploying AI-driven platforms to monitor client infrastructure in real-time, proactively identifying and resolving issues before they impact business continuity. This shift not only differentiates offerings but also opens new revenue streams, such as AI-powered security and compliance solutions, enabling partners to add more value throughout the customer lifecycle.

Customer engagement within the IT channel is also undergoing a dramatic transformation. AI-powered chatbots and virtual assistants are now commonplace, offering instant support and personalised recommendations to clients 24x7. By analysing customer data and behaviour patterns, channel partners can anticipate needs, craft bespoke solutions, and deliver targeted marketing campaigns that resonate with specific segments. This data-driven approach builds deeper relationships and enhances customer loyalty, which is crucial in today's competitive environment.

Internally, AI is driving operational excellence by automating repetitive tasks such as ticketing, invoicing, and inventory management. Robotic Process Automation (RPA) and intelligent workflow tools are freeing up valuable human resources, allowing teams to focus on strategic initiatives and higher-value activities. In larger organisations, AI-driven analytics are helping leadership make better-informed decisions, optimise resource allocation, and forecast market trends with greater accuracy.

Looking ahead, the IT channel must continue to invest in AI skills and infrastructure to remain competitive. Upskilling teams and fostering a culture of innovation will be key to harnessing the full potential of AI. As the ecosystem adapts, those who embrace these technologies stand to unlock unprecedented growth and create lasting value for customers and partners alike.

Mr. Lalit Choudhary
Aadhar Infonet Pvt. Ltd.



AI Is the Power Steering – The Channel Just Needs to Grip It

Let's just be honest about something big:

AI isn't just another product we try to sell. It's the power steering that's completely changing the road for every single one of us in the IT Channel.

To win tomorrow, we have to stop chasing one-off sales and start seriously using AI to build real, solid partnerships.

Just look at our own internal operations. We've all been there - drowning in those irritating alerts.

But now, AI is finally showing up as the ultimate teammate.

AIOps tools work like tireless, behind-the-scenes pros, quietly sorting through massive amounts of client data, filtering out all the noise, and even fixing small issues on their own. This isn't just about speed; it frees up our best human engineers to focus on the challenging,

meaningful stuff. Efficiency stops being some boring company goal—it becomes the strong base for making everyone's job better.

The shift in customer engagement might be the most exciting part. We can finally ditch that old, exhausting 'break-fix' routine! With the help of Generative AI,

We can practically read our clients' minds. Our systems can check client behavior and signals to flag a security weak spot or a capacity need before they even notice the problem. That kind of foresight lets us give advice that hits the nail on the head, instantly turning us from just another vendor into the trusted strategic friend every client needs.

So, what does this actually mean for our business models? It's simple: stop focusing on selling hardware, and start selling smart results.

AI is helping us move our income toward those reliable, recurring 'Outcomes-as-a-Service' plans. We're not selling maintenance anymore.

We are selling the peace of mind of guaranteed uptime, peak performance, and smart direction - all delivered by intelligent tech.

The message for the IT Channel is crystal clear: you have to embrace AI-driven insight to prove your real worth, or you'll be left watching others lead.

Let's jump on this chance to reinvent ourselves and secure a far more stable and exciting future.

ISODA United Summit 2025



ISODA Management Committee 2025-26



SME Channels Award



Star Nite Awards 2025



Regional Meetings

West RM – 3rd Sep 2025



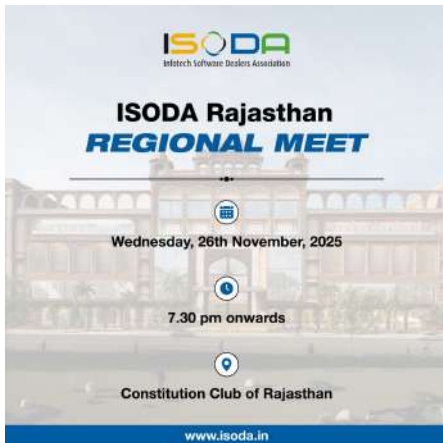
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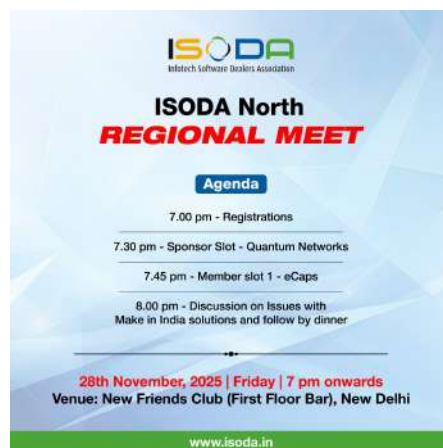
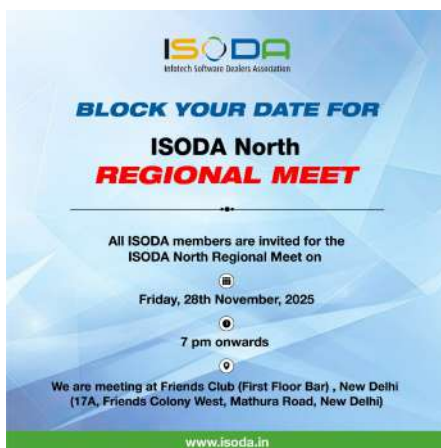
East RM – 9th Nov 2025



Rajasthan RM – 26th Nov 2025



North RM – 28th Nov 2025





The poster features the ISODA logo at the top center, with the text 'Infotech Software Dealers Association' below it. The main title 'FRIDAY CONNECT SERIES' is in large blue letters. Below it, 'Episode 34' is followed by the topic 'Basic Automation Techniques & Extracting Financial Insights from Accounting Data'. A central circular portrait of Mr. Dhruv Dua is shown. To the left of the portrait is a calendar icon and the date '28 Nov, 2025'. To the right is a clock icon and the time '4 PM to 5 PM'. Below the portrait, a blue banner contains the name 'Mr Dhruv Dua' and his title 'Isoda Tax Advisor'. At the bottom left, the website 'www.isoda.in' is listed, and at the bottom right, the platform 'Platform: Online Zoom Webinar' is specified.

ISODA
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FRIDAY CONNECT SERIES

Episode 34
Basic Automation Techniques & Extracting
Financial Insights from Accounting Data

28 Nov, 2025

4 PM to 5 PM

Mr Dhruv Dua
Isoda Tax Advisor

www.isoda.in

Platform: Online Zoom Webinar

Friday connect Episode 34
Basic Automation Techniques & Extracting
Financial Insights from Accounting Data
Speaker: Mr Dhruv Dua – ISODA Tax Advisor
Date: 28th Nov 2025, 4 to 5 pm

**THANK
YOU!**