



itVARnews Channel Outlook Survey 2024

The IT Channel's Roadmap to **Unstoppable Growth in 2024**



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Ingram Micro India



RANJAN CHOPRA
Team Computers



VIREN BAVISHI
Sapphire Micro System



NEEL SHAH
Insight Business Machines



GURPREET SINGH
Arrow PC Network



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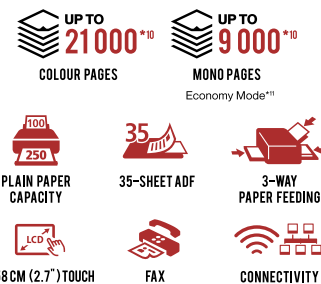
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The IT Channel's Roadmap to Unstoppable Growth in 2024

The IT channel isn't just riding the digital wave; it's piloting it. This is the resounding message from the Channel Outlook Survey 2024, a comprehensive study of 150 enterprise channel partners and solution providers. With a staggering 80 percent anticipating substantial growth in 2024, the channel's optimism is palpable

Amit Singh

The IT channel in 2023 was a story of resilience and reinvention. While a lingering pandemic and global economic turmoil tested its mettle over the last 2-3 years, it emerged not just unscathed, but surging, fueled by unprecedented digital transformation demands. Indeed the enterprise channel partners and solution providers have expressed high optimism about the year ahead as the majority of them saw organizational growth in 2023 meeting their expectations and even exceeding their expectations.

According to 150 enterprise channel partners and solution providers who participated in the recent

Channel Outlook Survey 2024, 60 percent of the respondents were satisfied with their performance in 2023, moreover, over 33 percent said that their performance exceeded their expectations. Now, as we stand at the cusp of 2024, the question isn't "if" the channel will grow, but how it will navigate the ever-evolving landscape.

Dynamic Landscape of the IT Channel in 2023

The heartbeat of the IT channel in 2023 echoes a narrative of success and adaptability. A comprehensive analysis of overall performance reveals



“The IT channel ecosystem is driven by expansive digital transformation across verticals and rapid technological innovation. Businesses are increasingly investing in customized solutions to meet the rising demands of customers.”

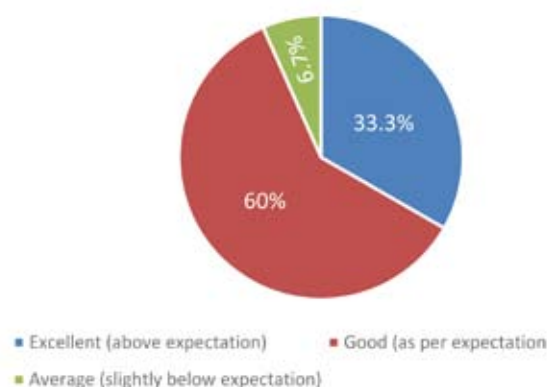
NAVNEET SINGH BINDRA,
Senior Vice President and Chief Country Executive,
Ingram Micro India



“We have expanded our client base, forged strategic partnerships, and successfully executed projects that positively impacted our clients' businesses. With revenues reaching Rs 3500 crore, we now aim to become a billion-dollar company in the next two years.”

RANJAN CHOPRA,
MD & CEO, Team Computers

Organizational Performance in 2023



a landscape distinguished by dynamic strategies and robust revenue growth.

The numbers sing a triumphant melody, with a staggering 73 percent of solution providers marking

an impressive revenue growth of 20 percent and above in 2023. Furthermore, 20 percent of respondents witnessed a remarkable surge, experiencing more than a 50 percent increase in revenue.



“It’s all about agility. The pandemic showed us that the fastest dancers win the prize, and those who embraced adaptability and invested in their people emerged as the undisputed champions.”

VIREN BAVISHI, CEO, Sapphire Micro System

Strategies that focused on emerging technologies and deep selling emerged as the top drivers of growth for solution providers. A remarkable 86 percent of partners identified ‘focus on emerging technologies’

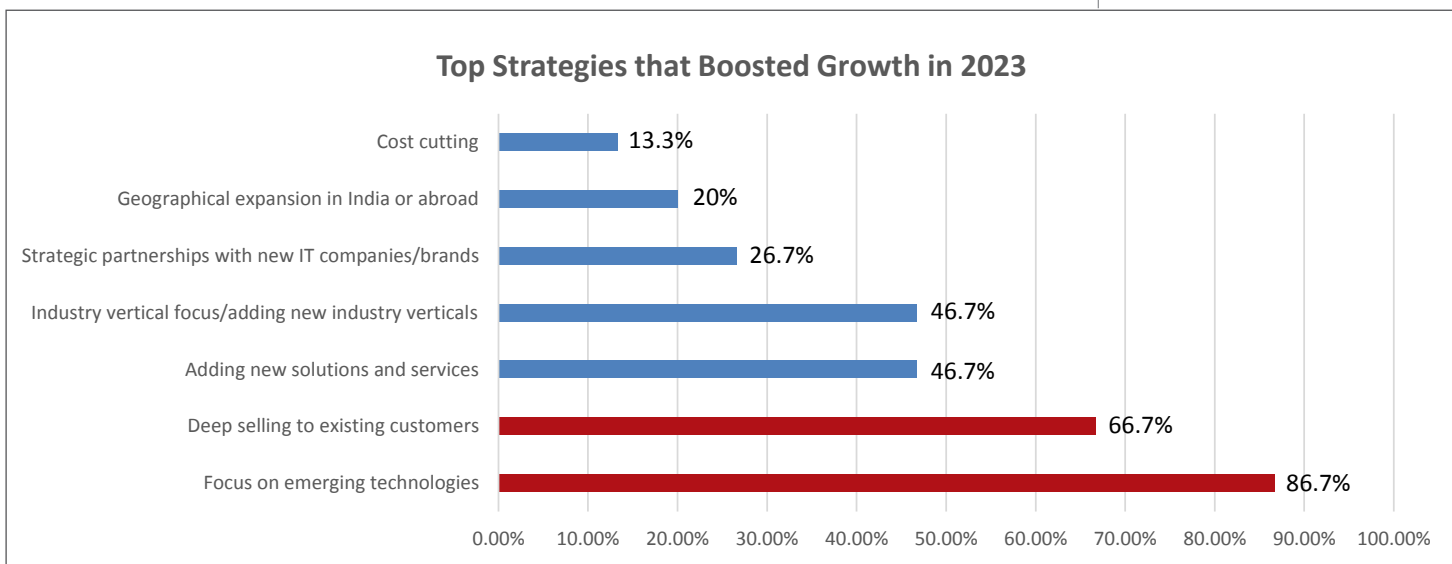
among the key strategies contributing to growth in 2023, while 66 percent favored ‘deep selling to existing customers’ as their preferred strategy for the year. Additionally, 46 percent of partners considered

adding new solutions/services to their portfolio and industry vertical focus as instrumental strategies for achieving growth.

Navneet Singh Bindra, Senior Vice President and Chief Country Executive at Ingram Micro India, commented on the growth, stating, “The Indian IT channel and solution provider ecosystem have experienced significant growth in 2023, driven by expansive digital transformation across verticals and rapid technological innovation. Businesses are increasingly investing in customized

solutions to meet the rising demands of customers.”

Ranjan Chopra, MD & CEO of Team Computers, attributed their success to a focus on customer-centric solutions, leading to increased client satisfaction and repeat business. He shared, “We have expanded our client base, forged strategic partnerships, and successfully executed projects that positively impacted our clients’ businesses. With revenues reaching Rs 3500 crore, we now aim to become a billion-dollar company in the next two years.”



B Chandrashekar, Chief Business Officer at Futurenet Technologies, emphasized the organic performance of their organization, with existing customers showing continued trust. He said, "Being a preferred Managed Services Partner, our reliability and trust have been core factors for our growth. Our unique IT assessment framework, PASS, providing a complete health check of the customer's IT landscape, has contributed to our success."

Cloud, Security, Data Centers: The Trinity Fueled Explosive Growth in 2023

Cloud solutions, cybersecurity shields, and robust data centers became the guiding stars in 2023, illuminating a path of explosive growth for solution

providers grappling with the demands of remote workforces and evolving cyber threats. This wasn't merely a quantitative leap; it marked a qualitative shift, showcasing a channel adept at reading the market's pulse and adapting accordingly.

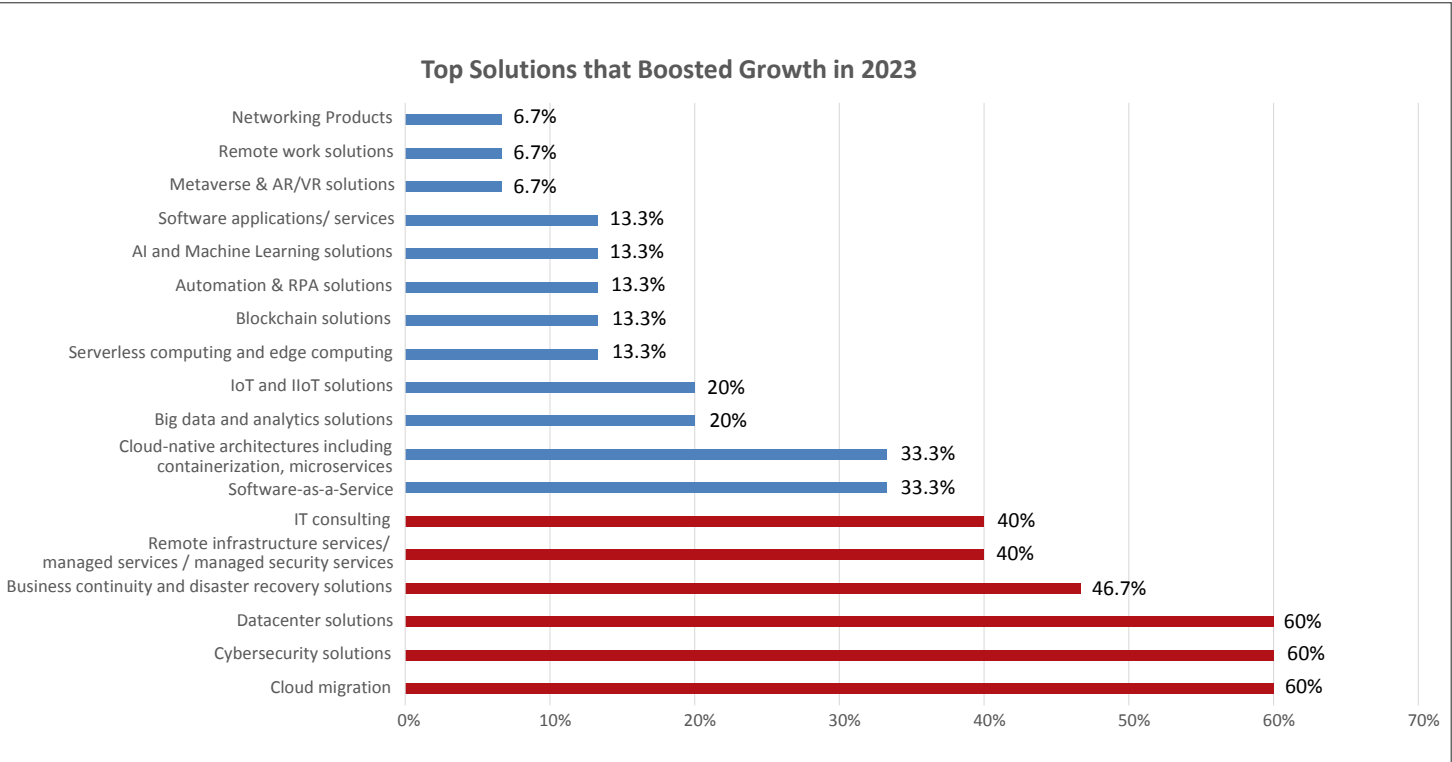
In a resounding chorus, 60 percent of respondents identified cloud migration, cybersecurity solutions, and data center solutions as the top growth enablers. Business continuity and disaster recovery solutions also played a crucial role, boosting growth for over 46 percent of respondents. Managed services, including managed security services, and IT consulting emerged as valuable allies, with 40 percent of partners citing them as key drivers.

Furthermore, over 33 percent of respondents turned to software-as-a-service and cloud-native



“ We are actively targeting demand arising from technology refresh cycles and SMBs through intensified solutions for cybersecurity, integration of 5G technology, and efforts in hybrid cloud and SaaS ”

NEEL SHAH, Chairman, Insight Business Machines





“We are prioritizing payment flexibility, ensuring tailored plans that resonate with our clients’ budgets. This approach not only fosters seamless collaboration but also strengthens relationships, driving repeat business and referrals.”

GURPREET SINGH,
Founder & Managing Director, Arrow PC Network

architectures as their solutions of choice in 2023, solidifying the cloud’s central role in the IT landscape.

Paresh Shah, CEO of Allied Digital Services, echoed this sentiment, attributing their success

to “a globally expanded funnel and a focus on digital workplaces, enterprise infrastructure management, cloud, cybersecurity, and our ADiTaaS SaaS platform.” He further highlighted the effectiveness of their “cybersecurity offerings like SOC-in-a-box and Vulnerability Management services.”

Industry verticals like BFSI, manufacturing, IT-ITeS, government & PSUs, and healthcare emerged as gold mines for solution providers, with over 73 percent citing BFSI as a top contributor to their 2023 growth. While manufacturing significantly boosted growth for over 66 percent of partners, 60 percent found success in IT-ITeS, government & PSUs, and healthcare.

Neel Shah, Chairman of Insight Business Machines, emphasized the importance of industry-specific solutions, stating, “We deciphered the

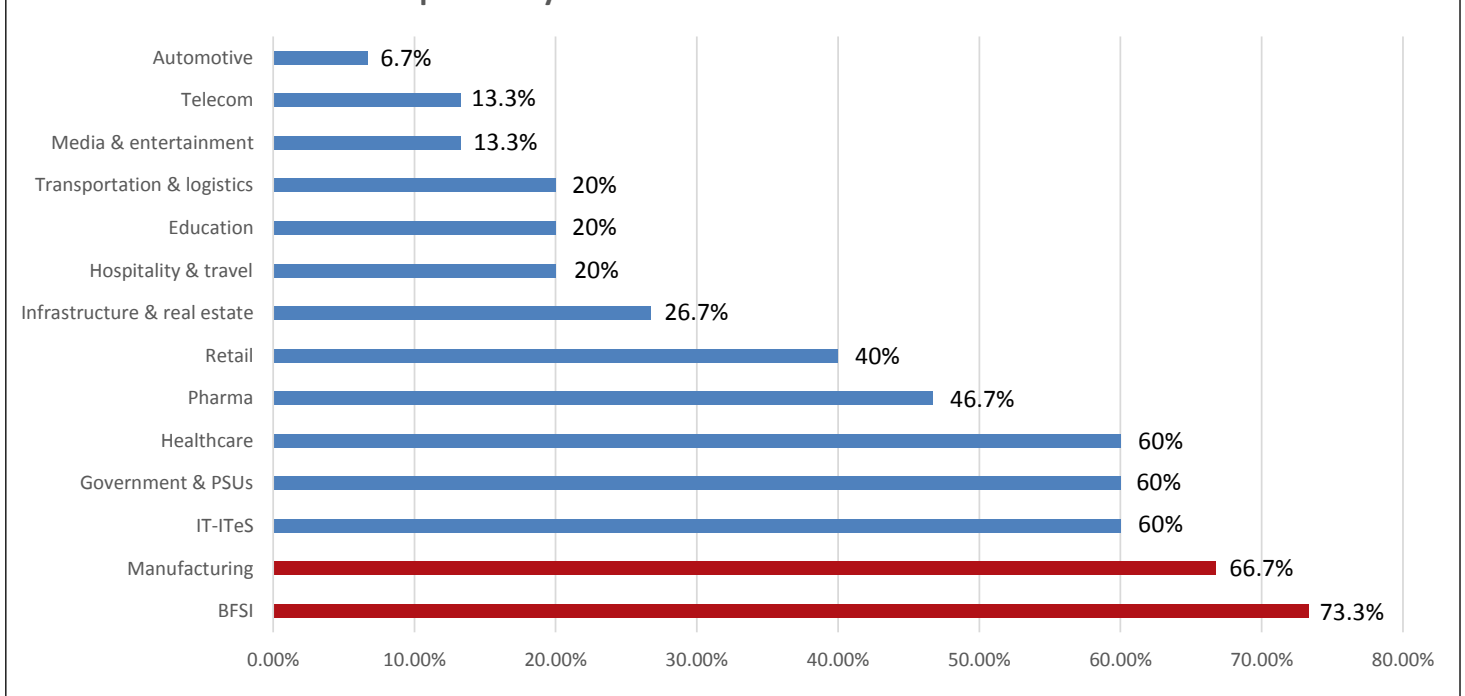
digital DNA of key verticals and tailored solutions that transcended mere futurism.” Their commitment to technological advancement and positive impact, he shared, was reflected in the implementation of “cutting-edge solutions, including cybersecurity, datacenter solutions, hybrid cloud, and SaaS.”

Viren Bavishi, CEO of Sapphire Micro System, succinctly captured the essence of success: “It’s all about agility.” The pandemic, he stated, “showed us that the fastest dancers win the prize,” and those who embraced adaptability and invested in their people emerged as the undisputed champions.

Channel Partners See Boom Times in 2024

An air of aggressive optimism hangs heavy in the IT channel, with a notable 80 percent of partners

Top Industry Verticals that Boosted Growth in 2023





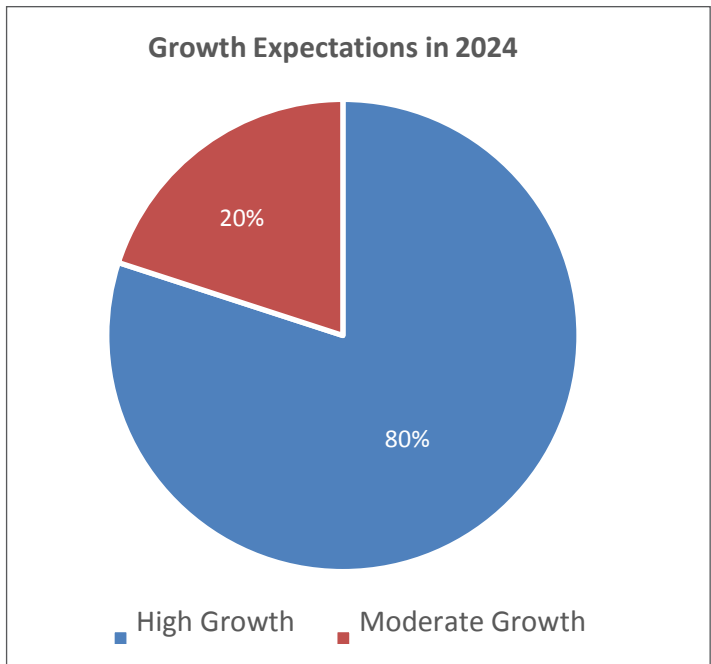
“We are strategically investing in flourishing business units like Security, Cloud, and APM, equipping ourselves to be at the forefront of technological evolution.”

ANUJ GUPTA, CEO, Hitachi Systems

and solution providers anticipating substantial growth in 2024, defying the conservative estimates of most analysts projecting sustained growth in the 7-10

percent range.

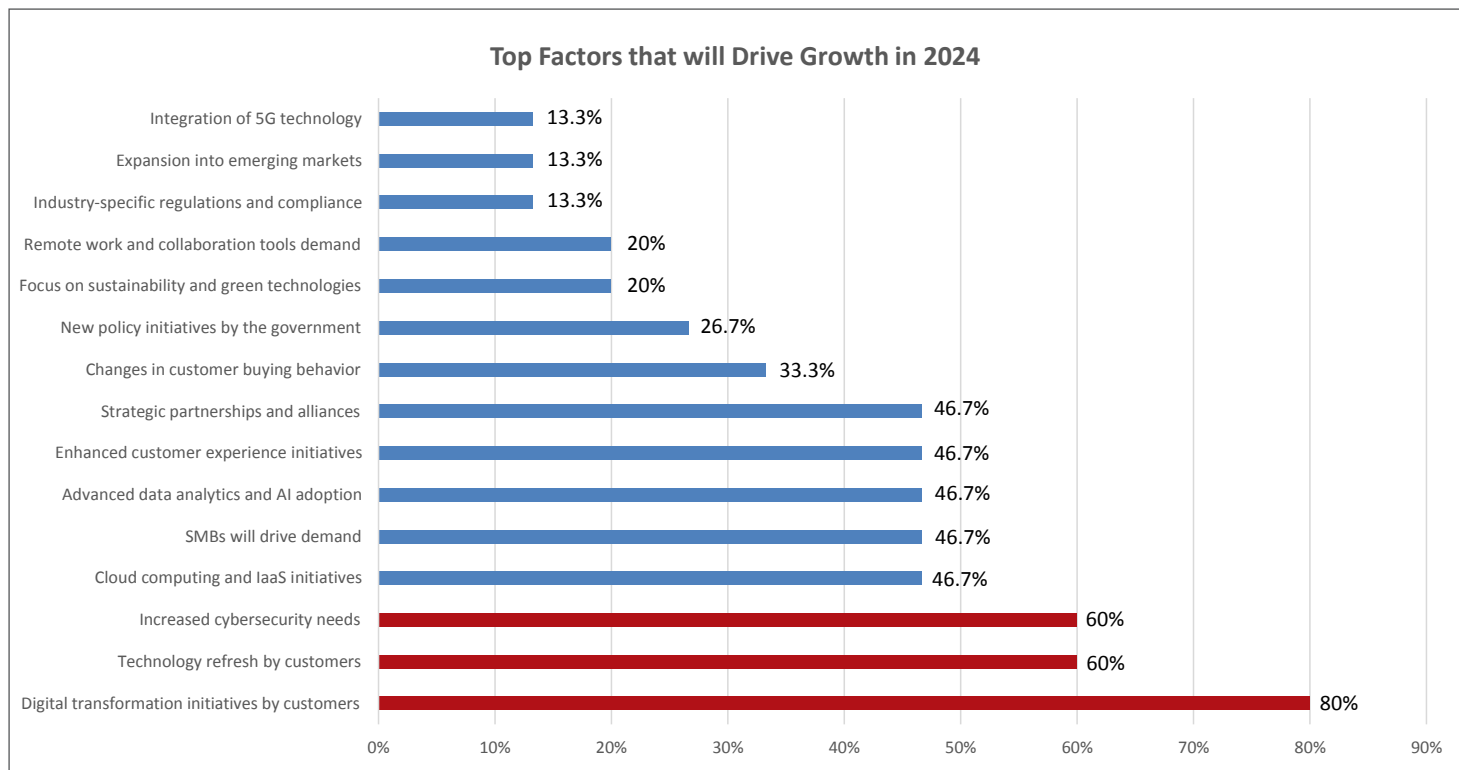
According to the Channel Outlook Survey 2024, a resounding 80 percent of respondents foresee ‘digital



transformation initiatives by customers’ as the primary driver of their growth in 2024. Close behind, ‘technology refresh by customers’ and ‘increased cybersecurity needs’ secure the votes of 60 percent of respondents as the top growth factors for the

coming year.

Interestingly, the survey reveals that over 46 percent of participants attribute equal significance to various factors shaping their growth in 2024. These include cloud computing and IaaS initiatives, SMB-driven business, advanced data





“We’re doubling down on remote infrastructure management, adding a cutting-edge SOC to our NOC, and sharpening our SASE expertise. Security as a service is our top priority for BFSI, healthcare, and IT/ITeS.”

B CHANDRASHEKAR,
Chief Business Officer, Futurenet Technologies

analytics and AI adoption, customer experience initiatives, as well as strategic partnerships and alliances.

Shah of Insight Business Machines shared their strategic focus, stating, “We are actively targeting demand arising from

technology refresh cycles and Small and Medium-sized Businesses (SMBs) through intensified solutions for cybersecurity, integration of 5G technology, and efforts in hybrid cloud and Software as a Service (SaaS).”

In alignment with the survey results, solution providers are placing their bets on three major verticals in 2024 – manufacturing, BFSI, and IT-ITeS. While acknowledging BFSI as the largest contributor in 2023, 80 percent of respondents expressed their confidence in manufacturing for the upcoming year. Over 73 percent expect BFSI to remain among the top contributing verticals, while 53 percent place their faith in IT-ITeS.

Kaushik Khanna, Co-founder of BluePi, shared their key strategies for 2024, emphasizing, “Our focus includes expanding service offerings, particularly in the areas of data modernization, AI/ML integration, and data analytics. We see significant

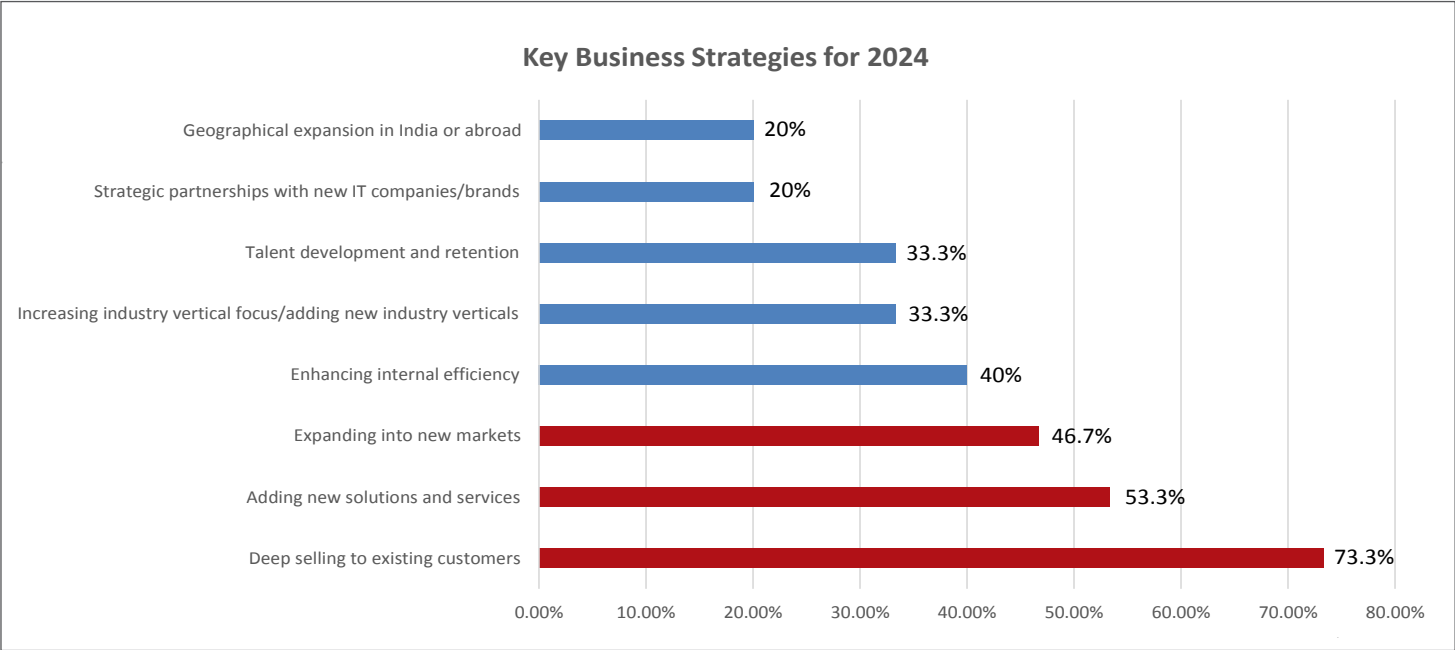
potential in sectors like BFSI, healthcare, consumer electronics, aviation, retail, and manufacturing, tailoring our solutions to address the specific needs of these industries.”

Prashanth Subramanian, Co-Founder and Director of Quadrasystems, echoed the sentiment, saying, “We are developing industry-specific solutions around verticals such as manufacturing and BFSI, aiming to be even more relevant to our customers for their transformational business outcomes.”

While healthcare is anticipated to be among the top verticals for over 46 percent of solution providers, a close 40 percent are equally focused on government & PSUs, retail, and pharma verticals to drive their growth in 2024.

Key Strategies for IT Channel Growth in 2024

A remarkable 73 percent





“Key priorities for us will be security, modernization, and managed services. AI will be the omnipresent fabric that we will use to weave these solution areas to solve unique customer challenges.”

PRASHANTH SUBRAMANIAN,
Co-Founder and Director, Quadra Systems

of respondents emphasize the critical role of deep selling to existing customers

for growth in the year ahead. Recognizing the high costs associated with new

customer acquisition, the majority aims to expand the wallet share within their existing customer base. More than 53 percent of respondents believe that adding new solutions and services will be a pivotal strategy in 2024, while over 46 percent will concentrate on expanding into new markets.

Shah of Insight Business Machines shared insights into their 2024 roadmap, stating, “In 2024, our strategic priorities focus on continued deep engagement with existing customers. Additionally, we are targeting measures like geographical expansion, intensified industry vertical focus with potential additions, and a meticulous focus on cost-cutting in the year ahead.”

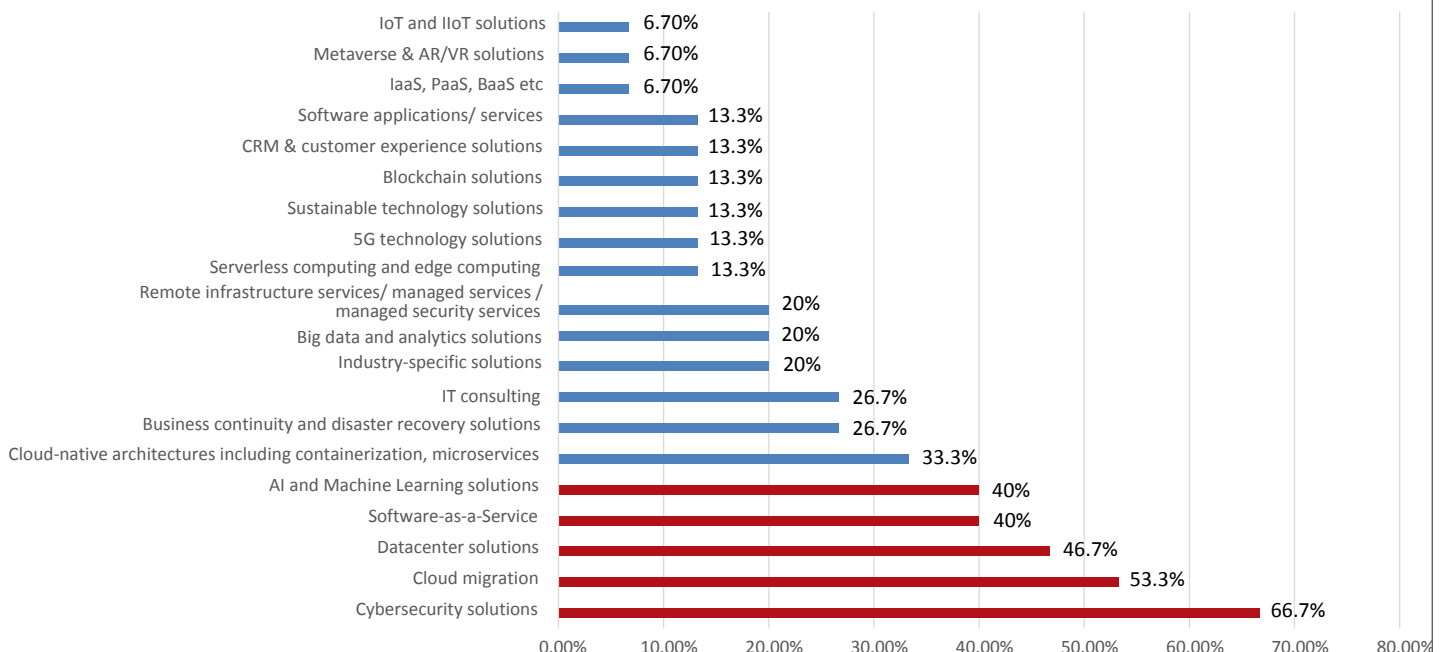
Gurpreet Singh, Founder & Managing Director of Arrow PC Network, highlighted their customer-

centric approach, stating, “Embracing a customer-centric ethos, we are prioritizing payment flexibility, ensuring tailored plans that resonate with our clients’ budgets. This approach not only fosters seamless collaboration but also strengthens relationships, driving repeat business and referrals.”

Surprisingly, over 40 percent of solution providers consider ‘enhancing internal efficiency’ as the key business strategy for 2024. Talent development and retention, along with increasing industry vertical focus, are identified as top strategies by over 33 percent of partners for the upcoming year.

Chopra of Team Computers emphasized their investment in upskilling the team, stating, “We are investing in upskilling our team to navigate the intricacies of AI, ML, and

Top Solutions that will Drive Growth in 2024





“In this ever-shifting landscape, agility reigns supreme. We listen to evolving customer needs, from scalability to sustainability, and innovate constantly to stay ahead of the curve. That’s the recipe for long-term success.”

NIRMAL KUMAR,
Director - Business Solutions, Uniware Systems

edge computing, ensuring that our solutions align with the evolving needs of our clients.”

In the solutions arena, cybersecurity leads with almost 67 percent of respondents expecting it to be the key growth enabler in 2024. Over 53 percent of partners voted for cloud migration as their top solution focus area, while data center solutions were among the top priorities for over 46 percent of solution providers.

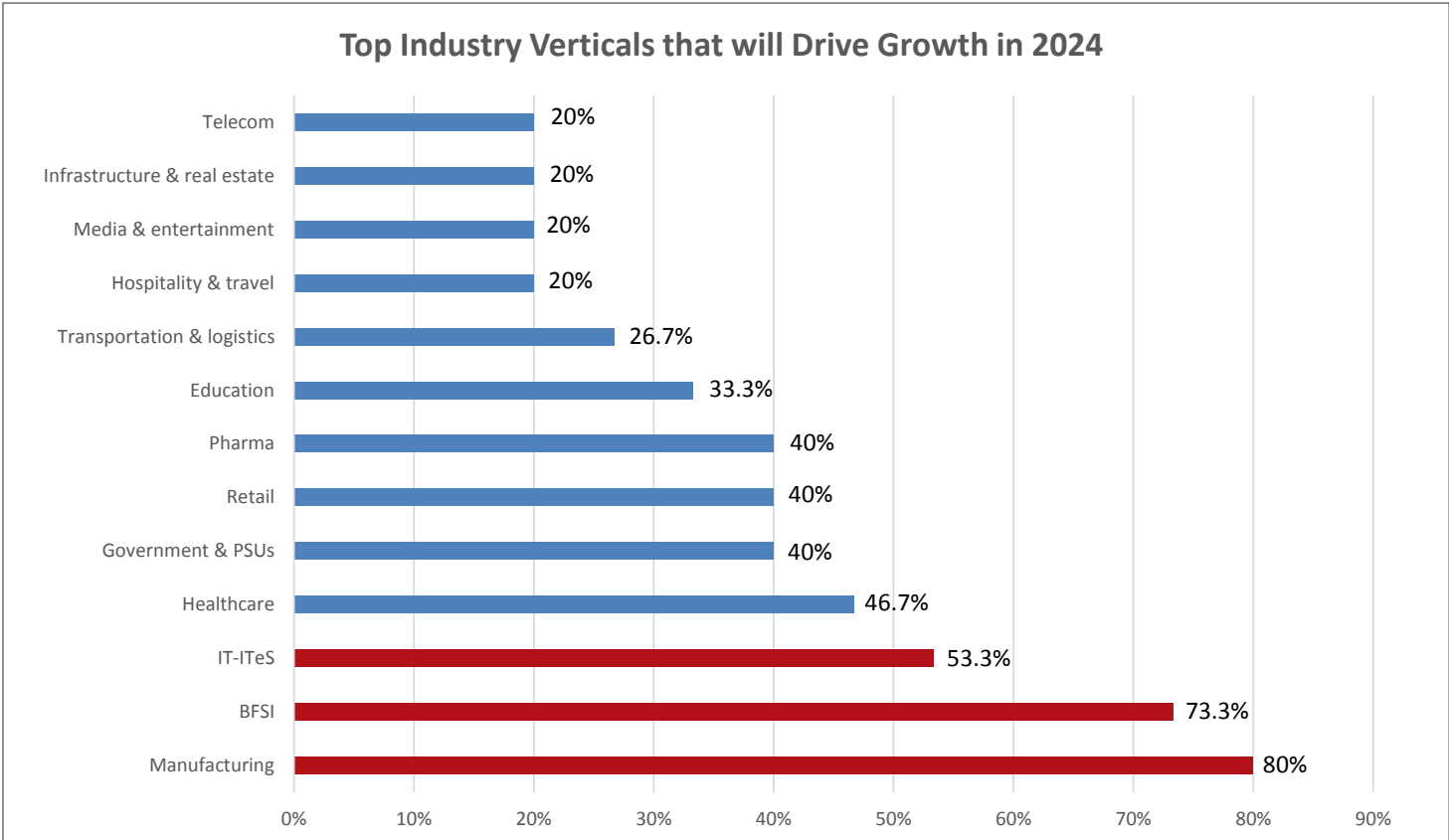
Anuj Gupta, CEO of Hitachi Systems, shared their strategic investments, stating, “We are strategically investing in flourishing business units like Security, Cloud, and APM, equipping ourselves to be at the forefront of technological evolution.”

“We’re doubling down on remote infrastructure management, adding a cutting-edge SOC to our NOC, and sharpening our SASE expertise. Security as a service is our top priority for BFSI, healthcare, and IT/ITeS,” added Chandrashekar of Futurenet Technologies.

AI and ML solutions secured the 4th spot with 40 percent of partners voting for them as the top focus areas, while a similar number preferred software-as-a-service as a top solution focus area.

Shah of Allied Digital outlined their technology focus, stating, “From a technology perspective, we intend to focus more on AI, data analytics, cybersecurity, asset lifecycle management, and multi-cloud tools.”

Mahesh Kadam,





“IT solution providers need to proactively invest in upskilling programs for employees, stay abreast of regulatory changes, and prioritize interoperability in solution development. It’s a marathon, not a sprint, and continuous learning and innovation are the keys to success.”

MAHESH KADAM,
Marketing Head, Savic Technologies

Marketing Head of Savic Technologies, emphasized their focus on cloud adoption, stating, “With a focus on cloud adoption, initiatives like ‘Rise with SAP’ and ‘Grow with SAP’ are integral parts of our strategy for 2024.”

Ratnakar Kanchan, Managing Director of Lauren Information Technologies, highlighted their key business priority, stating, “Our key business priority will be to advance our expertise in AI & ML solutions, focusing on key industry verticals, including banking, healthcare, and pharma.”

Subramanian of Quadrasystems emphasized their key priorities, stating, “Key priorities for us will be security, modernization, and managed services. AI will be the omnipresent fabric that we will use to weave these solution areas

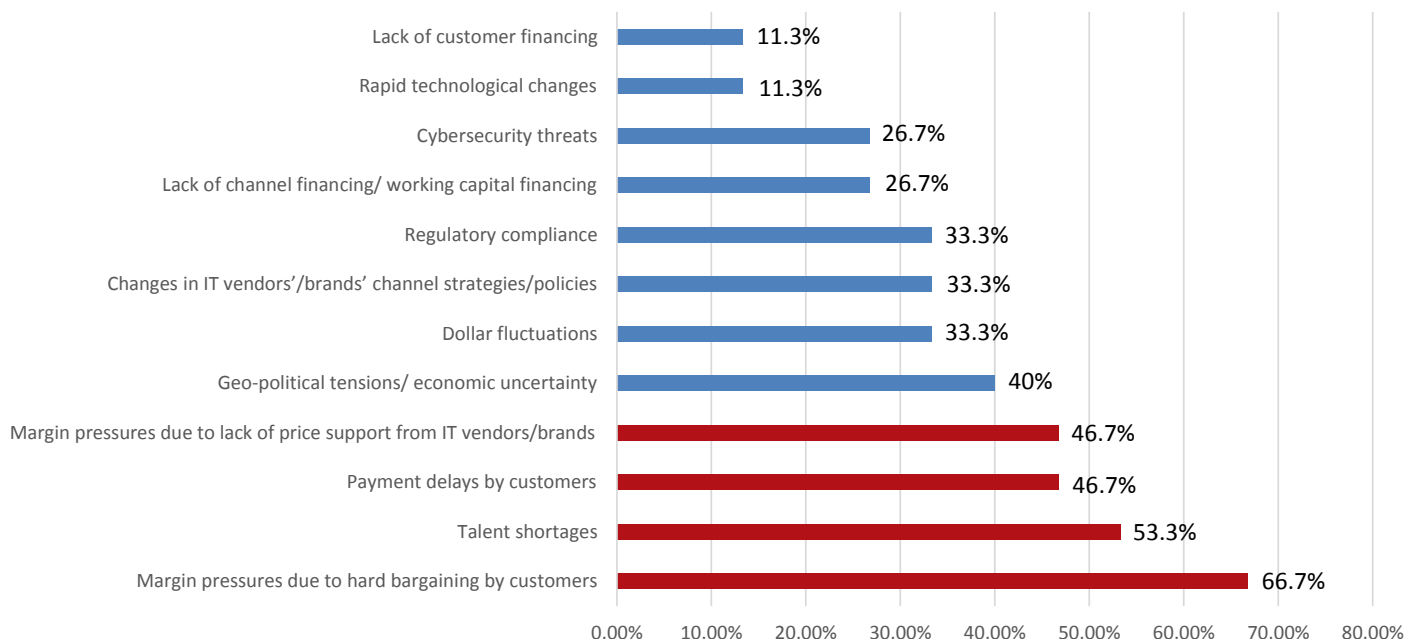
to solve unique customer challenges.”

In this ever-shifting landscape, agility reigns supreme. Nirmal Kumar, Director - Business Solutions, Uniware Systems, expressed their approach, stating, “We listen to evolving customer needs, from scalability to sustainability, and innovate constantly to stay ahead of the curve. That’s the recipe for long-term success.”

Overcoming Challenges in the IT Channel Landscape of 2024

Talent shortage, economic uncertainties, and evolving vendor-channel dynamics cast shadows over the horizon. However, the most formidable challenge? Partners have unequivocally identified ‘margin pressures due to hard bargaining

Key Challenges Likely to Hamper Growth in 2024





“Key expectations from vendors encompass increased support during pre-sales, recognizing the growing need for consultative support, flexibility to bundle service SKUs, and consistent support in training, account management, and communication.”

PARASH SHAH,
CEO, Allied Digital Services

by customers’ as the top impediment likely to hinder growth in 2024, with almost 67 percent of respondents endorsing this concern.

In addition, over 53 percent of partners emphasized the critical nature of the talent shortage as a major challenge. Singh of Arrow PC Network stressed the need for the channel to become a learning organization, stating, “Continuous upskilling will be paramount to navigate the rapid technological shifts we’re witnessing.”

Further complicating the landscape, payment delays by customers and margin pressures stemming from the lack of price support from IT vendors/brands were identified by over 46 percent of partners as significant roadblocks.

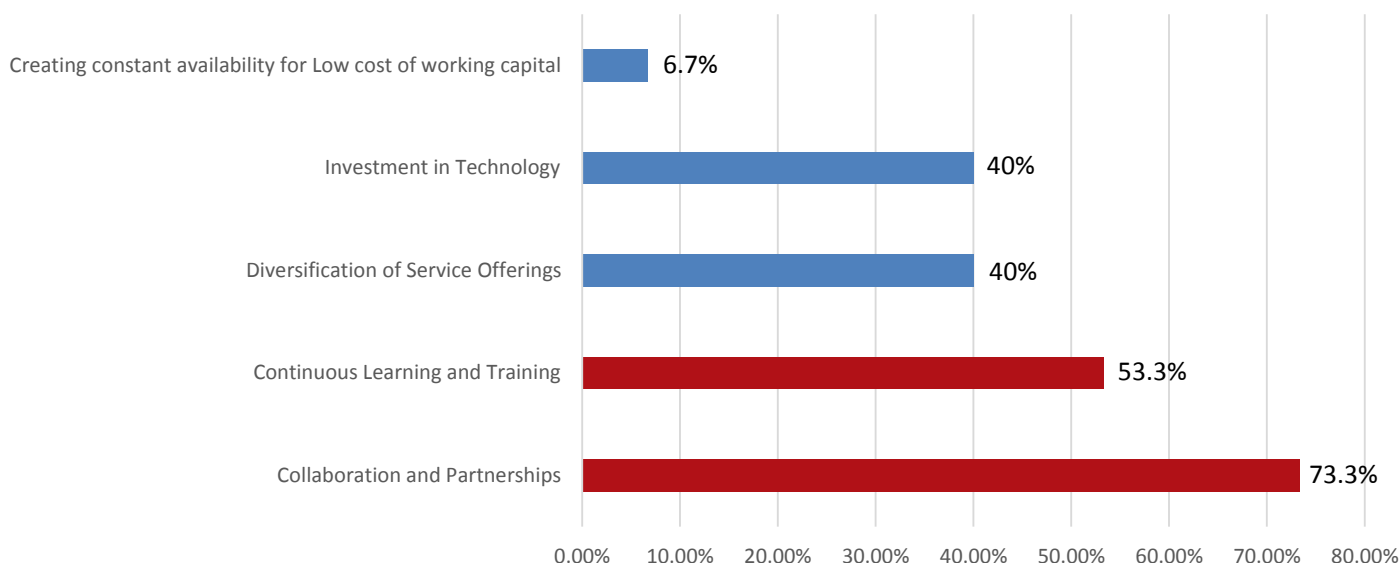
Moreover, 40 percent of respondents perceive geopolitical tensions and economic uncertainty as major challenges likely to

impede growth in 2024.

Intriguingly, over 73 percent of respondents view collaboration and partnerships as the strategic response to navigate challenges in 2024. Gupta of Hitachi explained the collaborative approach, stating, “We may partner with some other partners as a joint bid to participate in a large complex customer requirement, especially RFPs. Thus, collaborations enable companies to offer more comprehensive services by combining the specialized capabilities of different partners.”

As anticipated, over 53 percent of partners advocated for continuous learning and training as the means to overcome challenges. Kadam of Savic Technologies outlined the proactive measures required, stating, “IT solution providers may encounter challenges, including talent shortages in emerging technologies, increased

Strategies to Overcome Challenges in 2024





“Both the vendor and channel partners should have clear performance metrics in place and offer attractive rewards for exceeding expectations. This motivates both parties to continuously improve and achieve their goals.”

KAUSHIK KHANNA, Co-founder, BluePi

data privacy regulations, and the need for seamless integration of diverse technologies. Proactively addressing these involves investing in upskilling programs for employees, staying abreast of regulatory

changes, and prioritizing interoperability in solution development. In fact, it's a marathon, not a sprint, and continuous learning and innovation are the keys to success.”

Partners Demand Enhanced Support, Co-Marketing, and Incentives

The dynamics between IT vendors and channel partners stand as pivotal elements in the industry's success. As the IT channel undergoes evolution, so do the expectations from vendors. Channel partners anticipate enhanced pre-sales support, co-marketing opportunities, and financial incentives from their vendors/principals.

“It's a shared future we're building,” affirmed Bavishi of Sapphire Micro System. “The closer we work together, the better equipped we are to help businesses thrive in this dynamic digital landscape.”

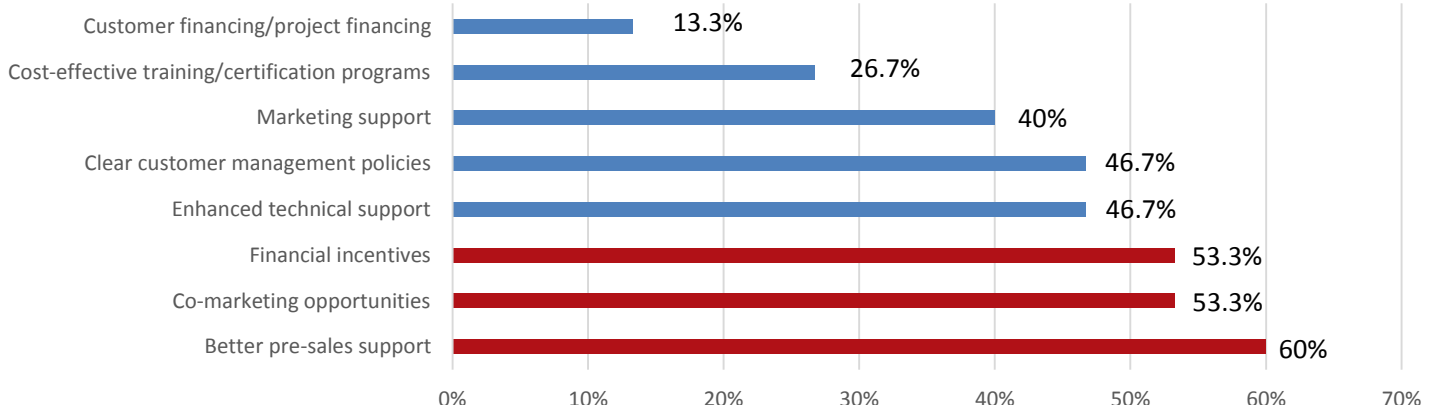
Certainly, 60 percent of the partners voted for better pre-sales support as the most crucial support from IT brands in 2024. Key expectations from vendors encompass increased support during pre-sales, recognizing the growing need for consultative support, flexibility to bundle

service SKUs, and consistent support in training, account management, and communication, as shared by Shah of Allied Digital.

Co-marketing opportunities and financial incentives received over 53 percent of the respondents' votes each as the desired support from IT vendors. Khanna of BluePi emphasized the importance of clear performance metrics and attractive rewards, stating, “Both the vendor and channel partners should have clear performance metrics in place and offer attractive rewards for exceeding expectations. This motivates both parties to continuously improve and achieve their goals.”

Support in the form of co-marketing opportunities, financial incentives, and project financing is expected in 2024, aligning with the collaborative nature of the relationship, as outlined by Shah of Insight Business Machines. These expectations aim to enhance visibility, drive performance, and seamlessly execute projects.

Support Expected from IT Brands in 2024



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Moreover, many partners highlighted the necessity for cost-effective training and certification programs as a major expectation. Khanna of BluePi stressed, "We need access to comprehensive training and certification programs to ensure our team is equipped with the latest knowledge and skills. We expect vendors to communicate openly and collaborate closely with us to ensure we both are successful."

Conversely, some partners identified significant gaps in vendor-channel relations that need addressing. Vipul Datta, CEO of Futuresoft Solutions, emphasized, "OEMs are

keen to sell the product and not worried about its use by the client. With changing trends, it's putting cash flow pressure on the channel ecosystem. Vendors must address the cash flow challenges and take part in the consumption journey."

"There is still a lot of reseller-based relationship between the channels and the OEM product brands. The customer demands more consultative selling, which means the channels need to invest in deeper skill resources, broader adoption of products within selected OEMs, and continued investment in training. Larger OEM brands will likely continue to consolidate



“OEMs are keen to sell the product and not worried about its use by the client. With changing trends, it's putting cash flow pressure on the channel ecosystem. Vendors must address the cash flow challenges and take part in the consumption journey.”

VIPUL DATTA, CEO, Futuresoft Solutions



“Trust isn't earned overnight; it's built upon every open conversation, every reliable milestone, and every shared victory. That's how we forge lasting partnerships with our vendors and channels.”

RATNAKAR KANCHAN,
Managing Director, Lauren Information Technologies

on channel partnerships to provide an improved sales experience to customers,” added Shah of Allied Digital.

“Trust isn't earned overnight; it's built upon every open conversation, every reliable milestone, and every shared victory. That's how we forge lasting partnerships with our vendors and channels,” shared Kanchan of Lauren Information Technologies.

Charting the Course Ahead

The IT channel stands at a pivotal juncture. With a proactive approach to emerging technologies, a commitment to talent

development, and a focus on fostering strong vendor relationships, it can not only navigate the uncertainties of 2024 but emerge as a true digital transformation powerhouse. This is no time for complacency. This is the time to embrace adaptability, prioritize value over volume, and collaborate fiercely.

The future belongs to those who dance with the tides, not against them. And the IT channel, with its unwavering resilience and unwavering spirit, is a canvas waiting to be painted with the vibrant hues of innovation. The brushstrokes of 2024 are yet to be laid, and the IT channel holds the palette. Let's see what masterpiece will it create?

We Aim to Become a Billion-Dollar Company by 2026

In an exclusive conversation with Ranjan Chopra, MD & CEO of Team Computers, Amit Singh delves into the ambitious trajectory the company envisions. As the IT industry undergoes rapid transformation, Ranjan shares insights into the strategic roadmap that positions Team Computers for unparalleled growth. He sheds light on the key market dynamics steering the course of IT solution providers. Discover how Team Computers positions itself amidst rapid technological advancements, embraces emerging technologies, and fosters a collaborative approach to deliver cutting-edge IT integration solutions.



RANJAN CHOPRA
MD & CEO, Team Computers

■ **As we look forward to 2024, the IT landscape is evolving rapidly. From your perspective, what are the key market dynamics shaping the role of IT solution providers, and how is your organization positioning itself in response to these changes?**

As we approach 2024, the role of system integrators in the IT landscape is evolving amid rapid technological advancements. The focus on digital transformation heightened security concerns, and the prevalence of hybrid and multi-cloud environments is shaping market dynamics. In response, our organization is strategically positioning

itself by investing in top talent with expertise in emerging technologies, developing specialized industry solutions, adopting a security-centric approach, and embracing agile methodologies. By staying ahead of the curve, we aim to deliver seamless and cutting-edge IT integration solutions that effectively address the evolving needs of our clients in this dynamic environment.

■ **The IT industry is often at the forefront of adopting emerging technologies. Which technologies do you foresee gaining prominence in the coming years?**

Looking ahead, the IT industry is poised to see the continued ascent of

several key technologies. Artificial intelligence (AI) and machine learning (ML) are anticipated to gain prominence, enabling advanced data analytics and automation. Additionally, the rise of edge computing and 5G technology is expected to reshape how data is processed and transmitted, enhancing efficiency and connectivity. Quantum computing, though in its nascent stages, holds the potential to revolutionize complex problem-solving. At Team Computers, our approach as a system integrator involves a strategic focus on these emerging technologies. We are investing in upskilling our team to navigate the intricacies of AI, ML, and edge computing, ensuring that our solutions align with the evolving needs of our

clients. By staying abreast of technological trends and integrating these innovations seamlessly, we aim to deliver cutting-edge solutions that drive efficiency and value for our clients in this dynamic landscape.

■ **Digital transformation is a continual journey for businesses. How does your organization help clients navigate their digital transformation initiatives, and what strategies do you recommend for organizations to stay competitive in the digital age?**

It's important to recognize that the field of digital transformation is constantly evolving, and the

challenges and opportunities may have shifted or expanded.

Let us look at the opportunities wherein digital transformation has paved a new way for us.

- **Value-added Services:** System integrators have the opportunity to offer value-added services, such as consulting, data analysis, and business intelligence, to help organizations optimize their digital strategies.
- **Innovation and Customization:** Digital transformation opens doors for innovation and customization. System integrators can design tailored solutions that address the specific needs and challenges of their clients, providing a competitive advantage.
- **Scalability and Flexibility:** Digital transformation enables organizations to scale their operations and adapt quickly to changing market conditions. System integrators can build flexible and scalable systems that empower businesses to respond to market dynamics.
- **Long-term Partnerships:** Successful digital transformation is an ongoing process rather than a one-time event. System integrators can foster long-term client partnerships, providing continuous support and improvements as new technologies emerge.

■ **Cloud computing has become integral to modern IT strategies. How is your organization**

supporting clients in their cloud adoption journeys, and what considerations should organizations keep in mind when migrating to or optimizing their cloud infrastructure?

Our tailored approach involves a meticulous understanding of each client's specific requirements, enabling the seamless integration of comprehensive solutions with their existing infrastructure. We prioritize expertise in various cloud platforms and services,

enhanced efficiency and sustainable business growth.

■ **What will be key business priorities for your organization in 2024? What are the key industry verticals and solution areas that you will focus on in 2024?**

In the current year, we have achieved several significant milestones in the channel market. Our focus on customer-centric solutions has led to increased client satisfaction

“In this dynamic environment, staying ahead means investing in top talent with expertise in emerging technologies, developing specialized industry solutions, adopting a security-centric approach, and embracing agile methodologies.”

ensuring that our clients benefit from optimized performance, scalability, and cost-effectiveness. For organizations contemplating cloud migration or optimization, critical considerations encompass aspects like data security, regulatory compliance, and aligning cloud services strategically with business objectives. We emphasize these factors, offering strategic guidance and robust solutions to facilitate a smooth transition or enhancement of their cloud infrastructure. Through our technical proficiency and client-centric focus, we empower organizations to fully leverage the advantages of cloud computing for

and repeat business. We have expanded our client base, onboarded strategic partnerships, and successfully executed projects that have positively impacted our clients' businesses. We have grown our revenues to Rs 3500 crore and are now aiming to become a billion-dollar company over the next two years.

We plan to continue focusing on innovation and customer-centricity, which has been the foundation of our success so far. We aim to strengthen our position as a leading IT solutions provider in the country, expand our market presence, and forge new partnerships to offer cutting-edge technologies

to our clients. By leveraging emerging trends and maintaining a skilled and motivated team, we are confident in achieving sustainable growth and making a positive impact on businesses' digital journeys in the coming year.

From your perspective, what are the key elements of a successful and collaborative vendor-channel relationship?

As system integrators, a successful and collaborative vendor-channel relationship hinges on several key elements. First and foremost, clear and open communication is paramount, fostering transparency and alignment of goals between vendors and integrators. Establishing a shared understanding of client needs and market dynamics is crucial, allowing for a more coordinated approach in delivering tailored solutions. Furthermore, a collaborative vendor should provide continuous support, ensuring that integrators have access to the latest technologies, updates, and resources. Flexibility in adapting to evolving requirements and a commitment to mutual success solidify the foundation of a productive relationship. At Team Computers, we value partnerships that prioritize these elements, as they enable us to provide cutting-edge solutions that address the dynamic needs of our clients while fostering a collaborative ecosystem that benefits all stakeholders involved.

Getting the First Time Right is Important in the Cloud Business: Hitachi

In an insightful discussion with Amit Singh, Anuj Gupta, CEO of Hitachi Systems, delves into the critical nuances of cloud adoption as he shares strategic considerations and a consultative approach employed by the organization. Gupta shares the foresight on emerging technologies, from AI and edge computing to 5G and quantum computing. Unveiling Hitachi Systems' initiatives, including AI-ops deployment and strategic alliances, Gupta paints a picture of how the organization aligns itself with the evolving needs of clients.

ANUJ GUPTA
CEO, Hitachi Systems

■ **Amit Singh: The IT industry is often at the forefront of adopting emerging technologies. Which technologies do you foresee gaining prominence in the coming years, and how is your organization incorporating them into its solutions to meet the evolving needs of clients?**

Anuj Gupta:

Technologies like AI/ML, edge computing, 5G, cybersecurity, quantum computing, Blockchain, XaaS, and application performance management are expected to continue gaining prominence.

To leverage the above technology trends, we have taken the following initiatives:

- We have deployed an in-house solution around AI-Ops to ensure faster

response to customer tickets at least on the L1 level and in some cases L2 as well.

- Alliances with OEMs to deploy the latest products /services and technologies.
- We as an organization are trying to align ourselves with the AI-managed cybersecurity
- We ensure scalability and a reduction in time to market for our customers by leveraging emerging technologies

■ **Amit: Digital transformation is a continual journey for businesses. How does your organization help clients navigate their digital transformation initiatives, and what strategies do you recommend for organizations to stay competitive in the digital age?**

Anuj: Digital transformation is no longer a catchword but has become hygiene like security. Successful digital transformation is a journey and cannot be achieved overnight. It requires a serious commitment of management bandwidth and commitment of resources to win in the short and long term. It entails its share of trial and error and wins and losses and learnings.

Key parts of digital transformation where we are involved are:

- Strategic consulting: Aligning the customer to key trends in the marketplace and with key OEMs and their products to solve business problems and achieve the business objectives of customers of increasing profitability and increasing market share. Providing insights and guidance on aligning technology with business

objectives. Help in creating and reinforcing the roadmap of our customers for digital transformation. This includes a mix of on-premise, Hybrid, and multi-cloud architectures.

- Agile development: Embracing agile methodologies to enable quick adaptation to changing business needs.
- Change Management: Assisting with organizational change to ensure a smooth transition.
- Having a good governance and oversight framework to achieve long-term and short-term goals
- Co-creation of IP/ co-create solutions tailor-made to their specific needs and requirements
- Running various POC for customers in a testbed environment
- Cost control and leveraging technology to reduce time to market, bring down unit cost, first

time right, and improve employee productivity.

To stay competitive our customers need to:

- Keep an open mind and flexibility to change and adoption of new tech and trends in the market
- Invest for the future: Expenses in the short term can be a winning advantage for long term
- Always measure RoI and visible benefits of digital transformation, for instance, increase in no of branches, time to market to address end customers
- Use technology especially AI for process excellence leading to business excellence
- Have a roadmap for digital transformation
- Change their definition of long-term and short-term. The long term now is no longer 5 years but reduced to 2-3 years, especially in the IT/Digital landscape.

■ Amit: How is your organization supporting clients in their cloud adoption journeys, and what considerations should organizations keep in mind when migrating to or optimizing their cloud infrastructure?

Anuj: We are one of the very few cloud enablers who are aligned to multiple hyperscalers namely AWS and Microsoft and have started the journey in GCP and Oracle cloud. We also have a portfolio of cloud-managed services.

Getting the first time right is important in the cloud business as otherwise, customers are very hesitant

to migrate to the cloud. We offer a consultative approach where in some cases we may even advise customers to come back to on-prem for certain workloads or applications.

Here are the considerations organizations should keep in mind when migrating to or optimizing their cloud infrastructure:

- Migrate in clearly defined steps as per the roadmap
- Start with Non-strategic

“Successful digital transformation is a journey and cannot be achieved overnight. It requires a serious commitment of management bandwidth and commitment of resources to win in the short and long term.”

workloads

- Sensitize and sell the cloud as a concept to all stakeholders inside the company and position improvement in employee productivity as a strong pitch to them.
- Adopt a balance between CSP to ensure redundancy
- Possibly employ a strategic partner /CSP reseller who will provide a consultative approach on cloud as well as cloud-managed services offerings.

■ Amit: What will be key business priorities for your organization in 2024?

Anuj: In 2024, our compass points towards innovation, customer-centricity, and expansion. We'll fuel our growth by continuously pushing the boundaries of technology through R&D, ensuring every solution we create directly

addresses our customers' needs and empowers them to be more productive. We'll explore new markets, broadening our global reach and extending our helping hand to a wider audience. Strategic acquisitions hold potential for inorganic growth, while we'll never neglect to nurture our talent through capability building across in-house and on-site teams.

We'll deepen our relationships with existing

customers, increasing market share, wallet share, and product penetration. Recognizing industry trends, we'll strategically invest in flourishing business units like Security, Cloud, and APM, equipping ourselves to be at the forefront of technological evolution.

■ Amit: From your perspective, what are the key elements of a successful and collaborative vendor-channel relationship?

Anuj: Key elements of a successful and collaborative vendor-channel relationship:

Mutual Trust & Alignment:

- Open communication: Honest and transparent information exchange builds trust.
- Shared goals: Aligned strategies ensure everyone works towards the same

objectives.

- Senior-level commitment: Regular engagement strengthens collaboration and fosters trust.

Empowerment & Support:

- Comprehensive training: Equip partners with the knowledge to sell effectively.
- Dedicated channel support: Personalize interactions and provide prompt assistance.
- Collaborative marketing: Joint efforts amplify reach and visibility.
- Performance measurement & feedback: Track progress and refine strategies together.

Motivation & Recognition:

- Fair and competitive margins: Reward partners for their efforts.
- Effective incentive programs: Drive performance and exceed targets.
- Win-win agreements: Negotiate contracts that benefit both parties.

Adaptability & Continuous Improvement:

- Embrace change: Adjust to market shifts and customer preferences.
- Commitment to innovation: Be open to new ideas and evolving technologies.
- Regular evaluation and adjustment: Adapt the partnership to ensure mutual success.

A successful vendor-channel relationship is a two-way street. By focusing on these key elements, both parties can create a thriving partnership that drives mutual growth and satisfaction.

Our Commitment to Data-Driven Business Transformation Goes Beyond Tech Adoption: BluePi

In a riveting conversation with Amit Singh, Kaushik Khanna, Co-founder of BluePi, highlights the company's unwavering dedication to data-driven business transformation. He unveils the strategic initiatives, collaborative approaches, and customer-centric strategies that position BluePi at the forefront of ushering businesses into a new era of data-centric innovation. Kaushik sheds light on the key market dynamics propelling the evolution of IT solution providers. The interaction also explores the rising demand for data modernization, the pivotal role of cloud adoption, and the changing expectations of customers shaping the IT industry's future.



KAUSHIK KHANNA
Co-founder, BluePi

■ **Amit Singh: As we look forward to 2024, the IT landscape is evolving rapidly. From your perspective, what are the key market dynamics shaping the role of IT solution providers?**

Kaushik Khanna: The IT landscape is rapidly evolving. It is driven by cloud adoption, automation, and the growing need for data-driven solutions. This has led

to a shift from traditional product-centered models to an emphasis on service-oriented approaches. From my perspective, the key market dynamics shaping the role of IT solution providers are:

- Rising demand for data modernization and modern data platforms: Businesses are increasingly realizing the value of data-driven insights for decision-making and competitive advantage.

This drives demand for solutions that help them modernize their data infrastructure, adopt modern data platforms, and leverage AI and analytics for better business outcomes.

- Growing focus on cloud adoption: Cloud computing has become the de facto standard for IT infrastructure, offering scalability, flexibility, and cost-effectiveness. IT solution providers need

to be skilled in cloud migration, optimization, and consulting services to support customers on their cloud journeys.

- Demand for integrated solutions: Businesses need solutions that address their specific needs and integrate seamlessly with their existing infrastructure.
- Shifting customer expectations: Customers are expecting more from their IT partners. They

want solutions tailored to their specific needs, delivered quickly and efficiently, with a focus on measurable ROI. This requires IT solution providers to be agile, innovative, and customer-centric.

- **Evolving regulatory landscape:** Organizations are facing a complex and ever-changing regulatory environment, requiring compliance with data privacy and security regulations.

■ **Amit: The IT industry is often at the forefront of adopting emerging technologies. Which technologies do you foresee gaining prominence in the coming years, and how is your organization incorporating them into its solutions to meet the evolving needs of customers?**

Kaushik: I'm confident that technologies like AI, machine learning, data analytics, and automation will play a crucial role in shaping the future. Their transformative potential is undeniable, and their impact will be felt across all industries.

While our current focus doesn't directly involve blockchain, IoT, or other emerging technologies, I believe they too hold immense promise for the future.

Maintaining robust security and governance will remain paramount

as the world becomes increasingly digitized. Their importance will only grow in tandem with our reliance on interconnected systems. Therefore, prioritizing comprehensive security and governance measures is essential to ensuring the seamless, secure, and compliant operation of these systems.

Our commitment to data-driven business transformation extends beyond simply adopting new technologies. We are passionate about

“ In the realm of emerging technologies, the transformative potential of AI, machine learning, data analytics, and automation is undeniable. Their impact will reverberate across all industries, reshaping how we approach business and innovation. ”

collaborating with our customers, understanding their unique needs, and developing customized solutions that drive tangible results. We continuously evaluate emerging technologies and invest in research and development to ensure our solutions remain at the forefront of innovation.

■ **Amit: What strategies do you recommend for organizations to stay competitive in the digital age?**

Kaushik: For organizations to stay competitive, I recommend:

- **Embracing a data-driven culture:** This involves

making data-informed decisions across all levels of the organization.

- **Investing in talent:** Build a team of skilled professionals who can manage and analyze data effectively.
- **Adopting an agile approach:** Be prepared to experiment and iterate quickly based on data insights.
- **Focusing on customer experience:** Leverage data to personalize interactions and deliver exceptional customer experiences.

We advise organizations to carefully assess their needs, choose a trusted cloud provider, and develop a clear migration strategy. Here are some key considerations for organizations migrating to the cloud:

- **Define your cloud goals:** What do you want to achieve by migrating to the cloud?
- **Choose the right cloud platform:** Consider factors like security, scalability, and cost.
- **Develop a comprehensive migration plan:** This should include a timeline, budget, and risk assessment.
- **Secure your cloud environment:** Implement robust security measures to protect your data.
- **Don't settle for anything less than a partner with demonstrated expertise** in deploying such solutions.

■ **Amit: Collaboration and partnerships are essential in the IT ecosystem. How does your organization approach collaboration with other industry players, and what value does this bring to your customers?**

Kaushik: We believe in fostering strong partnerships with leading technology players and OEMs. This allows us to leverage diverse expertise, offer a wider range of solutions, and deliver greater value to our customers.

We approach collaboration strategically, identifying potential partners with shared values and a focus on delivering customer

■ **Amit: Cloud computing has become integral to modern IT strategies. How is your organization supporting customers in their cloud adoption journeys, and what considerations should organizations keep in mind when migrating to or optimizing their cloud infrastructure?**

Kaushik: We offer comprehensive cloud consulting and migration services, helping customers navigate the complexities of cloud adoption. We help them choose the right cloud platform, design their cloud architecture, and migrate their applications and workloads seamlessly.

satisfaction. We then work closely with them to develop joint go-to-market strategies, knowledge-sharing initiatives, and co-branded solutions. This approach helps us leverage each other's strengths, expand our reach, and ultimately deliver greater value to our customers.

■ **Amit: What will be the key business priorities for your organization in 2024? What are the key industry verticals and solution areas that you will focus on in 2024?**

Kaushik: Our key priorities for 2024 include expanding our service offerings, particularly in the areas of data modernization, AI/ML integration, and data analytics. We will also continue to focus on key industry verticals like manufacturing, healthcare, and finance. We believe these industries have significant potential for growth. We are eager to help them leverage technology to achieve their business goals.

For BluePi, 2024 will be a year of strategic expansion and consolidation. Our key business priorities will be:

- Expanding our reach to new industry verticals: We see significant potential in sectors like BFSI, healthcare, consumer electronics, aviation, retail, and manufacturing. We'll be tailoring our data modernization and business transformation solutions to address the specific needs of these industries.

- Deepening our expertise in modern data platforms: We plan to invest heavily in training and certification programs for our team to become certified experts in platforms like Snowflake, AWS, and GCP. This will allow us to offer our customers more comprehensive and value-driven solutions.
- Focusing on end-to-end solutions: We'll be moving beyond simply offering data
- Training and certification programs: We need access to comprehensive training and certification programs to ensure our team is equipped with the latest knowledge and skills.
- Partner enablement tools and resources: Vendors should provide us with the tools and resources we need to effectively sell and support their solutions.
- Improved marketing and lead generation support:

“Businesses are increasingly realizing the value of data-driven insights for decision-making and competitive advantage. This drives demand for solutions that help them modernize their data infrastructure, adopt modern data platforms, and leverage AI and analytics for better business outcomes.”

modernization services and focusing on delivering complete end-to-end business transformation solutions. This will include everything from data strategy and architecture consulting to implementation, training, and ongoing support.

■ **Amit: What expectations do you have from IT principals/OEMs to support channel partners in 2024?**

Kaushik: We rely on strong partnerships with OEMs/IT principals to deliver the best possible solutions to our customers. In 2024, we expect IT principals to:

- Offering us co-branding opportunities, joint marketing campaigns, and access to qualified leads to help us generate new business opportunities.
- Competitive pricing and programs: Vendors should offer competitive pricing and programs that incentivize and reward channel partners.
- Transparent communication and collaboration: We expect vendors to communicate openly and collaborate closely with us to ensure we are both successful.

■ **Amit: From your perspective, what are the key elements**

of a successful and collaborative vendor-channel relationship?

Kaushik: I believe the following elements are key to a successful and collaborative vendor-channel relationship:

- Mutual trust, respect, open communication, and collaboration: Consistent and transparent communication is essential for building a strong foundation of trust and collaboration.
- Shared goals and objectives: Both the vendor and the channel partner should have a clear understanding of each other's goals and objectives and work together to achieve them.
- Clear roles and responsibilities: Both the vendor and channel partners must have clearly defined roles and responsibilities to avoid confusion and ensure everyone is working towards the same goals.
- Joint investment in success: Both parties should be willing to invest in joint initiatives, such as marketing campaigns, training programs, and co-development efforts. This demonstrates a shared commitment to partnership and mutual success.
- Strong performance measurement and reward systems: Both the vendor and channel partners should have clear performance metrics in place and offer attractive rewards for exceeding expectations. This motivates both parties to continuously improve and achieve their goals.

Customer-Centric Approach, Diversified Services, and Predictive Analytics can Deliver Sustained Growth in the Evolving Tech Landscape: Savic Technologies

In this exclusive interview with Mahesh Kadam, Marketing Head of Savic Technologies, Amit Singh unravels the pivotal moments and strategic maneuvers that defined a year dominated by digital transformation, cloud surges, and the ever-growing importance of customer experience. Kadam shares profound insights into how a customer-centric ethos, a diverse service portfolio, and the strategic embrace of predictive analytics form the crux of their blueprint for sustained growth.



MAHESH KADAM
Marketing Head, Savic Technologies

■ **Amit Singh: As we approach the end of 2023, can you share insights into the performance and growth of the IT channel and solution provider ecosystem during this year?**

Mahesh Kadam: 2023 saw the IT channel ride the wave of surging demand for digital transformation and cloud solutions. Remote work tools became household names, while AI woven its threads deeper into business processes. Supply chain disruptions emerged as the new battlefield, demanding agility and resourcefulness. Enhancing customer experience became a mantra, echoing alongside a growing emphasis on

differentiator. How is your organization embracing emerging technologies to stay ahead of the curve? Are there specific areas of innovation that you believe will have a significant impact in 2024?

Mahesh: As a SAP Platinum partner, our organization actively embraces emerging technologies, notably through the Gurukul program, to stay ahead in the market. With a focus on cloud adoption, initiatives like 'Rise with SAP' and 'Grow with SAP' are integral parts of our strategy for 2024. These endeavors ensure that we leverage the latest advancements, particularly in areas like

“Comprehensive digital transformation offerings and an unwavering focus on customer experience were the anchors that steadied the channel's remarkable resilience.”

sustainability. Through it all, strategic partnerships proved invaluable, anchoring success in this dynamic ocean.

Comprehensive digital transformation offerings and an unwavering focus on customer experience were the anchors that steadied the channel's remarkable resilience.

■ **Amit: Innovation is often a key**

artificial intelligence and cybersecurity, to deliver cutting-edge solutions and maintain a competitive edge.

■ **Amit: The customer experience has become paramount. How is your organization aligning its strategies to be more customer-centric?**

Mahesh: Our

“Our organization, as a SAP Platinum partner, actively embraces emerging technologies, notably through the Gurukul program, to stay ahead in the market.”

organization's commitment to an exceptional customer experience is evident through our proactive approach to gathering and analyzing customer feedback. By employing cutting-edge analytics tools, we decipher customer needs and pain points, informing agile product and service enhancements that resonate with their expectations. Moreover, our dedication extends to fostering personalized interactions, optimizing communication channels for seamless engagement, and upholding a relentless pursuit of continuous improvement to consistently elevate the customer journey.

■ **Amit: How important is collaboration, both within the company and with external partners, in navigating the complexities of the industry?**

Mahesh: Collaboration is pivotal within the IT channel, fostering agility amid industry complexities. Internally, cross-functional teamwork enhances innovation. Externally, strategic collaborations with industry giants like SAP, Microsoft, and AWS have been instrumental. Partnering with SAP enables us to leverage cutting-edge

enterprise solutions, while alliances with Microsoft and AWS enhance our cloud capabilities, collectively exemplifying the significance of collaborative efforts in navigating the dynamic landscape of the IT industry.

■ **Amit: Looking ahead to 2024, what challenges do you anticipate for IT solution providers? What are your suggestions to overcome those challenges?**

Mahesh: Looking forward to 2024, IT solution providers may encounter challenges including increased data privacy regulations, talent shortages in emerging technologies, and the need for seamless integration of diverse technologies. Proactively addressing these involves staying abreast of regulatory changes, investing in upskilling programs for employees, and prioritizing interoperability in solution development. Additionally, fostering a customer-centric approach, diversifying service offerings, and leveraging predictive analytics for market trends can further position companies for sustained growth in the evolving technology landscape.

Investments in AI, Digital Engineering Aligned with Business Objectives, are Crucial for Sustained Competitiveness

In a dynamic IT landscape where technological evolution is non-negotiable, staying competitive demands strategic investments. Amit Singh in an insightful conversation with Ratnakar Kanchan, Managing Director of Lauren Information Technologies, explores the imperative role of AI/ML and digital engineering and how these investments, meticulously aligned with business objectives, stand as the bedrock of sustained competitiveness in the ever-evolving digital realm. Kanchan also discusses how the company stays ahead by proactively integrating AI, blockchain, and closely monitoring the progress of quantum computing



RATNAKAR KANCHAN, MD, Lauren Information Technologies

■ **Amit Singh:** As we look forward to 2024, the IT landscape is evolving rapidly. From your perspective, what are the key market dynamics shaping the role of IT solution providers, and how is your organization positioning itself in response to these changes?

Ratnakar Kanchan: Navigating the dynamic IT landscape requires a strategic approach. Firstly, the increasing emphasis on

cybersecurity and data privacy is pivotal. Lauren aligns itself by continually enhancing our cybersecurity solutions, ensuring clients' data remains secure.

Secondly, the surge in demand for AI and ML solutions is undeniable. Lauren positions itself as a pioneer in data analytics, AI, and ML, providing cutting-edge solutions that empower businesses to harness the full potential of these technologies.

Moreover, the shift towards digital engineering and intelligent automation is reshaping

IT requirements. Lauren remains at the forefront, offering comprehensive digital engineering services and intelligent automation through RPA.

■ **Amit:** What will be key business priorities for your organization in 2024? What are the key industry verticals and solution areas that you will focus on in 2024?

Ratnakar: Our key business priority in 2024 will be advancing our expertise in AI & ML solutions. We are

committed to constantly improving ourselves to provide clients with cutting-edge applications and insights. Our focus extends to key industry verticals, including banking, healthcare, and pharma, where we aim to tailor our solutions to address specific challenges. Lauren will continue excelling in systems and software development, ensuring our clients benefit from the latest advancements in technology. Additionally, our commitment to digital engineering, cybersecurity, and intelligent automation remains unwavering. In 2024, Lauren's strategic emphasis is

on continuous improvement and innovation across these critical solution areas to meet the evolving needs of our clients.

■ **Amit: Which technologies do you foresee gaining prominence in the coming years, and how is your organization incorporating them into its solutions to meet the evolving needs of clients?**

Ratnakar: We foresee several emerging technologies gaining prominence in the coming years. Artificial Intelligence (AI) and Machine Learning (ML) will continue to play a pivotal role, with Lauren actively integrating these technologies into our solutions. Our focus lies on developing AI-driven applications that enhance decision-making processes for our clients.

Blockchain technology is another area poised for growth. Lauren recognizes its potential in ensuring secure and transparent transactions, particularly in sectors like finance and healthcare. We are investing in blockchain-based solutions to provide our clients with robust and tamper-proof data management systems.

Quantum computing is an area of keen interest for Lauren. While still in its nascent stages, we are monitoring developments closely to leverage its capabilities once it matures, especially in complex problem-solving scenarios.

In essence, Lauren remains committed to staying ahead of the curve by incorporating AI, blockchain, IoT, and keeping a close eye on

the progress of quantum computing. This proactive approach ensures that our solutions consistently meet the evolving needs of our clients in the dynamic landscape of emerging technologies.

■ **Amit: Digital transformation is a continual journey for businesses. How does your organization help clients navigate their digital transformation initiatives, and what strategies do you recommend for organizations to stay competitive in the digital age?**

Ratnakar: Guiding clients through their digital transformation journey is a core focus. We adopt a holistic approach, starting

process.

To stay competitive in the digital age, organizations must prioritize agility. We advise clients to embrace a culture of continuous innovation and cost optimization, encouraging experimentation and adaptation. Strategic investments in AI, ML, and digital engineering, aligned with business objectives, are crucial for sustained competitiveness.

■ **Amit: How is your organization supporting clients in their cloud adoption journeys, and what considerations should organizations keep in mind when migrating to or optimizing their cloud infrastructure?**

Ratnakar: Our commitment to supporting

We prioritize scalability, enabling clients to adapt to changing needs efficiently. Our team also focuses on robust cybersecurity measures to safeguard data integrity and confidentiality in the cloud environment.

Organizations considering cloud migration or optimization should prioritize a comprehensive evaluation of their applications and data and we recommend a phased approach, starting with non-critical workloads, to minimize disruption and ensure a smooth transition.

■ **Amit: From your perspective, what are the key elements of a successful and collaborative vendor-channel relationship?**

Ratnakar: Fostering a successful and collaborative vendor-channel relationship hinges on several key elements. Firstly, clear communication is imperative. Establishing transparent lines of communication ensures that expectations, deliverables, and any potential challenges are openly discussed and addressed.

Secondly, mutual trust forms the foundation of a fruitful partnership. We value trust in our vendor-channel relationships, understanding that it is earned through consistent performance, reliability, and a shared commitment to success.

Moreover, alignment in strategic goals is crucial. We seek vendors and channels that align with our mission and values, creating a synergy that propels both parties toward shared objectives. Regular collaboration and joint planning sessions contribute to this alignment.

“Our key business priority in 2024 will be advancing our expertise in AI & ML solutions. We are committed to constantly improving ourselves to provide clients with cutting-edge applications and insights.”

with a thorough assessment of their current systems and processes. Lauren’s existing expertise in systems and software allows us to identify areas for improvement and innovation.

Our strategy involves the integration of cutting-edge technologies like AI/ML into existing frameworks, enhancing automation and decision-making capabilities. Our cybersecurity services ensure a secure digital transformation, safeguarding clients’ data throughout the

clients in their cloud adoption journeys is paramount. We guide clients through a seamless transition by leveraging our expertise in cloud services. Our offerings span a spectrum of cloud solutions, including Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS).

To facilitate successful cloud adoption, we emphasize a thorough assessment of clients’ existing infrastructure, ensuring a tailored migration strategy.

Prints of Innovation: Technopolis Dealcom's Role in the Evolving Printer Market

In the dynamic printer market, we view challenges not as obstacles but as opportunities to redefine the narrative. By staying at the forefront of technological evolution, the company curates a portfolio that sets benchmarks, ensuring distributed printers are trendsetters



BISHNU GUPTA
Director, Technopolis Dealcom

■ **Could you provide an overview of the current landscape of the printer market? What notable trends or shifts have you observed in recent years?**

The printer market, undergoing profound changes, sees traditional inkjet and laser dominance amid an emerging focus on multifunctionality, energy efficiency, and wireless connectivity. Notably, 3D printing disrupts prototyping and small-scale manufacturing. Trends include wireless integration for device-agnostic printing, an eco-shift with energy-efficient models, and 3D printing advancements impacting healthcare, aerospace, and automotive sectors. Consumer behavior shifts under remote work, elevating demand for compact and versatile home office printers. Subscription models for ink and toner gain traction, offering users cost-effective supply management. Technological strides introduce Augmented Reality (AR) features for interactive experiences and Artificial Intelligence (AI) optimization

for enhanced print quality and user interfaces. The printer landscape embraces innovation, reflecting changing consumer needs and technological progress.

■ **The rise of remote work has altered how businesses approach office technology. How are you adapting your printer solutions to align with the changing needs of a workforce that is increasingly distributed?**

In the dynamic landscape of remote work, we aren't merely witnessing change; we're leading an innovation symphony in office technology. As a premier printer distributor, we recognize that the office is no longer a fixed space but a fluid concept wherever work unfolds.

Gone are the days of desk-bound printers; now, they're versatile companions in the nomadic journey of modern work life. We don't just adapt printers; we curate a seamless printing experience tailored to the diverse needs of a distributed workforce.

Wireless connectivity is our forte, transforming printers into collaborative tools that effortlessly sync with the cloud. Whether in a home office or a coworking space, our printers bring ideas to life with a touch.

The real magic lies in our commitment to user-centric design, with printers so intuitive they anticipate needs, becoming an extension of the creative process. We don't just distribute printers; we deliver an immersive and empowering printing experience.

Remote management capabilities aren't just features; they're a power move, giving businesses control and monitoring from anywhere. In a world where the traditional office is a nostalgic memory, we ensure your printers are always virtually within reach.

Security isn't an afterthought; it's ingrained. As a distributor, we prioritize printers with state-of-the-art security, shielding your data whether printing at a kitchen table or a corner office.

■ **In the context of the printer market,**

what challenges do you foresee, and how is Technopolis Dealcom positioned to navigate these challenges successfully?

In the dynamic printer market, we view challenges as opportunities to redefine the narrative. By staying at the forefront of technological evolution, the company curates a portfolio that sets benchmarks, ensuring distributed printers are trendsetters. Embracing the rise of remote work, Technopolis Dealcom focuses on wireless, user-friendly, and remotely manageable printers, delivering solutions for seamless distributed work. Prioritizing eco-friendly models, the company endorses a green revolution, aligning with the industry's sustainability initiatives. Addressing data security concerns, we exclusively distribute printers with robust security features, providing peace of mind in a connected world. Thriving on meeting evolving consumer needs, the company navigates global supply chain dynamics by establishing resilient and agile networks. We aren't just a

distributor but an architect of change, transforming challenges into opportunities and shaping the future of printing distribution with innovation and resilience.

■ How is Canon supporting you in overcoming the challenges in the printer market?

Canon stands as a strategic linchpin in Technopolis Dealcom's ascendancy in the dynamic printer market, transcending a traditional supplier-distributor relationship into a symbiotic alliance that proactively tackles challenges with innovation.

Cutting-Edge Technology Integration: Canon's commitment to technological excellence empowers us to offer cutting-edge printers, often surpassing market expectations. Continuous investment in research and development ensures a portfolio at the forefront of innovation.

Adaptability and Product Diversity: In a market where adaptability is paramount, Canon's diverse printer range equips us with the flexibility to meet varied client needs, from compact home office solutions to robust enterprise tools.

Remote Work Solutions: Canon's responsiveness to the remote work trend is pivotal. Wireless technologies and remote management features in their printers seamlessly align with the evolving dynamics of the modern workforce, addressing current challenges and anticipating future needs.

Environmental Sustainability: Aligning with shared values, Canon's eco-friendly printers complement

our dedication to green initiatives, positioning them to meet the growing demand for sustainable printing solutions.

Security Protocols: In an era where data security is paramount, Canon's dedication to robust security protocols safeguards sensitive information, enhancing the credibility and trustworthiness of printers distributed by us.

Training and Support: Canon's comprehensive training programs and ongoing support empower our team with the knowledge needed to navigate the intricacies of the printer market. This collaborative approach ensures the distribution of informed solutions and support to clients.

solutions and unparalleled support, solidifying their role as a reliable market partner.

In essence, Canon's support is the wind beneath Technopolis Dealcom's wings, transforming challenges into opportunities and shaping the future of the competitive printer market.

■ In the realm of printers, customer needs and preferences are diverse. How do you ensure a customer-centric approach in terms of product offerings and support services?

In the vibrant realm of printers, diversity takes

Understanding the Symphony of Preferences: In the symphony of customer preferences, we don't just listen; we conduct. Our market intelligence endeavors to decipher evolving consumer notes, allowing us to introduce printers that exceed the harmonies expected by our diverse clientele.

User-Centric Innovation: We set the tempo in innovation with a user-centric philosophy. The printers we distribute are not just cutting-edge; they are intuitive extensions of our customers' creative processes.

Flexibility in Choices: Recognizing one size rarely fits all, our diverse product range empowers customers with choices precisely aligned with their unique requirements. It's about more than printers; it's about offering options that suit individual styles.

Empowering Through Education: Beyond distribution, we educate. Comprehensive training programs empower customers with the knowledge to make informed choices and optimize their printer functionality.

Responsive Support Ecosystem: Our commitment extends to a responsive support ecosystem, ensuring customers are not alone in navigating challenges. We stand by them, offering guidance and troubleshooting whenever needed.

In essence, our customer-centric approach is a continuous journey, a commitment to understanding customer nuances, translating them into a symphony of printer offerings, and standing by customers as they compose unique printing experiences.

“ In the dynamic printer market, we view challenges not as obstacles but as opportunities to redefine the narrative. By staying at the forefront of technological evolution, the company curates a portfolio that sets benchmarks, ensuring distributed printers are trendsetters. ”

Market Perspective: In the dynamic printer market, Canon's innovative technological synergy propels us beyond expectations. Their agile product portfolio, readiness for remote work, eco-friendly initiatives, and security assurances align seamlessly with market demands, reflecting a shared commitment to a greener future.

Comprehensive Support Ecosystem: Beyond products, Canon's support fortifies our market presence. This collaborative approach positions them not merely as product pushers but as providers of informed

center stage at Technopolis Dealcom, where our focus aligns with the distinct needs and preferences of each customer. We go beyond mere distribution; we craft an experience tailored to individuality.

Tailoring the Tapestry: Our approach is akin to weaving a tapestry of printer solutions that cater to the unique needs of every client. From compact home office printers to enterprise-level behemoths, our product offerings are meticulously curated to seamlessly align with diverse customer requirements.

Channel Point



Unscathed and Surging: The IT Channel's Explosive Growth in 2023 and Beyond

The December issue of ITPV Channel Magazine features a cover story on the "Channel Outlook Survey," which highlights the success and adaptability of the IT channel in 2023. Despite the challenges posed by the pandemic and global economic turmoil, the IT channel emerged unscathed and surging. The majority of enterprise channel partners and solution providers saw organizational growth meeting or exceeding their expectations, with the landscape distinguished by dynamic strategies and robust revenue growth.

The top drivers of growth for solution providers were strategies focused on emerging technologies and deep selling. Cloud solutions, cybersecurity shields, and robust data centers became the guiding stars in 2023, illuminating a path of explosive growth for solution providers grappling with the demands of remote workforces and evolving cyber threats. Manufacturing, BFSI, and IT-ITes emerged as gold mines for solution providers.

Looking ahead to 2024, the IT channel anticipates substantial growth driven by digital transformation initiatives by customers. Continuous learning and training, enhancing internal efficiency, and expanding wallet share within existing customer bases are identified as key strategies for growth. Cybersecurity, cloud migration, and data center solutions will remain among the top focus areas for solution providers.

Challenges such as margin pressures due to hard bargaining by customers, talent shortage, and economic uncertainty loom. However, collaboration and partnerships are viewed as the strategic response to navigate challenges in 2024. Enhanced pre-sales support, co-marketing opportunities, and financial incentives are expected from IT vendors/principals to drive performance and seamlessly execute projects.

The future belongs to those who dance with the tides, not against them. The IT channel, with its unwavering resilience and unwavering spirit, is a canvas waiting to be painted with the vibrant hues of innovation.

K. Singhal

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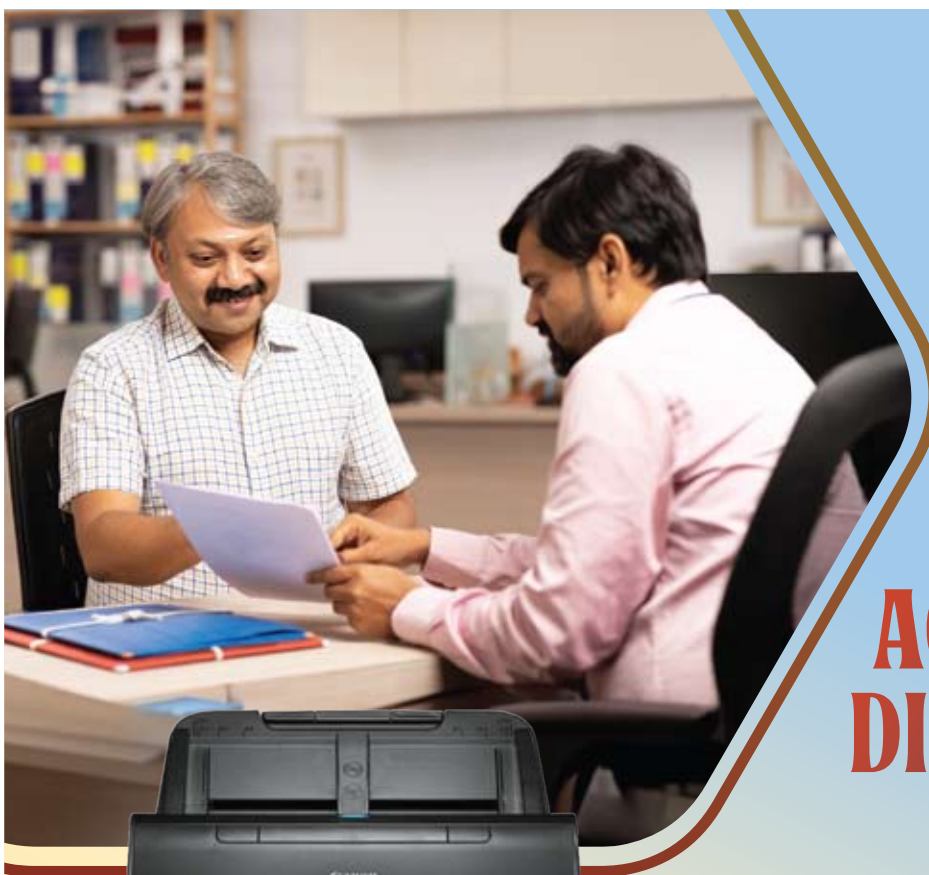
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