New Generation, New Vision:
How AI and Automation Are Taking Family IT Businesses Global

IN CONVERSATION

Sundaresan K
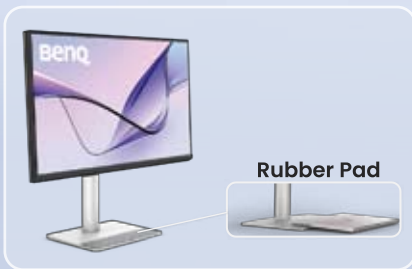Tech Data

Ajay Sawant
Orient Technologies

TECHPLUS
MEDIA

BenQ Monitors for MacBook

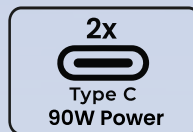The first monitor crafted specifically for MacBook all-rounders.

MA320U | MA270U

Rubber Pad

Minimalistic Design

Display Pilot 2
Easily install, effortless control

Match your Mac Colors

Mac-like User Interface

4K 3840x2160

Display Pilot 2

Mac Color Tuning

97% DISPLAY P3

2x Type C 90W Power

Dual HDMI™

CONTENT

New Generation, New Vision: How AI and Automation Are Taking Family IT Businesses Global

India's IT distribution and channel ecosystem has long stood on pillars of trust, enduring relationships, and regional market dominance. But today, a silent transformation is unfolding. A new generation of tech-savvy successors is stepping into family-run IT businesses—not only to preserve the legacy, but to redefine it through the lens of artificial intelligence, automation, and a clear global outlook.

From national distribution giants to specialized value-added resellers, these young leaders are bringing in engineering expertise, startup agility, and a digital-first mindset. They're modernizing operations with intelligent go-to-market strategies, data-driven lead generation, SaaS onboarding, platform integrations, and future-ready partner ecosystems. The outcome is clear: smarter, leaner, and globally scalable IT enterprises emerging from legacy-driven businesses.

Take Rahul Yadav, for example, the son of Ashok Kumar—the visionary behind RAH Infotech, one of India's top value-added distributors in cybersecurity and business solutions. While Ashok Kumar built a national brand grounded in credibility and reach, Rahul is elevating it into a digital powerhouse. By integrating AI-driven analytics, intelligent deal registration, predictive partner support, and fully digital vendor onboarding, he is repositioning RAH as a smart, partner-centric platform designed for global expansion.

Similarly, Priyam Vijayvargia, an IIT Bombay alumnus and the son of Priyam Vijayvargia Infosystems' founder Dhiraj Vijayvergia, played a pivotal role in modernizing the company during his tenure. WhilePriyam Vijayvargia Infosystems

RAHUL YADAV ,
Executive Director, RAH Infotech

had long focused on ERP and accounting solutions, Priyam Vijayvargia spearheaded its transformation into a more product-driven tech platform. Under his leadership, the company began developing AI-powered business intelligence modules, chatbot-based workflows, and automated compliance tools tailored to the mid-market segment. His contribution marked a strategic shift from a services-led enterprise to a scalable, innovation-led organization laying the foundation for its next phase of growth before he joined Beco as Growth Manager under the Founder's Office to gain more hands-on experience.

Another example is Raghav Khandelwal, who is reinventing Odisha-based ESTPL founded by his father Dhirendra Khandelwal. Rooted in traditional IT services, ESTPL is now undergoing a digital metamorphosis as Raghav introduces automation frameworks, cloud-native operations, and data-driven management strategies. He is focused on evolving ESTPL into a forward-looking, tech-enabled IT player while retaining its regional identity.

So why is this generational shift happening now? There are several compelling reasons. These next-gen leaders are inherently tech-native—fluent in APIs, cloud infrastructures, generative AI, and automation. They find it easier to modernize legacy operations and bring in global best practices, thanks to academic or professional experiences abroad. They honor what their parents built but are unafraid to shift from a product-pushing model to one that prioritizes problem-solving and customer-centricity. Moreover, they are building leaner, faster, and digitally integrated companies capable of scaling revenue without proportionately

PRIYAM VIJAYVARGIA

increasing headcount.

A recent ITPV Partner Pulse Survey revealed that 42% of next-generation leaders in Indian channel companies intend to expand internationally in the next three years. Even more telling, over 74% are already investing in artificial intelligence, automation, or cloud-native platforms. For an industry once driven by offline interactions and physical distribution, this represents a significant and rapid evolution.

Naturally, the path is not without its challenges. Balancing legacy business models with innovation can be complex. Resistance from conventional teams, along with rigid vendor expectations, remains a common hurdle. Yet, these emerging leaders are navigating these tensions through data-backed decision-making, ROI-driven change management, and carefully structured pilot initiatives. They're also embracing digital branding—an approach that was almost unheard of in legacy IT circles just five years ago. Today, they use LinkedIn, partner marketing platforms, and influencer-driven content to amplify their evolving brand stories.

The verdict is clear: the Indian IT channel is entering a bold new chapter—one that's being written not just with SKUs and margin targets, but with dashboards, automation playbooks, and intelligent workflows. This next generation is not merely inheriting companies; they're transforming them into tech-first engines designed for global growth and relevance.

At ITPV, we are proud to spotlight this dynamic shift. Visionaries like Rahul, Priyam, and Raghav are leading the way, showing that even the most traditional IT businesses can thrive in the age of intelligence—with the right vision, the right mindset, and the right technology.

RAGHAV KHANDELWAL,
COO, E Square System & Technologies Pvt Ltd

AI Momentum in India: Tech Data's Vision for Enabling the Next Wave of Partner Growth

SUNDARESAN K.,
VP & Country General Manager, India & ANZ, Tech Data

As the AI revolution gains pace in India, technology partners across the country are seeking clarity on how to evolve from early curiosity to meaningful implementation. In a candid conversation with Kalpana Singhal, Sundaresan K., Vice President & Country General Manager for India & ANZ at Tech Data, outlines a practical roadmap for channel partners to transition into full-stack AI enablers. He also sheds light on Tech Data's recent collaboration expansion with NVIDIA and how it's helping Indian ISVs and VARs fast-track their AI readiness.

■ What influenced Tech Data's decision to expand its NVIDIA collaboration into India at this point?

India is widely regarded as one of the most dynamic and fastest-growing markets within the Asia Pacific & Japan (APJ) region. Over the last 18 months, the country has seen rapid digitization, an increasing presence of both public and private AI investments, and a growing demand for future-ready digital infrastructure. Additionally, the partner ecosystem in India is maturing quickly, highlighting a strong desire to move beyond proof-of-concept (POCs) and into real-life deployments.

At Tech Data, we are continuously looking to bring cutting-edge innovation closer to where the demand is evolving. NVIDIA is a global leader in AI computing and their integrated ecosystem from advanced GPUs to powerful AI frameworks makes them an ideal technology partner.

We're seeing increasing interest, AI-focused investments, strategic partnerships and surging demands across industries to leverage AI for cutting edge solutions that drive business and societal impact. Expanding our collaboration with NVIDIA into India is a natural progression in our commitment to equip partners with future-proof technologies and help them stay ahead of the curve.

This partnership not only deepens our AI offerings but also instills strong market confidence amongst our partners & end customers. NVIDIA's global brand equity and trusted innovation make this a timely strategic move to foster & build AI infrastructure and adoption across India.

■ Many Indian partners are still AI-curious but not AI-ready. What support can they expect from Tech Data?

That's a very valid observation and one we actually see as a tremendous opportunity. The journey from AI-curious to AI-ready is one we want to walk hand-in-hand with our partners.

We're already seeing early adopter partners who are investing in AI talent, upskilling their teams, and actively exploring real-world use cases. For those who are just starting out, we are committed to laying a strong foundation through consistent support. To enable this, we have added new NVIDIA-supported AI infrastructure in our regional labs to further strengthen our commitments and support for our partners.

Here's what partners can expect:

- Training & Certifications: Enablement & certification sessions covering NVIDIA AI platforms and use cases.
- Technical Support: Pre-sales consultation, architecture & POC planning, sizing and knowledge-sharing to

reduce adoption barriers.

- Marketing & GTM Assistance: Co-branded campaigns, and sales tools assets to help partners effectively communicate AI value propositions to their customers.
- Ecosystem Access: Connections to NVIDIA's global partner network of ISVs & MSPs and reference architectures to create complete AI solutions and accelerate market development.

This is about going beyond technical readiness and building long-term trust and confidence within the ecosystem. To this effect, we launched Destination AI in APJ last year as an initiative designed to expedite AI adoption at every stage of the partner journey. Regardless of whether a partner is at its initial stages in AI exploration, or are already utilizing AI in simulating real-world cases, Destination AI paves a clear path forward towards AI-readiness.

■ How will this partnership practically impact the GTM strategies of Indian VARs and ISVs?

The partnership with NVIDIA significantly strengthens the value proposition that VARs and ISVs can bring to the market; our partners will not only be able to sell hardware and software but also deliver full-stack AI solutions.

Access to globally recognized AI platforms supported by NVIDIA's advanced infrastructure and open frameworks will allow ISVs to develop advanced AI and machine learning capabilities faster and more

efficiently. Partners will benefit from accelerated GTM support through our enablement programmes, as well as enhanced positioning within the industry, especially in government and enterprise sectors, backed by NVIDIA's credentials.

This collaboration will help VARs and ISVs evolve from traditional resellers into reliable AI providers capable of engaging clients strategically and delivering scalable, high-impact offerings.

■ There are multiple distributors eyeing AI-led growth. How is Tech Data's approach different? How will Tech Data help partners move beyond POCs into full-scale AI deployments?

While strategic vendor partnerships are integral, our approach focuses on long-term partner enablement instead of transactional fulfillment. Through DestinationAI, our flagship AI enablement initiative, we focus on co-creating value with partners wherever they are in their AI journey by not only providing technological access but also offering a framework to commercialize AI solutions. This means helping partners stay ahead of the AI growth curve by providing the latest AI insights, training, expert guidance, and ongoing assistance at every stage of their AI implementation journey, from awareness and enablement to after-sales support.

Our collaboration with NVIDIA also aligns with the company's commitment to advancing AI and machine

learning capabilities through the Destination AI Program so partners gain a competitive edge.

Furthering our focus on long-term capacity building for partners, our Tech Center of Excellence (Tech COE) & Digital Practice Builder (DPB) help partners close skills gaps and fast-track innovation, agility, and GTM. Built with both channel partners and end-users in mind, Tech COE offers deep technical expertise through ready-built solutions that provide offerings from across vendors. This helps partners scale quicker and equip internal teams with critical knowledge on vendor products and solutions.

Complementing this, DPB, our self-learning portal, equips partners with business capabilities across strategy, sales, technical enablement, and marketing, necessary to grow technology practices. Since launching in June 2023, it has expanded to cover data, cloud, AI, security, and analytics, empowering partners to address talent gaps and unlock greater value.

■ What are the industries or segments where you see the most AI adoption potential right now?

AI adoption is rapidly increasing its presence through more or less every sector in India, with some industries showing particularly high potential due to factors such as market size, digital maturity, and a higher demand for automation and analytics. Banking, financial services, and insurance (BFSI) lead the way, with applications in fraud detection, customer intelligence, and a growing

fintech ecosystem providing fertile ground for AI.

Education is another sector set to benefit greatly from AI adoption, as there is increased interest in creating personalized learning experiences, AI-driven assessments, and multilingual course delivery.

These sectors not only display curiosity but also represent clear business opportunities for AI, making it vital for us to equip partners with the right tools to serve these markets effectively. The same goes for healthcare, manufacturing, agriculture & agritech, and more.

■ Lastly, what's your message to traditional infrastructure partners who are still on the fence about AI?

AI is no longer a distant trend, it is already here and becoming entrenched in workplaces globally. For traditional infrastructure partners, being simply AI-curious is insufficient; pivoting and embracing AI now will be critical to remain relevant and stay competitive tomorrow.

This does not mean abandoning conventional infrastructural expertise but rather building upon it. Partners who are already familiar with data workloads, systems integration, and hybrid environments are well-positioned to expand into AI-driven offerings.

This transition can be managed through structured enablement programmes with manageable learning curves. Starting small with guided experiments will allow partners to build confidence, deliver tangible results, and evolve into reliable AI solution providers.
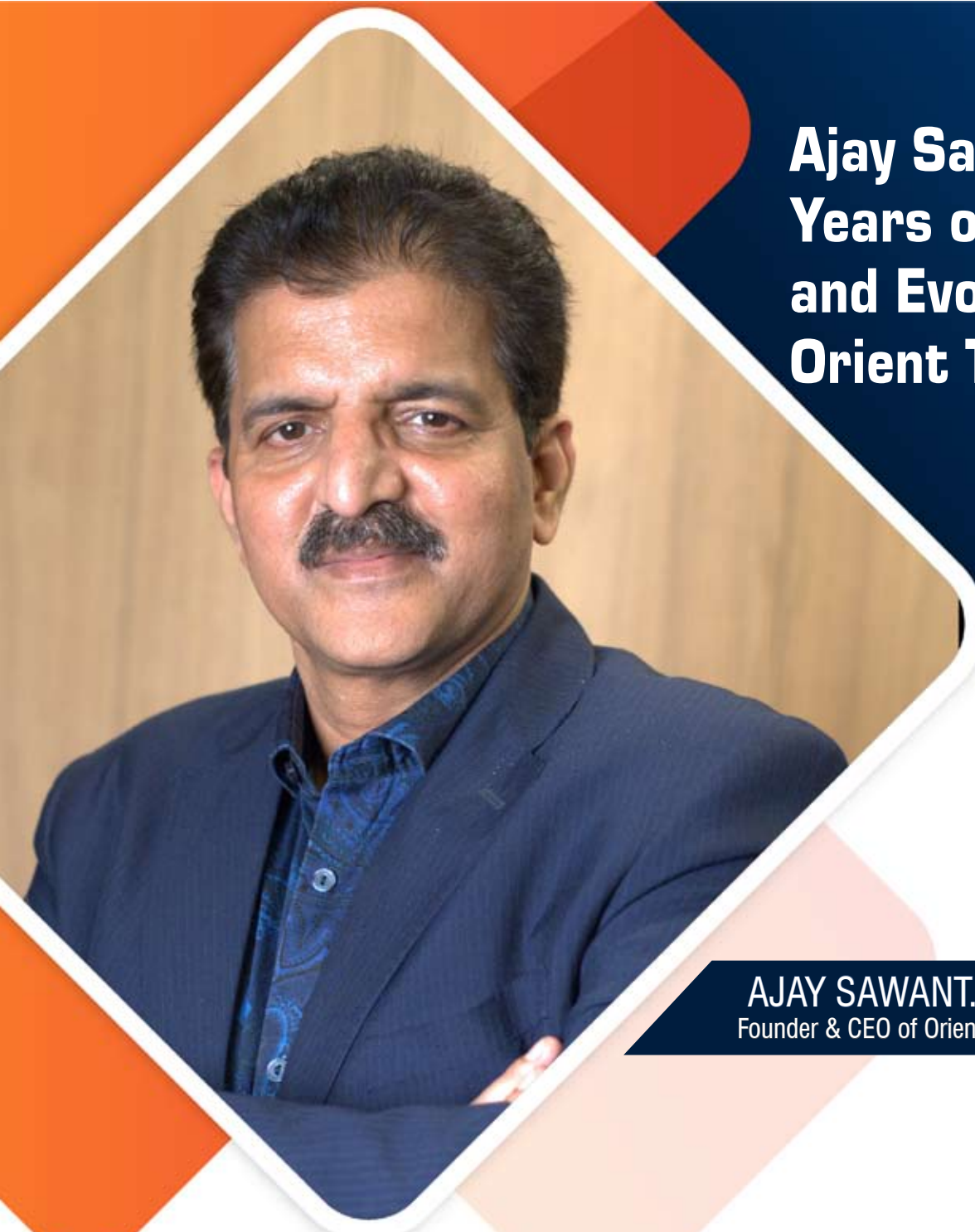
Ajay Sawant on 30 Years of Innovation and Evolution at Orient Technologies

AJAY SAWANT.,
Founder & CEO of Orient Technologies

In an exclusive interview with ITPV Magazine,Techplus Media ., Ajay Sawant, the Founder & CEO of Orient Technologies, shares his remarkable entrepreneurial journey, insights on navigating technology trends, and the strategies that have helped his company remain a leader in the IT industry for over three decades.

What inspired you to become an entrepreneur, and how did Orient Technologies come into existence?

Thank you! It's a long story, but it started after my engineering graduation. I joined an MNC dealing in office automation products like teleprinters and fax machines. Back then, India relied heavily on imports, with duties as high as 200%. My team and I took the bold step of indigenizing the technology, making machines locally that outperformed imported ones in terms of features and performance.

However, when our proposal to manufacture solar cars in India was rejected by our UK-based bosses, it triggered a turning point. My co-founders and I decided to leave the company and start our entrepreneurial journey. In 1992, we founded Orient Telax, focusing on office automation. Later, we pivoted to IT, rebranding as Orient Technologies in 1997. It was a bold move but marked the beginning of an incredible journey.

How has Orient Technologies evolved under your leadership? What have been the key milestones?

The evolution of Orient Technologies has been shaped by adapting to industry trends every 3-5 years. Some of the key milestones include:

- 1997: Transitioned from office automation to IT during the PC era, focusing on end-user computing.
- 2005: Expanded into data center solutions and virtualization, driven by disaster recovery needs post the Twin Tower attacks.
- 2011: Partnered with 12 companies to pioneer cloud solutions in India, becoming an early adopter in the market.
- 2015 Onwards: Partnered with AWS and Microsoft, delving into analytics, RPA, and now AI-driven solutions.

Throughout, we've ensured our offerings remain relevant, whether it's PCs, data centers, or the latest technologies like high-performance computing (HPC) and AI.

Customer-centricity is a key focus for Orient Technologies. How do you ensure client satisfaction in an industry that's constantly evolving?

Orient Technologies is like a multi-specialty hospital for IT. We offer end-to-end solutions, from end-user computing to data centers, cloud, cybersecurity, and analytics, all bundled with services.

Our differentiation lies in bundling services with products, which we refer to as our "jam." Selling products is our bread and butter, but the services we provide alongside are what truly set us apart. This approach ensures that we address all our customers' IT needs under one roof, making client satisfaction our top priority.

With enterprises increasingly concerned about rising cloud costs, do you see opportunities for local or regional cloud providers?

Absolutely, but it depends on the nature of the customer's workload. For workloads like billing applications, local cloud providers can perform efficiently. However, for dynamic workloads like ERP systems that require middleware, APIs, and complex integrations, hyperscalers like AWS or Azure are better suited.

Cloud adoption must be a well-thought-out process. While it offers agility and flexibility, it's no longer the cheapest option. Customers need to evaluate the long-term implications and hidden costs before migrating. I often say, "Cloud is like a slow poison—be careful and plan your journey thoughtfully."

Artificial intelligence (AI) is a hot topic. What's your take on AI adoption, and how is Orient Technologies leveraging it?

AI is still in its early stages. While enterprises have accumulated massive amounts of raw data through ERP systems, many struggle to leverage it effectively. Large Language Models (LLMs) are now helping organizations model their data and extract actionable insights, which will revolutionize decision-making.

At Orient Technologies, we've started exploring AI use cases in areas like HPC and robotics process automation. The challenge lies in creating use cases that deliver ROI. While adoption is slow, I'm confident that AI will become mainstream in the next six months, unlocking massive potential across industries.

What advice would you give to young professionals aspiring to succeed in the tech industry?

My mantra is simple:
1. "L > C": Your Learning must always exceed the Change around you. Observe industry trends and learn proactively.
2. Be an Early Adopter: Enter new technologies at the right time to capture higher margins. Once a technology becomes mainstream, margins shrink, and you're just another follower.
3. Focus on P&L, Not Just Valuations: Valuations can be a mirage. Build a strong, sustainable business by focusing on profitability and delivering value to customers.

Success requires bold decisions, calculated risks, and a commitment to continuous learning.

Ajay Sawant's entrepreneurial journey and leadership at Orient Technologies highlight the importance of adaptability, customer-centricity, and innovation in the ever-evolving IT landscape. His insights on cloud adoption, AI, and building sustainable businesses provide a valuable roadmap for aspiring tech leaders.

HPE Closes Juniper Acquisition, What It Means for Partners

Hewlett Packard Enterprise (HPE) has completed its $14 billion acquisition of Juniper Networks, marking the start of a new era in AI-native networking and a historic shift in the global networking landscape. In order to provide integrated, AI-powered networking solutions to enterprise, service provider, and cloud clients globally, this strategic merger combines the strengths of Juniper, HPE Aruba Networking, and HPE's larger enterprise portfolio.

This acquisition offers a multitude of opportunities for the partner community. With the help of industry-leading platforms like Mist AI, Aruba ESP, and Juniper's carrier-grade infrastructure, partners can now access a full-spectrum networking stack that extends from edge to data center, campus to cloud. Partners are better equipped to provide automated, intelligent, and secure network solutions that meet the demands of hybrid businesses thanks to the unified portfolio.

"I'm honored to lead the HPE Networking team, which is composed of technologists, strategists, and businesspeople from both Juniper Networks and HPE Aruba Networking,"

RAMI RAHIM,
President and GM,
HPE Networking

said Rami Rahim, President and General Manager of HPE Networking, in reference to the new chapter. We will work together to create the world's greatest networking company. From my early days at Juniper as employee number 32 to my current position as leader of HPE Networking, I am enthusiastic about the implications of this merger for our clients, partners, staff, and the sector. And we have only just begun. I encourage you to read more about the future, including the reasons why we are uniquely positioned to support our clients in the two major opportunities of networks for AI and AI for networks.

The acquisition makes HPE Networking a strong rival to industry leaders like Cisco, enabling partners to work in high-growth sectors like edge connectivity, AI-driven network automation, and data center modernization.

Since networking now accounts for more than half of HPE's operating income, the company is placing a greater emphasis than ever on managed services, AI-powered platforms, and subscription models, which will open up new recurring revenue streams for partners.

Furthermore, HPE's partner ecosystem is expanded by Juniper's well-established presence in the telecom and service provider markets, opening up opportunities for cross-industry growth. Legal requirements, such as the sale of HPE's Instant On WLAN division and the licensing of Mist AI's source code, guarantee fair competition and unrestricted cooperation for all partners.

The future holds great promise for both HPE and Juniper partners, but it also necessitates proactive alignment. Partners can firmly establish themselves at the vanguard of this new era in intelligent networking by collaborating with HPE leadership early on, improving their skills in the combined technology portfolio, and utilizing AI-driven network solutions.

This is only the beginning, as Rami Rahim stressed. Now that networks for AI and AI for networks are at the heart of the strategy, partners who support the vision stand to contribute significantly to the development of the next generation of intelligent, connected infrastructure.

Xerox's Acquisition of Lexmark & What It Means for Partners

The $1.5 billion acquisition of Lexmark by Xerox is a calculated move that will change the face of managed services and print globally. With this acquisition, two well-known brands in the printing sector are joined: Xerox, which leads the market for A3 multifunction devices and managed print services, and Lexmark, which has a robust portfolio of A4 printers and imaging solutions. With new growth prospects, increased product accessibility, and the possibility of increased profitability, this represents a major turning point for the partner community.

Access to a more extensive and competitive product suite is among the most obvious advantages for partners. Partners can now provide end-to-end printing solutions to meet a variety of client needs in office, production, and enterprise settings thanks to the merged portfolio. Partners can confidently offer clients a unified, internationally recognized solution supported by dependable service and support thanks to Xerox's dominance in A3 devices and Lexmark's well-established presence in the A4 market.

With more than 125 production and distribution sites spread across 16 countries, the acquisition enhances Xerox's global presence in addition to product expansion. Partners benefit from increased service capabilities, reduced lead times, and strengthened supply chain resilience, particularly in developing regions like Asia-Pacific where Lexmark has a long history of success. The combination of Xerox's ConnectKey technology and Lexmark's AI-powered imaging platforms enables partners to offer clients wishing to update their workspaces cutting-edge analytics, cloud-connected services, and wokflow automation.

Crucially, the merger places Xerox at the forefront of the Managed Print Services (MPS) industry. Through device management, AI-powered reporting tools, and bundled service offerings, this opens up new recurring revenue streams for partners. Partners will be in a strong position to meet these demands with more intelligent, scalable solutions as businesses around the world seek to reduce expenses and adopt hybrid work models.

Partners must, however, remain aware of any potential changes in addition to the opportunities. Channel reorganization, including potential revisions to partner certification standards, rebate programs, and go-to-market tactics, is frequently the result of large integrations. The best-positioned individuals to benefit from the shift will be those who get involved with channel leadership early on, upskill around new offerings, and adjust to changing incentives.

All things considered, the Xerox-Lexmark acquisition is a strategic alignment that allows partners to take the lead with a more inventive, varied, and globally competitive portfolio rather than merely a consolidation of hardware manufacturers. Together, Xerox and Lexmark promise to unlock new value for partners and customers alike by fusing their legacy strengths with cutting-edge, AI-powered services, thereby ushering in a new era for the print industry.

Giving Shape to Ideas

TRANSCON ELECTRONICS PVT. LTD.

205, 2nd Floor, Center Point Building, Hemanta Basu Sarani,
Opp. Lalit Great Eastern Hotel, Kolkata - 700001
Ph.: 22488118, 22488210, 22481620,
Mobile: +91-8337071326, Fax: 03322486604
Email: abhishek@transconelectronics.com,
Website: www.transconelectronics.com

In 2025, Channel Partners Don't Just Want Leads – They Want ABM Muscle

In today's hyper-competitive IT channel landscape, partners aren't asking for more leads they're demanding better ones. As customer acquisition becomes more complex and costly in 2025, channel partners are looking beyond traditional vendor support and embracing platforms that offer strategic, Account-Based Marketing (ABM) firepower. This shift has turned the spotlight on tech-led engagement ecosystems like LeadXchange.AI which are fast becoming vital to partner success.

For years, the promise of Market Development Funds (MDF) and co-branded campaigns formed the backbone of vendor-partner collaboration. But now, with rising media costs, saturated digital channels, and shrinking margins, partners say the old playbook doesn't work. Instead, they're turning toward platforms that deliver intent-driven engagement, data-backed targeting, and content designed to convert.

This is where LeadXchange steps in — a performance-driven demand generation AI engine built by Techplus Media that goes beyond generic email campaigns. It empowers vendors and partners with ABM-ready tools to engage real decision-makers from targeted enterprise accounts. Whether it's a mid-market CIO evaluating cybersecurity investments or a BFSI CTO mapping out AI deployment, LeadXchange maps content, timing, and interaction to deliver precision engagement. "Instead of sending a hundred cold emails, we now have visibility into which CXOs are reading, clicking, and interacting with specific tech themes," says a partner marketing head who recently used the platform to close three deals in Q1.

The platforms is engineered to support what partners now value most: measurable engagement, brand visibility, and qualified leads backed by actual buyer intent. LeadXchange tags and tracks audience interaction across CXO TV's content ecosystem, capturing key buying signals like repeated views, video watch duration, and downloads. This data is then routed back to partners with context, so sales teams can strike while the interest is real.

In an era where one-size-fits-all campaigns fall flat and LinkedIn fatigue is real, these platforms allow partners to deliver personalized journeys to fewer, but more valuable accounts. They also help optimize MDF spends, ensuring that every marketing rupee is tied to a performance metric — not a vanity metric.

Ultimately, the channel ecosystem in 2025 isn't just about sharing revenue — it's about co-creating demand. Tech vendors who empower their partners with next-gen ABM platforms like LeadXchange and content engines like CXO TV will win both loyalty and market share. In the words of one senior partner alliance leader, "We don't need another toolkit — we need a storytelling platform with conversion built-in. And that's exactly what CXO TV and LeadXchange deliver."

As channel expectations evolve, it's clear: the future belongs to those who can align storytelling with strategy, and platforms with performance.

Redington Strengthens Leadership with Strategic Appointments

RAMESH NATARAJAN, CEO – IME (India and Middle East), Redington

RAJAT VOHRA, CEO – India, Redington

Redington Limited, a leading Indian integrated technology solutions provider and Fortune India 500 company, today announced elevations of senior leadership – Ramesh Natarajan and Rajat Vohra to new positions.

Ramesh Natarajan, currently CEO of Redington India, has been elevated to the position of CEO – IME (India and Middle East), effective July 1, 2025. Based in Chennai, Ramesh will lead the operations and growth strategies of the Redington Group across India and the Middle East. During his 28+ years at the company, Redington has built a strong portfolio of consumer and enterprise businesses and expanded its reach into new verticals. He has also played a pivotal role in forging strategic partnerships that have significantly strengthened the company's portfolio.

Rajat Vohra, currently Chief Sales Officer for Redington India, has been elevated to CEO – India, effective July 1, 2025. Rajat will be responsible for overseeing the India business operations of the Redington Group. With over two decades of experience in business development, sales strategy, and leadership across consumer and enterprise segments, Rajat is a seasoned professional known for his strategic vision and innovative mindset. He brings strong commercial acumen and a proven ability to build high-performing sales teams aligned with business objectives. Before joining Redington, Rajat held senior leadership roles at Newell Brands, HP Inc., Samsung, and Shell.

Announcing the recent appointments, V. S. Hariharan, Group CEO, Redington Limited, said, "The latest leadership transitions represent a pivotal step in Redington's journey toward enhanced regional synergies and a more customer-centric approach. Ramesh has played a key role in developing our strong leadership position in India through strengthening OEM partnerships and developing strong go to market motions—his elevation reflects our deep confidence in his ability to drive growth across the India and Middle East markets. With sharp commercial acumen and a deep understanding of the Indian landscape, Rajat is exceptionally well-positioned to lead our India operations into the next phase of growth".

Intel Begins Major Layoffs as Lip-Bu Tan Drives Aggressive Restructuring

LIP-BU TAN,
CEO, Intel

Intel has kicked off a significant restructuring process under the leadership of its new CEO, Lip-Bu Tan, marking one of the most aggressive overhauls in the company's recent history. As part of this move, Intel has begun laying off employees in its Santa Clara, California headquarters, with the first batch of 107 job cuts scheduled to take effect on July 15. The affected roles include key engineering and leadership positions such as physical design engineers, system-on-chip specialists, cloud software architects, and senior IT executives. The layoffs come with severance packages, offering impacted employees either a 60-day notice or a combination of notice period and additional pay with benefits. However, this is only the beginning. Intel plans to reduce 15 to 20 percent of its global manufacturing and factory workforce, a move that will affect thousands of employees worldwide. The company is targeting approximately US $500 million in savings this year, with an additional $1 billion in cost reductions anticipated for 2026.

As part of its restructuring, Intel is also shutting down its automotive-chip business in Munich, a decision that will eliminate most jobs within that division. The company is redirecting its focus toward core areas like CPUs and data center technologies, signaling a retreat from certain non-essential business units. Another significant change includes Intel's plan to outsource portions of its marketing operations to global consulting firm Accenture. This decision is expected to reduce internal headcount while leveraging AI-driven tools and external expertise to streamline campaign management and customer engagement.

In an internal memo to employees, Lip-Bu Tan highlighted the urgency of the situation, stating that Intel must become leaner, faster, and more efficient to remain competitive in the semiconductor industry. He criticized the company's previous culture of equating growth with increasing management layers, advocating instead for smaller, more agile teams that can deliver results without unnecessary bureaucracy. Tan's leadership marks a clear shift in strategy, prioritizing operational efficiency, core product development, and a simplified organizational structure.

For the technology sector, these developments reflect broader industry trends. Semiconductor companies are under immense pressure to reduce costs, optimize operations, and concentrate on their most competitive product lines. Intel's restructuring is expected to have ripple effects across its supply chain, workforce dynamics, and industry partnerships. While the job cuts may temporarily disrupt certain projects, the long-term aim is to refocus Intel's resources on high-growth areas such as AI, data centers, and advanced chip manufacturing.

Pankaj Dessai to Lead AMD India's SMB and commercial channel

PANKAJ DESSAI, Director – Commercial Channel and SMB, AMD

AMD India has named Pankaj Dessai as the Director – Commercial Channel and SMB in a calculated attempt to strengthen its channel ecosystem even more and spur growth in the SMB sector. Pankaj has almost twenty years of experience in the Indian IT sector and is well-known for spearheading partner-focused initiatives, creating high-impact channel strategies, and accelerating SMB growth. He has led channel and commercial initiatives at tech giants like HP India, Lenovo, Redington and Samsung throughout his career, continuously delivering business growth and creating valuable relationships throughout the ecosystem.

Known for his hands-on leadership style and in-depth knowledge of the channel dynamics in India, Pankaj has played a key role in helping partners grow their businesses by implementing strong go-to-market plans and customer-focused solutions.His hiring at AMD comes at a critical juncture as the company keeps growing its market share in the commercial and SMB sectors by providing innovative computing solutions that cater to changing business demands.

The industry is eager to see how Pankaj's leadership will influence AMD's growth trajectory in India's fiercely competitive mid-market sector as he assumes this new position.

ManageEngine Launches MSP Central: A Platform Built for Strengthening Modern MSP Infrastructure

Built In-House, MSP Central Enables MSPs To Centralize Service Workflows, Device Control, Threat Protection, and Performance Monitoring in a Single Platform

- **Manage clients securely with integrated RMM, PSA, and advanced server monitoring on a multi-tenant, role-based platform**
- **Boost technician productivity with AI-driven ticket insights, sentiment detection, and intelligent alert correlation**

MATHIVANAN VENKATACHALAM,
Vice President, ManageEngine

ManageEngine, a division of Zoho Corporation and a leading provider of enterprise IT management solutions, today announced the launch of MSP Central, a unified platform designed to help MSPs streamline service delivery, device management, threat protection, and infrastructure monitoring from a single interface.

ManageEngine focuses on addressing specific operational models and business challenges of MSPs, developing tools that support multi-client environments, technician efficiency, and service scalability. MSP Central brings together these capabilities into a unified platform tailored to how MSPs deliver and manage IT services today.

Meeting the Evolving Needs of MSPs

IDC India forecasts that India's managed services market will grow at a CAGR of 10.5% to cross $8.4 billion by 2027, driven by hybrid cloud adoption, remote work infrastructure, and growing cybersecurity mandates.

According to NASSCOM, over 60% of Indian SMBs now rely on MSPs for their core IT infrastructure, cybersecurity, and business continuity. The demand is further fueled by the expansion of digital transformation initiatives in Tier-2 and Tier-3 cities, where local MSPs are playing a pivotal role in bridging the IT gap. MSPs are under increasing pressure to scale operations without compromising service quality, as they strive to deliver strategic value to customers and stand out in a competitive market

"We had technicians switching between multiple consoles just to resolve a single client incident, a real drag on time and ticket volume," said Edgar Martínez, Business Manager, EvolutionIT, an early adopter of MSP Central from Chile. We were looking for a tool that could bring together everything our team needs without adding complexity or locking us into a rigid stack."

MSP Central directly addresses this fragmentation by offering a unified platform to manage day-to-day operations across clients, from technician workflows and asset visibility to endpoint protection and network health monitoring. Its modular, cloud-native architecture supports native multi-tenancy, fine-grained role-based access control, and seamless integrations with both Zoho apps and third-party tools. This gives MSPs the flexibility to adopt only the modules they need and expand at their own pace.

Features Designed to Support MSP Operations

"With MSP Central, we're bringing together the best of ManageEngine's proven IT management and security capabilities in a platform designed from the ground up for MSPs," said Mathivanan Venkatachalam, Vice President, ManageEngine. While each of these modules stands strong on its own, together they form a truly unified platform, delivering a single, connected experience for service providers. This approach lets MSPs consolidate their operations, eliminate tool sprawl, and enable their teams to work more efficiently and effectively, all from a unified console."

The platform includes the following capabilities:

- Modular architecture: Adopt only the components required—no bundling or mandatory licensing.
- Remote monitoring and management (RMM): Manage devices across clients with patching, asset visibility, and proactive remediation in a multi-tenant setup.
- Professional services automation (PSA): Integrate ticketing, contract management, SLAs, time tracking, and billing in a unified workflow.
- Advanced server monitoring: Monitor infrastructure across Windows, Linux, databases, and virtual systems with automated alerts and deep metrics.
- Endpoint security: Provide comprehensive protection against evolving cyberthreats with vulnerability management, device and application control, anti-ransomware, and browser security.
- AI-powered automation: Accelerate workflows with ticket summarization, sentiment detection, alert correlation, and predictive thresholds.
- Third-party integrations: Connect seamlessly with over 20 tools across IT, security and business ecosystems via open APIs and pre-built connectors.
- Marketplace ready: Built for integration into cloud marketplaces and partner ecosystems.

Looking Ahead

MSP Central marks the foundation of ManageEngine's long-term MSP platform strategy, which supports the full spectrum of managed services. Future enhancements will focus on expanding into adjacent domains like SIEM, privileged access management, and advanced analytics, helping MSPs and MSSPs manage security and compliance alongside operations. The platform will also evolve to support deeper integrations with business applications and partner ecosystems, empowering providers to streamline service delivery end to end.

"Our goal is to give MSPs a platform that adapts to their growth, supports their preferred tools, and eliminates the friction of fragmented systems. We're starting with RMM, PSA, and advanced server monitoring, but this is just the beginning. Our vision is to bring all of ManageEngine's standalone MSP tools together under this platform, delivering depth, flexibility, and scalability that helps providers grow alongside their clients' needs. MSP Central is designed to support MSPs for the long haul," added Venkatachalam.

Pricing and Availability

MSP Central is available globally starting today. The platform supports flexible modular pricing so MSPs can pay for only what they need.

Anubhuti Singh Joins MongoDB as Senior Director – Head of Alliance and Partnerships for India

ANUBHUTI SINGH, Senior Director– Head of Alliance and Partnerships for India, MongoDB

Global developer data platform MongoDB has announced the appointment of Anubhuti Singh as Senior Director – Head of Alliance and Partnerships for India, a strategic role aimed at strengthening the company's partner ecosystem and accelerating business growth in one of its most critical markets.

With a career dedicated to building high-impact partnerships and fostering diversity in the workplace, Anubhuti brings a wealth of experience to her new role. At MongoDB, she will lead the company's efforts to deepen collaborations with major cloud providers, AI companies, technology consultancies, and ecosystem players, with a clear focus on driving customer success and market expansion.

"MongoDB's partner ecosystem is at the cutting-edge of the industry and a key growth driver. Through strong, structured partnerships, we aim to empower customers with the flexibility and support needed to modernize their tech stack, build next-generation applications, and leverage GenAI," Anubhuti shared.

Her appointment comes at a time when Indian enterprises are increasingly embracing modern data platforms to accelerate digital transformation and innovation. With MongoDB's global reputation for flexibility, scalability, and developer-friendly solutions, partnerships remain central to delivering value to customers.

Anubhuti expressed her gratitude to senior MongoDB leaders, including Sachin Chawla and Olivier Zieleniecki, for the opportunity to lead this important mandate.

SHARP Launches New A3 Colour Multifunction Printers in India to Make Everyday Office Tasks Simpler and Smarter

- Network-Ready MFP Series Delivers Faster Performance, Enhanced Connectivity, a Compact Design, and Intuitive Operation
- Switch to colour with minimal added cost and empower your workspace with vibrant, impactful colour printing that leaves a lasting impression

S HARP Business Systems (India) Pvt. Ltd., a wholly owned Indian subsidiary of SHARP Corporation, Japan, has launched its latest A3 colour multifunction printer (MFP) series in India during the SHARP National Dealer Meet 2025 and Silver Jubilee Celebrations held in Jaipur. Designed to redefine office efficiency and meet the evolving demands of Indian businesses, the newly introduced models — BP-22C20/BP-22C20T and BP-22C25/BP-22C25T — are built to enhance productivity with copy and print speeds of 20 PPM and 25 PPM respectively. These models combine performance, compactness, and cost-effective colour output in a single robust device.

The BP-22C series MFPs bring an optimal mix of functionality and design, offering one of the most compact footprints in their class. These models are designed to seamlessly integrate into dynamic work environments including SMEs, corporate offices, co-working spaces, healthcare, and educational institutions. With a 7-inch intuitive touch panel, users can easily access key functions and simplify document handling through smart features such as Rotated Output for Copy and duplex printing—streamlining tasks across both portrait and landscape formats with ease.

"Indian offices today are looking for smart, reliable machines that don't take up too much space but still get the job done well. That's exactly what the BP-22C series is about. It's practical, easy to use, and brings colour printing within reach—without making it complicated or expensive,"said Mr. Osamu Narita, Managing Director – SHARP Business Systems, India.

"We designed this series with real work situations in mind—busy teams, limited space, and the need for quick results. Whether it's scanning, printing or sharing documents on the go, the BP-22C20 and BP-22C25 offer the flexibility and performance that fit right into Indian workplaces,"said Mr. Sukhdev Singh, President – Smart Business Solutions, SHARP Business Systems, India.

Innovative Design and Exceptional Connectivity

Engineered to support diverse office workflows, the BP-22C series offers consistent print speeds of up to 20/25 pages per minute in both colour and monochrome. With 2 GB RAM and 16 GB eMMC storage, the devices support high-efficiency operations, including PCL printing, quick warm-up, and an expanded paper capacity of up to 1,850 sheets for uninterrupted tasks.

The series also stands out for its enhanced mobile connectivity—users can print and scan directly from smartphones via the Sharpdesk Mobile app. Compatibility with AirPrint allows seamless integration with iOS devices, while USB Direct Print functionality further adds convenience for users needing quick access. Optional wireless connectivity ensures flexibility, especially in office environments lacking LAN infrastructure.

Additionally, advanced features like the 100-sheet Reversing Single Pass Feeder with 31 OPM scan speed and

multiple destination options (email, FTP, USB) make the BP-22C series a practical choice for busy offices managing high-volume document workflows.

"Businesses today are looking for solutions that balance versatility and efficiency," said Jun Kasawaki, Head of Asia Business Solutions Centre, Thailand, SHARP. "The BP-22C series is designed to cater to the evolving needs of the modern workplace, where space is limited but performance expectations are high. With its combination of vibrant colour printing, exceptional monochrome functionality, and energy-efficient operation, the BP-22C series enables businesses to stay ahead of the curve, delivering high-quality colour documents on demand while minimizing operational costs."

Security and Sustainability at the Forefront

SHARP has prioritized security in the BP-22C series, offering password-based user authentication and secure job retention. IT administrators can also benefit from secure data erasure protocols when decommissioning the device—ensuring complete data privacy and regulatory compliance.

On the sustainability front, these ENERGY STAR® certified MFPs consume as little as 0.5W in network standby mode, reducing power usage and supporting environmentally responsible operations—a key consideration for Indian enterprises looking to align with green practices.

A Powerful Solution for India's Diverse Business Ecosystem

Whether in small businesses, educational institutions, hospitals, or government offices, the SHARP BP-22C series provides a cost-efficient solution with high-quality colour printing, fast performance, and robust mobile support. These MFPs offer Indian enterprises the opportunity to enhance office productivity while maintaining low operational costs.

The BP-22C20/BP-22C20T and BP-22C25/BP-22C25T will be available across India through SHARP's network of offices and authorized channel partners, with pricing starting from INR 2,97,500.

Druva Appoints Deepak Anand as Regional Vice President – India & SAARC

DEEPAK ANAND,
Regional Vice President – India & SAARC, Druva

Druva, the industry's leading SaaS-based data resilience platform, has announced the appointment of Deepak Anand as Regional Vice President – India & SAARC, marking a strategic move to further strengthen its leadership team and regional presence.

With an outstanding track record spanning over two decades across the enterprise technology landscape, Mr. Anand brings deep market expertise, operational excellence, and a proven ability to drive growth in competitive markets. In his new role, he will be responsible for shaping Druva's regional strategy, accelerating customer success, and expanding the company's footprint across India and the SAARC nations.

A Seasoned Technology Leader

Prior to joining Druva, Mr. Anand served as Regional Sales Director at Zscaler, where he successfully led business growth and customer engagements for three years. His professional journey also includes significant leadership roles at F5 Networks, where he was Business Head – North & East and Global Account Manager – Managed Service Providers, as well as strategic positions at Quantum, Akamai Technologies, Radware, and Miel e-Security, among others.

Over the years, Mr. Anand has played a crucial role in building high-performing teams, managing enterprise and global accounts, and driving partnerships that deliver tangible value for customers across sectors including cloud, security, and enterprise infrastructure.

Strengthening Druva's Market Presence

This appointment reinforces Druva's ongoing commitment to the India & SAARC markets, which are witnessing rapid digital transformation and increased demand for robust, scalable, and secure cloud data protection solutions. Mr. Anand's leadership is expected to deepen customer engagement, strengthen channel partnerships, and further cement Druva's market-leading position in the region.

CrowdStrike and Microsoft Collaborate to Harmonize Cyber Threat Attribution

Landmark industry collaboration maps threat actor aliases across vendors to accelerate response and strengthen global cyberdefense

CrowdStrike (NASDAQ: CRWD) and Microsoft today announced a collaboration to bring clarity and coordination to how cyber threat actors are identified and tracked across security vendors. By mapping threat actor aliases and aligning adversary attribution across platforms, the collaboration minimizes confusion caused by different naming systems and accelerates cyber defenders' response against today's and tomorrow's most sophisticated adversaries.

The cybersecurity industry has developed multiple naming systems for threat actors, each grounded in unique vantage points, intelligence sources, and analytic rigor. These taxonomies provide critical adversary context to help organizations understand the threats they face, who is targeting them, and

why. But as the adversary landscape grows, so does the complexity of cross-vendor attribution. Through this deeper collaboration, CrowdStrike and Microsoft have developed a shared mapping system – a 'Rosetta Stone' for cyber threat intelligence – that links adversary identifiers across vendor ecosystems without mandating a single naming standard.

By reducing ambiguity in how adversaries are labeled, this mapping enables defenders to make faster, more confident decisions, correlate threat intelligence across sources, and better disrupt threat actor activity before it causes harm. By making it easier to connect naming conventions like COZY BEAR and Midnight Blizzard, the mapping supports quicker decision-making and unified threat response across taxonomies.

"This is a watershed

moment for cybersecurity. Adversaries hide behind both technology and the confusion created by inconsistent naming. As defenders, it's our job to stay ahead and to give security teams clarity on who is targeting them and how to respond. This has been CrowdStrike's mission from day one," said Adam Meyers, Head of Counter Adversary Operations at CrowdStrike. "CrowdStrike is the leader in adversary intelligence, and Microsoft brings one of the most valuable data sources on adversary behavior. Together, we're combining strengths to deliver clarity, speed, and confidence to defenders everywhere."

The collaboration will start with a shared analyst-led effort to harmonize adversary naming between CrowdStrike and Microsoft's threat research teams. Through this collaboration, the companies have already

deconflicted more than 80 adversaries, including validating threat actors like Microsoft's Volt Typhoon and CrowdStrike's VANGUARD PANDA are Chinese state-sponsored threat actors, and that Secret Blizzard and VENOMOUS BEAR refer to the same Russia-nexus adversary. This demonstrates the real-world value of shared attribution. Moving forward, CrowdStrike and Microsoft will continue working together to expand this effort, inviting other partners to contribute to and maintain a shared threat actor mapping resource for the global cybersecurity community.

"Cybersecurity is a defining challenge of our time, especially in today's AI-driven era," said Vasu Jakkal, Corporate Vice President, Microsoft Security. "Microsoft and CrowdStrike are in ideal positions to help our customers, and the wider defender community accelerate the benefits of actionable threat intelligence. Security is a team sport and when defenders can share and react to information faster it makes a difference in how we protect the world."

This collaboration builds on each company's deep history of threat intelligence leadership and advances a shared mission: delivering better outcomes for defenders by putting customers first and the mission before the market.

MSPs Urge Caution as AI Adoption Accelerates

As organisations worldwide race to adopt Artificial Intelligence (AI), Managed Service Providers (MSPs) are emerging as the voices of reason, urging businesses to prioritise strategy, governance, and risk management over hype. With AI increasingly positioned as a business game-changer, experts caution that unplanned adoption could lead to unintended consequences, failed projects, and damaged trust. Recent reports suggest a growing public scepticism—only 37% of Australians and 29% of New Zealanders believe AI's benefits outweigh the risks, compared to 59% globally.

AI: Opportunity or a Ticking Time Bomb?

"AI is like dynamite," says Pat Devlin, Partner at IT Architect-as-a-Service. "It can uncover immense value, but without proper planning and guardrails, it can backfire." Devlin highlights the dangerous "gold rush mentality" seen among businesses, where AI tools are being deployed hastily without fully understanding the risks or ensuring proper oversight. The collapse of AI startup Builder.ai serves as a cautionary tale of how unchecked enthusiasm and poor execution can derail even the most promising ventures. For MSPs, the consequences of failed AI projects are immediate. As Alex Avery of Notitia points out, "MSPs are often the first to feel the impact when AI goes wrong," with help desks flooded by frustrated users and unresolved technical issues. With vendors pushing aggressive AI adoption, many businesses are left navigating a complex and rapidly evolving landscape with little clarity on how to align AI tools with their actual business needs.

A Strategic Approach to AI Adoption

Industry experts agree that a measured, strategic approach is essential. MSPs, given their position as trusted IT partners, are uniquely equipped to guide businesses through this AI transformation.

Key focus areas include:
- **Clear Business Objectives:** AI deployments must be tied to realistic, measurable goals, rather than vague promises of efficiency.
- **Data Governance:** Organisations must ensure their data is accurate, well-managed, and compliant before layering AI on top.
- **Human Oversight:** AI systems should augment human decision-making, not replace it entirely.
- **Transparent Pricing & Frameworks:** MSPs must offer AI solutions with clear expectations around costs, outcomes, and limitations.

The Role of MSPs in Building Responsible AI

As businesses continue to explore AI, MSPs can play a pivotal role not only in deploying technology but in ensuring its responsible use. By focusing on governance, education, and strategic planning, MSPs can help organisations realise the potential of AI while minimising risks.

Indian IT Partners Riding the 2025 Tech Wave
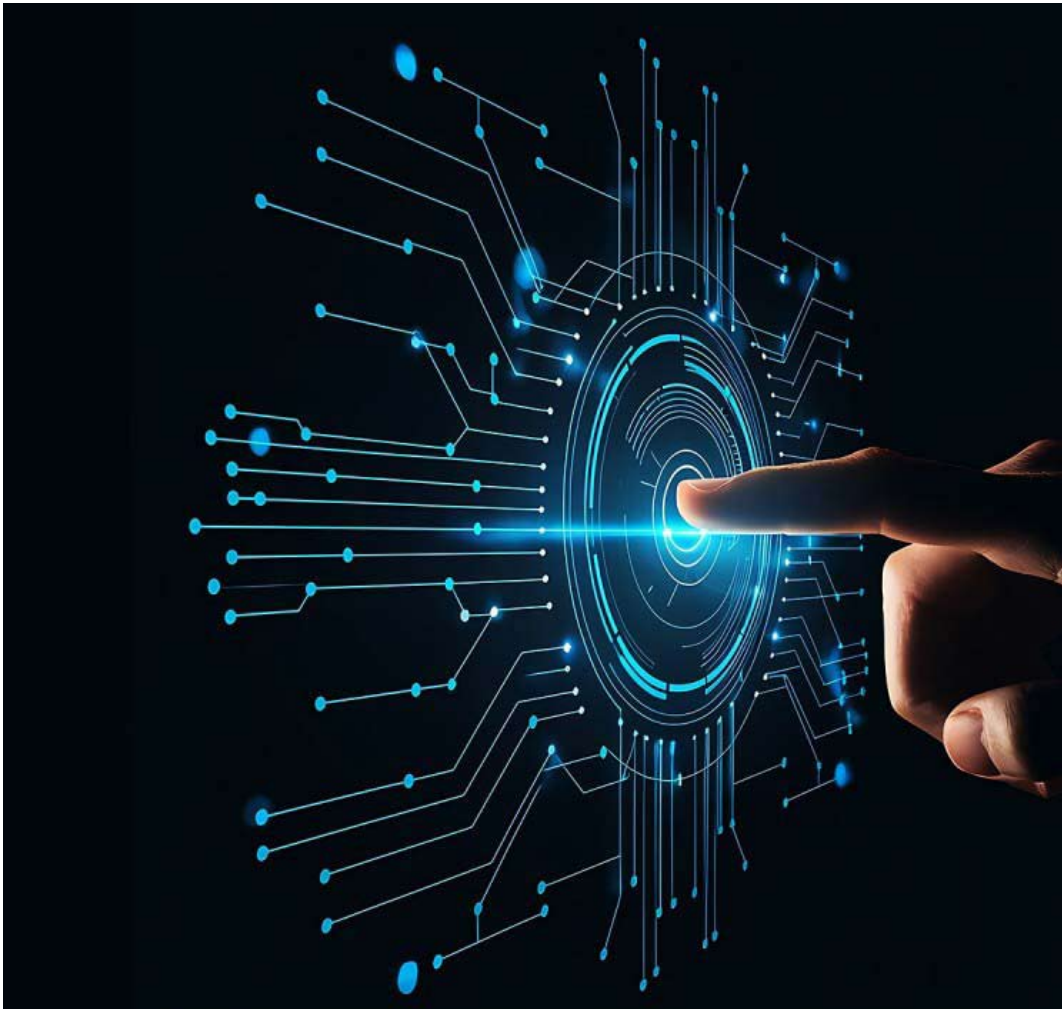
Indian IT partners, system integrators (SIs), and managed service providers (MSPs) are no longer just resellers — they have evolved into the architects of India's digital transformation. From AI to edge computing, partners across metro cities and Tier-2/3 towns are capitalizing on 2025's most influential tech trends to deliver innovation across BFSI, healthcare, retail, and manufacturing.

Generative AI Goes Mainstream

Indian firms are embedding generative AI into core business processes. Infosys has partnered with Meta and Sarvam AI to build AI models for the banking sector, while TCS uses AI for HR and fraud detection. Wipro is transforming supply chains with AI, and Tech Mahindra is driving quantum-powered AI for BFSI. Mid-tier players like LTIMindtree and Happiest Minds are investing in conversational AI to boost efficiency and enhance customer experience.

Edge Computing & IoT Powering Industry 4.0

Indian partners like Neovatic and Motherson Technology are deploying edge and IoT solutions to optimise operations in factories and hospitals. Edge computing is enabling predictive maintenance, remote patient monitoring, and real-time analytics — even in Tier-2 industrial hubs — reducing downtime and improving efficiency.

Cybersecurity & Zero Trust Gain Momentum

With cyber threats rising, Indian partners are embedding AI into security solutions. Wipro and Cyble deliver AI-powered threat detection, while Tech Mahindra offers autonomous penetration testing. Regional players like ACPL (Delhi), SNS (Chennai), Sapphire Infotech (Mumbai), Embee Software (Kolkata) are strengthening cybersecurity across BFSI, government, and enterprise sectors by building next-gen Security Operations Centres.

Hybrid & Sovereign Cloud for India's Needs

Indian cloud providers like NxtGen, Yotta, ESDS, Adani, and Bharti Airtel are building sovereign cloud platforms to meet data localisation and security requirements. NxtGen's cloud, trusted by the Election Commission of India, handled 1 billion voters' data securely. TCS, HCLTech, and others are offering hybrid cloud solutions that blend local control with global scalability — ideal for regulated sectors like finance and e-governance.

Green IT & Sustainability in Focus

Sustainability is becoming a key differentiator in the IT landscape. Equinix India, CtrlS, and NTT-Netmagic are running green data centres powered by renewable energy. L&T Technology Services (LTTS) has secured major sustainability tech deals, while partners across the country are helping customers reduce e-waste and optimise energy consumption. ESG-driven IT is now at the heart of partner strategies.

Low-Code Platforms Accelerating Innovation

Low-code platforms

like NewgenONE are helping banks and enterprises digitise processes quickly. Partners are using tools such as Microsoft Power Platform and Datamatics TruCap to build applications for BFSI, healthcare, and manufacturing, with Tier-2 cities like Jaipur becoming hotspots for low-code adoption.

5G & Private Networks for Industry

Bharti Airtel, Tech Mahindra, and Mahindra & Mahindra have pioneered India's first 5G-enabled smart factory. Now, private 5G networks and AI-powered connectivity are being rolled out for smart cities, ports, logistics, and healthcare, with Indian partners leading deployments and integration.

XaaS & Managed Services Driving Growth

The shift to subscription-led IT continues. Partners like Cloudbox99, Rapyder, and NxtGen offer managed IT on-demand. Regional players including ITCG Solutions (Gujarat), Priyam Infosystems (Jaipur), ESTPL (Odisha), BMG Infomatics (Guwahati), and Aman Technology (Jammu) are making enterprise-grade technology accessible to SMBs in Tier-2/3 cities.

Beyond the Metros: Digital Bharat in Action

Tech adoption is no longer limited to India's major metros. Partners like Priyam Infosystems (Jaipur), Rishabh Software (Vadodara), ITCG Solutions (Gujarat), ESTPL (Odisha), BMG Infomatics (Guwahati), and Aman Technology (Jammu) are empowering SMEs with ERP, cloud, and IoT solutions. Backed by local governments and innovation hubs, Tier-2/3 cities are emerging as key engines of India's digital revolution.

From AI to green IT, Indian partners are at the heart of 2025's tech revolution — bridging the urban-rural divide, boosting digital maturity, and driving inclusive innovation across the nation.

Zakir Hussain Rangwala Leads BD Soft to Remarkable Channel Success in 2025

BD Soft, one of India's leading IT security distributors, is making waves in the channel ecosystem, reporting impressive triple-digit growth under the dynamic leadership of Zakir Hussain Rangwala, CEO of BD Soft. Known for his strategic vision and deep channel expertise, Zakir has been instrumental in positioning BD Soft as a trusted value-added distributor in India's competitive cybersecurity landscape. The company has witnessed unprecedented growth, fuelled by its strong partner ecosystem, aggressive expansion in Tier-2/3 markets, and a razor-sharp focus on next-generation security solutions.

ZAKIR HUSSAIN RANGWALA,
Chief Executive Officer at BD Software Distribution Pvt. ltd.

Channel-First Strategy Paying Off

Over the past year, BD Soft has doubled down on its partner-first approach, offering not just products but tailored enablement programs, pre-sales support, and marketing initiatives to help its channel community grow. This includes close collaboration with key OEMs and a focus on building cybersecurity awareness across India's vast SME segment.

"Channel is the backbone of our business," says Zakir Hussain Rangwala. "Our growth is a reflection of the trust and confidence our partners place in us. We are not just distributing products; we are delivering solutions that secure businesses and create real value."

BD Soft's growth story is also driven by its expansion into emerging markets. With a strategic presence across metros and Tier-2/3 cities, the company has empowered regional partners to address the rising demand for robust cybersecurity, especially among SMBs and mid-market enterprises. Beyond traditional security, BD Soft is also actively investing in next-gen offerings including AI-powered threat detection, endpoint security, and Zero Trust solutions — areas where Indian businesses are seeing accelerated adoption.

The Road Ahead

Riding on its stellar growth trajectory, BD Soft aims to further strengthen its partner ecosystem, introduce new global cybersecurity brands, and continue empowering Indian businesses to stay resilient in an increasingly complex digital landscape.

Breaking the Barriers: Why Channel Partners Struggle to Scale Managed Services

As digital transformation sweeps across industries, managed services have emerged as the most promising growth engine for channel partners. Traditional resellers, system integrators, and solution providers are now racing to reposition themselves as Managed Service Providers (MSPs) to stay competitive in a subscription-based, always-on IT world. However, the transition is far from smooth. While the MSP model promises stable, recurring revenue and deeper customer engagement, scaling it presents a unique set of challenges that many partners are struggling to overcome.

This article dives deep into the operational, financial, and strategic pain points partners face in scaling managed services and offers insights into how they can navigate this critical shift.

The Case for Managed Services: A Necessary Evolution

The shift to managed services is no longer optional. Customers now demand continuous support, predictable pricing, and solutions that scale with their evolving needs. Whether it is managing cloud infrastructure, cybersecurity, endpoint devices, or business continuity, organizations are increasingly outsourcing these functions to MSPs. For channel partners, this evolution represents a chance to secure long-term contracts, strengthen client relationships, and move up the value chain. However, moving from a transaction-focused model to a service-based business is complex and fraught with growing pains.

Capital Investment: The First Hurdle

One of the biggest roadblocks to scaling managed services is the significant upfront investment required. Unlike the reseller model where revenue is recognized immediately after a sale, MSPs must build and maintain service infrastructure long before clients pay recurring fees. This includes investing in:

- Service delivery platforms and remote monitoring tools
- Skilled personnel for NOC (Network Operations Center) and SOC (Security Operations Center)
- Ticketing and CRM systems
- Compliance frameworks and SLAs
- Marketing automation and lead generation capabilities

For smaller VARs or family-run IT firms, such investments can stretch finances thin, especially when coupled with delayed ROI from monthly billing cycles.

Cash Flow Constraints and Financial Pressure

Cash flow management is a pressing concern for channel partners transitioning to MSPs. In the reseller model, hardware and software sales provide instant revenue. But in the MSP model, revenue trickles in monthly. This mismatch between expenditure and income causes working capital challenges. Moreover, there is a long ramp-up period before services become profitable. Building a client base large enough to generate meaningful recurring revenue can take months or even years. During this time, partners must sustain payroll, infrastructure, and service quality, which can push smaller players into financial distress.

Operational Maturity: More Than Just Tools

Running a successful MSP practice requires more than technical know-how or toolsets. It demands a high level of operational maturity. Partners must adopt standardized service delivery processes, ensure 24/7 monitoring and incident response, and meet strict SLAs.

Many resellers lack the experience to deliver enterprise-grade managed services at scale. They may struggle with:

- Building scalable service catalogs
- Onboarding and training staff for 24/7 operations
- Defining metrics for performance tracking

- Creating tiered support models and escalation paths
- Handling service desk integrations and automation

This operational gap leads to inconsistent customer experiences, missed SLAs, and eventually churn.

Talent Acquisition and Retention Challenges

MSPs require highly skilled engineers and support staff. Cybersecurity experts, cloud architects, service desk professionals, and automation specialists are in high demand—and short supply. Channel partners often find it difficult to attract and retain top talent, especially when competing with global service providers, startups, and hyperscalers. Smaller partners may not have the resources to offer competitive salaries or career growth opportunities, leading to frequent attrition and service disruptions.

Customer Expectations vs. Delivery Capabilities

As customers become more tech-savvy, their expectations from managed service providers continue to rise. They expect real-time visibility into their IT environment, proactive issue resolution, personalized support, and integrated reporting. However, many partners still rely on legacy tools or manual workflows, making it difficult to deliver on these expectations. Without investing in automation, AI-driven analytics, and customer portals, partners risk falling behind.

Sales and Marketing Misalignment

Selling managed services requires a consultative, value-based approach rather than a product pitch. Many traditional partners lack the sales talent or marketing strategies to position themselves as MSPs. They struggle to:
- Define their unique value proposition
- Educate customers on the benefits of managed services
- Bundle services in a compelling way
- Compete with larger MSPs or global system integrators

Without a clear go-to-market (GTM) plan, even the best service capabilities may fail to convert prospects into paying clients.

Vendor Relationships and Ecosystem Complexity

Scaling managed services also involves building deep relationships with OEMs, cloud providers, cybersecurity vendors, and ISVs. Managing these partnerships, licensing structures, and integrations is often overwhelming for channel partners. Many find themselves navigating complex pricing models, inconsistent support, and fragmented platforms that require ongoing training and management.

Compliance, Security, and Risk Management

Clients are increasingly seeking managed services that meet regulatory standards like GDPR, HIPAA, or ISO 27001. Providing compliance-aligned services

adds another layer of complexity. Partners must invest in:
- Security frameworks and data protection protocols
- Continuous compliance monitoring tools
- Documentation, auditing, and reporting processes

Failure to meet compliance expectations can expose both the partner and the client to legal and reputational risks.

Metrics and Accountability

Unlike traditional sales, MSP success is measured through KPIs like uptime, incident resolution time, customer satisfaction, churn rate, and net recurring revenue. Many partners are not equipped to track or analyze these metrics effectively.

Without real-time dashboards, client health scores, and SLA compliance reports, it becomes difficult to optimize operations or demonstrate value to customers.

Strategies for Overcoming the Challenges

Despite these barriers, the managed services model offers long-term stability and growth for partners who make the transition strategically. Here are a few recommendations:
- **Start Small, Scale Smart:** Begin with a niche offering (e.g., managed security or cloud backup) and build a strong foundation before expanding the service portfolio.
- **Automate and Standardize:** Invest in

RMM, PSA, and ITSM tools to automate routine tasks and create standardized delivery models.
- **Strengthen Vendor Ties:** Work closely with strategic vendors to gain access to training, MDF, and co-selling opportunities.
- **Upskill Continuously:** Build a culture of continuous learning with certifications, training labs, and mentorship programs.
- **Align Sales and Delivery:** Ensure your sales teams understand the service offerings and can position them effectively to the right audience.
- **Monitor and Improve:** Use analytics and dashboards to track service KPIs and improve decision-making.
- **Partner Strategically:** Collaborate with other MSPs, consultants, or aggregators to fill capability gaps and extend reach.

Conclusion: A Journey Worth Taking

Transitioning to managed services is not a short-term fix—it's a strategic overhaul that requires patience, investment, and operational discipline. While the road to becoming a scalable MSP is filled with hurdles, it also opens the door to long-term client relationships, recurring revenues, and industry leadership. Indian VARs and system integrators must view this journey not just as a business shift, but as an opportunity to reimagine their role in the IT ecosystem. By embracing managed services, partners can move from being product sellers to strategic enablers of digital transformation.

Channel Point

New Generation, New Vision

The transformation unfolding within India's family-run IT businesses highlighted in this editon is on AI-led modernization marks more than just an internal succession story. It signals a tectonic shift in how traditional enterprises adapt and scale in the digital era.

What elevates this decade-old business model isn't merely the handover from parents to children it's the infusion of automation-first thinking, platform-driven ecosystems, and a global market mindset.

- These next-gen leaders are not just preserving legacies they're reimagining them, transforming distribution-focused firms into data-rich, smart enterprises with SaaS portals, predictive analytics, and integrated vendor onboarding.
- By embedding AI into core operations— think intelligent deal routing, partner analytics, and automated compliance— they're building companies that are lean, scalable, and globally competitive.
- The underlying narrative isn't about replacing human capital; it's about augmenting relationships with tech, enhancing partner trust and operational agility simultaneously.

What truly stands out is the scale of ambition: nearly half of these businesses plan to venture abroad in the next three years, with over 74% already deploying AI or automation tools. The message is clear: digital transformation is no longer an optional upgrade it's the strategy that ensures legacy businesses survive, evolve and lead.

As an editor, I'm excited to spotlight this generational paradigm shift. Because at the intersection of tradition and technology lies the future of Indian IT powered by intelligence, defined by innovation, and driven by vision.

K Singhal

KALPANA SINGHAL, Editor
(E-mail: kalpana@techplusmedia.co.in)