

DIGITAL TRANSFORMATION

FINDS ITS COURSE DURING PANDEMIC

Celebrating the 21st year of existence in the IT industry, VARINDIA successfully concluded its 19th edition of Star Nite Awards. For the last 21 years VARINDIA has been dedicatedly serving the VAR fraternity in India. The importance of the ICT industry has been best understood by us during the pandemic times. With the theme, "Post Pandemic to bring Fast Track Digital Transformation", the Star Nite Awards brings forth the importance of digital transformation and how this pandemic has accelerated the pace of transformation which would have taken place a few years later. The pandemic has also exposed the readiness of the organizations in terms of their IT infrastructure. Along with this, cyber security has become a major cause of concern as many people are working remotely from their homes which is not a protected environment which enterprises have, keeping the data at stake.

We thank all the partners for their strong and continuous support. We have sponsors in the categories of Gold, Networking, Cyber Security, Innovation Partner and Supporting partners from various IT associations in the Country, and they are FAIITA, PCAIT, ISODA, ASIRT and TAIT.

The 19th VARINDIA Star Nite Awards started with the welcome note of S. Mohini Ratna, Editor, VARINDIA. According to her, "Technology landscape continues to rapidly shift, disruption continues, but new opportunities continue to emerge. Digital twins represent the culmination of modernized cores, advanced cognitive models, embedded sensors, and more—a recipe that is in itself a trend, even as it builds on evolving individual technologies.

This is the 19th edition of the Star Nite Awards and with every passing year the status and grandeur of the event keeps getting more and more popular. The theme of this year's event is "Post pandemic brings Fast Track Digital Transformation". This event is dedicated to the VARS of the Indian ICT Industry.

NEW SOCIAL AND MOBILE TECHNOLOGIES HAVE DRAMATICALLY CHANGED THE WAY WE INTERACT AND ENGAGE WITH THE WORLD, BRINGING NEW AND UNFORESEEN SECURITY CHALLENGES. WITH THE GROWING POWER OF ARTIFICIAL INTELLIGENCE (AI), IT IS GOING TO CHANGE THE WORLD OF PERCEPTION, AS MANY ARE TRYING TO REINVENT THE POWER OF SUPER AI. TECHNOLOGIES ARE DESTINED TO GROW OBSOLETE EVER MORE QUICKLY INCREASING PRESSURE ON ORGANIZATIONS TO BALANCE BOTH THE NEED TO MAINTAIN A COMPETITIVE EDGE AND MANAGE BUDGETS.

DIGITAL TRANSFORMATION IS A PRIORITY FOR BUSINESSES. CUSTOMERS AND EMPLOYEES ARE MORE DEMANDING, ECOSYSTEMS ARE EVOLVING, AND THE ESTABLISHED RULES OF BUSINESS ECONOMICS AND DECISION MAKING ARE SHIFTING. THESE CHANGES ARE OPENING UP NEW OPPORTUNITIES THROUGH TRANSFORMING COSTS, IMPROVING CUSTOMER EXPERIENCES, MAKING OPERATIONAL EFFICIENCIES AND CREATING WHOLE NEW BUSINESS MODELS."

VARINDIA HAS FELICITATED 5 CHANNEL CHIEFS OF INDIA AND ALL THE CHANNEL CHIEFS HAVE BEEN RECOGNIZED UNDER FIVE DIFFERENT CATEGORIES. THE CATEGORIES ARE:



- Best Channel Chief for overall IT Channel - **ANIL SETHI**
VP & General Manager (Channels), Dell Technologies
- Best Channel Chief for Technology Platform - **LATA SINGH**
Executive Director (IBM Partner Eco-system), IBM India
- Best Channel Chief for Power Solution - **SANJAY ZADOO**
Country Manager, Channel Business, Vertiv Energy India
- Best Channel Chief for Consumer Segment - **SANJEEV MEHTANI**
Country Manager Sales, Acer India
- Best Channel Chief for Technology Distribution - **RAMESH NATARAJAN**
CEO, Redington India

"2020 HAS BEEN A YEAR OF GREAT ACCELERATIONS"



ANIL SETHI

VP & General Manager (Channels)
Dell Technologies

The IT industry in India has been over 35-40 years old as the industry found the footing in the country, a good customer base and even better than IT experts, the growth has been phenomenal. That led to the birth of many of the organizations, first generation entrepreneurs who spotted the phenomenal opportunity and established their organizations. My dear partners should be proud that what you have achieved till now you have played the pivotal role in making IT industry what it is today. It has given many of the large OEMs in the industry and has created a talent pool for the customers and OEMs, and most of us rely upon you for that. Partners infuse capital into different ticket sizes, ensuring IT reaches the far and wide corners of the country. This has been truly phenomenal.

As we move on, and we see that we are all currently going through the pandemic which hit us into this year but 2020 has been a year of great accelerations. We have seen a massive acceleration in the digital transformation and digitally enabled businesses continue to rock it forward. Organizations continue to adopt more remote workspace solutions at a feverish pace and leverage hybrid and cloud IT services. We are seeing advancements in artificial intelligence, machine learning - which is picking up pace, online education and telemedicines already received a tremendous boost.

30 years of experience of Anil in the industry by working with the partners, Dell is bringing the solutions that enable customer's skills that simplify the complexities and capabilities that encourage innovation. Dell Technologies continues to raise the bar on its promise of offering a simple, predictable, profitable partner program.

"THE GREATEST LEARNING THAT I HAVE HAD IN LAST TWO DECADES IS EFFECTIVE INTERACTING WITH THE CHANNEL ECOSYSTEM"



LATA SINGH

Executive Director (IBM Partner Eco-system), IBM India

What really has driven me is in the last 25 years has been the ecosystem (channel partner). The greatest learning that I have had in last two decades plus has been by interacting with each one of you weather it was in my early days in my career when I sat across and understood the business to the middle of my career roughly around 15 years when we were looking at cloud service providers, managed service providers and how each one of you taught me what is really important for the business, the key metrics that drive your business and that has been a very important learning.

A two-way learning is very critical and you gave time for me to sit across and bounce ideas on what is happening in the market, what are the technology drivers and therefore learning in the process is how to really engage in meaningful conversations with each other. So, thank you so much to the ecosystem for being there for me and also being an enabler for my learning and about the ecosystem which is really growing at a fast pace. It is a place where it needs to be relevant so thank you for keeping me relevant to the industry.

Lata brings 25 years of experience to make the channel effective with the dynamic market landscape ever changing from a technology and ecosystem stand point, IBM is being able to provide partners with innovative partner programs is critical to the success of the partners to create value for their customers.

"ACER PROVIDE TOOLS TO PARTNERS TO LEAD IT INDUSTRY"



SANJEEV MEHTANI
Country Manager Sales
Acer India

2020 has taught us why the PC is important, learn from home, work from home, gaming anywhere actually the PC is required. Today if you look at the world which is working is because PCs exist. So that is the importance which we have today.

At Acer, partners are the foundation of our success today and tomorrow. I am proud to say that the Acer channel team is best in class and we bring in some of the transformational solutions through which we actually lead the industry. Acer has actually provided technology which is best in class and infact the early bird in launching 11 generation. We actually provide tools to our partners to lead the IT industry.

Sanjeev brings 34 years of strong experience for maintaining a conducive environment to keep the channel engaged and at Acer, its programs have evolved much ahead of the market where it helps partners to give better experience and competitiveness especially in the face of intense e-commerce sales. It's important to constantly innovate and expand your reach and we continue to grow.

"AS THE TECHNOLOGY EVOLVED, OUR ENGAGEMENT AND RELATIONSHIP ALSO EVOLVED"



RAMESH NATARAJAN
CEO
Redington India

In my last three decades of experience that has been my most highly experienced engagements with the channel partners on their evolution over the times and the IT ecosystem. Coming to think of it, how we have evolved long with channel partners over the last 23 years of Redington being in India, being a home grown organization, it has been really exhilarating.

Starting from the days where we were working with printing as our first product category, I think we have come a long way in building up the commercial PCs, consumer PCs moving on to the enterprise products, components. As the technology evolved, our engagement and relationship also evolved in terms of changing business models and emerging business models.

With a strong 28 years of experience, Ramesh ensures the best practices adopted by him to keep the whole partner community engaged and his vision is to bring the corner stone of Redington's business has been our strong relationship with the partner community. The imperative is to build on the strong foundation that as an established partner community provides, in terms of skills, customer engagement and execution ability among others.

"WE BELIEVE WE CAN SUPPORT YOU IN GROWING YOUR CUSTOMER RELATIONSHIP"



SANJAY ZADOO

Country Manager, Channel
Business, Vertiv Energy India

Anyone who is successful in business knows that all good relationships are based on trust. No doubt you will learn this because your customers, not only trust you, but have come to rely on you.

Here at Vertiv, we believe we can support you in growing your customer relationship. You will be wondering how? Well, our partner program is based on making it easy to do business with us. Our channel portfolio covers the full spectrum of IT infrastructure. Understanding how to sell is taken care of by trained and enabled resources because you not only want to work with a vendor who is commercially attractive but also gives a technology end support. We engage with our partners end to end supporting them with the right solutions, enhance their commercial equation, through rebates and incentives programs. We also give integrated solutions and a variety of product offerings to partners in the IT infrastructure space, giving you an edge over others by consolidating all your efforts into working with one vendor. Partners who have taken a step to work with Vertiv India and we believe we can benefit too. Take the first step, joining the community and apply now.

With 26 years of experience Sanjay engages with the channel partners in the country with the vision to constantly innovate the partner programs to engage effectively with partners and reach out to customers. We keep analyzing the white space and emerging technology needs of the market, to evolve partner programs enabling partners to focus on these opportunities and unleash business potential.