



CHANNEL EMPOWERMENT SESSION

ChannelFirst
Dynamic/Inform/Aspire

PANDEMIC FAST-TRACKED THE DIGITAL TRANSFORMATION

Digital transformation is enabled with technology along with the strategy, leadership and culture drives the business transformation and innovation. Digital Transformation is integration of digital technology bringing in fundamental changes to know how your business functions and how you deliver value to your users. The most common measures are Customer Experience, Workplace Transformation, Cyber Security and Digital Ready Platforms. On this backdrop VARINDIA has organized its 19th STARNITE AWARDS 2020 virtually due to the current scenario. Industry leaders have graced the event with their invaluable viewpoints.

The event started with a virtual Lamp Lighting ceremony, followed by a welcome speech by Dr. Deepak Kumar Sahu, Editor-in-chief- VARINDIA. Welcoming everyone, Deepak said, "Due to the pandemic, we all are able to meet each other on real-time though not physically but yes, it is possible digitally. I would say, it is an opportunity for the OEMs to showcase their capabilities and strength of techno diversity. Technology has made some huge strides on the diversity front in the last few years. Digital transformation should be

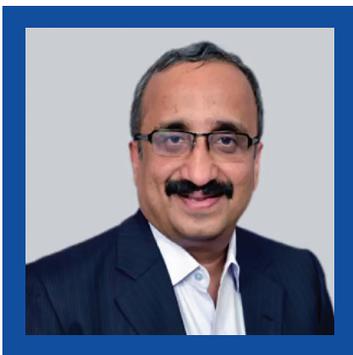
focused on the holistic wellbeing of the organization, and its extended ecosystem. In an increasingly messaging cluttered world where businesses are clamouring for attention and 'Born Digital' Start-ups are redefining the rules of business, Organizations are forced to transform digitally before the market dynamics decimate their existence."

Then it is followed by the exciting sessions on the Channel Empowerment Session by Savex Technologies along with Six OEMs and they are Accutech, Airlate, Checkpoint Software, Tableau Software, Vembu

Technologies and Yotta Infrastructure. The leadership from SAVEX Technologies has presented the key facts and roadmap in the Partner Empowerment Session.

In the Partner Empowerment Session, Anil Jagasia, Chairman, Savex Technologies, said, "Savex has been in IT for the last 34 years, and has always made sure that those who are associated with us have hardly seen any failure. COVID has hit us hard putting many lives to stake. Savex, along with its partners, managed to help the needy. During lockdown, technology has gained as Work From Home; Learn From Home has become a new normal. Change is the only constant.

We have to identify the newer technologies like machine learning, RPA or AI and adapt them too. All I would say is adapt, and we shall all shine bright in this industry where the sun never sets."



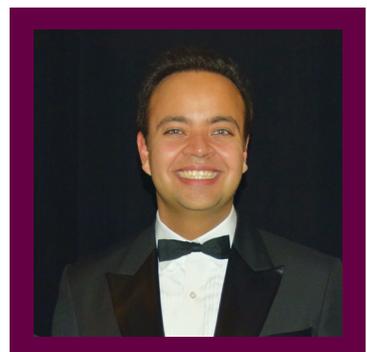
JAYANT GORADIA,
MD,
Savex Technologies

Jayant Goradia, MD, Savex Technologies, commented, "Savex is the most trusted player in the IT & telecom distribution in India. Savex is the answer to being an atma nirbhar in IT and telecom distribution landscape. Savex is not just a distributor offering supply, chain and credit services but much more. It is also a leading player in eCommerce as operator of brand stores for our vendors. We have built an MIS interface through which the partners have access to their business data in the Savex system. We have developed mobile apps through which our sales team can now key in your orders and into our ERP for executions. We will extend this to our partners to directly place orders. We use robotic process automation to improve productivity of a backend operation. Besides doing B2C business, we also cater to BYOD and Online to Offline operations where our partners participate."

Speaking on how the Hardware and Software enterprise advancements is happening in the Industry, Raunak Jagasia, Director, Savex Technologies, said, "India will grow from \$2 trillion to \$5 trillion economy. This will bring a great opportunity for all in next decades. India is uniquely positioned as one of the youngest economies. We are in a time where we have great access to the capital and we have some interesting and exciting companies coming out of India. IT now has become a central of business too. Even banks are planning to put data centers- this discussion is as fresh as hot cakes. India is adopting cutting edge technologies. India is going app first, mobile first, thus giving IT channel chance to provide big opportunities to customers. Digital Transformation of every channel is the key. Every company, during COVID, has under gone digital transformation. COVID has created big opportunities for the IT sector."



ANIL JAGASIA
Chairman, Savex
Technologies



RAUNAK JAGASIA
Director,
Savex Technologies

Atul Gaur, Director, Savex Technologies further elaborated, "Digital Transformation is being talked about everywhere. If you see from my perspective, our industry is divided into three parts- good, better, best. Good part is Service- Services give us high margin, friendliness with the end customer and are very interesting for all of us. Better is the recurring revenues- higher values, we all know the valuations of the companies which are into recurring revenues and best are Customized services with recurring revenues. You can add your services, whatever you are, vendors are offering you, maybe we are offering you what I think you can customize. That's where the real value would come and further because nobody can replicate that as well. Savex offers all three under one roof like cherry on a cake."



ATUL GAUR
Director,
Savex Technologies



SAURABH NAIK
Director
Savex Technology

Saurabh Naik, Director Savex Technology, added, "The first news of the pandemic in February rang a warning bell in our minds, and we knew it was going to impact us as well. We worked on it to face it and before the national lockdown was announced, we were all ready with our strategy. We had a few staff working from home, and still to the point. Our IT team worked in the background to develop apps for the sales team. We also worked on omnichannel solutions for some of our partners. We integrate offline stores with online media. Pandemic is a lesson and opportunity for all the IT fraternity to go out and reach out to thousands of customers and investigate if they are prepared for digital transformation."

In the next session, Margie Gradwohl, Sr. Director Partner, Air Slate, stated, "SignNow, legally binding e-signature solution that helps to simplify and digitize all paper-based processes. This helps to drive productivity, save paper and keep data secure. Pandemic made more people to work from home, thus increasing software purchasing and it has really catalysed digital transformation. You can approve documents on any device and second sign now allows users to have multiple signature options so they can type to sign, draw to sign or upload an image of their signature. SignNow offers the ability to eliminate paper by digitizing document workflows, which in turn saves company's time and money. The companies might be able to afford the paper costs of printing. All it can be said is the ability to electronically sign a document is great and being able to do that from a mobile device is even better."



MARGIE GRADWOHL
Sr. Director Partner,
Air Slate



BHAVESH MEHTA
CTO & Founder-
Acuutech

Bhavesh Mehta, CTO & Founder- Acuutech, said, "Most of the things that Acuutech delivers today is as a service and truly what we would like to do is through partnership with Savex we would like to bring this experience to all of the reseller community in India, where we can show you the secret source and ingredient, how to actually make money, creating an as a service portfolio. So, on the platform perspective, Acuutech has actually got an integrated platform where you are able to scope solutions using hyper-convergence. So most of our platform is designed around Microsoft technologies so what you hear from Azure Stack HCI, so we have the scoping solution to build the Azure Stack HCI solution rapidly, and more importantly we have the orchestration platform that allows you to build HCI at breakneck speed. Acuutech has not invented anything new, but we have effectively created the orchestration platform on top of windows that allows you to build HCI reliably and dependably."

Nagarajan C, VP, Product, Vembu Technologies, perceived, "Vembu Technologies offers backup solutions across over 100 countries, so we have more than 60,000 plus customers and 4000 plus channel partners across the world. We provide agentless backup solutions for VMware virtual machines as well as Hyper V virtual machines and agent-based backup solutions for Windows servers and workstations. Also, you will be able to backup specific files and folders or specific applications like exchange SQL SharePoint and active directory or MySQL by using our file application backups. Along with this, we are also offering a backup solution for Amazon Web Services. Also, if you would like to backup for office 365, email, or the SharePoint Online, or OneDrive data, you will be able to backup with our product. So we are also going to release a backup solution for G Suite."



NAGARAJAN C
VP, Product,
Vembu Technologies

**SHIVIN SHARMA**Commercial & Partner Business India
& SAARC - Check Point Software

Commenting on the partner support, Shivin Sharma, Commercial & Partner Business India & SAARC - Check Point Software, said, "Channel is central to our business. We work with channel partners and strategize with them to deliver better customer experience, meet the enterprise secure cybersecurity needs and this growing trend among other buyers who also look for products online, and we work closely with our channel partner network to reach all customers spanning all platforms. We continue to witness deal registrations growth by our channel partners year on year. This growth is not just limited numbers but the deal sizes, the increase in the number of deal registration is definitely a leading indicator of our channel vibrancy. This growth is not just happening in India, it is across the globe and happening year by year. This growth is not just happening in India, it's across the globe, and has continued to bloom and develop."

After that, Pankaj Gauba, Regional Vice President, SEA & India- Tableau Software, commented, "At Tableau in India, we have a sales team, which covers enterprise, mid-market, general business, SMBs that is the classical pyramid that you see from most vendors. So we serve almost the entire spectrum of the market. The sales team is supported by a pre-sales team. We have Customer Success Managers for some of our large customers where we ensure that they embrace the technology, adopt it and grow the footprint of our technology within their organization. We have Partner Managers to take care of our partners. We already have a strong partner business in the country. We have a renewal sales team which works with the partners to drive the renewals because we are a subscription model. We have a framework called Tableau Partner Network, which was launched early this year, we will be bringing it to India sometime in 2021, which is our partner program. We invest in partner marketing funds and partner readiness to ensure the partners who come on board are enabled and are able to serve the customers as good as what we would do."

**PANKAJ GAUBA**Regional VP, SEA & India-
Tableau Software**NILESH MISTRY**GM, Partner Ecosystem India, Yotta
Infrastructure Solutions LLP

The last speaker of this session Nilesh Mistry, GM, Partner Ecosystem India, Yotta Infrastructure Solutions LLP, commented, "We have made an engagement model for the partner ecosystem. This engagement model is typically going across connecting with the partners, going to the customers and building a recurring structure which is very important today. So typically, when you do one-time sale in any product or any software services, you do not get the customer for life, you have to do every transaction. In the case of Yotta, what we have built up is a dual flexible model where a partner can also be engaged in the front-end billing. On the support side also, we have done a very unique value proposition where wherever we are billing it to the partner, the support part can be given directly to the customer also in case if the partner wishes or in case if he wants to add his managed services or his services or bundles and services along with it, he can give it across to the customer as a total service. So retention of the customer is there with the partner for year on year."

Presents

Channel Leadership Summit

We Secure the Internet