The Channel remains the dominant driving force in the future of IT sales

COVID 19, though has caused a huge loss to humankind, has also thought to adapt change. With each passing time, there are new happenings in IT culture, very rapidly. People have accepted to the change and are living with it. Be it Work From Home, Work from Anywhere or online classes, or even virtual meetings, every thing is happening at a little bit fast pace.

Technologies including cloud, security and digital among others are emerging— changing business dynamics are combining to create ambiguity and uncertainty. Technology providers are in need of guidance on the key technologies and markets to pursue, to help build a blueprint for future success.

The fact that connected businesses are far outpacing their competitors can’t be denied. Businesses across all industries are actively seeking faster and smarter ways to modernize their digital infrastructure. But the increasing complexities of application and data integration are a growing challenge.

To gain deeper insights into the best strategies for dealing with the pandemic, VarIndia tried to find out how some companies stayed resilient during the crises and identified lessons that may be relevant today. We also assessed the pandemic’s impact, including trends affecting the distribution industry. Our analysis identified how leaders can stabilize operations and take a through-cycle view to gain competitive advantages which helped them reimagine the future as we enter the next normal.
LOT OF INNOVATIONS HAPPENING IN THE SECURITY DOMAIN

Preparations to adapt 2021

Arrow comes with very clear agenda to become the specialized deployment partner for enterprise customers. We proudly say that Arrow PC is Dell Technologies’ Titanium Partner, driven by a common goal of developing and delivering innovated and integrated solutions to our customers. We have a team of certified engineers to deploy products and solutions in the field of Data Centre Modernization, Hyper-Converged Infrastructure and Data Storage & Data Protection. We are building expertise in providing remote support and virtual assistance to our customers for seamless operations. We are further building capacity to support offshore clients in some niche technologies like Data Backup, Data Protection & Hybrid Cloud.

OEMs redefine their agenda with regard to the growing challenges into security

Security domain is undergoing a lot of innovation. According to Gartner, data no longer resides only in the data center. As per its predictions by 2025, 75 percent of the data will be created and processed at the edge. A solution is required to take care of the security from core to edge to the cloud. Customers need to be educated and informed about the latest threats and the security trends.

Some of the successful digital transformation initiatives undertaken

Long term sustainability and optimization of business operations have become the need of the hour. COVID-19 has acted as a catalyst towards enterprise cloud adoption both for business continuity and workforce enablement. Technology has emerged as the biggest winner allowing India and its enterprises to modernize and harness the power of technology along with cushioning the impact of the pandemic. Remote working and e-services have become the new norm as it will play a significant role in business continuity planning and digital transformation.

We see exacerbated use of hybrid cloud and hyper-converged platforms as people have realized the importance of cloud-based communication-enabled business processing.

"TECHNOLOGY ENABLEMENT IS OF UTMOST IMPORTANCE"

Preparations to adopt 2021

Compusoft is focused on employee productivity and customer’s growth for which innovative, futuristic and ROI - heavy strategies to transform technology pattern and business outlook - to accelerate the digital agenda for our clients have been implemented.

Post-Covid-19, we see lot of opportunities for companies become self-reliant. The massive move to work-from-home policies spurred shifts in hardware, software and services spend will continue to make waves as many companies stick to flexible working arrangements permanently.

We, as an emerging technology company, are ready to gain perspective on how this great shift will influence IT in the coming years.

OEMs do redefine their agenda with regard to the growing challenges into security

Yes, it does. Compusoft’s partnership with an OEM Microsoft, it gets very easier for us to tackle and come up with great business solutions for our existing as well as new customers.

As a growing organization, with increasing number of employees and number of customers multiplying, we realized that technology enablement is of utmost importance, especially when it comes to the services part of our business.

Some of the successful digital transformation initiatives undertaken

The crisis has accelerated the adoption of digital technologies to keep the lights on amidst the COVID-19 pandemic. Enterprises that are ahead in the digital maturity curve will clearly be better equipped to handle the crisis and will further invest in technology upgradation to address the changing customer demand.

The biggest shifts during the COVID-19 is long-term managed services contracts are expected to continue despite lock downs, as IT vendors like us find innovative ways to continue servicing their customers.

COVID-19 and Work from Home culture has brought the importance of Cloud hosting in the forefront for most organizations that were reluctant earlier. Cloud was always our focus, but now we see that there is a renewed impetus and a much wider acceptance.

The push towards digital transformation is much higher now. Digital technologies are the core in ensuring business continuity in this challenging time, with cloud and AI being the technology forerunners.

Cloud and AI platforms can be forerunners in enabling such remote collaborative technology. Businesses now-a-days are also looking to implement a definite plan to tackle such situations and the infrastructure and tools required to implement the same.

And at last, organizations are expected to use current situation learnings to prepare for future business disruptions by adopting a Business Continuation Plan (BCP) & Digital Transformation that includes migrating their business operations to digital infrastructure and platforms. We see exacerbated use of hybrid cloud and hyper-converged platforms as people have realized the importance of cloud-based communication-enabled business processing.
2021 WILL SEE DIGITAL BUSINESS ACCELERATION ACROSS INDUSTRIES

Preparations to adapt 2021

2021 is going to be the consequences of the happenings and changes of 2020. During the tough times in 2020, CIO and IT leaders have proved the savior of their enterprises, as they rapidly brought changes in business and lifestyle. 2021 will see digital business acceleration across industries. The priorities would be two fold for both - the companies with high agility that changed a lot and the trailing counterparts. The first priority would be to digitally transform and the second would be to optimise. Crayon is well aligned for both, our Cloud Products and Services provide various solutions to quickly adapt the new normal with agility keeping organisations Compliant & Secure. And our software and cloud analytics practice helps organisations optimise their on-premise and cloud infrastructure. DDSO (Design-Deliver-Scale-Optimise) is our new mantra. Crayon works closely with large OEM’s like Microsoft, AWS, IBM, VMware, RedHat etc. and key skilled partners.

OEMs redefine their agenda with regard to the growing challenges into security

I believe OEMs take security as one of their topmost priorities. Cyber security is a very serious concern, given the current rise in cyber-hacks. It will also be incorrect to say that there weren’t any security measures in place earlier, but they are taken a lot more seriously for known reasons. All larges OEMs publish white papers, guides and videos to help enterprise in adapting best practices in governance, risk and compliance, while they do their piece of testing of their products and services. Every new upgrade or any change impacts security. And I believe that OEMS understand this better than any of us.

Some of the successful digital transformation initiatives undertaken

For a successful digital transformation initiative, there are several factors and the most important ones are:

Defining and articulating your digital business strategy.
Assessing your organization’s digital business maturity and readiness for change.
Identifying how the enterprises will balance optimization and transformation objectives.
Aligning the transformation journey across the organization.

Then comes the mantra of Design, where you build the new disruptive business models that can bring you strategic advantages. Crayon helps you deliver the digital solutions and also support you keeping these cloud environments healthy.

TECHNOLOGY, IF DESIGNED AND DEPLOYED TO BUSINESS BENEFITS IS USEFUL

Preparations to adapt 2021

Covid 19 has shown us new business possibilities, which will be embraced. New technologies like AI, Automated Infrastructure support, Digital Transformation are the key areas we will be focusing during the new calendar year.

OEMs redefine their agenda with regard to the growing challenges into security

Partnership with OEM will grow stronger in the coming quarters, with strong growth expected due to organization betting on digital transformation. Key value partners bring on the table is last mile connectivity and service. I feel this will be leveraged by OEMs.

Some of the successful digital transformation initiatives undertaken

Technology will be useful only when it is designed and deployed to business benefits. So any DT exercise should have clear and measurable. Results have to be milestones based towards the ultimate goal. With so much technology, selection of the right mix is a challenge. Proven frame work with subject matter experts can play a key role in designing and defining DT road map.

COVID HAS PROVED BLESSING IN DISGUISE

Preparations to adapt 2021

We are into Internet business and COVID was a blessing in disguise for us as this vertical grew by almost 130%, now we will be transforming customer businesses via Automation, adopting cloud services, migrating products and enhancing customer experiences on digital channels.

OEMs redefine their agenda with regard to the growing challenges into security

Yes of course, after more digitization it would require more security else it would be vulnerable and short lived, OEM will have to make a house where all cannot be locked nor open so need to understand the futuristic security challenges and mitigate them proactively.

Some of the successful digital transformation initiatives undertaken

We believe today’s challenges might be a catalyst for positive challenges. Need to break through silos with customer centric approach, make “everything as a service” reality and how to automate the process as customer focus now would be more on services rather than fixed spending.
Preparations to adapt 2021

2020 has been a difficult year and has tested the thresholds of technology. Enterprises have struggled to maneuver the new normal. The pandemic which established a clear digital divide between leaders and laggards in terms of digital capabilities demanded an immediate shift in terms of people skills, process and technology.

The key focus areas for the year 2021 for Enterprises are to invest in enhanced BCP measures including-
Cutting edge collaboration tools for ensuring continuity of operations, resilient cyber security practices and emerging digital, functional, and professional skills.

OEMs redefine their agenda with regard to the growing challenges into security

In this new normal, the OEMs were also in the initial period of struggling. Since a last few months, things have picked up and OEMs have also realized how to function in this new digital age. OEMs have also started providing cloud based solutions and ready to deploy immediately thereby reducing the time taken to deliver the hardware which was 4-6 weeks earlier. Organizations are looking at new secured solutions which can be easily adopted and implemented in the business along with their existing setup. OEMs on their part have come out with new products and solutions to cater to the above needs of the organizations.

Some of the successful digital transformation initiatives undertaken

Organizations need a digital transformation to remain relevant, competitive, and profitable as “software is eating the world”. A digital transformation strategy should be driving this effort and ensure it is aligned with the company’s overall business strategy and also support the consumer requirement with security measurable objectives, leadership, and engagement, aligning company culture.
LEAD STORY

“GO TO MARKET STRATEGY DEFINES NTT’S INTEGRATED VALUE PROPOSITION”

Preparations to adopt 2021

In 2021, NTT’s focus will be on maintaining momentum by doing more of what has worked well over the past years. The ‘Go to market strategy defines our integrated value proposition. Our vertical domain-based approach has consistently worked in our favor and we shall continue to implement it to narrate a richer and broader brand story that resonates with our customers.

Everybody will continue to focus on key aspects like; Fundamental initiatives around cybersecurity, mobility, collaborative tools for seamless connectivity, team collaboration and productivity trackers along with hybrid cloud.

We will continue to scale significantly, while ensuring that the right network foundation is in place to support organizations during ‘bounce back’, as we find equilibrium in the ‘new normal’. NTT is in a unique position to cater to these evolving needs of the future workplace.

OEMs redefine their agenda with regard to the growing challenges into security

The pandemic has put a spotlight on cybersecurity issues, and OEMs too will want to ensure they have preventative measures in place to ensure high standards of security are embedded in the product they sell. Modern OEMs face a myriad of cybersecurity concerns, including attacks on connected devices and databases in production operations, and hurdles in protecting sensitive customer information.

OEMs can ensure the efficacy of the security available to their customers, by making sure products are “secure by design”. Embedding security by design into device development should be a priority from the drawing board stage and not an afterthought. To add to this, OEMs must also keep pace with regulatory stipulations and industry-related threats.

Some of the successful digital transformation initiatives undertaken

Organizations are changing their approach to digital transformation, seeing it as an ongoing series of small steps rather than a giant leap with a finite landing place. Digital transformation is now understood as being an ongoing way of working - the definition and focus of which are shifting dramatically. Cloud computing, AI, Machine learning and robotic process automation are playing a key role in enabling an organizations’ digital transformation journey.

Automation is also increasingly being viewed as an element core to the success of a business’s digital transformation. Automation of processes and tasks that currently rely on manual human intervention are the common elements underlying the most successful digital transformation initiatives.

AI and ML are enabling the delivery of superior experiences for both employees and customers. Considering the increased breadth and volume of threats on the enterprise and consumer applications, AI and ML aid to detect cyber threats based on analyzing data and identify a threat before it exploits vulnerability in your information system.

A clearly defined cybersecurity strategy is important and forms the base of all the above-mentioned technologies. Looking at the current scenario, the recognition of cyber security’s role in a business’ digital enablement is a must.

“WFH TRENDS CONTINUE STRONGLY INTO 2021”

Preparations to adopt 2021

Digital tools have enabled businesses to continue operations in spite of people and travel restrictions. Quadrasystems.net helped hundreds of businesses, across a wide range of industries – pharma, manufacturing, banking, hospitals and IT with seamless transitions and round the clock deployments for solutions such as remote work, virtual desktops and cloud platform and collaboration solutions that powered access to mission critical business data and unhindered productivity.

We believe that the momentum will continue strongly in 2021, with digital leading the way not just for resilience, but also for reinvention of existing business models and creation of new business opportunities.

OEMs redefine their agenda with regard to the growing challenges into security

Cybersecurity, as we know has been fundamentally transformed. Earlier there was such situation where we had hundreds or thousands of people in one location, but now we have to manage the same people across hundreds or thousands of locations, as WFH trends continue strongly into 2021. This has accelerated the demand for a new approach to securing data assets and people, and for a security strategy that is inherent, inclusive and pervasive. This has pushed the onus of security to infrastructure and cloud players, and is redefining the traditional OEM roles.

With our holistic approach to security across people, processes and infrastructure, together with our strong and vibrant partner relationships, we are well placed to help our customers navigate the new paradigm.

Some of the successful digital transformation initiatives undertaken

Technology has always been central to an organization’s success, but the past few months have clearly underscored the importance of digital resilience as well as the need for a digital-first strategy to address and monetize new markets and opportunities. The role of technology will become even more fundamental to an organization’s success, and the ability of a business to drive innovation using technology will determine its success in the market place.
Preparations to adapt 2021

Strengthening our existing business, controlling and consolidating cost and seeking newer business opportunities will be our key priorities for 2021. We are currently geared up for various cost-optimal solutions targeted at students, start-ups and small entrepreneurs.

For that, we will soon launch a platform where partners can build customize solutions with economical cost and higher effectiveness. Also, we will also launch some IoT solutions, which target small entrepreneurs.

OEMs redefine their agenda with regard to the growing challenges into security

Technology is moving towards cloud and everything is going software-defined, security challenges continue to innovate and threats continue to increase. So it is inevitable for OEMs to redefine their business strategies, not only in terms of developing new products but also business alignments.

Rajesh Goenka
Director, Sales & Marketing
RP Tech India

Preparations to adapt 2021

COVID has not changed the Core Cyber Security requirements of the customers across the verticals.

However, sequence and priority of procurement among the projects have changed. Most of the customers have hybrid environment (on-prem and cloud), and each of these setups require specific security solutions.

SNS will continue to provide security solutions to address securing the Data Centers, securing the remote users and Cloud. As we are seeing a marginal shift in the buying pattern, our strategy will be aligned to this shift.

We keep exploring new technologies, solutions based on CyberSecurity Threats and Customer Requirements; it will remain same for 2021 as well.

OEMs redefine their agenda with regard to the growing challenges into security

OEM plays a part in developing products to the changing business models. Products alone never change the outcome. It has to be driven to the last mile.

Here, IT Distributors play a significant role in taking the products to various markets. System Integrators complete the last mile. Educating the customers on various OEM solutions, provide design, consulting, implementation and post-sales services.

It’s the industry ecosystem in full, and together they define, refine or redefine the strategies.

NK Mehta
Managing Director & CEO
Secure Network Solutions India

With the current state going on everywhere, all we can say is Pandemic has also upto an extent turned up to a boon in disguise of bane. Things changed rapidly, with new normal, though may seem to be a daily use word as of now, many things have really changed, and for good!

The change shall continue, and the step towards improving technology, may seem like a giant leap for the years to come.