

Channel Business

AUGUST
2009
VOL 3 | ISSUE 11



Price Rs 25

Pages 36

STRATEGIC INSIGHTS FOR CHANNEL BUSINESS



Enterprise applications

Till recently, the application vendors had partnerships only with the large system integrators and independent software vendors (ISVs)...

ECB Sales Guru: Enterprise Applications for SMB

Monday, 10 August 2009

*There was a time when business software applications like security tools, ERP, CRM, SCM, and BI, were a prerogative of large enterprises. Thankfully, the picture is changing, observes **N Geetha***

Till recently, the application vendors had partnerships only with the large system integrators and independent software vendors (ISVs). But today, with changing scale and needs of small and medium businesses (SMBs), the application vendors are aggressively wooing the tier-2 solution provider partners.

The growing needs

Increasingly, the SMBs are feeling a hunger for software applications to drive business and operational efficiency.

This is because the SMBs of today have MIS reporting needs that are similar to large enterprises. Several SMBs of today have grown to have a multi-location presence. They have become multi-division, multi-business companies with global partnerships. As a result, their challenges include limited manpower and IT resources, constrained IT budgets, incongruent data sources, recessionary pressures, increased competition, compliance and statutory requirements, etc. (See box: Bustling business of software)

This ever increasing list of challenges of SMBs has prompted the vendor community to come up with exclusive products and solutions and evolve new strategies to address the SMB market.

Gartner estimates that Indian Business Intelligence (BI) solutions market is currently estimated to be \$20 million and is growing at 18.5 per cent CAGR. In its report, Hype Cycle for ICT in India 2008, Gartner states that BI market in India will reach \$46.8 million by 2012.

The BI vendor MAIA Intelligence has come up with 1KEY MIS Servers that provide management information software for retail, manufacturing, and service providers.

MAIA's CEO Sanjay Mehta points out: "Our solutions address all functionalities that SMBs find critical. This includes CRM, Inventory and Distribution, Ordering and Delivery, Purchasing and Merchandising, Production and Manufacturing, Employees and HR, E-commerce, Financial and Accounting, among others."

MAIA Intelligence has undertaken a new project of creating customer-banks that be leveraged for cross-selling, up-selling, and collaboration opportunities by partners. As

per this system, MAIA helps and encourages its partners to identify opportunities that other partners in the group can tap. The system works on partner-trust and works out to the benefit of all partners.

"It is critical in a sluggish economy that partners think beyond competition. They must think of ways to accelerate customer-acquisition through peer-references today rather than waiting for large investments tomorrow," Mehta says.

MAIA is also focusing on simplifying transactions and offering flexibility to partners to earn additional sales.

Bustling business of software

Need for speed

According to Mehta of MAIA Intelligence, the SMBs of today need intelligent information that aids in quick decision making. The customers also go for features like highly interactive interface, flexibility, and intuitive and unified reporting.

http://www.channelbusiness.in/index.php?option=com_content&task=view&id=1737&Itemid=78