



INDIA'S MOST TRUSTED IT VENDORS

COVER STORY

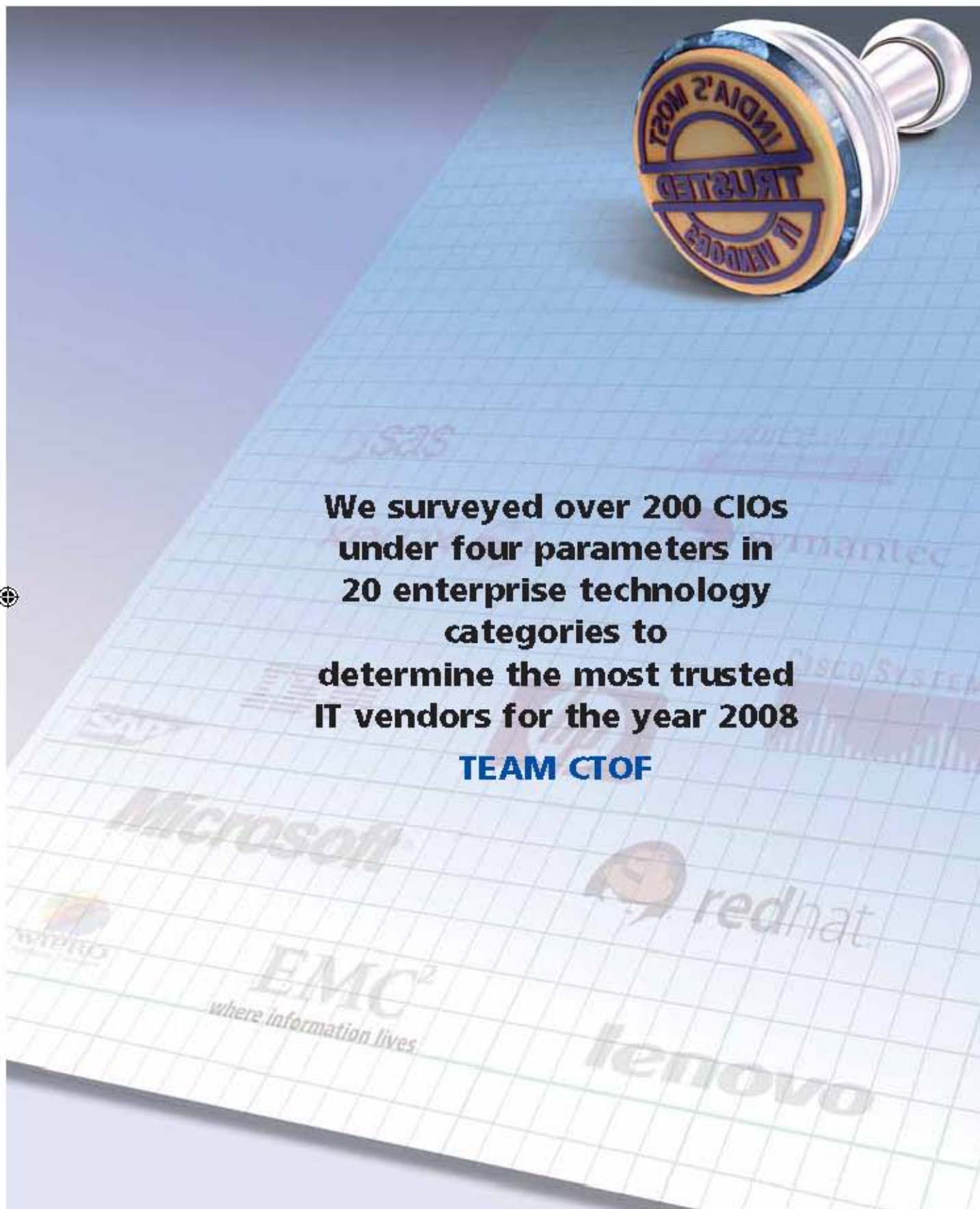
# The brightest and the BEST





**We surveyed over 200 CIOs  
under four parameters in  
20 enterprise technology  
categories to  
determine the most trusted  
IT vendors for the year 2008**

**TEAM CTOF**





## Why was the survey conducted?

The vendor-client relationship has evolved over the years to finally reach a stage where now the relationship is all about reaping strategic value from the alliance. Ergo, vendor selection has now become a well-defined and comprehensive process that requires the complete involvement of each and every player in the technology buying chain.

As the owner of the IT buying process, the CIO of today has developed a proven method that allows him to select the right vendor for providing the right solution for his organisation. This vendor selection process is based on various parameters, which vary between organisations.

This survey we present to you has been developed based on the extensive interaction that we have had with CIOs of various organisations. We have tried to identify those elements that go into building a strong and sustainable vendor-client relationship.

CIOs are looking for a problem-solution match in the proposals that are submitted to them by various vendors. Just talking about the features of a solution or explaining how—in a very broad level—about how the solution would help an organisation will no longer satisfy a CIO.

What the CIO is looking out for is how much a solution will solve the core problems of an enterprise. This is even more critical in the troubled times that we now live in. As enterprises are more and more pressed with budgetary constraints and pressure to prove the value of technology investments in business terms is ever-increasing, there is now more pressure on vendors to deliver the promise. Enterprises are looking at vendor partnerships to be stronger and deliver strategic value.

So what exactly does the survey of the most trusted IT vendor measure? We evaluated how Indian CIOs perceive the value of their vendor products and service offerings; the vendor capability (which draws from domain expertise); vendor ability to demonstrate business benefits and CIO satisfaction with vendor support and service.

## How we did it

This is the third year that we are conducting our survey on India's most trusted IT vendors. We surveyed over 200 top Indian CIOs from various verticals—BFSI, manufacturing, telecom, retail, utilities, government, IT/ITES, pharma and FMCG. Out of the selected respondents, around 20 percent were CIOs of enterprises with over Rs 800 crore in revenue. Close to half (50 percent of respondents) were from companies with revenues between Rs 300 crore and Rs 800 crore and the balance comprised firms with revenues between Rs 100 crore and Rs 300 crore. The survey was conducted on the basis of an emailed questionnaire sent to the selected CIOs. Post this, we did a telephonic interaction with a select group of CIOs, vendor representatives and analysts.

Like last year, we could identify four dominant param-

eters that influenced CIOs in their technology buying decisions. The trend was much the same this year, with CIOs identifying the dominant parameters as customer intimacy, ability to demonstrate tangible and intangible business benefits, domain expertise and service and support. About 75 percent of weightage was given to the four key parameters and the rest to other parameters that we identified from the interaction with the select group of experts.

There was considerable variance among the importance attached to the above parameters among CIOs of various organisations. The importance attached to these parameters was to a large extent dependent on the business objectives of various enterprises.

### Customer intimacy

A sales pitch and the accompanying hype that goes along with it is no longer impressing CIOs. What technology managers want is customer intimacy—which means helping out an organisation with appropriate foresight about emerging technology and business needs. Customer intimacy involves a composite dialogue that involves tracking customer needs and business processes. As the complexity of the buying process considerably goes up, some vendors are expanding their scope of engagement with enterprises to include business heads—and in a few cases, organisational heads—to tailor solutions for enterprises that address all the core demands of the firm.

### Demonstrating tangible business benefits

Managements are increasingly demanding that CIOs demonstrate tangible RoI on their IT investments. This has led to CIOs passing on the RoI debate to IT vendors. In a number of cases, CIOs and IT heads were demanding that vendors present the entire business case behind their IT investments. However, a few smart CIOs are also expanding the scope of the RoI debate by engaging with actual users and the respective business heads while preparing a case. No longer is the IT budget the exclusive domain of the CIO—even business heads have presented the budget, witnessing intensive debate with organisational heads, IT managers and users. IT is hence getting increasingly aligned with business. Firms are also opting for pilot projects because they want to be convinced about the real business benefits of a particular IT solution.

### Domain expertise

With increasing competition in each and every vertical, enterprises are looking out for partners who can thoroughly understand their respective domains. Large vendors continue to look out for acquisitions which will help them gain domain expertise in certain business and technology verticals. Some of the most complex and biggest deals have been bagged by certain vendors purely because of their domain knowledge. The adage 'know thy customer' has never been more appropriate in this context.



This phenomenon was observed in areas like Business Intelligence and CRM implementation, where enterprises inked contracts with niche vendors with substantial domain expertise.

**Service and support**

We have observed in the surveys conducted over the past two years that Indian enterprises have been attaching considerable importance to service and support. This year also, the scenario is pretty much the same. This trend is even stronger in larger organisations, where such companies have narrowed down on bigger vendors (with a strong global footprint) because of the latter's ability to support comprehensive solutions. As was the case last year, large conglomerates with diversified business interests are seeking out partners who can cope with exponential growth.

**How they came in**

*We categorised the winners under three main categories - Enterprise IT Infrastructure, Business Software and IT and Business Management.*

**Enterprise IT Infrastructure**

**Datacentre Infrastructure**

Rising energy costs, power and cooling and knowing what IT assets exist within a datacentre environment are some of the critical issues for CIOs and datacentre managers today.

When choosing service providers, CIOs look at how the provider would design, implement and ensure better manageability of their datacentre. In addition, CIOs also want to adopt Green computing and energy efficient technologies within their datacentres to achieve optimal utilisation of IT infrastructure, increase efficiency, lower energy costs and address environmental concerns.



85% of respondents choose vendors with efficient customer service and wide range of solutions and products

Almost 88 percent of respondents are looking for datacentre solutions and not just products from vendors. 85 percent of respondents feel efficient customer service and the vendor's range of solutions and products are very important.

**Information management and storage**  
The pace of innovation in the data storage industry will only grow in the coming days. And the demand for and the

size of the storage market in India will keep rising by virtue of the fact that almost all enterprises are making efforts to run their businesses efficiently and in real-time. Storage



92% of respondents gave importance to the ability of the vendor's solution to integrate across diverse platforms

is the aspect of information technology that, despite the economic slowdown and slashed IT budgets will continue to rule.

Almost 92 percent of respondents gave importance to the ability of the vendor's solution to integrate across diverse platforms. About 83 percent of respondents want to partner with vendors who are pioneers in adopting/delivering futuristic technologies with the ability to help customers migrate to latest technologies.

**Enterprise connectivity**

From broadband and telecommunication providers to data connectivity solution vendors, this category covers the entire gamut of enterprise-wide data and voice network-



88% of respondents say that seamless continuity of services from their connectivity is the most important criteria while evaluating solutions

ing. Over 88 percent of respondents say that seamless continuity of services from their connectivity is the most important criteria while evaluating solutions. About 74 percent of respondents feel that comprehensive offerings, reliability and proven track record are a must in their connectivity provider.

**Information Security**

As global trends of workforce mobility and decentralisation put a greater strain on the IT security infrastructure, it is becoming increasingly more complex for corporate IT departments to safeguard information. And to achieve competitive advantage, lower costs of operation, easier compliance and improved operations—information security is a strategic undertaking for most organisations.





A popular trend in the network security space is UTM (Unified Threat Management). UTM provides firewall, anti-virus, anti-spam, content filtering, IPS and VPN capabilities in one box. A few enterprises have also opted for managed security services, i.e., outsourcing security to a managed security provider. Network Access Control is said to be the next big wave in the network security space. It implies enforcing policies on a machine and determining what level of network access to grant.



of respondents want to partner with vendors with solutions that are easy to implement and maintain

Almost 75 percent of respondents want to partner with vendors with solutions that are easy to implement and maintain. A whopping 96 percent of respondents want to partner with only those with an impeccable reputation and proven track record.

Managed Services

A managed services provider or a hosted solution provider helps in cutting costs drastically as a company can lease particular services or solutions instead of buying each and every latest technology solution. Almost 95 percent of respondents are sensitive about the reputation of the vendor. Over 80 percent say that the vendor's ability to integrate various solutions and technology expertise is critical.

Networking Infrastructure

Infrastructure is fast going IP. An intelligent IP infrastructure combined with a robust storage network and application servers form the datacentre network foundation. Vendors like Cisco, IBM, Sun, etc. provide systems that enable the infrastructure of the future for user organisations. Technology providers like Microsoft and CA provide management solutions to ensure a robust network and IT infrastructure.



of respondents feel that the vendor's service and support and reliability of solutions are key to partner

User organisations are looking at building a robust reliable network infrastructure that delivers the security, availability, manageability, and optimised application delivery required to meet and surpass service-level agreements, rapidly deploy new applications, support new technologies, and scale to accommodate future growth.

About 70 percent of respondents feel that the vendor's service and support and reliability of solutions are key to partner with them in the network infrastructure domain.

Enterprise-class Servers

Servers are considered as an indispensable part of an enterprise network. They are now more reliable, faster and efficient than ever. Apart from being scalable, they can support data backup and security as well as reduce data bottlenecks for easy information flow. The server has evolved from an unmanaged, single-CPU to a more powerful, multiple-processing, highly available, and fault-tolerant machine.

The India server market grew by 30 percent year-on-year to touch \$169 million during 2007, according to IDC. Vendors like HP, Dell and IBM are betting big on the future potential of the Indian server market.

Around 80 percent of respondents have rated low power consumption and high uptime as key criteria for



of respondents have rated low power consumption and high uptime as key criteria for vendor selection

vendor selection in the enterprise server category. About 97 percent of respondents rated reliability of servers as the critical criterion in choosing a vendor.

Power and Cooling Solution

Keeping down the cost of powering and cooling a datacentre has become one of the top priorities for CIOs across the globe. According to research group IDC, for every dollar spent on new hardware, an additional 50 cents is spent on power and cooling.

Around 86 percent of respondents feel that only those vendors whose solutions have proven efficiency and reliability features will be chosen in this category. Around 70 percent of respondents want their partner to prove their solution's power and cooling efficiency.

Business Desktop and Laptop

Riding on increased affordability, better security features, sleek designs, mobility and exciting in-built accessories,



Indians are increasingly opting for laptops. According to MAIT, laptop sales have gone up by over 67 percent in Q1

**88%**

of respondents feel that service response and cost effectiveness of the vendor's solution in this category is the deciding factor

of the current fiscal as compared to the corresponding period last year; the desktop market has remained stagnant and sales are expected to fall further.

Laptops have been instrumental in bringing about this change in the way we conduct business. Today more and more employees are on the field, especially the sales force where they are closer to the market and customers. This helps them catch the pulse of the market changes and consumer demands.

Enterprise Printing and Allied Services  
Selecting the right printing solution can help organisations manage their environment, optimise their infrastructure and improve workflow. A trend that we have witnessed in the printing space is that of the concept of 'Green printing'. In fact market researchers have placed environmental concerns as one of the top business drivers while printer-industry experts forecast Green practices will change the conversations solution providers have with their customers. Even today, enterprises have started assessing environmental repercussions when purchasing and maintaining printing devices.

89 percent of the respondents look for quality of product and service as the most important deciding factor in this category, followed by favourable CAPEX and OPEX options.

### Business Software

Business Intelligence  
By integrating data from across the enterprise and making

**73%**

of respondents seek partners with high domain expertise and technical know-how

it easily accessible to key shareholders, IT can spend less time responding to requests and business users can spend less time looking for information. BI tools help improve the quality of data, put it in better context, provide integration of data and real time viewing in exactly the way required by an organisation. A very critical benefit of BI is that it helps to adhere to compliance by keeping data in context and making it easy to retrieve as and when needed.

Over 73 percent of respondents seek partners with high domain expertise and technical know-how. Almost 67 percent of respondents are looking for cross platform integration as a key feature of the BI solution.

CRM software providers  
CRM helps organisations to be closer to their customers in the true sense of the word. This technology enables a company to be right on the pulse of the market by giving it a 360-degree view. It also gives an insight into the future and potential customers. CRM is essential in predicting and managing customer expectations.

Almost 80 percent of respondents look for ability of the solution to integrate well with the existing application stack and RoI as key parameters in vendor solutions. Only 41 percent of respondents are looking at analytics as an important parameter.

ERP Software  
ERP is good for the overall growth of an organisation as it increases efficiency in almost all business processes ranging from administration, sales, solution deployment to service and support by drastically decreasing response time to customer complains / inquiries and sales calls.

ERP can play a crucial part in strategic planning. The reports and functions that ERP provides can help employees

**84%**

of respondents look for vendors whose solutions are functionality-rich and have efficient integration capabilities

work through the strategic planning sessions and develop a comprehensive plan. It helps in forecasting demand and optimally utilising the company resources. It can assist you in keeping your finger on the pulse of the market and bring more accuracy and predictability to the business.

About 84 percent of respondents look for vendors whose solutions are functionality-rich and have efficient integration capabilities.

Web 2.0 / Web Technologies  
Web 2.0 has the potential to change the way we do busi-





ness. There are claims that Web 2.0 technology can make an enterprise more competitive, productive, proficient and innovative by creating a flat organisation which boosts growth

About 51 percent of respondents commented for this category and claim that ease of deployment and flexibility



of respondents claim that ease of deployment and flexibility in solutions as a key parameter to partner with a vendor

in solutions as a key parameter to partner with a vendor.

#### Open Source Software

Reduced dependence on proprietary software vendors has been a key element for enterprises to look at open source. This clearly indicates that CIOs feel that there is a certain level of dependency on proprietary solutions and they want to break free from this chain. These dependencies include being reliant on the vendor for maintenance and support and accept version upgrades even if the CIO may not need or want it.

Almost 90 percent of respondents commented on on-support efficiency of a vendor as a key parameter and 95 percent look critically at interoperability as a key differentiator.

#### IT and Business Management

##### Business Process Management and Automation

To stay competitive, enterprises have realised that they have to be agile in adopting technologies that will help them keep pace with the ever-changing market dynamics. The statement can be substantiated with the statistical figures that prove that the adoption of BPI in India is increasing at a very fast pace.

About 64 percent of respondents gave importance to the solution's integration ability and granularity of reports as



of respondents gave importance to the solution's integration ability and granularity of reports as a key factor for adoption

a key factor for adoption. Over 90 percent of respondents want to deal with vendors who have proven track record and domain expertise and about 88 percent are looking at business partnership with their BPM/business process solution vendors.

#### Infrastructure Management

User organisations have today realized that IT is not their core focus area and are adopting services model to manage their IT infrastructure. Today, Indian organisations are moving towards outsourcing Infrastructure Management (IM) to a service provider for either remote or onsite management services. The trend to outsource IM is gaining ground. Companies like Wipro, TCS and IBM are some key players in the managed services market.

Over 60 percent of the respondents feel that ease of use of the vendor products, low TCO and vendor's ability to stick to SLA is a deciding factor in the infrastructure management area.

#### Compliance and Risk Management

Compliance and risk management solutions can ensure that standards for information are created and maintained in a cohesive and unified way. The need for effective IT compliance and risk management is expected to become significantly more important as organisations become more dependent on their IT systems for their livelihood. About 83 percent of respondents claim to look for ease of management and total cost of ownership as key parameters while choosing a compliance and risk management partner. Around 65 percent of respondents also look for reputation of the partner and proactive nature in their selection.

#### System Integration

System integration offers technology-driven business solutions that meet the strategic objectives of enterprises. It helps businesses to improve, grow, and manage all their needs in a cost-effective manner.

In this category, 72 percent of respondents are looking at resource availability and technical and domain expertise of the vendor. About 60 percent of the respondents said that the vendor's track record of adhering to SLAs is a very positive advantage.

#### Professional Services

Professional service providers provide assistance in the areas of product development, IT strategy formulation, technology support and development, product management, Internet marketing consultancy, technology consulting, product testing, design fidelity consultancy and audits among many other services.

About 96 percent of the respondents who take help of professional service providers look for domain expertise and technology acumen for their selection process. ■

Team CTOF



## EDITOR'S VERDICT

# What CIOs look for in vendors

A must-read for vendors...

It has been three years that we have been presenting the "Most trusted IT vendor" rankings. This year, we have additional categories and enhanced the parameters to judge vendors from the four key parameters.

We also used some of the key criteria used by the Society of Information Managers. Here is the list and my thoughts on them:

## Ethics and Morals

Honesty is the best policy – in business. And business is all about relationship. What CIOs look for in vendors is the truth – on the vendor's adherence to SLAs, commitments and various aspects of the relationship.

## Collaboration and teams

It is all about collaboration and teamwork in a relationship. Imagine a football team where players only think of their win rather than the success of the team. Collective thinking and sharing become an important part of a winning vendor-CIO relation.

## Critical thinking and problem-solving

"Don't sell me a product, sell me a solution." This is not uncommon – almost 60 percent of CIOs in the survey commented on the urgent need for vendors to change their selling strategy. For a long-lasting vendor-CIO partnership, vendors need to start thinking of the business and technology pain-points of the CIO's business.

## Communication, oral and written

If you cannot write to the CIO explaining the real reason of the need to implement a solution in his organisation, how will you ever get into the relationship? However good the technology capability of the vendor is or how effective the solution, lack of communication blows the deal. The better vendors can talk business rather than technology jargon, leading to more chances that the CIO will open up.

## Project leadership

CIOs are not particularly interested in the list of technology capabilities that vendors have. An effective relationship that creates business value for the vendor and the user is one where the provider demonstrates project leadership capabilities. A successful implementation is all about the vendor's ability to define clearly

the deliverables of a project and continuously track benchmarks.

Managing expectations and user relationship management are also important. False promises have disastrous repercussions on a healthy vendor-CIO relationship. It is extremely critical for vendors to set realistic expectations on their delivery. It is also important for the vendor to communicate regularly with the users about the stages of implementation / delivery of services, etc. Managing user relationship is what will differentiate the vendor.

## Decision-making

The much-needed skill of decision-making can go a long way in fostering a healthy vendor-CIO relationship. Assume a project is off-track – the most critical decision for the vendor is to communicate this to the user along with ways to bring it on track or suggest alternatives.

## Business analysis

While technology skills and domain expertise are critical characteristics of a good provider, business analysis is the advantage. With changing market sentiments and uncertain times that we see today, it is this skill that can help grow and create good rapport among the CIO community.

## Creativity and innovation

Technology and business skill keep the vendor alive and ticking. Creative and innovative thinking can help them leap ahead of competition, bring inorganic growth during economic slowdown and monopolise the space. I remember the head of a winning IT company telling me that they have a process of sharing the innovation that happens in their R&D outfit with CIOs and user companies for them to take advantage of in their organisation. My advice to vendors – do that and CIOs will sell your product/service in their organisations.

The relationship between a CIO and an IT vendor is one of give and take, compromises and adjustments – it is to the advantage of both parties to warm up to a mutually trusting partnership for creating value thus strengthening it further. For vendors there is no survival without the trusting relationship of a CIO. And the reverse is also true – without the help of vendors CIOs cannot function. ■

Sujay Nair  
sujay.nair@9dot9.in



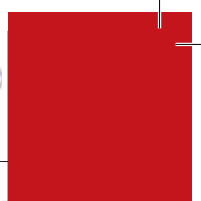


# ENTERPRISE IT INFRASTRUCTURE



	Datacentre Infrastructure	Information Management and Storage	Enterprise Connectivity	Information Security	Managed Services
<b>Rank 1</b>	IBM	EMC	CISCO	SYMANTEC	IBM
<b>Rank 2</b>	HP	IBM	TATA Communications	MCAFEЕ	Wipro Infotech
<b>Rank 3</b>	SUN	HP	NORTEL	CHECKPOINT AND RSA (EMC)	HP

	Networking Infrastructure	Enterprise-class Servers	Power and Cooling Solutions	Business Desktops and Laptops	Enterprise Printing and Allied Services
<b>Rank 1</b>	CISCO	HP	APC	HP	HP
<b>Rank 2</b>	Wipro Infotech	IBM	EMERSON	DELL	CANON
<b>Rank 3</b>	IBM	DELL	HP and IBM	LENOVO	XEROX



## BUSINESS SOFTWARE



	Business Intelligence	CRM Software	ERP Software	Web 2.0 / Web Technologies	Open Source Software
<b>Rank 1</b>	SAS Institute India	Salesforce.com	SAP	Microsoft	Red Hat
<b>Rank 2</b>	Business Objects	Microsoft	Oracle	IBM	Novell
<b>Rank 3</b>	MAIA Intelligence	Oracle	Microsoft	Oracle	IBM

## IT AND BUSINESS MANAGEMENT



	Business Process Management and Automation	Infrastructure Management	Compliance and Risk Management	System Integration	Professional Services
<b>Rank 1</b>	Micrsoft	HP	CA and IBM	Wipro Infotech	Gartner
<b>Rank 2</b>	SAP	IBM	RSA(EMC)	IBM	Ernst & Young
<b>Rank 3</b>	Savvion	Wipro Infotech	Symantec	Datacraft and HCL	KPMG





### Datacentre Infrastructure

# Virtualisation will rule the roost

**R**ising energy costs, power and cooling and knowing what IT assets exist within a datacentre environment are some of the critical issues for CIOs and datacentre managers today.

Power and cooling have emerged as a key area of concern for enterprises. The increasing cost of energy needed to run a datacentre is driving most companies to seek solutions that reduce power consumption. Power is the biggest concern in Indian datacentres. Gartner estimates that power will become a critical decision factor for India in about two years, considering traditional datacentres typically waste more than 60 percent of the energy that they use to cool equipment. When choosing service providers, CIOs look at how the provider would design, implement and ensure a better manageability of their datacentre. In addition, CIOs also want to adopt Green computing and energy efficient technologies within their datacentres to achieve optimal utilisation of IT infrastructure, increase efficiency, lower energy costs and



resources. Everybody understands there is a need to virtualise but there is complexity. What to virtualise, when to virtualise, what would be the implication of virtualisation and how to manage these implications are some of the questions that are put forth by enterprises, which to a large extent has been answered by these vendors.

Another reason for them to emerge as leaders in this category is the presence of clear roadmap on datacentres and ensuring that virtualisation capabilities are incorporated within their offerings helping enterprises to reduce space, power, and cooling requirements while simultaneously helping make datacentres more flexible and agile.

These solution providers have a comprehensive portfolio of hardware/ software services, and partner alliances that could help enterprises build a robust, scalable, and highly available datacentre for their business, providing an open, integrated environment that can easily adapt to meet changing business needs.

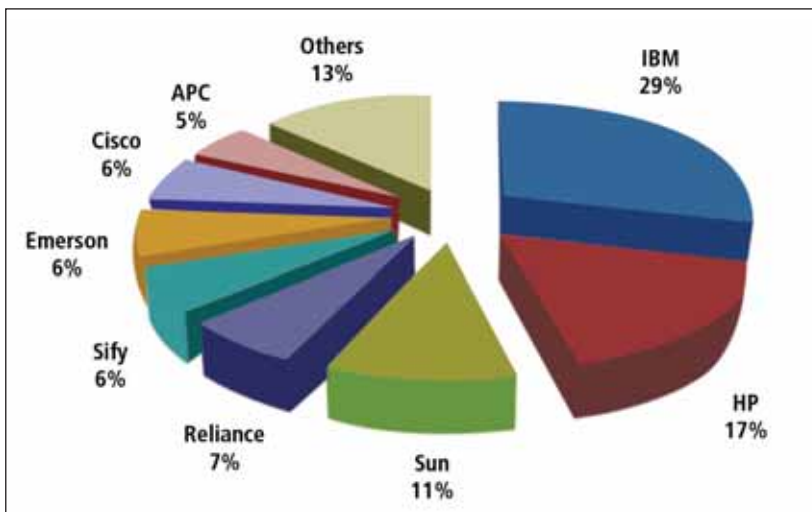
Almost 88 percent of respondents are looking for datacentre solutions and not just products from vendors. 85 percent of respondents feel efficient customer service and the vendor's range of solutions and products are very important.

Our survey results revealed that a majority of the enterprise CIOs considered IBM as the number one choice for providing datacentre services. IBM received 29 percent of the total responses and was followed by HP with 17 percent and Sun Microsystems with 11 percent. Together these three vendors accounted for 57 percent of the CIO votes. ■

address environmental concerns.

One of the key reasons for these providers taking the lead from others in this category is their approach towards building a robust infrastructure that meets quality-of-service requirements, offers flexibility and support in the deployment of new products and services that the company's line-of-business demands.

Virtualisation technology is another key component that has been leveraged extensively by these providers. It has played a key role in transforming an IT organisation's server, storage, and networking devices into a shared, global pool of





# Information Management and Storage

## Major focus on increasing utilisation

**G**rowth, mergers and acquisitions all have created a technology landscape characterised by silos of information held in different systems in different departments. Enterprises are struggling to deal with the avalanche of information hitting them every day.

A typical business today stores 10 times more data than in 2000 and Gartner estimates that storage requirements will have increased by a factor of 30 by 2012. Forrester suggests that demand for data storage capacity is increasing at an astounding 52 percent every year.

Organisations are finding it difficult to manage the explosion in data. The data cannot be deleted; compliance is becoming stringent; and the task of storing it for longer duration are some of the few challenges that enterprises deal with. Moreover, organisations face the challenge of keeping their information secure and easily accessible to the right people at the right time and through multiple devices.

The amount of unstructured data and documents being generated is growing very rapidly. The storage industry in India has seen a paradigm shift in customer requirements. EMC, Brocade, Dell, Hitachi, Teradata, NetApp, IBM, Symantec and HP are the few vendors dominating this space. DAS (Direct Attached Storage), where the storage disk exists within a PC or server, is the most used storage solution. The next in line are Network Attached Storage (NAS) and Storage Area Networks (SAN). SAN enables centralised management and provisioning of storage resources.

Another important development in the storage technology is SSD (Solid-State Drive), which emulates HDD



interface and offers multiple benefits like faster start up, extremely low latency time, less noise and high reliability, to name a few factors.

Then there are tape drives that ensure the scalability of storage and data archival. It is still considered as an important part of tiered storage.

The use of virtualisation in storage also plays a crucial role. It promises reduced total cost of ownership (TCO) and increased utilisation of existing storage systems. With the concept of tiered storage gaining momentum in the storage space, technologies like virtualisation are efficient and effec-

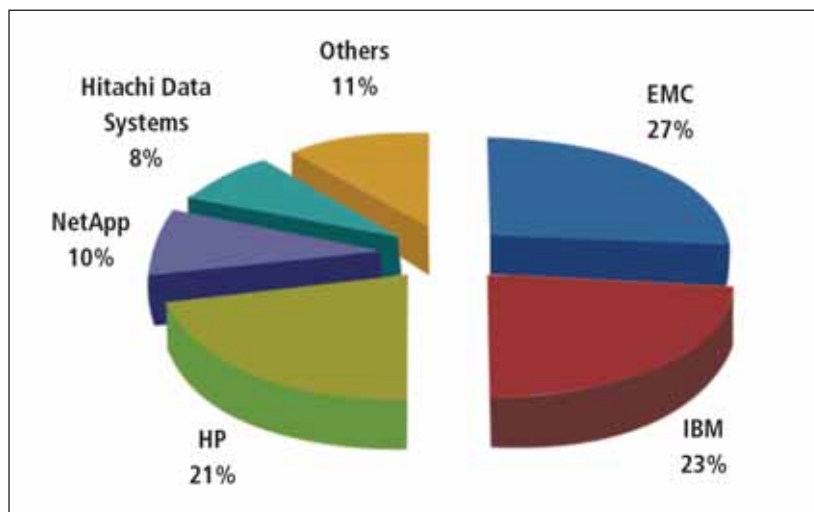
tive means to ensure data availability, security and reliability.

Another relatively new innovation in the space is data deduplication, which helps avoid duplicate copies of data. The technology has huge potential to reduce storage costs and is bound to cause some disruption in the way data is managed.

The pace of innovation in the data storage industry will only grow in the coming times. And the demand for and the size of the storage market in India will keep rising by virtue of the fact that almost all enterprises are making efforts to run their businesses efficiently and in real-time.

Almost 92 percent of respondents gave importance to the ability of the vendor's solution to integrate across diverse platforms. About 83 percent of respondents want to partner with vendors who are pioneers in adopting/delivering futuristic technologies with the ability to help customers migrate to latest technologies.

EMC stood first in this category with 27 percent votes, followed by IBM at 23 percent and HP at 21 percent. ■





# Enterprise Connectivity Next-gen technologies take charge

**F**rom broadband and telecommunication providers to data connectivity solution vendors, this category covers the entire gamut of enterprise-wide data and voice networking. Today, the Internet has become a critical network asset of organisations for applications such as email, remote access, applications and e-commerce.

One of the key trends that we have seen over the past few years is the growing preference of IP VPN for enterprise connectivity. Initially organisations in India built VPNs through basic providers of TDM (Time Division Multiplexing) leased lines. Vendors in providing equipment started pumping more and more R&D dollars towards improving throughput and management of connectivity devices as enterprises started adopting complex solutions for their connectivity needs.

Today connectivity is a multi-pronged approach for most organisations as data and voice over the Internet become pervasive. This has multiple benefits to the enterprise



space—non-commitment to a single vendor, opportunity to scale in terms of multiple devices and applications as well as geographically. This rapid growth and ubiquitous nature of the Internet has led to building of enterprise networks over the Internet.

As security and the need to scale are key to the growth of businesses, VPN and its variations have become more in demand. Though setting up and managing of complex networks are growing concerns, technologies like IPSec tunnels offer required security for organisations. Now we see

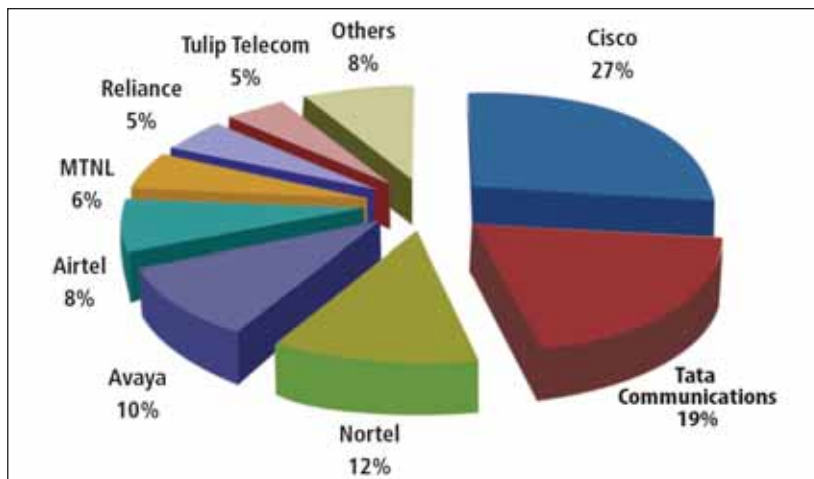
more adoption of MPLS-based IP VPN using the latest technology in providing secure and scalable connectivity options. It offers low-cost, highly secure and highly reliable enterprise networking solutions. It provides a viable option for organisations with its reduced network complexity and cost.

As organisations evolve technologically, the need for a unified view of data and voice networks has become key. Technologies such as Unified Communications are gaining ground with more and more organisations either evaluating it or adopting it. More and more vendors such as Cisco, Avaya and Microsoft offer end-to-end communication solutions for the enterprise space.

With growing interest in Unified Communications, technologies like VoIP are also moving further up the value chain. The future for enterprise connectivity service looks more promising than ever, the market is diverse with multiple vendors offering a plethora of services. Industry verticals such as IT/ITeS, pharmaceuticals, media, BFSI, and large enterprises with global footprint for voice-VPN services will drive connectivity services further.

Over 88 percent of respondents say that seamless continuity of services from their connectivity is the most important criteria while evaluating solutions. About 74 percent of respondents feel that comprehensive offerings, reliability and proven track record are a must in their connectivity provider.

Over 200 CIOs responded to questions in this category and chose Cisco (27 percent) as the most respected vendor. Tata Communications stood second with 19 percent and Nortel third with 12 percent mindshare each. ■





# Information Security

## When you need to be sure

**I**n the current global networked economy, information is more valuable than ever. Gone are the days when enterprises could secure their IT infrastructure by merely installing firewalls and anti-viruses. Ever-increasing threats from viruses, worms, Trojans, mass-mailers, distributed denial of service and hackers has led companies to wake up to the need for protection of their crucial information.

The challenge of information security has become a much-debated topic in the IT fraternity. As per NASSCOM, India is much safer than most other countries when it comes to information security. Even during the downturn, the information security space possesses tremendous potential. CIOs today realise that stemming security breaches is a key business priority. Clearly, the information security solutions and services market is expanding rapidly and will throw up immense business opportunities for companies addressing this space. As per analysts, the information security market in the



Asia Pacific region was worth about \$420 million in 2006, and predictions say that it will grow to nearly \$1.1 billion by 2012.

Today, enterprises are not only under pressure from cyber crime and insider abuse, but are facing increasing and evolving compliance demands—highlighting the importance of establishing effective and measurable security programs.

Moreover, technologies such as wireless networks and Web 2.0 have added to the vulnerability of organisations. Thus, the landscape of infor-

mation security has become very broad based.

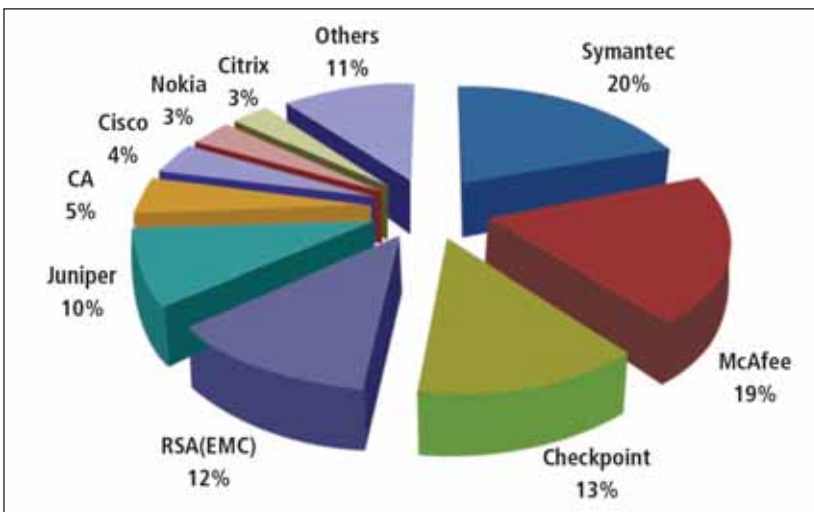
A few tipping points in the space are application security, network security, intrusion detection, risk management solutions and data network management. SOA heralds a sea-change in software deployment and efforts are underway to secure Web services. All these services enable enterprises protect crucial information; provides them competitive edge; helps improve performance; offers better governance and gains partner and customer loyalty.

With so much to consider, vendors such as Microsoft, Cisco, Novell, Oracle and EMC are entering the market with their own offerings, even as traditional software security specialists such as CA, Checkpoint, IBM, McAfee, RSA and Symantec step up their efforts.

As global trends of workforce mobility and decentralisation put a greater strain on IT security infrastructure, it is becoming increasingly more complex for corporate IT departments to safeguard information. And to achieve competitive advantage, lower costs of operation, facilitate easier compliance and improved operations, information security is a strategic undertaking for most organisations.

Almost 75 percent of respondents want to partner with vendors with solutions that are easy to implement and maintain. A whopping 96 percent of respondents want to partner with only those with impeccable reputation and proven track record.

Symantec stood first at 20 percent, followed by McAfee at 19 percent. Checkpoint and RSA (EMC) stood third at 13 percent and 12 percent respectively. ■





### Managed Services

# Reduce costs, enhance competitiveness

**B**usinesses today function in a very complex environment. The market is so dynamic that it sometimes becomes difficult to cope with change. This is especially true of the IT sector. There is a constant need to upgrade or adopt new technologies. This combined with budget constraints, makes the CIO's job very difficult as it prevents him from focusing on his core business strategies. This is where managed services come into the picture.

A managed services provider or a hosted solution provider helps in cutting costs drastically as a company can lease particular services or solutions instead of buying each and every latest technology. This reduces the maintenance and staffing costs. The enterprise benefits because this basically saves money, eliminates day-to-day handling and brings in business benefits by improving organisational efficiency. This makes more business sense as it leaves CIOs



Frost & Sullivan says that some services are already seeing more than 100 percent growth while there are a few that are still evolving. It predicts tremendous growth in this segment. This sector is supposedly one of the fastest growing segments in India with an expected annual growth of 35-40 percent.

Managed services are a boon for SMBs as they have woken up to the fact that IT is critical to their growth. At the same time, they have limited budgets. By hosting their IT services they can diversify their portfolio at a very low cost. An industry whitepaper states that SMBs can save up to 75 percent of their IT costs by using a managed services provider.

Organisations that are charting their growth plans are definitely considering hosting their IT services as in addition to saving valuable IT budgets, it is crucial in managing change, improving service levels, enabling customer satisfaction, increasing availability, boosting security and enhancing capabilities by engaging skilled talent.

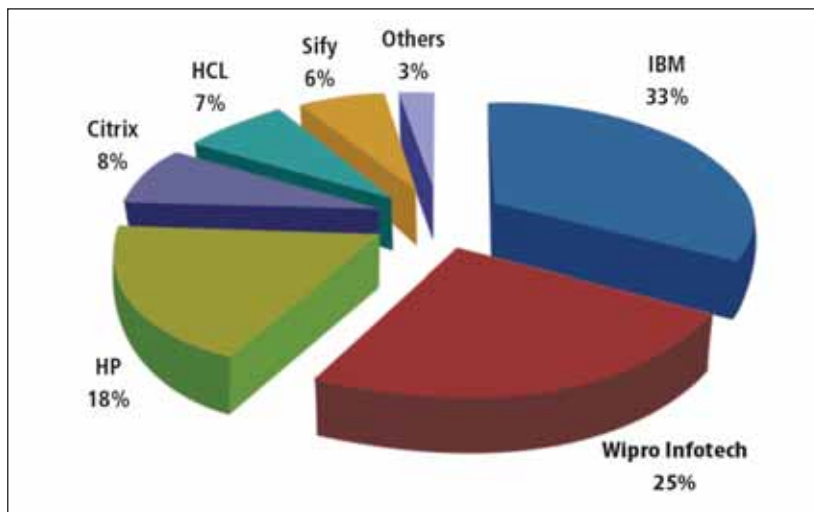
Almost 95 percent of respondents are sensitive about the reputation of the vendor. Over 80 percent say that the vendor's ability to integrate various solutions and technology expertise is critical.

IBM leads the pack with 33 percent followed by Wipro Infotech at 25 percent and HP at 18 percent. ■

to worry about how he should align IT with business and help in making strategic decisions.

In order to reduce departmental running costs, organisations that rely heavily on mission critical IT systems are today looking for managed service providers that can significantly reduce business risk and manage uncertainty.

Managed IT services is gaining acceptance in the Indian market.





Network Infrastructure

# Robust, reliable and always available

**I**T being the backbone to enterprises today, it is essential to give due importance to the physical infrastructure that runs business-critical systems. The network infrastructure of an organisation is one of the most important parts of a CIO's job. Ensuring availability of all applications and systems in the global networked organisation requires a robust, reliable and scalable network infrastructure.

In times of globalisation and mergers and acquisitions, the pressure on network infrastructure is extremely high to be scalable, available at all times and integrate with various types of networks.

Today is the age of the intelligent network that is adaptable to changing market and business requirements. The foundation of an adaptable, intelligent network facilitates consolidation by supporting distinct applications and server environments on the same physical infrastructure, and by maintaining their virtual separation for security and availability purposes.

Infrastructure is fast going IP. An intelligent IP infrastructure combined with a robust storage network and application servers form the datacentre network foundation. Vendors like Cisco, IBM, Sun, etc. provide systems that enable the infrastructure of the future for user organisations. Technology providers like Microsoft and CA provide management solutions to ensure a robust network and IT infrastructure.

User organisations are looking at building a robust reliable network infrastructure that delivers the security, availability, manageability, and optimised application delivery required to meet and surpass service-level agreements, rapidly deploy new applications, support new technologies, and scale to



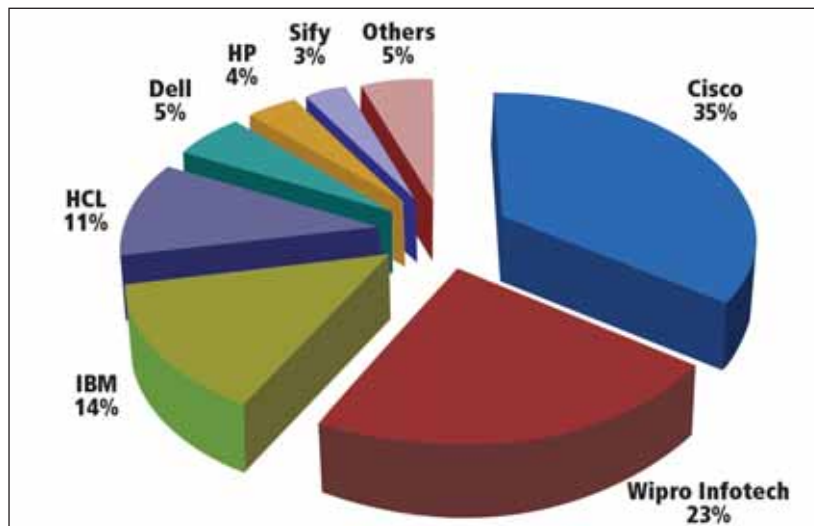
accommodate future growth.

Information exchange is inevitable, and keeping in mind that a large chunk of this information is digital, ensuring its availability, security and storage is extremely critical. Here, securing the network and the path of information flow has assumed cardinal importance for any enterprise. Appropriate network security can be achieved when a user has to go through several layers of security before being able to access the desired network. The more layers the system has, the more secure it is.

Also, with the growth of wireless networking, security is becoming a key concern. Vendors such as Cisco, Wipro and IBM offer various solutions to enterprises that help address their security concerns. Most basic of the stack are anti-virus software packages; virtual private networks that provide access control and data encryption between two different computers on a network; identity services that help to identify users and control their activities and transactions on the network and encryption and security management. Then there are dedicated network security hardware and software tools such as firewalls and intrusion detection systems that provide protection for all areas of the network and enable secure connections.

About 70 percent of respondents feel that the vendor's service and support and reliability of solutions are key to partner with them in the network infrastructure domain.

Cisco stood first with 35 percent votes, followed by Wipro Infotech at 23 percent and IBM at 14 percent. ■





# Enterprise-class Servers Blades driving down the TCO lane

**S**ervers form the backbone for any enterprise as they host business-critical applications. Servers run applications ranging from specialised tasks such as Web hosting, telecommunication applications, file and print services, databases, and a variety of business-critical applications. Emerging market trends and the surging need for energy efficient datacentres are the prime factors that have been propelling the server industry in the country.

There has been a steady rise in the demand for servers as more businesses became e-enabled and began transacting over the Internet. It's crucial for a CIO to decide upon the right configuration as well as the vendor while buying a server. Important aspects such as processors, brands and other technical specifications should be considered.

Servers are considered as an indispensable part of an enterprise network. They are now more reliable, faster and efficient than ever. Apart from being scalable, they can support

data backup and security as well as reduce data bottlenecks for easy information flow. The server has evolved from an unmanaged, single-CPU to a more powerful, multiple-processing, highly available, and fault-tolerant machine.

The India server market grew by 30 percent year-on-year to touch \$169 million during 2007, according to IDC. Vendors like HP, Dell and IBM are betting big on the future potential of the Indian server market.

In the server domain, it took a

long time for enterprises to move from tower servers to rack servers and adapt the concept of 'rack', which provided much easier management and cooling solutions. But the adoption of blade servers has been pretty quick. Blade enables an enterprise to scale up its server resources as per its need. As and when the need arises, enterprises can upgrade the same hence allowing them higher scalability, which is very important in the current business scenario. Blade will rule the market at least in the enterprise domain in the years to come. The key driver of blade has been the driving down of total cost of ownership (TCO), which is a major issue for the CIO.

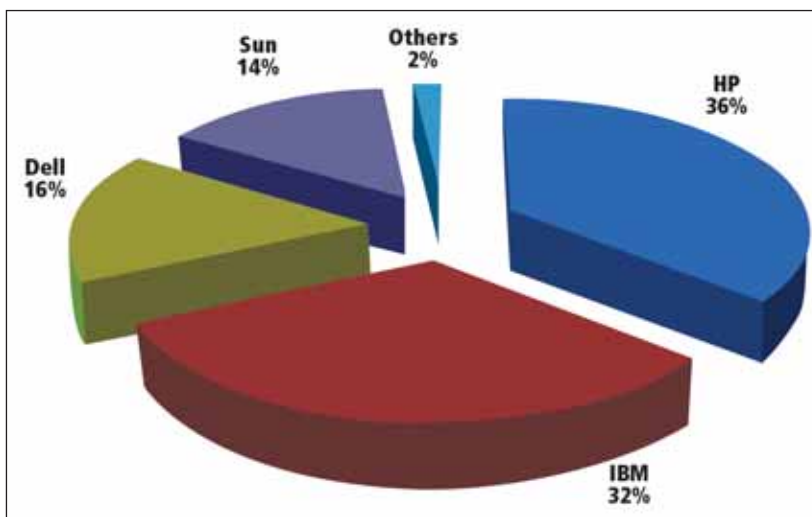
Another latest buzz in the server technology space is server virtualisation. Server virtualisation allows an enterprise to 'scale-out' with a number of smaller computers to address its growing processing needs rather than having to buy a more expensive multi-processor computer.

Cloud computing, a touted trend catching up within the enterprise space also demands a reliable and stable enterprise-class server backbone.

The server market will continue to evolve at a fast rate.

Around 80 percent of respondents have rated low power consumption and high uptime as key criteria for vendor selection in the enterprise server category. About 97 percent of respondents rated reliability of servers as the critical criterion in choosing a vendor.

HP leads the pack with 36 percent votes, followed by IBM with 32 percent and Dell with 16 percent. ■





Power and Cooling Solutions

# Cool innovations drive datacentres

**K**eeping down the cost of powering and cooling a datacentre has become one of the top priorities for CIOs across the globe. According to research group IDC, for every dollar spent on new hardware, an additional 50 cents is spent on power and cooling. This is a huge percentage and even a slight change in it can affect the running of a datacentre and the company's business in the long run. Additionally, the excessive power consumption of datacentres on one hand and the need to take up Green initiatives on the other has brought the issue of power and cooling in the limelight.

Data is growing at an alarming rate. In fact a study says that it will double in the next three years. This has inevitably led to growing computing needs and growth in applications to run the business. To cope with such growth, businesses today require increasing number of servers, storage hardware, networks etc...essentially increasing the need to grow datacentres.

As datacentres grow, so do their power requirements. As more and more computing power is added, more heat is generated and cooling becomes a challenge. Most datacentres continue to use traditional designs, thus facing hurdles like space and power limitations. All of these factors and the need to go Green is driving consolidation of datacentres. Consolidation can lead to huge savings by making a few basic changes through improved service levels and responsiveness, strengthened business continuity, improved asset utilisation and



robust disaster recovery.

Since many years, power consumption for cooling has been regarded as a fixed cost. But vendors like Sun, APC, and Emerson have been influential in designing smart cooling designs that have been successful in making this fixed cost, variable. This is because these systems can adjust power consumption based on performance demands and avoid energy wastage.

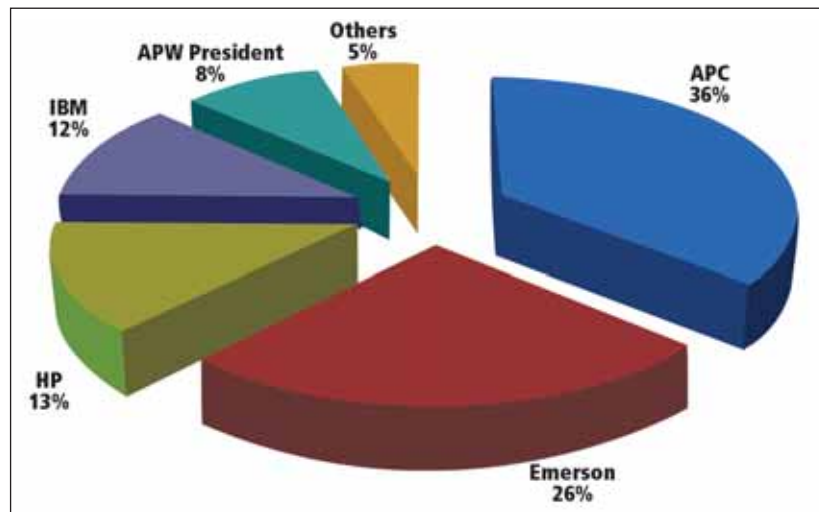
One of the biggest trends we saw

this year were the conscious efforts of companies to become environment friendly. This trend is as much about saving money as it is about becoming environmentally conscious. Vendors today are providing innovative solutions like Sun's Black Box that uses natural resources for cooling or HP's blade servers that are high on performance and low on power consumption.

By building energy efficient high-performance datacentres through power and cooling, CIOs have realised that they can save huge bucks by reducing overall energy, space and management costs.

Around 86 percent of respondents feel that only those vendors whose solutions have proven efficiency and reliability features will be chosen in this category. Around 70 percent of respondents want their partner to prove their solutions power and cooling efficiency.

APC stood first with 36 percent, followed by Emerson at 26 percent and HP and IBM at 13 percent. ■





## Business Desktops and Laptops

# Small is big and powerful

**B**usiness desktops are laptops that tend to differ in most aspects from that of the consumer version. Business systems are built with higher memory and substantial hard drive space and computing power to power client-side applications such as ERP, office productivity suites, email clients, design software, etc. Some of the common features like WiFi, LAN connections, etc. are standard. These are machines that run corporate India today—with manufacturers and resellers pumping millions into the market today.

Corporate India has increasingly become tech savvy. Desktops and laptops are not mere show equipments but productivity tools. More and more organisations are using PCs to do even menial jobs. As automation in the enterprise space increases, technology plays a crucial part in an enterprises' success.

Riding on increased affordability, better security features, sleek designs,

mobility and exciting in-built accessories, Indians are increasingly opting for laptops. According to MAIT, laptop sales have gone up by over 67 percent in Q1 of the current fiscal as compared to the corresponding period last year; the desktop market has remained stagnant and sales are expected to fall further.

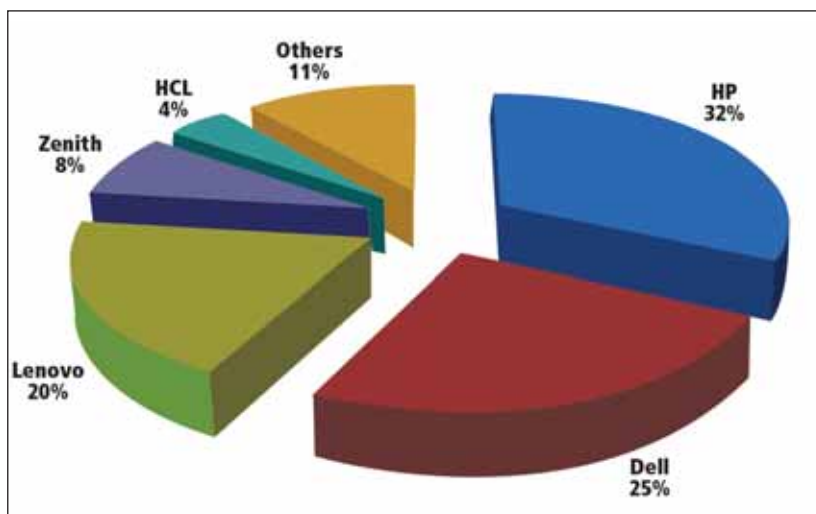
As businesses grow, they are demanding high computing power, high capacity of storage and ability to connect to multiple devices. Vendors are adding latest technol-

ogy like processors, HDD, RAM, etc. into their PCs and laptops. Another important trend is that PCs are being replaced by laptops. A MAIT study shows that India sold over 20 lakh PCs during the first quarter of 2008-09, up 17 percent when compared to the corresponding period last year. The increase in volumes has been driven solely by laptops which now account for a third of the total PC market from less than three percent four years ago. High consumption in corporates, IT companies, financial institutes, educational institutes, self-employed professionals and the government continues to drive the laptop market. One of the reasons for this shift towards laptops is that it enables an organisation to remotely manage its business. An example here would be Intel chips that facilitate remote management from the processor level itself.

Another trend that needs to be talked about is the concept of mobile enterprises. Laptops have been instrumental in bringing about this change in the way we conduct business. Today more and more employees are on the field, especially the sales force where they are closer to the market and customers. This helps them catch the pulse of the market changes and consumer demands.

Almost 88 percent of respondents feel that service response and cost effectiveness of the vendor's solution in this category is the deciding factor.

HP stood first in this category with 32 percent mindshare, followed by Dell at 25 percent and Lenovo at 20 percent. ■





Enterprise Printing and Allied Services

# Green printing drives change

**P**rinting is an important activity, but often perceived as the most mundane part of every organisation irrespective of verticals. Choosing the right solutions and services can help enterprises manage their environment, optimise their infrastructure and improve workflow.

The year 2008 has been full of uncertainties because of the economic slowdown and that has been the cause of worry for many vendors. According to an industry study, despite these widespread economic concerns, many solution providers are carrying an upbeat attitude. Around 27 percent of the companies examined expect that their businesses will grow by 15 percent or more, while another 43 percent are looking for 5- to 14-percent growth.

A trend that we have witnessed in the printing space is that of the concept of 'Green printing'. In fact, market researchers have placed environmental concerns as one of the top business drivers while printer-industry experts forecast Green practices will change the conversations solution providers have with their customers. Even today, enterprises have started assessing environmental repercussions when purchasing and maintaining printing devices.

Another trend that needs mention is that of managed printing services. Printing solution providers have expanded their portfolio and have started providing managed services. This trend has taken place mainly because of the demand from SMBs as they often do not have the



along with user-level print security to make sure nobody is going to see their print jobs. This takes away the objections that end users had for giving up their personal printer and moving to a shared printer."

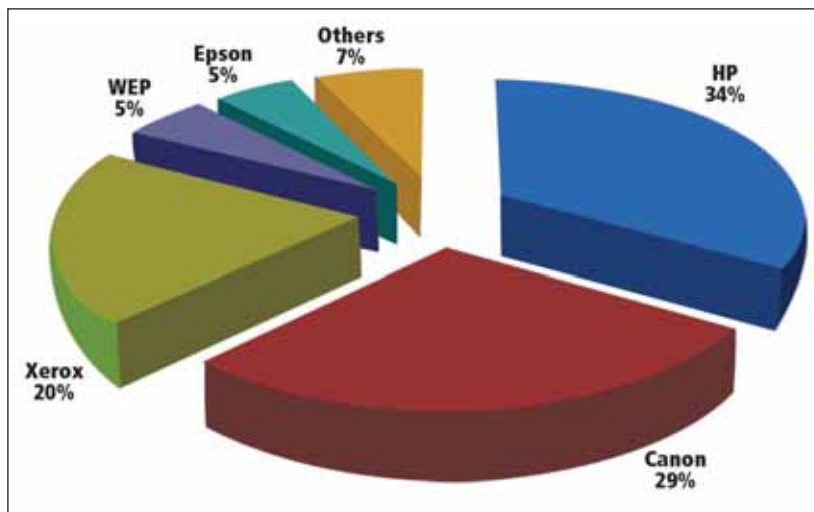
Companies are also increasingly looking at enterprise content management from a strategic standpoint. We are seeing ECM deployments as it saves organisations from the hassle of managing a number of point solutions for various departments and also cuts costs considerably.

Around 89 percent of respondents look for quality of product and service as the most important deciding factor in this category, followed by favourable CAPEX and OPEX options.

HP wins the lead position with 34 percent votes, followed by Cannon at 29 percent and Xerox at 20 percent. ■

budgets to buy expensive solutions, but at the same time want to derive the business benefits from it.

Today, MFDs are all the rage with organisations looking for combined solutions that optimise infrastructure and reduce costs considerably. In addition to replacing copiers, such MFDs help the cause of consolidation. A reputed industry spokesperson says, "end users now have the benefit of this 'Scan-to-PC' capability





## Business Intelligence

# Real-time intelligence: The winning formula

**W**ith the exponential growth of information in disparate teams/levels in an organisation, it has become critical to utilise Business Intelligence (BI) tools to streamline such data to make it meaningful and consistent so that it assists in driving quick and informed decision-making in an enterprise. More often enterprises cannot use data they already have as it is not easily available or they spend valuable time searching for the same. This is critical and can cost companies the competitive edge.

By integrating data from across the enterprise and making it easily accessible to key shareholders, IT can spend less time responding to requests and business users can spend less time looking for information. BI tools help improve the quality of data, put it in better context, provide integration of data and real time viewing in



exactly the way required by an organisation. A very critical benefit of BI is that it helps to adhere to compliance by keeping data in context and making it easy to retrieve as and when needed.

Traditionally, analytics were done on simple office tools and with the help of MIS reports. As organisations grew bigger and more complex the need for a comprehensive look into the functioning and performance of

the organisations emerged.

Analysis of enterprise data became critical in many areas.

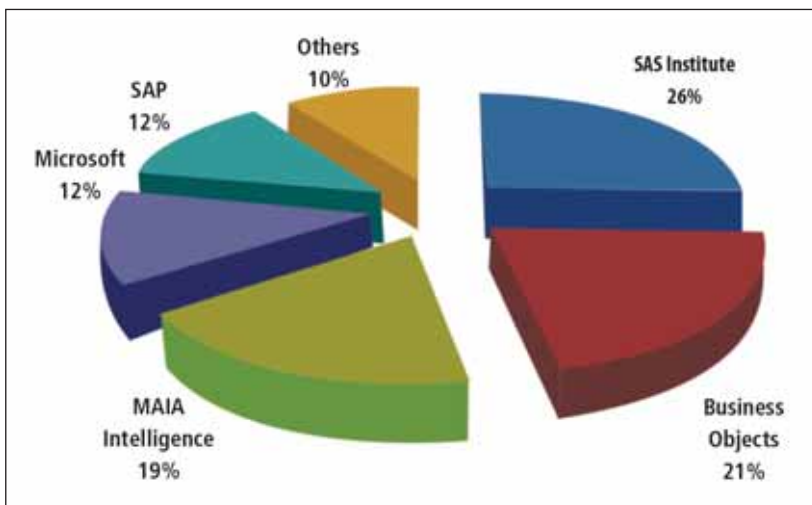
Sales and marketing departments started mapping customer behavior, market trends, sales cycles, etc using analytic tools. Finance departments could improve efficiency and effectiveness with real-time access and analysis of data.

Soon vendors started developing applications that used complex algorithms to cull out trends from enterprise data. These solutions started integrating with most legacy systems that enterprises use to pull data for analysis. Soon these user organisations started demanding trends and analysis at real time.

In the previous and current year we have seen a lot of activity and consolidation in the BI space. Major BI players undertook lot of acquisitions, proving the growing need and adoption of business intelligence tools. To name a few, Oracle acquired Hyperion for \$3.3 billion in March 2007, Business Objects bought Cartesis in April 2007, SAP snapped up Outlooksoft Corp in June 2007, Cognos bought Applix in Sept 2007, IBM acquired Cognos for \$5 billion in Q1 2008, SAP and Business Objects merged in a \$7 billion-deal in Q1 2008, etc.

Over 73 percent of respondents seek partners with high domain expertise and technical know-how. Almost 67 percent of respondents are looking for cross platform integration as a key feature of the BI solution.

SAS Institute India leads the pack with 26 percent votes, followed by Business Objects (SAP) at 21 percent and MAIA Intelligence at 19 percent. ■





## CRM Software Keeping an ear to the ground

In recent years every business leader we have spoken to, inevitably stresses on the importance of being customer-centric. So how does an organisation ensure that it is always in touch with the customer? How does an entity make sure that it always delivers the best products and services to its target audience? CRM is the way forward for most customer-centric companies.

In the past, CRM was only associated with call centres but with time, various sectors have realised its importance and we have seen widespread adoption of CRM across verticals in India. According to an industry study verticals like BFSI, Telecom and IT/ITeS have been the biggest adopters of CRM.

The present alarmingly competitive business environment is forcing companies to bring in innovative technology to retain existing customers and attract new ones. This has given a boost to adoption of customer-centric technologies like CRM.

Today more and more organisations are becoming mobile, due to which the office is not the only workstation. CRM helps the staff on the move to stay connected and cuts the chances of losing any opportunity or valuable time.

A study conducted by the market research arm of Kensingtonhouse late last year, revealed that four out of 10 firms (42 percent) currently use CRM systems to increase efficiency and effectiveness. In addition, 13 percent are either currently in the process of implementing or have recently implemented or upgraded a CRM system. In terms of market activity, nearly one company in four



indicated that they were either buying or investigating either a new CRM system or an upgrade over the next six to 12 months.

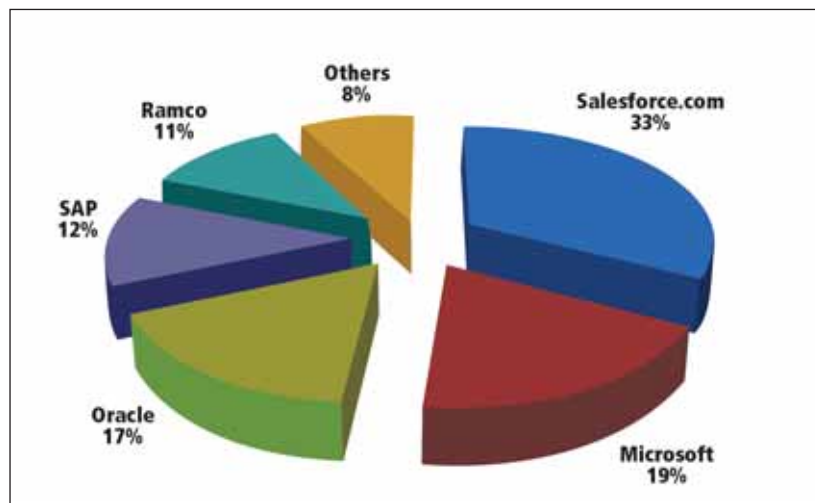
CRM helps organisations to be closer to their customers in the true sense of the word. This technology enables a company to be right on the pulse of the market by giving it a 360-degree view. It also gives an insight into the future and potential customers. CRM is essential in predicting and managing customer expectations.

However, despite the proven benefits of CRM, adoption of this technology in India has unfortunately had a slow start. The reasons for these low adoption rates are very clear. This phenomenon is mainly because awareness and understanding of the benefits of this technology were low.

However, over a period of time, Indian companies have realised that CRM helps them in the important exercise of understanding past behaviour of customers that may help predict future behaviour and make important strategic decisions.

Almost 80 percent of respondents look for ability of the solution to integrate well with the existing application stack and RoI as key parameters in vendor solutions. Only 41 percent of respondents are looking at analytics as an important parameter.

Salesforce.com stood first with 33 percent votes, followed by Microsoft at 19 percent and Oracle at 17 percent. ■





ERP Software

# Integration plays a major role

**W**hether a company deals with paper, electronics or gold, ERP can prove to be extremely beneficial as it improves co-ordination by streamlining processes, increases employee productivity and operational efficiency, thus positively impacting the company bottom line. One of the most important advantages of ERP is the automated co-ordination that it facilitates, by creating one streamlined process where everything can be accessed through one enterprise-wide information network—drastically cutting the margin for error and delays. This can provide a competitive edge by cutting the time to market time.

India has taken to ERP in a big way. In fact India was one of the few nations who identified the benefits of ERP early on and cashed on it. India has seen huge adoption in the manufacturing sector, with FMCG, automotive, steel, oil, textile and pharmaceutical companies dominating the picture. Initially SMBs kept



away from it but they soon saw the benefits and its capability to increase business manifold. Also successful ERP deployments proved that RoI can be achieved by the first year, thus paving the way for widespread acceptance. An industry study says that 60 percent of the firms in India that have ERP are SMBs.

ERP is good for the overall growth of an organisation as it increases efficiency in almost all business processes ranging from administration, sales, solution deployment to service and support by

drastically decreasing response time to customer complaints / inquiries and sales calls.

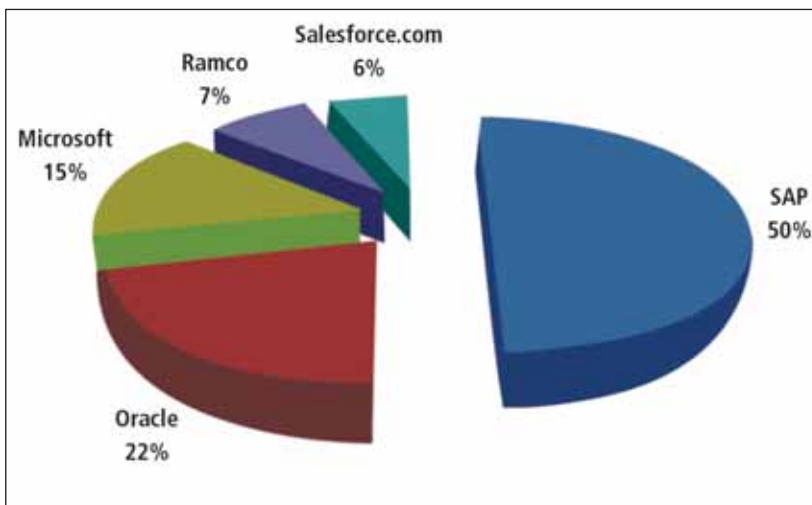
Operating costs can be reduced by controlling inventory costs and lowering production and marketing costs. ERP systems can also benefit the company by facilitating day-to-day management activities. The most notable business benefit is that an ERP system provides accessibility to all the information just at the time of need and allows employees to access the information in real time. This helps with quick decision-making and gaining managerial control.

Some ERP solutions also offer mobile capabilities. With real time capabilities and the ability to be able to see what is going on with your company as it happens, ERP systems are handy when dealing with high volume. With an ERP system, your company will never have inventory shortages or waste time spent transferring files and you can always be on top of the business.

ERP can play a crucial part in strategic planning. The reports and functions that ERP provides can help employees work through the strategic planning sessions and develop a comprehensive plan. It helps in forecasting demand and optimally utilising the company resources. It can assist you in keeping your finger on the pulse of the market and bring more accuracy and predictability to the business.

About 84 percent of respondents look for vendors whose solutions are functionality-rich and have efficient integration capabilities.

SAP won the first rank by a substantial margin at 50 percent, followed by Oracle at 22 percent. Microsoft came third with 15 percent votes. ■





Web 2.0 / Web Technologies

# Fear, uncertainty and doubt prevail

**T**echnology and business leaders across the globe have continuously been debating whether Web 2.0 has the potential to change the way we do business. There are claims that Web 2.0 technology can make an enterprise more competitive, productive, proficient and innovative by creating a flat organisation which boosts growth. But how much has this technology proved its worth?

Cisco Chairman and CEO John Chambers said that collaboration and Web 2.0 technologies will drive productivity for the next decade, and he's betting his business on it.

According to the Cisco chief, business productivity was starting to drop as the first phase of the Internet tailed off. However, the next wave was just about here. "The next wave will be about collaboration and Web 2.0," he said.

Adopting Web 2.0 is more about changing the mindset and the way of working than just buying a technology. The real challenge according to industry leaders is instilling the willingness to accept change and support this change positively. These tools have an additional hurdle to jump in learning how to tap their benefits, especially if the organisation has fewer younger workers. The hurdle is making sure that workers have a clear understanding of the specific techniques of how to apply them and make the most out of them in their daily work.

The current scenario is such that CIOs understand the business benefits of embracing Web 2.0 tools but the actual adoption that we have seen is far from universal. This is because CIOs are just now beginning to explore these technologies.



The issue here is that they understand how they can benefit from it but they are unsure on how to go about it.

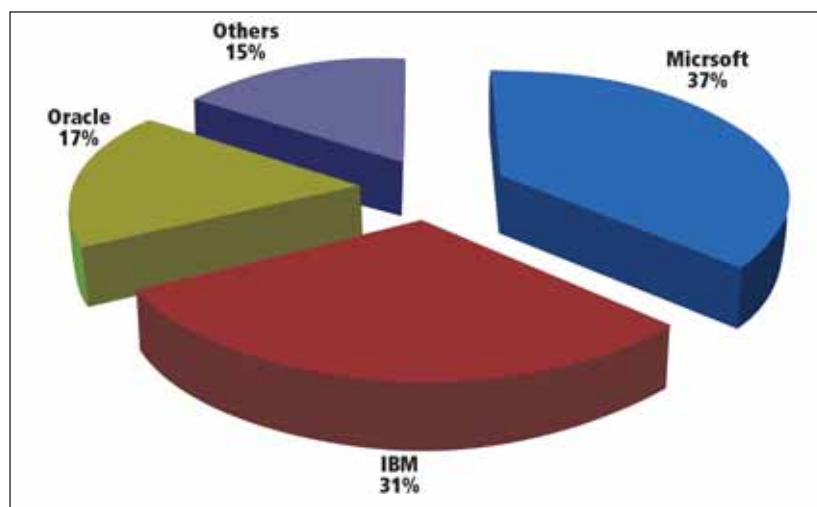
In a survey of 150 senior executives from Fortune 1000 companies, conducted by Makovsky and Company, it was found that only five percent view corporate blogging as a communications medium; only three percent see it as a brand-building technique; while less than one percent see it as a sales or lead-generation tool. Many respondents doubt the credibility of blogs as a communications tool (62 percent); brand-building (74

percent) and a sales or lead generation channel (70 percent).

Though the CIO community believes that the benefits of blogging for a business can significantly outweigh possible risks and can bring you in the league of forward thinking companies, these numbers tell a different story. It is hence time for companies to not be afraid of change and exploit the full potential that Web 2.0 has to offer.

About 51 percent of respondents commented for this category and claim that ease of deployment and flexibility in solutions as a key parameter to partner with a vendor.

Microsoft stood first with 37 percent votes, followed by IBM at 31 percent. Oracle was third with 17 percent. ■





Open Source Software

# From periphery to core

**O**pen source is here to stay and grow. Even Microsoft, a one time adversary of the open source movement, has realised that CIOs are embracing open source solutions within their enterprises and the software giant has already started taking major initiatives in this arena.

Many enterprises have embraced open source within their IT infrastructure in the areas of Web/File/Mail server, office productivity tools, helpdesk software, networking, operating systems, middleware, Business Intelligence (BI) to name a few.

Reduced dependence on proprietary software vendors has been a key element for enterprises to look at open source. This clearly indicates that CIOs feel that there is a certain level of dependency on proprietary solutions and they want to break free from this chain. These dependencies include being reliant on the vendor for maintenance and support and accept version upgrades even if the CIO may not need or want it.

Through our survey, we tried to find which vendor enterprises trusted the most when it came to adopting open source solutions. The results showed that Red Hat emerged as



a clear winner as the most trusted open source provider accounting for 50 percent of the CIO responses.

Industry insiders opine that Red Hat is arguably the most successful open source company as it has found ways to add value beyond supporting the Linux kernel. It adds substantial layers of software on top of the kernel, a solid piece of software that needs little support, in order to provide additional value to its customers.

The other reason for CIOs choosing Red Hat and Novell, which came as the runner up with 26 percent responses, is the presence of a clear roadmap from these open source providers.

When CIOs buy open source solu-

tions they ensure that it is consumable by the enterprise, and is fully tested, performance-tuned, certified, equipped with documentation, support and proper SLAs. Vendors who possess these aspects are the ones likely to make inroads within the company.

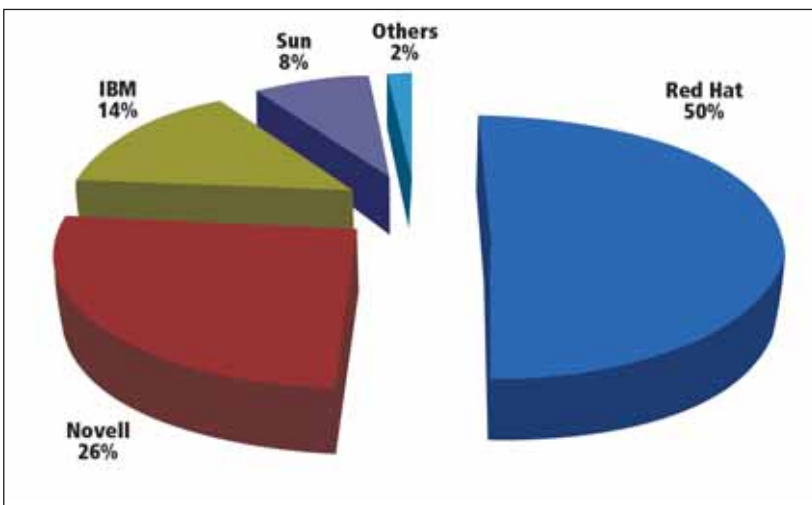
Lowering total cost of ownership (TCO), use of open standards and customising open source applications are the other major factors that find favour with CIOs wanting to adopt open source. CIOs believe that open standards could help them in switching between competing implementations/vendors and provide leverage to select the best products that suits their business processes as and when it demands.

The community also realises that customising software would help them in meeting specific needs of the organisation, something that prepackaged software lacks to an extent. Easier integration with existing IT systems, better performance/uptime and a trend towards consolidated datacentres are the other reasons that CIOs are looking at open source providers for their needs.

According to a report on the state of open source by Gartner, by 2012, more than 90 percent of enterprises will use open source in direct or embedded forms. The report states that users who reject open source for technical, legal or business reasons might find themselves unintentionally using open source despite their opposition.

Almost 90 percent of respondents commented on on-support efficiency of a vendor as a key parameter and 95 percent look critically at interoperability as a key differentiator.

Red Hat stood a clear number one with 50 percent votes, followed by Novell at 26 percent and IBM at 14 percent. ■





## Business Process Management and Automation

# Integration ability holds the key

**I**t is said that in today's world of cutthroat competition, integration and collaboration are the words that will determine the future of an organisation. In the face of the global downturn, organisations are trying to work very closely with their extended families, the suppliers, partners and customers—a concept that is defined as business process integration. It helps in streamlining operations, reduction of cost and improved responsiveness to customers' demands. All these benefits are important from an organisational point of view as it helps in strengthening a company's performance and its relationship with other organisations.

Companies often have diversified business applications that use various technologies and that run on different hardware platforms and operating systems with inconsistent user interfaces. The result is isolated functionality, multiple instances of the same data, redundant manual activities, higher costs and inefficient responses to customers. Every business is under pressure to automate manual processes, better integrate internal systems and securely share data with external parties.

Furthermore, dealing with multiple external enterprises with differing business formats, technologies, processes and requirements heightens the need for a complete and flexible approach. All this and much more can be achieved by successfully integrating all business processes.

Vendors such as HP, IBM and Tibco are a few major players in this space providing greater business



process efficiency and transforming IT infrastructure into a more flexible business process platform. They enable organisations to introduce new applications and technologies more efficiently and at a lower cost and help to easily modify and automate business processes to meet new needs and provide more delivery channels.

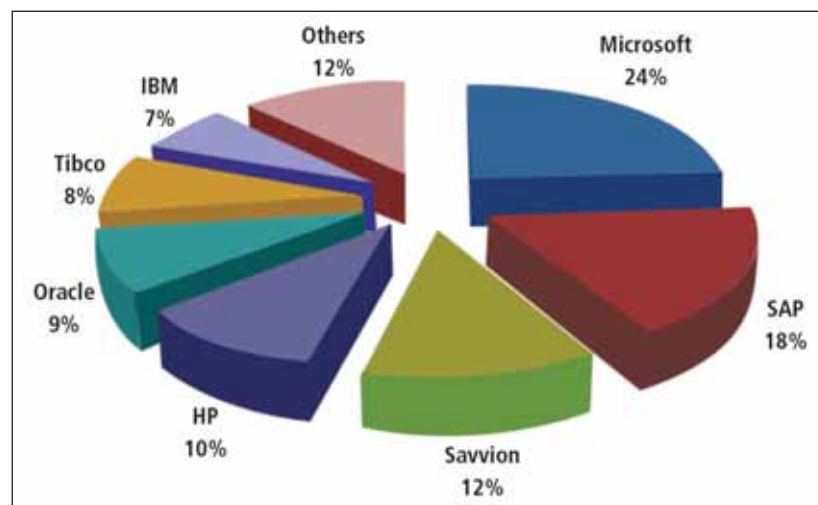
To stay competitive, enterprises have realised that they have to be agile in adopting technologies that will help them keep pace with the

ever-changing market dynamics.

The statement can be substantiated with the statistical figures that prove that the adoption of BPI in India is increasing at a very fast pace. BPI can prove to be a blessing in disguise for enterprises as it offers the opportunity to deal with different business formats along with technologies, processes and requirements for a complete and flexible approach.

About 64 percent of respondents gave importance to the solution's integration ability and granularity of reports as a key factor for adoption. Over 90 percent of respondents want to deal with vendors who have proven track record and domain expertise and about 88 percent are looking at business partnership with their BPM/business process solution vendors.

Microsoft stood first in this category with 24 percent of the overall votes. SAP stood second with 18 percent and Savvion came third with 12 percent of the vote-share. ■





### Infrastructure Management

# Outsourcing is a growing trend

**T**he role of IT is evolving. Once seen as a business support group, IT is today viewed as a major ingredient to business success. Most enterprises have disparate systems that over the years have grown complex to maintain and manage, increasing cost and reducing productivity of IT.

Many researchers and experts have found multiple types of infrastructure management (IM) solutions across the enterprise. To effectively reduce complexity and cost, substantially increase productivity and ensure that every IT resource contributes to the success of the business, it is necessary to adopt guidelines and strategies such as ITSM (IT Service Management) and Business Service Management in the organisation. ITSM has not become mainstream to business strategy in order to address issues of IT operations and ensuring smooth delivery of IT services to business.

Traditional knowledge of infrastructure management solutions rested with vendors deploying management tools for organisations who would then manage their IT



systems. The trend to in-house management of IT infrastructure was led by growing industry sectors like telecom, BFSI and IT/ITES—who used IM tools to manage large and complex IT networks.

Today, Indian organisations are moving towards outsourcing IM to a service provider for either remote or onsite management services. The trend to outsource IM is gaining ground. Companies like Wipro, TCS and IBM are some key players in the managed services market. These players are adopting the SaaS (Software-as-a-Service) model for delivering IM solutions that are easy to manage and scale and carry low up-front costs.

Some of the larger organisations

have been forerunners in outsourcing their infrastructure function. Thus the touted outsourcing deals such as IDBI – IBM, Bank of India – HP, Bharti – IBM, Dabur – Accenture and recently Vodafone – IBM.

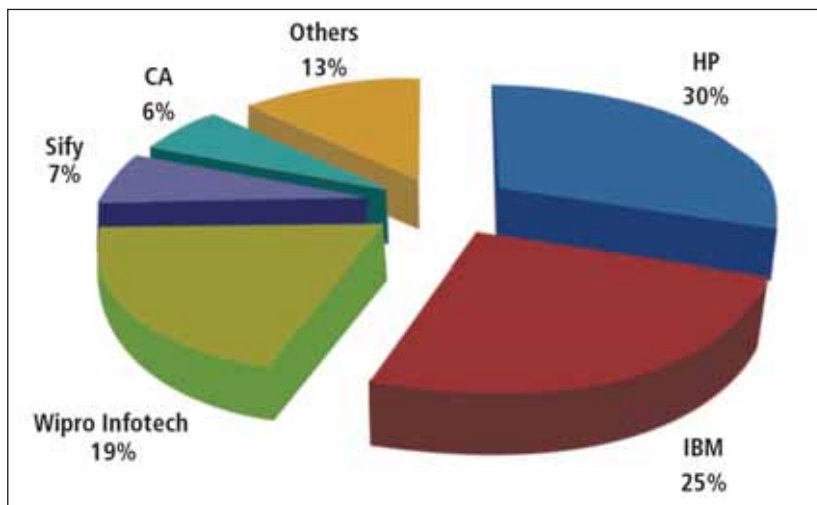
There are still a majority of organisations—small, medium and large—still managing all the business-critical resources in-house. Organisations are still investing in building up of robust, scalable infrastructure with strategies such as ITSM and BSM framework to support their business growth plans.

Today, user organisations have realized that IT is not their core focus area and are adopting services model to manage their IT infrastructure. As business grows, time-to-market becomes extremely critical and this puts pressure on IT departments to be able to scale, change and deliver as per business needs. One of the most talked of challenges facing the CIO is their ability to deliver high IT service level performance to meet the diverse needs of the business and at the same time keep their costs controlled.

Many a research report suggests that organisations are looking for solutions that will help them effectively and efficiently deliver IT services that are aligned with business priorities, build greater value of existing investments and essentially tighten integration across people, process and technology.

Over 60 percent of the respondents feel that ease of use of the vendor products, low TCO and vendor's ability to stick to SLA is a deciding factor in the infrastructure management area.

HP was the chosen one as the most trusted vendor in this category with 30 percent respondents' votes. IBM stood second with 25 percent and Wipro third with 19 percent votes. ■





## Compliance and Risk Management

# New standards for information

**H**andling compliance and risk have become inescapable elements of the modern CIO's role today as they strive to ensure that business forges ahead while areas of weakness or potential liability are not exposed. Moreover, a consolidated or enterprise-wide approach to compliance and risk management has become mission-critical for large organisations, for several reasons. Compliance and risk threats have touched many businesses, including banking, services, securities, and insurance firms.

As per AMR Research, Indian IT companies are expected to spend more than \$32 bn on risk management and compliance in 2008.

There are multiple frameworks, standards, regulations and overlapping compliance requirements such as COSO, COBIT, ITIL/ISO 20000, SOX, GLBA and ISO 27001. This leads to confusion, especially when using more than one model and it may cause conflicts of interests within the organisation as well as high operational cost due to overlap and duplication of efforts. The solution then is to adopt an inte-



grated risk and compliance framework. As the compliance culture has emerged, there has been resurgence in the interest in technology governance. Frameworks such as the IT Infrastructure Library (ITIL) and the Control Objectives for Information and Related Technology (COBIT) have seen widespread adoption.

Risk management, the process by which an organisation sets the risk tolerance, identifies potential risks and prioritizes the tolerance for risk based on the organisation's business objectives has been taken seriously by enterprises. Effective IT risk management requires a comprehensive approach that addresses all four

areas of IT risk: security, availability, performance, and compliance.

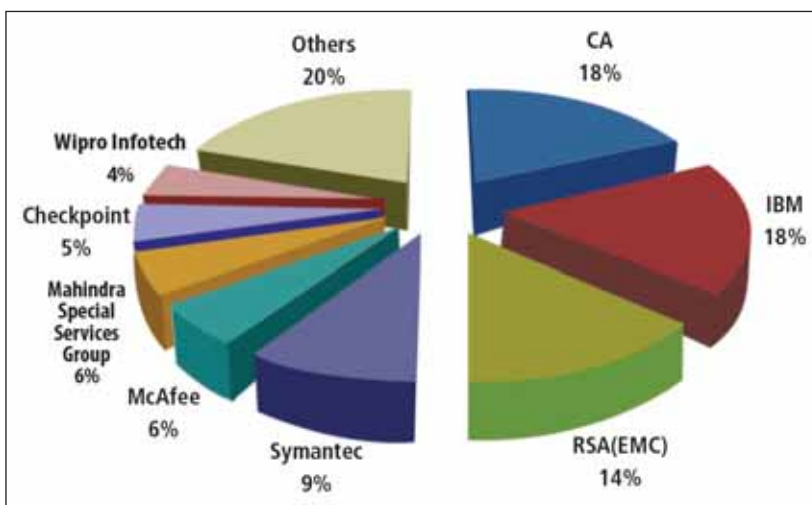
A growing and complex list of regulations and threats are making effective compliance and risk management difficult for leading organisations. This leaves companies in need of all-in-one solutions that take both its regulatory compliance needs and the overall management of IT risks into consideration.

Vendors like CA, IBM, RSA and Symantec help enterprises deal with regulations and standards such as HIPAA, SAFE, SOX, 21 CFR Part 11, COSO, etc. With regards to risk management process, they provide clients with components such as identification of risk, planning process, mapping out objectives, stakeholders, and constraints, defining a framework, developing an analysis as well as help in mitigation of risks.

With the ever-deepening economic crises worldwide, compliance and risk management solutions can ensure that standards for information are created and maintained in a cohesive and unified way. The need for effective IT compliance and risk management is expected to become significantly more important as organisations become more dependent on their IT systems for their livelihood and success.

About 83 percent of respondents claim to look for ease of management and total cost of ownership as key parameters while choosing a compliance and risk management partner. Around 65 percent of respondents also look for reputation of the partner and proactive nature in their selection.

Both Computer Associates (CA) and IBM lead the pack with 18 percent votes each, followed by RSA (EMC) at 14 percent and Symantec at 9 percent. ■





# System Integration Nurturing healthy partnership

One of the aspects of technology implementation in the enterprise space is partnering with implementers or system integrators who will give the CIO a unified view of their IT architecture. The daunting task of integrating solutions from a variety of solution providers, hiring the right talent to implement them, integrate and manage them is not essentially the CIO's cup of tea. System Integrators (SI) emerge as saviors who have proven expertise in technology of the provider's solutions, have technology experts to implement and maintain these systems and domain experts to understand the pain point of the user.

The concept of SI has evolved over the years. It makes the purchasing and implementation decisions easier for CIOs. Vendors such as Wipro, IBM, Datacraft and HCL offer enterprises solutions with integration and management of custom applications and information infrastructures, integration of software and hardware components as well as network along with enterprise application integration.



From being implementers of technology, SIs have evolved into providing services like system design and development, turnkey project management, system integration, facilities management, apart from providing availability to a resource pool of experts in communications and networking alongside enterprise applications.

SIs today offer technology-driven business solutions from providers that meet the strategic objectives of enterprises. It helps businesses to improve, grow, and manage all their needs in a cost-effective manner. Moreover, system integrators can deliver enter-

prise users the benefits of efficient and standardised business processes, reduced operational risk and operating costs, faster processing times as well as competitive advantage with their proven track-record and experience in similar implementation.

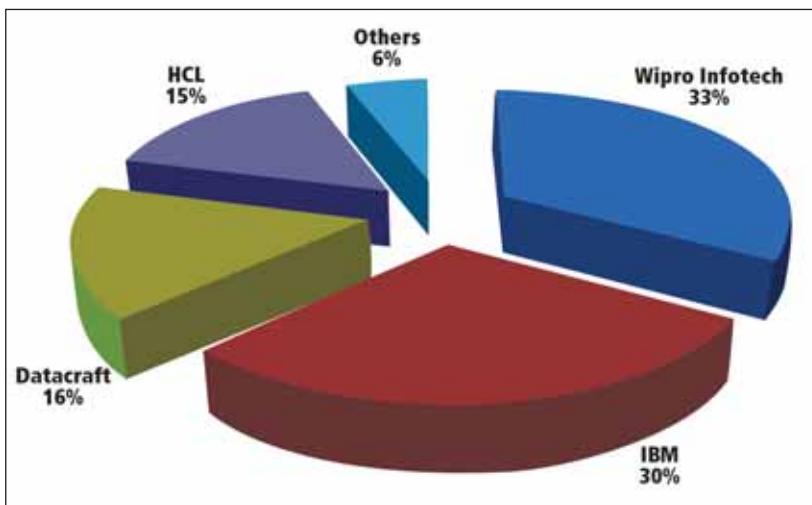
Today SIs offer a variety of services to the enterprise space which has evolved over the years from their experience in implementing technology applications and infrastructure. The value proposition they provide include:

- Flexibility to align with the business vision and strategy for enterprise customers
- Commitment at all levels within the organisation—adhering to stringent SLAs
- Strong knowledge base and experience in IT services
- Resource pool to meet flexible resource demands – including technology implementation experts, domain experts, management consultants, etc.

The main driver of integration—the drive to reduce transaction costs, adapt to new situations, standardisation of technology, lower TCO, gain control and manage the various assets better (security/availability and disaster recovery), and to gain better service and agility—will make integration not a choice but a necessity for enterprises.

About 72 percent of respondents are looking at resource availability and technical and domain expertise of the vendor. Around 60 percent of respondents said that the vendor's track record of adhering to SLAs is a very positive advantage.

Wipro Infotech stood first with 33 percent followed by IBM at 30 percent and Datacraft came third with 16 percent. ■





## Professional Services

## When you want a guide

**B**usiness success requires constant innovation and adoption of new technologies. Top line growth, low operational cost, customer satisfaction and effective use of information for competitive differentiation are the top business priorities for CIOs and CEOs today. To facilitate all, professional service providers bring together services that address aspects of emerging technologies, market trends, reducing cost, increasing agility and enabling transformation.

With professional consultants on your side, instead of trying to do a professional's job, CEOs and CIOs can stick to what they can do the best—growing the business. The professional services vertical includes specific industry segments such as business services, engineering and consulting services, and legal services. Furthermore, they provide assistance in the areas of product development, IT strategy formulation, technology support and development, product management, Internet marketing consultancy, technology consulting, product testing, design fidelity consultancy and audits among many other services.

Professional service providers like Ernst & Young, PriceWaterHouse Coopers, Frost & Sullivan, Forrester Research and Gartner belong to the category of multi-disciplinary solutions providers and offer enterprises with a full line of services to assist them in addressing the challenges of today's ever changing technology world.

They provide pragmatic advice and act-based consulting services to global leaders in business and technology. Also, they help CIOs under-



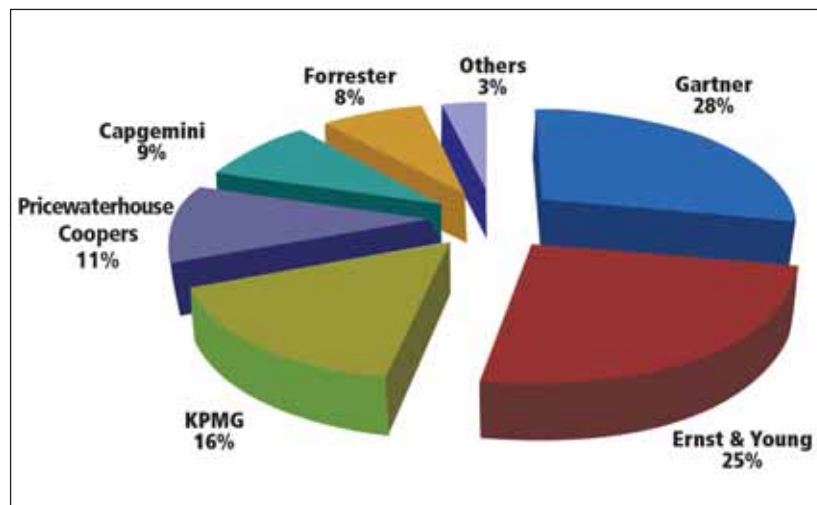
stand important issues and business priorities; align IT operations with the businesses and educate about what others in the industry are doing. In addition, they validate plans and provide advice and insights to support competitive decision-making across the IT spectrum. They provide recommendations for business improvement, guide businesses about strategic and operational risks and also what strategic challenges are likely to affect the company's performance in near future.

Today, professional service provid-

ers carve out a substantial customer base out of the necessity for enterprises to innovate and keep a constant pace with growing business needs. Whether the focus is on business transformation or sustaining achievement, having the right advisors on your side can make all the difference. Their offerings are based on an analytical approach. Thus, to keep pace with the current scenario of cut throat business challenges, services of these professionals can be the most viable solution as they can ensure proper business management, so as executives can focus on other core areas of business.

About 96 percent of the respondents who take help of professional service providers look for domain expertise and technology acumen for their selection process.

Gartner stood first with 28 percent votes followed by Ernst & Young at 25 percent and then KPMG at 16 percent. ■





A VIEW TO A WIN

## The enlightened era

RANK1 — INFORMATION SECURITY

The battleground for security no longer revolves around the infrastructure; the devices and systems we use are simply a suitcase for the real asset we're trying to protect. The information. Since the perimeter can't be shut down, security needs to focus on protecting the information itself. This requires knowing where your information is, what is sensitive or confidential, who has access to it, who needs access to it and how you make sure it's protected and available when you need it. Answering these questions requires security, operations and the business to work together.

Today most organisations are addressing security and risk in silos, with groups implementing distinct and often disconnected processes and technologies to mitigate the risks. These risks are often interconnected, but unfortunately the processes and technologies are not.

In order to lower operational costs and make security more effective, proactive and measurable, security needs to be embedded throughout business processes from the very

start. Policies have to be consistently defined and socialised before controls can be put in place. The most successful companies look at policy first, and then implement the technology to automate it. Not the other way around.

While the range of risks can be mind numbing, they aren't unmanageable. Security just needs to be managed differently than it is today. To address internal and external threats in a way that doesn't inhibit collaboration or break the bank requires a fundamentally different approach to how we look at security.

First, security shouldn't be about eliminating risk altogether. Without risk, there is no opportunity. Instead businesses, and the IT and security professionals they rely on, should focus more on understanding the risks that will have the biggest impact and then determine the best way to eliminate those risks.

Security should help guide organisations, enabling them to thrive and have confidence that their infrastructure, information and interactions are protected. This is Security 2.0.



**Vishal Dhupar**  
Managing Director, Symantec India

Security 2.0 is driven first by policy, then by technology, and it will be operationalised to speed progress and lower costs.

Today Symantec is delivering a comprehensive, integrated set of security products and services that enable businesses to design and implement a highly effective security strategy that is risk-based and programmatic in its approach. Symantec provides the end-to-end solutions that allow companies to standardise and automate processes which not only drives down the costs of day-to-day activities but provides stakeholders with an increased understanding of overall IT risk. ■



**Nipun Mehrotra**, VP & GM, Global Technology Services, IBM India/S Asia

It is indeed an honour to be recognised by CTOF as most respected IT vendor in a number of categories. We believe this recogni-

## IT and business strategies are complementary

RANK1 — DATACENTRE INFRASTRUCTURE, MANAGED SERVICES, COMPLIANCE AND RISK MANAGEMENT

tion is an acknowledgement of IBM's leadership in its key focus areas, be it datacentres, managed services or risk management. Today CIOs understand the significance of mitigating all kinds of operational risks, optimising their investments in IT and viewing both IT and business strategy as a complementary piece and not isolated. To realise all these, they are looking up to partners like IBM who can help their

business really grow and not just stop short at fulfilling some need-based IT requirements.

We strongly believe that in 2009, organisations will continue to invest heavily in areas like Green datacentres, security, business continuity and resiliency among other solutions that help them mitigate a wide variety of risks while making their operations more cost-efficient and productive. ■



# Information for competitive advantage

RANK1 — INFORMATION MANAGEMENT AND STORAGE

From being a pure play storage vendor, EMC has clearly evolved to be the leading information infrastructure solutions provider that makes information work with increased value, flexibility, efficiency and cost savings. This transformation journey through significant market acquisitions such as VMware, RSA, Documentum and Legato has been extremely exciting for us. Today, we are uniquely positioned to lead the global business landscape to the era of information centric computing. CIOs and IT managers can use their information asset as their competitive advantage. The Information Infrastructure portfolio by EMC helps CIOs and their organisations to leverage the business potential lying within the organisation in the form of unstructured or unavailable data.

When it comes to storage, some of the customer mandates include fast access, low cost, high availability rate, high capacity and energy efficiency. EMC delivers on all of these with 'five 9s of availability' on all of the arrays that we've built. We've responded by making it easy to tier information on different tiers of disk to bring down to cross points. We've done a lot on the ergonomics front and the environmental front to make ourselves greener. We've made our products easier to use and incorporated virtual provisioning. One of the most important trends that will change the storage industry is the advent of flash technology due to the economics, datacentre efficiency and performance benefits. EMC has launched the world's first introduction of Solid State Drive ("Flash") technology into enterprise storage systems.

Since digital information is in constant motion, often leaving the secured network perimeter, the battlefront in security is rapidly changing from securing the perimeter to protecting the information itself. RSA



**Alok Ohrie**

President - India and SAARC, EMC

is responding to this need with an information-centric approach to security that guards the integrity and confidentiality of information throughout its lifecycle—no matter where it moves, who accesses it or how it is used.

In today's changing business scenario, it is extremely critical to ensure that enterprise content is complete, authentic, and protected from inappropriate use or disclosure and is readily accessible to regulators, auditors, and employees. Additionally, businesses are looking for scalable solutions to manage their content while meeting compliance and risk mitigation requirements. RSA offers the most comprehensive compliance reporting solution that allows an organisation to detect security anomalies and potential threats and validate compliance with security policy and regulations.

We have transformed ourselves well on technologies such as breaking the server and storage format and utilising network storage solutions. Also, we have seen huge demand and market acceptance of solutions in the information centric security as well as virtualisation, back-up, content management and de-duplication. Clearly, business challenges and cost pressures have made the market mature to understand

the significance of managing information than just storing it effectively.

One of the most important trends to look forward to in 2009 is the consolidation of these individual solutions. Organisations are looking at the broader, complete picture of managing their information. This information centric technology dynamism is much needed in testing times of recession. We clearly see improvement in the areas of "Cost Optimisation", Driving Higher Efficiencies" and delivering "Better RoI" with an eye on compliance and regulatory demands on business.

Many of the functions that drive the demand in the information infrastructure space do not depend on market fluctuations. People will continue to send emails and store data leading to growth in their digital footprint. It is evident that organisations will have to play an important role in storing, protecting, optimising and leveraging this data for business needs. As I highlighted earlier, "Information Management and Storage Solutions" as a category will see increased dependence or convergence with other solutions reducing the demand for stand-alone /point products. This is creating demand for solutions for storage hardware and backup software with de-duplication option as the basic functionality.

We have reached a stage where information management is not just being looked upon as a basic function but as an element to impact business performance. Information centric security and compliance are becoming key control determining measures to prevent frauds, unauthorised access, hacking, rights management, etc.

EMC is uniquely positioned to provide all this and more to our customers. Our focus is on building information from an infrastructure point of view and taking the business of our customers to the next level while doing this. ■



A VIEW TO A WIN

COVER STORY



**Naresh Wadhwa**, President & CEO, Cisco India & SAARC

## We'll focus on a new trajectory for growth

RANK1 — ENTERPRISE CONNECTIVITY

ness pain points and achieve business success. Customers now view IT and networking as a strategic asset and as a result, one can no longer offer point products.

As India moves towards a leadership position in the global knowledge economy, all stakeholders, including the government at the state and national level, the Indian IT industry and academia, should ensure that technology is leveraged as a catalyst for enabling more and more individuals and communities to realise their full potential.

As India's economy matures, it is important to ensure that growth becomes much more inclusive. This implies a thrust on long-term investments for taking the benefits of IT to the grass root and reaching out to communities in rural and semi-urban

India which are marginalised and are on the wrong side of the 'Digital Divide'.

Accelerating IT literacy, creating locally relevant content in Indian languages and ensuring affordable access to technology are the key levers for achieving this mission.

Our operations in India have evolved in the last 12 years and our future focus is on spreading out to enable a new trajectory of growth. We are now looking to create new products, drive innovation both internally, with partners, and externally. We will also direct our resources/energies toward disruptive solutions for the Indian market. In the future we will further our reach deeper into India—beyond the cities to tier II and tier III markets—into areas such as rural banking, connected agriculture, healthcare, and retail. ■

**I**t is indeed a matter of great pride to be ranked as a leader in the Enterprise Connectivity space and Networking Infrastructure space.

Over the last decade, the domestic market in India has really evolved and grown in sophistication. In the initial years, our focus was on educating customers about networking and its impact. Today, our customers view us as business advisors and want us to offer solutions that address their busi-

## Users need holistic solutions

RANK1 — BUSINESS INTELLIGENCE

**W**e are honoured to be chosen as the best IT vendor in the Business Intelligence (BI) category. We owe this distinction to all our stakeholders—employees, customers and our partners, for their significant contribution that helped us achieve this milestone. Based on our customer interaction, we believe that customers today aren't just looking at End User Query and reporting—they need holistic solutions which has analytics and data integration as an integral component. We believe customers today are looking at embracing business analytics in their organisations as it has a great potential to demonstrate value to address their business challenges.

BI is one of the high growth areas

in the Indian marketplace and rightfully so as it has tremendous potential to be a value differentiator for organisations of all sizes. It's important that not only SAS but the industry as a whole collectively works in creating right awareness of BI and its impact on organisations embracing it.

The future of BI involves things like consistency of information across the organisation and predictive analytics that will support proactive decision-making. Just as organisations invested in ERP platforms for supporting the operational side of the business, the business analytics framework is—and will continue to be—needed for the intelligence side of the business.

Organisations will increasingly demand industry-specific solutions



**Sudipta Sen**  
MD, SAS Institute India

that will be at the heart of their enterprise intelligence strategies. At SAS, our focus is on understanding the challenges and needs of organisations across industries. In more than 30 years of our existence we have had an opportunity to work with organisations across various verticals for gaining better understanding of their challenges and meeting them. ■



## Green IT and secure IT

**RANK1 — ENTERPRISE-CLASS SERVERS,  
BUSINESS DESKTOPS AND LAPTOPS, ENTERPRISE PRINTING AND  
ALLIED SERVICES, INFRASTRUCTURE MANAGEMENT**

**W**e are delighted to have been selected by the CIOs. Their recognition demonstrates their trust in our technology and services. HP has strong technology offerings in blade servers, PCs, printers and capability to integrate complete IT solutions. Our datacentre offerings around dynamic smart cooling, energy saving and space saving, software that helps management of IT infrastructure and skills around virtualisation and consolidation have helped offer customers the right solutions.

While we continue to focus on our strengths, we need to improve the retail

experience for our customers. We need to create an IT ecosystem around our technologies. We are focused on our software offerings which help monitor, make IT secure, manage infrastructure and offer high availability. We want our customers to optimise their usage of IT especially in these times of troubled economic conditions and hence focus on virtualisation and consolidation. We will be focusing on ProCurve, our networking business.

HP will continue to offer the latest technologies across all categories we operate in. We are focused on bringing Print 2.0 experience to our customers, Green IT and secure IT offer-



**Neelam Dhawan**  
Managing Director, HP India

ings and also revolutionise personal computers in looks, performance and improving the personalised experience for our customers. ■

## IT in India is becoming more strategic

**RANK1 — PROFESSIONAL SERVICES**



**Rajeev Banduni**  
Regional VP Sales, Gartner India

**G**artner is very delighted that the key CIOs in India have recognised us as the Number 1 advisory Company.

This confirms that we are delivering what we promise and our recommendations are enabling CIOs to make more informed decisions.

We at Gartner feel that the CIOs are very busy facilitating the growth of their respective companies. Therefore, an independent advisory firm is very essential to keep them up to speed and well up to date.

We believe that going forward more and more CIOs will avail these services to ensure better utilisation of their productive time and shift their focus towards improving efficiency in running their business. Gartner can guide them in ideation and validation of critical decisions.

With India having become the hub of global IT industry in the last decade, we recognised the need for Indian analysts who could give an in-depth local perspective and continue providing an inside view of Indian IT industry. Recognising this need, Gartner India has continued growing and has currently increased the number of local Indian analysts to around twenty.

IT in India is becoming more and more strategic. We see more and more CIOs are asked to innovate or help improve efficiency in running the current state of business. We believe Gartner and its independent advice will become integral part of every company in India. We have changed Gartner Website and our offering to represent just-in-time consulting and advisory for every role in IT. ■



A VIEW TO A WIN

COVER STORY



**Tarun Gulati**  
General Manager – Business Strategy, Marketing and Operations, Microsoft India

It is not at all surprising to find Microsoft winning in the category of Business Process solutions. What a lot of people do not know about Microsoft is its comprehensive approach to enterprise productivity and interoperability.

With solutions such as Microsoft Dynamics, our approach is to build a platform where our customers and partners can connect and optimise their technology ecosystem. The Business Process Management for Microsoft Dynamics provides the actionable information customers need to develop and manage the business processes by identifying key factors that support the business strategy. Another key example is the Microsoft BizTalk Server 2006

## Cutting costs, improving productivity

**RANK1 — WEB 2.0 / WEB TECHNOLOGIES, BUSINESS PROCESS MANAGEMENT AND AUTOMATION**

which is essentially a Business Process Management server that enables companies to automate and optimise business processes both within their organisation and across their customers, partners, and supply chains.

We have a huge opportunity in front of us. Even though market sentiments are a little low, we see the change over happening pretty fast for us. If you look at some of the vertical solutions we offer, there is an underlying philosophy to it—higher productivity at the same cost thus substantially lowering TCO. We see a lot of interest in customers and Microsoft is well positioned in India to offer these solutions to our enterprise customers. We have a distinct competitive advantage with excellent TCO.

The SMB segment is another area of huge potential that we are waiting to tap into. The segment is largely fragmented, and historically IT has been a cost centre in these companies. They have now realised the potential of IT and automation. Companies in this segment are looking at us to help them automate instead of trying to build large IT departments. We see tremen-

dous growth in this area in the next three-five years.

As IT gets more and more complex and businesses look at IT as the key to business growth, CIOs are looking for single vendors to offer a comprehensive business growth and productivity solution—a single integrated solution. As user organisations they are not able to predict growth pattern and technology trends that can further fuel this growth—they seek scalability of platforms. Also, as budgets become meagre, CIOs are looking at guaranteed and result oriented solutions—am I getting demonstrated RoI from my technology investments? Microsoft is very well-placed here with a comprehensive suite of enterprise solutions—be it Business Process Automation, Enterprise Applications like ERP, etc., Unified Communications, MS Exchange and SQL Server, our virtualisation solutions, etc.

We spend over \$7 – 8 billion on research and development each year. All the innovation that comes out of our R&D centres is available to our customers to take advantage and use in their organisations. ■

## Going all the way

**RANK1 — COMPLIANCE AND RISK MANAGEMENT**

My organisation believes that product vendors will work closely with consultants on one hand and system integrators and implementers on the other hand to provide an end-to-end offering to end customers. The industry is also moving towards the adoption of best practices like BS7799 and COBIT.

In India, CA will be focused more

on the BFSI, telecom and IT/ITES sectors for risk management and compliance. At the same time, we believe that there is a strong need in the e-government space as well as emerging verticals like pharmaceuticals and healthcare, infrastructure and retail. We have always followed a partnership model in these areas, where we work with our partners to ensure that the customer gets a relevant solution. ■



**Ninad Karpe**  
Managing Director, CA India