



**Eastern India Information  
Technology Fair 2022**

**VARINDIA**

# Cloud Is Transforming The Business Of SMEs

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# Cloud Is Transforming The Business Of SMEs

## ELITF Agenda



Organizations around the globe are inclining towards the cloud technology and cloud platforms for enhanced data management and security, cost-efficient services, and of course, the ability to access distributed computing and storage facilities from anywhere, anytime.

# Introduction



Today, people in every profession are using cloud computing to work more efficiently and more effectively, to serve their customers in new ways, and to find solutions to once unsolvable problems. Organizations choose digital transformation frameworks as a way to reimagine themselves staying competitive in their respective businesses and industries.

Digital transformation uses modern digital technologies—including all types of public, private, and hybrid cloud platforms—to create or modify business processes, culture, and customer experiences to meet changing business and market dynamics.

India is racing towards its goal of becoming a digital-first economy, and one of the technologies helping it to accelerate the pace in this direction is cloud computing. In addition to big businesses, small and medium enterprises (SMEs) are increasingly moving their operations to the cloud, and the platform has proved to be a game-changer for them. The technology has changed the way IT processes are executed, and it has the potential to create measurable impacts on business.

**VARINDIA** brings the **11<sup>th</sup> edition of EIITF 2022**, an event where various IT corporates will address their views on how Cloud Is Transforming The Business Of SMEs .

# Getting ready for tomorrow: Technologies emerging with the cloud

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- Over the next five years, associated technologies, particularly digital reality, blockchain, and artificial intelligence will become as important as the cloud, analytics and digital experiences are today. Each of these is attracting more investment and is being adopted across industries:
- **Digital reality** – an umbrella term for augmented reality (AR), virtual reality (VR), mixed reality (MR) and the Internet of Things (IoT) – is redefining how humans interact with data, devices and each other. The projected market growth<sup>3</sup> for AR and VR is estimated to reach USD 5968 million and USD 555 million respectively by 2022, according to Nasscom.
- **Blockchain** is gaining deeper traction due to its potential in transforming and securing businesses across industries. Today, blockchain is to trust what the email was to communication when the Internet became public. Banks and FinTech companies have realised its value. Some have even implemented the technology for their KYC and trade finance procedures.
- **Cognitive technologies** like AI help to make sense of the proliferating data by managing volume and complexity in ways that human minds and conventional analysis techniques cannot comprehend.
- Organisations that delay the adoption of the cloud may miss some significant innovation opportunities offered by these new technologies.

**11<sup>th</sup> edition of EIITF is focus on driving profitability for the VARs.**





# Partner Profitability

## ....with digital Transformation



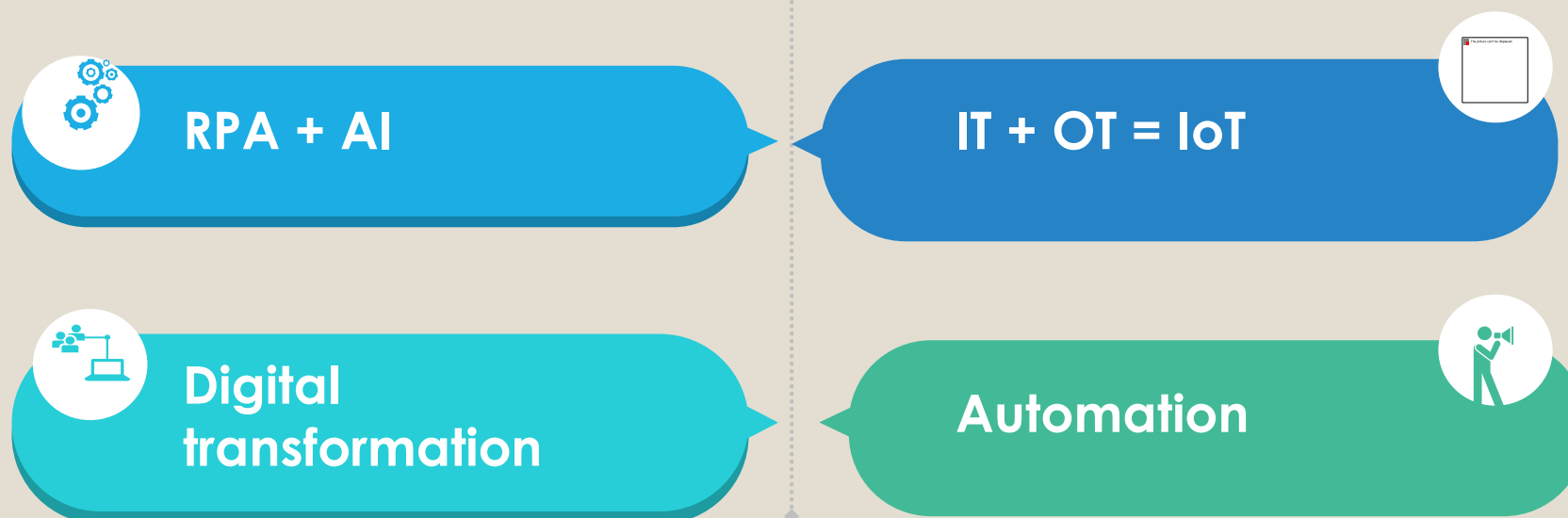
- Cloud computing may not be the most talked-about aspect of running a business, but it's one of the most widely used. More than 92% of companies use services that are connected to or run in the cloud, which means the trend toward cloud-based computing is here to stay.
- New challenges require new solution. Customers in every industry are transforming their business models in response to disruptive market conditions, IT innovation, and changing consumer behaviors. IT organizations are increasingly integral to strategic business direction. For partners, great opportunity lies in understanding customers' challenges, and helping IT teams to provide not just infrastructure but business solutions.

### **Cloud infrastructure brings huge opportunity for the enterprises to grow**

- **Platform as a service (PaaS):** A complete cloud computing model offering hardware, software, and infrastructure services. Examples include Microsoft Azure and Google App Engine
- **Infrastructure as a service (IaaS):** A set of computing, storing, and networking resources. Examples include Oracle Cloud Infrastructure and Amazon Web Services.
- **Software as a service (SaaS):** You access this software online, rather than as a download, and use it on your local machine. Examples include Trello and Adobe Creative Cloud.

## Learn more about the digital transformation today

Imagine how your current services could be enhanced



Commitment for going Digital includes Blockchain, AI ,DL, ML and IoT brings a huge opportunity for partners to grow existing practices and launch new services . Making the lives better with AI, Partners also use AI technologies pragmatically to differentiate their current services, so they can re-engage customers with enhanced end-to-end systems that learn from data to deliver new insights and efficiencies. Lastly, with the rise of the (Industrial) Internet of Things and Industry 4.0 the convergence of **IT** and **OT** is a necessity.

# Why to Participate in 11<sup>th</sup> EIITF



Creating a platform for empowering VARs for greater impact with SMEs ,where they could get benefited.

- Cloud computing is making it easier for small businesses to bring big ideas to life. From powering the new 'everywhere office' and employee training platforms to enabling data-driven decision making, the cloud is providing plenty of benefits for small businesses. And with a report from IDG revealing that more than 90% of businesses are now using cloud computing, it's obvious that the future will be in the cloud.
- Consolidation is happening at the global level on how to make "one partner programme".

## Target Audience

Corporate Honchos, Top Solution Partners (Tier II and Tier III), System Integrators and VARs to attend 11<sup>th</sup> EITF.

The event will have a Panel discussion Session:

### **Cloud Is Transforming The Business Of SMEs**

We all live in the digital world. Digital transformation is imperative for all businesses, from the small to the enterprise. Digital transformation will look different for every company, it can be hard to pinpoint a definition that applies to all. It is about integration of digital technology into all areas of a business resulting in fundamental changes to how businesses operate and how they deliver value to customers.

The programme will be attended by over 100 Plus delegates. *The content to come out of the event will be highly valuable and relevant for everyone present.*



# Previous year partners to the event-2019

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## GOLD PARTNERS



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## SUPPORTED BY



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**Thank  
You**