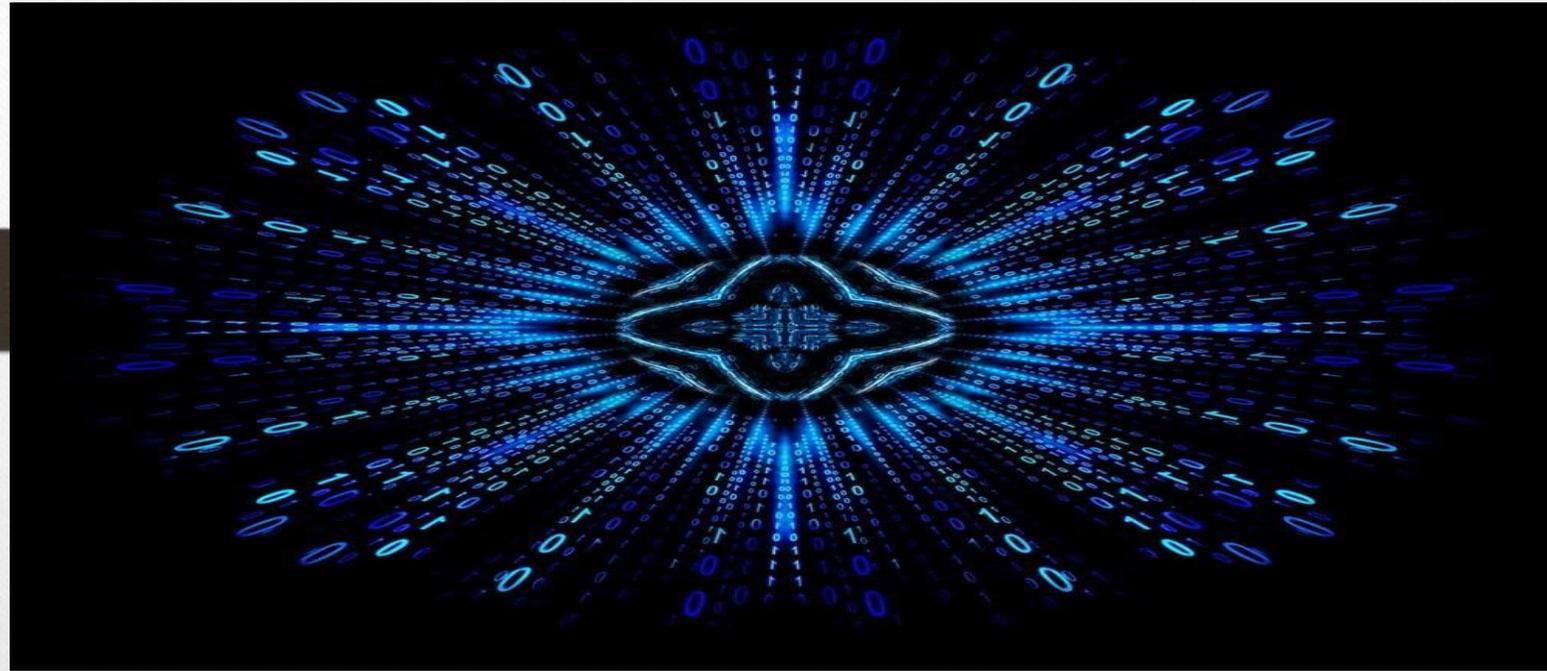




11th Southern India Information Technology Fair (SIITF)



THEME : DIGITAL TRANSFORMATION TO ACCELERATE BUSINESS PERFORMANCE

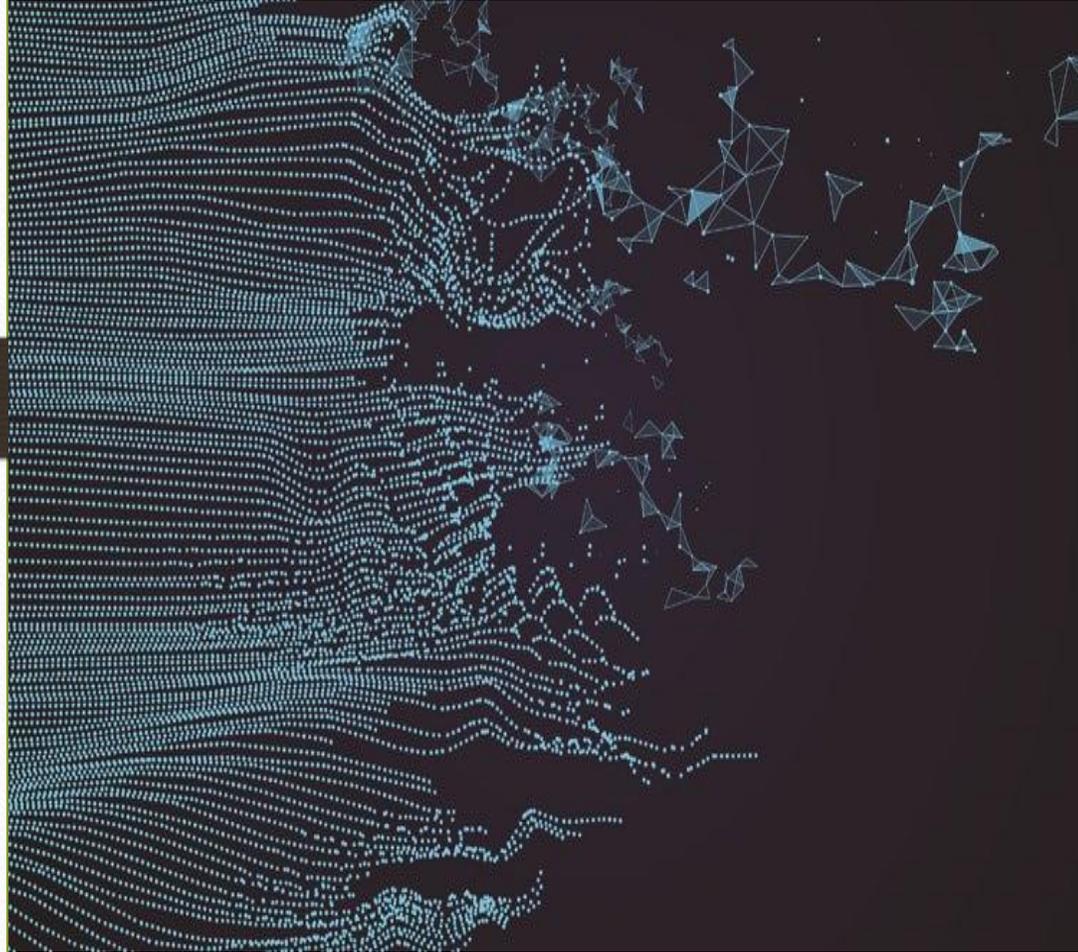
21st December (Wednesday), 2022
Venue: Taj MG Road, Bengaluru

Introduction

- Digital transformation is all about using modern technologies to improve business operations, systems, processes and customer experience. The transformation lowers the operating expenses of many firms. The workers' performance and productivity also increases, boosting the company's profitability .
- The role of VAR/Partner is important for strategic understanding of customer needs and competitive market dynamics is viewed as the most important quality of a digital enterprise transformation partner or leader.
- Surprisingly, warm, human-based relationship approach; satisfied customer references and track record; and commitment to sustainability were least important to decision makers when evaluating a digital execution partner.



Challenging Times Ahead



- More than half of IT and cybersecurity professionals noted ransomware or zero-day attacks as the biggest threats to their organization.
- The demand for cloud technology and services is growing rapidly in India. The partner ecosystem here is looking to work with cloud providers to help businesses of all sizes embark on a digital transformation journey.
- The overall IT market is continuing to see growth as demand for cloud infrastructure and cloud capabilities in areas like data analytics, artificial intelligence, IoT, and Security are fast advancing.

Cloud computing is bringing the software industry to newer height by prompting companies with traditional on-premises applications to invest in new technologies and architectures.

Customers prefer value-based costing and easier deployment

Cloud-ready ISVs are delivering innovative solutions

Huge potential for the partners for Integration and technology orchestration

The Increasing Role of A CIO

- As the emerging technology is disrupting the Industry, CIOs need to break from the traditional expectation of creating a separate IT strategy that "responds to and aligns with" the business strategy. The CIO is not creating a strategy for the IT department; rather he is guiding the use of information and technology enterprise wide, regardless of who owns or controls the assets.
- The CIO acts as the voice of information and technology in the enterprise strategic planning process, helping other business leaders understand opportunities and threats that often go unconsidered when IT is an afterthought.



Re-defining the Role of CIO/CMO

- The role of the Chief Marketing Officer (CMO) has been around for a while now, but as more and more marketing activities are carried out in the digital space and with the help of technology, CMOs and Chief Information Officers (CIOs) have found themselves sharing the need to invest in technology. As a result, the clear lines of division between roles and responsibilities are increasingly blurred.
- CIOs are generally responsible for evaluating and implementing technology solutions for the enterprise, yet CMOs leading marketing initiatives have a vested interest in many of these solutions. While many talk about the tensions between the CIO-CMO relationship, the reality couldn't be further from the truth.



Bridging The Gap



- Critical data breaches are in the news on a regular basis these days. A single breach can result in massive losses, both in money and reputation. Stock prices drop, customers become angry and business goals are jeopardized. Business leaders and the C-Suite need to work with cybersecurity professionals to ensure the integration of controls such as password policies, user verification, secure session handling, multi-factor authentication and security protocols to help manage this risk.

ROAD AHEAD...

Alliances: technology, strategic and business

Historically, partner programs have been very transactional with limited collaboration between vendors and channel partners. Various Cloud Alliance Programs are transforming the relationship between technology vendor, channel partner and customer, creating a laser focus on the customer's success. Additionally, making the shift from selling on-premises solutions to focusing on SaaS is at the core of long-term partner growth and overall success as well. A report says, Global annual public cloud revenue capex spend in 2022 is US\$140 billion. Going forward, the Hyperscaler profits will halve.

The growing trends to witness:

- 1. Customers are looking for solutions that accelerate their digital transformation in a multi-cloud world**
- 2. Global channel partner will grow revenue by over 10% this year**
- 3. IT Channel is an important industry and it remains to get focused by the vendors**
- 4. Programs are transitioning from precious metal tiers to points**
- 5. Ecosystem technology is one of the fastest growing SaaS categories**

Customer Experience

- Customer experience management is at the top of the CEO's agenda. CEOs, CIOs and chief marketing officers have become interested in this topic because low-cost and ubiquitous access to information for customers, the rise of globalization, and the "death of distance" mean that customers are more empowered than ever.
- While the world is indeed increasingly leaning towards digital, the end user experience is king, and businesses would do well to consider what their audience really wants and what would work best for them - assumptions can often be wrong! Please let me know if you're interested, **Thank You.**



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