



Western India Information Technology Fair '23

VAR SUMMIT

HOTEL COURTYARD BY MARRIOTT, MUMBAI INTERNATIONAL AIRPORT,
ANDHERI KURLA ROAD, MUMBAI

THEME: CLOUD & BEYOND

FRIDAY, 21st April, 2023

Overview



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Digital transformation requires the right approach and the right leadership to drive it. Digital transformation drives foundational change in how an organization operates, optimizes internal resources, and delivers value to customers. Cloud technologies provide the foundation for becoming more agile, collaborative, and customer focused. Cloud attracts an increasing percentage of enterprise IT spending – a trend IT analysts expect to continue

VARs are the technology enablers and bring tremendous business value to the vendors through their extensive networks and better understanding with the customers needs. They feel that, in some cases, organisations have found the need to move workloads and data back from the cloud – so-called **cloud repatriation**.

Every digital transformation is going to begin and end with the customer, who are in the minds of every CEO we talk. On this backdrop the 13th edition of WIITF 2023 (**VAR Summit**) invites the IT partners/VARs to attend and understand the key issues that can facilitate growth .



Key Highlights



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The objective of this event is to bring together Technology companies and partners under one platform to understand how they can grow together and develop the channel and VAR community (System Integrators & Solution Providers) in western India.

This brings a huge opportunity for the partners to grow. As we continue our journey in this hyperconnected world, businesses need the cloud to survive and thrive more than ever, to operate, compete, and create value. In short, the lift and shift to the cloud from legacy IT infrastructure is the moment of truth.

Tech and Business convergence can offer risk management and strategic planning services, as well as sophisticated portfolio construction, and customized investment solutions. The goal is to provide exceptional value to clients and help them achieve their financial goals, whether that be growth, diversification, or risk mitigation.



Cloud & Beyond

With the advent of IoT, pervasive mobility, WFH and growing cloud service adoption, the network has become increasingly distributed. The need for faster compute and connectivity at the edge has never been more pronounced.

The Future of Cloud 2023 is a step towards digital growth. The VAR summit showcases why the cloud is the business reality to enable responsiveness, scalability, security, and resiliency. It also uncovers why the cloud is no more a technology enabler but a business innovator and how it is helping businesses to thrive.

Digital Transformation and the future of Reseller channel, need to think how to collaborate and the primary step for faster business growth for meeting business objective.



Opportunity-VAR Summit



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- Indian IT Firms have delivery centers across the world and are well diversified across verticals such as BFSI, telecom and retail. Digital technologies are going to change the business model and provide new revenue and value-producing opportunities. Digitalization has blessed us with countless sources of expertise & knowledge available and VARS are the frontiers for taking the technology to the last mile.
- India is the topmost offshoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for top IT firms in India. The industry is expected to grow to US\$ 350 billion by 2025 and BPM is expected to account for US\$ 50 55 billion of the total revenue.
- Amidst this transformation, the banking and financial sector is also aligning itself with the emergence of digital forces, leading to the creation of new ways interpreting data cost-effectively



Target Audience



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- Keynote by Industry leaders / System Integrators/ Solution Partners and VARs
- The event would host a Panel discussion with 5 CIOs discussing around three key topics identified, relevant to the industry vertical
- Current Industry Trends – Unveiling of an Industry specific survey finding by Top research agency in the country
- Speakers from the Industry will address on the key issues and challenges required in the industry.



It is utmost important to integrate with the partner marketing channels, else it is not possible to ensure brand consistency during a campaign. Because of this, during the phase in the partner journey where demand has to be created, it is important to automate marketing tools as much as possible.

Digital infrastructure built on India Stack



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India has been digitalizing at a rapid pace driven by a combination of factors, including growing broadband penetration, technological advancements, low costs of data usage and the government's thrust on building digital infrastructure.

The future is ripe with possibilities to transform and grow your business by efficiently tapping on technology. The Government of India has been progressively digitizing its interface with citizens, thereby making it easier to get licenses, certificates, payment of taxes and bringing efficiency in governance outcomes.

Right Partnership with vendors will help your organization transform into a digital company by developing new capabilities.



Why to Participate in WIITF

- We are in an exciting time of global digital transformation as customers continue to move to the cloud and accelerate their digital transformation, creating new opportunities for the OEMs and Partner/VARs in the Industry to co-develop and co-deliver solutions. Partners—whether they build applications or offer services—play a critical role in helping their customers realize business value.
- Technology has enabled customers to be in charge of the whole buying process, displacing the brands from that position. The present-day customer expects brand experiences to be synced at all primary touch points. Hence, companies must actively take an omnichannel approach and allow for scalability across existing and new channels.
- WIITF event with power packed agenda for organizations into ICT space can promote and market their products, services and solutions. There will be the most popular, forward-looking assembly of leading CIOs and IT heads; it is a place where they can examine the latest trends in technologies and deliberate on their IT roadmap for rest of the years.



AGENDA

06:00 -6:30 PM	Registration & Product display	Inaugural Session
06:30 -7:20 PM	<p>Welcome Address By :</p> <p>Chief Guest :</p> <p>Guest of Honour:</p>	<p>Dr. Deepak Kr. Sahu, Chief Editor, VARINDIA</p> <p>Yet to finalise</p> <p>Yet to finalise</p>
7:15 – 7:30 PM	Sponsors Presentation-I	
7:30 - 7:45 PM	Sponsors Presentation-II	
7:45 –8:00 PM	Sponsors Presentation-III	
8:00 –8:40PM	Panel Discussion among (Channel Heads)	5 Panellists to attend the session
8.40- 9.00 PM	Fire Side Chat Session	
9.00 PM	Networking Dinner	Cocktails and dinner



VAR House

Kalinga Digital Media Pvt. Ltd.

A84, A/3&6, Rose Apartment.

Paryavaran Complex, IGNOU Road

New Delhi-110030

Tel.:+91-11-41656383 . Fax: +91-11-46061809

Anil Kumar – R.M.- West-Mumbai-+91-8108017479

S Kamlakar- Marketing Manager- Bangalore - 9886280836

Sunil Kumar- B.M.-Kolkata - 8100298033