

COVER STORY

2012 Year to Explore in New Avenues

Always New Year brings joy & cheer for all of us. We all plan for new and good things. We look ahead to grab new opportunities with strong zeal. As 2012 starts now, DIGITAL TERMINAL digs out the opportunities with few leading vendors who reveal their selling tips.

Growth Story

Each particular verticals are growing at a good pace where as few segments has immense growth story which will continue to dominate the market. Partners who are aware about this has already started to act wisely where as few will follow soon.



Hence the year seems to be exploring new areas and opportunities.

Ajay Goel, MD, India & SAARC,

Symantec says, "This new year ensure to

explore new avenues for growth like key technology trends. Cloud computing, virtualization, mobile, and information explosion are transforming the IT industry and making a profound impact on customers of all sizes. Don't be afraid to step outside the comfort zone and expand your business horizons, to confidently capitalize on the opportunities that mobility, virtualization and cloud computing present."

We see huge growth opportunities in network security market. In year 2012, technology convergence, regulatory compliance and the continuous growth of network infrastructure



Director, India and SAARC,

Fortinet, says, "The commoditization of network security also means that revenue will be collected not only from the leading verticals but also from peripheral verticals such as IT/ITeS, retail and transportation. Through increased managed services offerings that lower capital expenditures, SMEs will also find it easier to beef up their own organisational security."

He further confirms that opportunity would lie now in offering a bouquet of services around UTM devices that would include management and monitoring services, and capability to enforce policies in mobile devices like smartphones and tablets that are increasingly used by employees to access the corporate network.

Despite global economic challenges, enterprises will continue to invest as per the analysts. According to **Sushmita**

will continue to drive up sales for network security in India. Talking on profitable segments, **Vishak Raman, Regional**



D Das, Country Manager-India, Kobian Pte Ltd,

"Major health care, banking and financial service institutions

plan major spending in Computer hardware and keep maintenance cost steady. Companies plan to invest in new IT technology and the hardware for their workforce to increase productivity. We at Kobian see a huge potential in the technology market for Motherboards, higher end Graphic Cards and Power products. Mobile PC shall probably surpassing expectations in terms of growth in 2012."



In year 2012, Planning looks to work accordingly for few vendors.

Eric Yang, Country Manager-India,

Edimax, says, "2012 is going to be a very exciting year for Edimax because the growth is looking positive and the,

planning that we carried out in will start generating returns in 2012 which will help and boost Edimax's overall performance as a committed vendor and brand." Meanwhile for Buffalo, the opportunities lie in bringing and upgrading their storage devices this year. "Buffalo, a leader in providing the networking, storage and multimedia solutions for home and small business environments plans to come up with the new innovations in the smart phone segment, a well diversified NAS range and also latest upgraded versions of storage products," informs, Susumu Kobayashi, Country Head, Buffalo India



Bringing new and innovative products are also on the card this year for Matrix. **S a m i r Chouksey, National Sales**

Manager- Telecom Product Matrix Comsec Pvt. Ltd, confirms, "Matrix is all prepared to launch new products series. Latest technologies, innovative ideas and customer focused solution remains our new year resolution. We have positioned our products on global platform and intend to make the impact stronger this year. We hope to diversify into new customer and market segments with the new product brigade waiting to be unveiled; hopefully they will accelerate our 50% growth target for the year."



Seeing huge potential in cabling market, **G a u r a v Ahluwalia, Managing Director, R&M**

India, says, "In addition to the growth of projects & data centers in major cities across India, growth in Tier II cities is definitely gathering momentum. We'll continue to see this even more in 2012 as the SMB segment flourishes. Manufacturing as a segment is also witnessing growth with more production facilities being established across India."



The market for internet security and antivirus will see a huge demand this New Year. As per **Sunil Kripalani, Senior Vice President - Global Sales & Marketing, eScan,** "IT users across all sectors in 2011 faced cyber attacks and the situation will get worst in 2012 with more intense and sophisticated attacks. To address the growing issues with Mac, Mobile and Cloud, eScan is coming up with all-new technologies that would provide advanced protection to the users from ever-growing cyber crimes."



As cloud and virtualization solution predicated to be more adoptive this year, Bitdefender looks very keen on this. **Khalid Muasher, Business Development Manager - APAC & Middle East, Bitdefender,** says, "We are looking at the Cloud security solutions and the Security for Virtualized Environments as quite unique combination of products. Thought the Cloud security is not a new one and is already present in the offering made by the competition, SVE

is the first product of its kind in the world that offers protection for Virtualized environments on the hypervisor level. Since we will witness a surge in the virtualization technologies in the next 3-5 years, teaming up with Bitdefender will mean a front seat in addressing this category of products and services."

The mobile industry has also good year to start with. Today mobile has become of one of the basic necessity for common people as well its now much more affordable. Along with few leading vendors, there are so many other domestic players who are thriving market demands. **A n i l Kaushik, CEO, SICT Mobiles,**

says, "Wireless devices market is ever changing and growing market. Wireless devices make life more and more convenient leading to continuous demand for new products. So the market will continue to expand. Our USP to provide high end products at most competitive prices will help users change to newer devices. We see market growth for Tablet PCs and high end touch Android based phones."

It is important for partners to continue to invest in themselves by making business education a priority. "In 2012, partners should increase their focus on business and market education by truly understanding what drives their customers' business and what technology will help support their continued growth. There are many resources available to help partners stay competitive. Stay one step ahead of your customers, by developing a business strategy, and anticipate what their needs will be five or ten years down the road," Mr. Goel concludes.

in UTM for the last 22 quarters, as of Q2 2011. In India, Fortinet was also UTM leader in 2010 and the first half of 2011.

Matrix is an Indian manufacturer with products competitive on a global platform. Active on technology adaption, supportive on customer needs and innovative at research describes Matrix as a brand. Right



from inception Matrix sales model is network oriented with a 500+ channel network marked as of today. Most importantly, majority of partners are associated with Matrix from the budging year and both grew together. Whether it is sales policy or a new product development, channel focus remains the key decisive element for Matrix. Matrix doesn't assure

to offer partners higher margins compared to anyone but promises best growth opportunities.

SICT Mobiles

Our business partners will be happy to have high ROI. With less investment but with multiple inventory turnover will yield higher Profitability for our partners.

Selling Tips

✓ **Sushmita Das, Country Manager- India, Kobian Pte Ltd**, "Plan your inventory and don't overstock. When you receive backend or marketing support from vendor, don't discount and drop the ASP of the product. Let the funds add to your margin. • Plan a complete product basket of products and not be depended on 1-2 products Only."

✓ **S Sriram, CEO - iValue InfoSolutions Pvt Ltd**, "CIO/CTO's will prioritize IT investments which help them enhance efficiency, lower cost and address growth opportunities. Please add such offerings and replace them with commodity ones to stay relevant. Please spend more time with your top customers understanding their business and IT challenges. Spend more time analyzing the needs of your current customer base and look at opportunities to enhance your share of customer wallet in each of your accounts with the right partnerships. This will help you grow faster."

✓ **Rajesh Goenka, Vice President, Sales and Marketing, Rashi Peripherals**, "In current scenario, partners should keep an eye on international market trends and dollar fluctuation. We should always deal with partners who can provide sales, marketing & service. And significantly retention of existing customers even at cost (for short time) will be the key for growth in future.

✓ **S Sudhir, Managing Director, Inspan Infotech Pvt**

Ltd, "Positioning and branding are the keys to market any product, one should always spend some time on this to sell the products effectively. With the day-to-day volume business partners should broaden their approach by increasingly learning about the new trends in the market and include those businesses which provide value to the business example gaming products. "Value addition is always appreciated and respected by the customers. Add value to your customers by adding value to your sales."

✓ **Sunil kripalani, Senior Vice President - Global Sales & Marketing, eScan**, "we believe that in any business, customer comes first. In order to ensure customer satisfaction, products offered should be customizable innovative products that hold best value for money. Moreover, being channel friendly works wonders."

✓ **Vishak Raman, Regional Director, India and SAARC, Fortinet**, "Firstly you focus on the high-growth segments, and work with the market-leading vendors in these segments. Secondly, Partner with vendors with proven (through 3rd party certification of products, strong customer base, etc) technology. I will suggest working with vendors who have demonstrated commitment to the market, and who have clearly defined business strategies that benefit not just themselves but the partners as well.

✓ **Samir Chouksey, National Sales Manager- Telecom**

Product Matrix Comsec Pvt. Ltd., "A sales tip, I hope there was a full-proof one available. But speaking out of experience, always understand that when you are at the door-steps of a customer, he will expect the world and all impossible functionalities from your product. And all of that will be demanded at a cost, your marketing heads would never approve off. But, the key lies in diverting customer perception of the glass being half-filled than being half-empty."

✓ **Nitin Walia, Director, Bharatberrry Technologies**, "We should always think about customer satisfaction. Our approach should remain to sell solution to the customer accordance to their requirement. We should always cautious and should never go for over sell."

✓ **Anil Kaushik, CEO, SICT Mobiles**, says, "To be honest, there is NO tip as we never know what will strike the right cord with customers. So we do keep on making continuous efforts and improvising our process. Being dynamic in approach itself is an approach."

✓ **Kishor Agarwal, Infotech Solution**, Guwahati suggests, "We should be effective, fair, fast and transparent communication with latest product updates to the customer. We should take care of service required by customers even if it is not in our scope and falls in the domain of the principal then at least act as a catalyst to get the services rendered fast."