2012 Top Tech Trends

"Industry experts view the biggest trends and opportunity for 2012"

To arrive at 2012's hottest technology forecast and trends, VARIndia talked to some of the analysts, and backed up their predictions by speaking with value-added resellers. We also contacted vendors and others serving the channel community.

CLOUD COMPUTING

For some, the "cloud" is just the latest technological craze, for many organizations cloud computing is the way out for their IT woes. It has taken a centre stage in the technology world. Cloud computing is quickly gaining momentum, and its growth is really impressive.

Amit Mehta, Director, Marketing – India & SAARC, EMC Corporation, opines, "The total cloud market in India, currently at US$ 400 million will reach a market value of US$ 4.5 billion by 2015; of which private cloud adoption will dominate and account for US$ 3.5 billion in revenues, growing at over 60 percent."

According to G Dharanibalan, Vice President - Offerings Management & Development, Global Technology Services, IBM, ISA, "Cloud has been offering new opportunities where businesses are going beyond cost savings to build their applications on the cloud." K P Unnikrishnan, APAC Marketing Director, Brocade Communications, says, "2011 saw organisations slowly moving towards the cloud and this pragmatic adoption will continue in 2012."

Pratik Chube, Country GM – Products at Emerson Network Power India, sees greater opportunity in cloud. He says, "Cloud Computing would be the key driver to optimise datacenter spending and more customers would opt for the Cloud as a faster and cheaper option to migrate to an 'IT enabled' ecosystem." Rothin Bhattacharya, EVP - Marketing, Strategy, Business Development, HCL Infosystems, shares the same sentiments when he says, "In the enterprise space Cloud Computing will evolve further as companies and even the government will turn to cloud computing for better data management and at optimum costs."

S Sridhar, Director – Marketing, India relationship, Dell India says, "Cloud computing is undoubtedly a timely topic – for Dell, our customers and the industry overall – it is shifting from a trend to a top technology priority." "Empowering an individual and having a mobile workforce is the way forward and we see a great synergy in our offering on mobility which will see convergence with cloud computing in the coming years," says Shailesh Deshmukh, Country Sales Manager-SAARC, Honeywell Scanning & Mobility.

Sumanth Tarigopula, Director, Best Shore Application Services, HP, says, "Enterprises and governments are continuing to look to services that enable them to leverage the power of the cloud while ensuring they meet required levels of security, performance and availability."

"Cloud computing has reached a point where it's no longer just a hype but is delivering the adoption of technology in the real world while providing flexibility, reliability and also driving costs down via consolidation and hosted models," says Vinay

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Rothin Bhattacharya
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S Sridhar
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Vishal Awal
Executive Director,
Services, Xerox India

Sunil Kripalani
Senior VP Global Sales
& Marketing, eScan

of opinions on the managed services market in India, one thing is quite certain. The future of managed services looks bright. It is being well received in India. Indian market presents a huge opportunity for managed services.

"As the business environment is becoming increasingly uncertain & cost of doing business is accelerating rapidly, the need is being felt to convert Capex to Opex by most enterprises. Coupled with this is the high cost of domain expertise that is helping grow managed services business. Managed print services, for instance is witnessing over 30% growth in India," opines Dr. Alok Bharadwaj, President, MAIT.

According to Bhaskar Joshi- Marketing Manager, Multifunctional Devices, Office Imaging Solutions (OIS) Division, Canon India, "Canon is ready to take on this market with its latest technology which is in a nascent phase specifically for Managed Services and Color. MPS will drive organizations as they now realize the effectiveness of print infrastructure management. As the need for management and streamlining of Document Flow in organization becomes a necessity, MPS offers a host of solutions through intelligent printing devices that allow companies to create, modify, transfer documents and collaborate in a more cost -effective manner. This will accelerate the uptake of MPS as a result of the managed print services' utility-based model."

Anand. S, Director, Zicom Electronic Security Systems Ltd., says "We are focusing on providing managed services from our Security Command Centre, emerging technologies like MVaaS - Managed Video as a Service: HVaaS - Hosted video

as a service: Centralised Alarm Management of Intruder and Fire etc. As an organisation, we are moving into a new domain of IT Security Managed Service, which is a new category which is being created by Zicom."

"Managed service model hugely benefits the clients as they do not need to invest in capex," says Rakesh Aerath, Director – Telecom & Innovation, Logica.

Vishal Awal, Executive Director, Services, Xerox India, says, "Xerox managed print services enable companies of all sizes simplify their print infrastructure and management, while reducing costs."
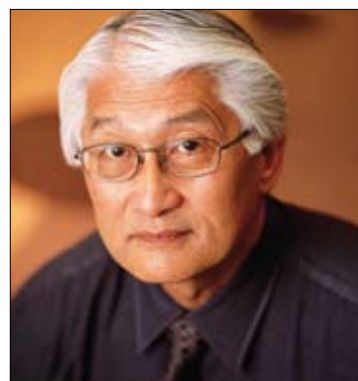
SECURITY

It was joie de vivre for the cyber-villains till now of 2011. Both large corporations and small companies bore the brunt of cyber break-ins. The year 2012 promises to be no different. On the contrary, security experts are of the view that such threats may worsen. Usually viewed as an overhead function, security is a process. As the danger of threats is becoming more complex and innovation looms large with each passing year, the need for a sophisticated and simple security system is increasingly being felt across the world in an effort to stay a step ahead. Sunil Kripalani, Senior Vice-President Global Sales & Marketing, eScan, says, "IT users in 2011 faced sophisticated attacks across all sectors and in 2012, the situation will get worst with more intense attacks." According to Ajay Goel, Managing Director – India & SAARC, Symantec, "With an unprecedented growth in information and a highly evolved threat landscape more and more businesses will require easy and safe secure access to information as they look to ensure scalability and cost effectiveness in their

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