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IT associations should raise single voice against rampant e-commerce

Today e-commerce is booming in almost every sector, but at the cost of traditional retailing business. As e-commerce sites continue to offer products

at cheaper price points, they are making life miserable for the brick and mortar players of the country.

In order to tackle this menace called e-commerce, there are a number of IT associations which are moving in the right direction, however, the need of the hour is to bring together the different forces of these regional associations and act in together, in a coordinated manner rather than moving in different directions with a similar goal and objective.

Channel Associations are under fire now, one by one associations are joining the band wagon to stop billing from ND's or by way of bandh to mark their protest to vendors. Such situation has not arisen in our industry ever before where dealers are ready to stop their business by not buying the goods. On the other hand, some associations have given a memo-

randum to government about the tax manipulation online sellers are doing, so we can say that there are different things happening round the country and especially in South India.

The huge discounts offered by online stores at the time of festivals such as the recent Diwali offer hit badly to the channel, the stocks purchased by dealers were piled and it was a tough situation for them to give the payments.

Today there is a big question mark arising for channel community whether they could survive??? The question is what will the employees in each shop do if the shops are not running well. Here if we see the bad thing is the big companies like flipkart, snapdeal will become much bigger and richer where as the hard working people will have to face the trouble. Now the time has come where the vendors should stand as a back bone to the dealers who have been promoting the brands since years and also the government should act fast by way of finding some regulation on online seller. Is it not?

Dinesh Shyam Sukha
Editor

IS GOVERNMENT PROTECTING E-COMMERCE PORTALS AT THE COST OF CHANNEL PARTNERS?

As life is fast becoming more than miserable



Mahinder Aggarwal
President, ADCTA.

for the traditional channel community, there are many channel partners who are asking this question. Is the Modi Government protecting a few e-Commerce sites at the cost of completely dislodging the traditional channel community of India?

There are many channel associations which have gone to knock at the doors of the government, but no action has been taken so far. Recently, New Delhi based ADCTA, a channel part-

ner focused association has moved to the Competition Commission of India.

"As you must aware of that Govt. bodies are not listening on unethical business practice (huge discounting) of few E-tailers to attract consumers. We have written to many Govt. agencies including Competition Commission, CBI, SEBI, Our commerce Minister and even email to PMO, but nobody is willing to raise our issue to concerned authorities," said, Swarn Singh, Secretary, ADCTA

In a letter addressed to Smita Jhingran, IRS, Secretary, Competition Commission of India, ADCTA has mentioned that that few companies namely Flipkart, Snap deal and Amazon are engaged in selling the goods through internet. In most of the cases it is verified that these companies are selling the goods less than their purchase price. Due to their unfair trade practice these companies managed to capture the maximum market share," said, Mahinder Aggarwal, President, ADCTA.

ALL INDIA IT ASSOCIATIONS PUSH FOR LEVEL PLAYING FIELD



A meeting of the Federation of All India IT associations was held on 7th November, 2014 in New Delhi attended by leaders from all Regional Associations including several state level associations. After detailed discussions on the matters related to predatory pricing, unfair trade practices and the challenges faced by our members due to online marketplaces the few resolutions were passed:

All OEMs, Brands. National Distributors are hereby advised that they should appreciate the

problems being faced by the channel community and take the following compliance action on or before 24th November 2014.

a) Ensure that MOP (Market Operating Price) and MRP (Maximum Retail Price) are in line with operating prices at which channels are advised to sell. For example Quick heal, K7Computing, Samsung Mobile and some other brands have taken corrective and preventive action to ensure that online marketplaces do not undercut prices directly or through their sellers. As per our understanding the Brand owner has all rights within law to do so.

b) Any incident where violation of MOP / MRP takes place the OEMs / Brand / NDs must immediately take corrective action by ensuring that online marketplace / or their partners/sellers are immediately brought to books. Such seller / online market place are prevented from doing such transactions again.

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MANGALORE IT DEALERS ASSOCIATION CONDUCTS INSTALLATION CEREMONY



Mangalore IT Dealers Association (MITDA) installation ceremony of new office bearers and executive members was conducted on 13th October in Hotel Deepa Comforts in Mangalore. In this event, the office bearers were elected and the list includes G Sai Rao of Phoenix Systems as President, Arun Prabhu of Netlink Computers as Vice President, Sudhir Shetty of Vaibhav Systems as Secretary, K Gopinath Pai of G S Distributors as Treasurer and H Murali of Arya Enterprises as Joint Secretary. Sadashiv Bhandari of Alpha Systems, Sweekrath Karkera of Digital Planet, Alphonsus Dsouza of Compunet Systems, Vinay Karat of Automation Technology and Sujay Monteiro of CATS were elected as executive committee members.

The outgoing president Ketan Chandrana of Manhars, outgoing secretary Melwyn Dias of Phelex Systems and outgoing treasurer Arun Prabhu were felicitated for their outstanding contribution for the association. Gopinath Pai and Sujai Monteiro were felicitated for their contribution to the association since the inception. Ashwin Naik was felicitated for winning the national championship in motor sports.

c) All Brands /OEMs /NDs are advised to comply with the above guidelines by 24th November, 2014. While the channel Associations all over India will continue to do business with such Brands/ OEMs/ NDs who comply with the above requirement, the entire channel community across India will stop doing business with Brands/OEMs/NDs who do not comply with the above guidelines*

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CHANNEL IT ASSOCIATIONS PROTEST



Delhi



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In their first major show of resentment and anguish over current fiasco on online retail business, the offline traders across the Country staged series of Dharna at more than 150 cities in different states of the Country led by a Dharna at Jantar Mantar at New Delhi. The series of Dharna was held under the umbrella of the Confederation of All India Traders (CAIT) demanding investigation into business modules of online retail platforms and their pricing mechanism and formation of a regulatory authority to regulate and monitor all sorts of retail trade in India. The Dharna, held in the wake of unrealistic discounts offered by online retailers in the just-concluded Diwali festival was held in Mumbai, Chennai, Hyderabad, Bangalore, Calicut, Cochin, Kolkata Chandigarh, Lucknow, Nagpur, Baroda, Kanpur, Dehradun, among other places. In Delhi, beside large number of other organizations, the Dharna was prominently joined by Delhi Mobile Dealers Association, Delhi Computer Dealers Association, All India Distributors Association, Consumer Electronics Traders Association, Book Publishers Association etc.

After Tamilnadu state association Confed-ITA took the decision to stop billing with ND's, many associations in Tamilnadu like SNEHAM(Chennai),



Pondicherry



Kanyakumari



Kumbakonam



Tiruvannamalai



Madurai

DITTA(Delta),ITTA-PDY(Pondicherry),KITA(Karur), TITA(Tirupur),CAMS(Madurai),ACT-T(Trichy),CMIT A(Kumbakonam),CDAT(Tirunelveli),VAIT(Vellore), KKDCDA(Kanyakumari),TVM-ITA(Thiruvannamalai), AIT etc. have extended their complete support and also showed their protest by way of rally . This could be the best way by which channel can express



Natarajan
President, Confed-ITA

their concern to the vendors/Government that they should not to support the unethical business practices done by online sellers which is killing channel business leading to the question of survival, says, Natarajan, President, Confed-ITA.

CAPITA, the state association of Andhra Pradesh also moved similarly by way of bandh, rally, memorandum and the support was extended by different district associations like VIJITA(Vijayawada),CDAN(Nellore),GITA(Guntur),ADITA(Ananthapuram),ITDAK(Kakinada),CSSWDA(Ongole) and other associations of the state.



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CHANNEL IT ASSOCIATIONS PROTEST

In the mean time after long and interesting deliberations on the subject in the recent fellowship meeting held on 11th of November by AIT-Bengaluru along with FITDAK-the state association of karnataka, it was finally decided to stop billing from ND's from 24th of November in the lines of CAIT.

Even AKITDA has planned for a meeting with distributors on 19th of November to decide what should be done on this as Kerala is badly affected by online sales.

Similarly TCCDA-the Hyderabad/Secunderabad IT Association and VIJITA-the Vijayawada IT Association has expressed their concern on the future of business and extended their complete co-operation to SIITA in the decisions taken so far.

As our community is severely affected due to the unethical trade practices and predatory prices offered by OLS our entire channel community's rep-



S. Karthikeyan
President, SIITA

utation and livelihood is in stake, at this moment of time we all should take a united action, says, Karthikeyan, President, SIITA.

I request all the state and district presidents to come forward by looking to long term disadvantage instead looking for short term disadvantage. If we are really united and stop purchase then we can win, says, Nalin Patel, VP, SIITA.

We all have to stand united here as this is a common problem to all and everyone should take initiative to protect it, says, John Kottara, Secretary, SIITA.

This is a Dharma Yuddha which is launched



John Kottara
Secretary, SIITA

after rejection of many peaceful requests and unanswered. In this crucial time, let us be united and bold enough, not to succumb any dirty tricks of the vendors or ND's only to save our livelihood business. Hope this boycott will spread to other states of South India and then to Pan India to

make the Vendors to listen us. Abhi Naheen tho Khabhi Naheen, says, Kuberan, Treasurer, SIITA.

In this process, few Vendors have expressed their concern that their products should not be banned as their products were not sold at lower prices in online market. So looking to this the associations are looking for the solution to justify them.



B. Kuberan
Treasurer, SIITA

CeBIT India and Bangalore ITE.biz 2014 inaugurated at Bengaluru



CeBIT INDIA under the joint partnership with Bangalore ITE.biz inaugurated by Shri Siddaramaiah, Honourable Chief Minister of Karnataka at the Bengaluru International Exhibition Center in the

presence of Shri. S.R.Patil, Hon' ble Minister for IT, BT, Science and Technology, Planning and Statistics, Government of Karnataka, Shri. Kris Gopalakrishnan, Chairman, Karnatakas Vision Group on Information Technology, Shri. R. Chandrashekhar, IAS (Retd) President, NASSCOM, Shri.Srivatsa Krishna, IAS, Secretary Dept. of IT, BT and S&T, Government of Karnataka, Dr. Omkar Rai, Director General, Software Technology Parks of India, Smt. Tanusree Deb Barma, IAS, Managing Director, KBITS, Dr. Andreas Gruchow, Member of the Board, Deutsche Messe AG, Shri. Mehul Lanvers Shah, Managing Director, Hannover Milano Fairs India Pvt Ltd. and Shri. P.K. Das Director, Software Technology Parks of India, Bangalore.

Over the next three days, the event is set to showcase innovations from leading IT and ITES companies like IBM, Vodafone, Daimler, Mercedes, Rittal India and NxtGen and will focus on New Perspectives in IT Business and Ideas for Digital India. At the inaugural ceremony held this morning, the mega IT Expo brought together IT majors, innovators, and technologists on the same platform. Bangalore ITE.biz is Indias Flagship ICT Event incepted by Government of Karnataka in 1998 (Earlier known Bangalore IT.com). CeBIT is the world's leading ICT Event and CeBIT INDIA 2014 is its maiden venture in India. A highlight of the event will be sessions on key IT trends of Cloud Computing, Big Data Analytics, Enterprise, Mobility and Social Business.

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MFD: Driving the Shift Towards Multifunctionality

Driven by the delivering the multi-functionality capabilities, segments such as the government, SME, and the education sector remain key contributors to the growth of MFDs today.

The dynamics of multifunctional devices market is changing rapidly. The industry has been registering mixed sales, as organizations are demonstrating controlled purchasing of print devices and opting for managed services.

Global vendors in MFDs are continuously streamlining their business models and strategies to survive and thrive. CIOs and IT managers are exploring the use of effective technologies as part of overarching technology adoption to maintain a profitable business model.

As per the views expressed by Bhaskar Joshi, Senior Marketing Manager- Office Imaging Solutions Division, Canon, MFDs today are fast changing the print device landscape in India as they offer an option of device consolidation, smaller footprint and most importantly reduce hardware cost and hence making it an intelligent device. Customers today do not want to invest on different devices and look for a product which can help them manage their printing infrastructure more efficiently.

“There are many features like advance box and mailbox which can help customers frequently print a document and store in the device itself and fire print as and when they want. Government, SMBs, and the education sector remain key contributors to the growth of MFDs. Laser MFPs are more skewed towards the small work group areas like the SMEs and SOHOs. MFDs are more consolidate and fit for a heavy print volume so these make a lot of business sense for larger industries but for small offices this might not be of a great advantage since the print run is less there,” he adds on.



V Balakrishnan
EGM (Marketing),
Konika Minolta

According to V Balakrishnan-EGM Marketing Konika Minolta, MFD's are one of those segments which are progressively being adopted and primary reason for the growth of MFD's is its ability to augment the productivity, affordable printing, cheaper consumable cost, and easy managed print functionality.

“Cloud printing services is another factor that has provided great market impetus and can be observed within the MFD market.

“SMB, and IT segment has also led to the growth of the Indian MFD market. Small and medium businesses are understandably low on investment and infrastructure. They look at making smart IT investments. MFD, capable of being productive, affordable, and compact, provide them value for money. With small and medium businesses growing rapidly and their increased preference for MFD, the market for MFD is also steadily increasing and our strategy would be to tap that segment,” he adds on.

According to Balaji Rajagopalan, Executive Director, Technology, Channels & International Distributor Operations, Xerox India, the market for multifunctional devices is growing constantly. The main factors triggering this increased adoption of MFDs are higher level of efficiencies, lower total cost of ownership (TCO), high quality prints, and ease of use.

“Multifunction colour laser printers possess

true multitasking ability while also giving one the competitive advantage of color, when one's work demands it. Few other advantages of these devices are its capacity to multitask and with a multifunction color laser printer, one can create, communicate, collaborate and go green,” he adds on.

The Growth Strategy

Canon has robust plans to strengthen its presence in the MFD market in India. We plan to extend our reach to D and E class cities to increase growth in sales of MFDs and also help partners move up the value chain. For the D and E class town we are focusing on the IT reseller market and are equipping them with regular training programs.



Bhaskar Joshi
Senior Manager Marketing,
Office Imaging Solutions
(OIS), Canon India

“Our focus is to integrate MFD with the solution and move away from the box selling model. Also, companies increasingly want to have the OPEX model so Canon is trying to be the 360 degree solution provider with the business services collaborated with the hardware. Our GTM strategy is to outplay the competition through our patented and innovative technology. Canon Inc holds 3.825 patents and this is our strongest weapon. Besides, we have built a strong channel across the country for unparallel sales and service to the customer. There are other factors like getting the right resources, integrated marketing which complete our go to market strategy,” explains, Bhaskar Joshi from Canon.

“We focus on providing product training to our partners and for laser MFPs we are aggressively focusing on VARs catering to enterprise, mid-market and government segments. Canon has shown double digit growth last year in Office Imaging Solution division. We have robust plan to continue our growth story in India, looking for a double digit growth this year as well. Canon is the market leader in A3 multifunction devices since last 7 years and we want to continue maintaining this position,” he adds on.



Balaji Rajagopalan
Executive Director, Technology,
Channels & International Distributor
Operations, Xerox India

“The MFDs are typically used by enterprises, but since the last couple of years, we have also seen the Small and Medium Businesses (SMBs) starting to adopt these devices. SMBs are looking for high quality printers at affordable price points to address their needs and our wide array of print-

ers are especially designed keeping that in mind. Streamlined performance, ease of use and compact design make our printers attractive for the SMB segment. So definitely we believe that the growth is expected to come from the SMB segment, while enterprises will also continue to use these devices at large. Our go to market strategy has always been through our channel partners and we are constantly training them to make sure they are well equipped and ready to go and tap the market aggressively,” he explains.

Challenges and Opportunities

Talking about the challenges and opportunities in this space, Bhaskar Joshi from Canon, “one of the challenges that we see is getting trained partners and education the customers. In smaller markets like D or E class, finding a partner who is ready to invest in the service set initially is a little concern as they are little bit wary of the cost. Also, getting skilled manpower in these small towns is a bit of a challenge, but since Canon provides support in setting up the service structure and helping them to recruit the people in those locations, we are slowly overcoming this challenge. Opportunity is the growth of India Inc. As companies will grow, so will their printing needs,” he explains.

As per the views from V Balakrishnan from Konika Minolta, the lingering economic uncertainties have led businesses to reduce costs and optimize their operations. This creates an opportunity for hardcopy vendors to promote their managed print services to a larger audience of small, medium, and large enterprises.

“There is paradigm shift in printer market setting in India as the new age printers are more than just a printing device; they are now one source solution devices. MFD reduce hardware cost options and gives you smaller footprints. Customers are now looking for products that are stable, efficient and at the same time affordable,” he adds on.

Channel Benefits

As far as Canon is concerned, the company is betting big on its relations with the channel community. “We are looking for expanding our channel base which has been the primary focus for us in 2014. We have around 220 channel partners focusing on Office Imaging Solution business. Our plan is to expand our channel reach from 220 to 280 partners by 2017. Canon also believes in training our partners to take care of the future technological trends like mobile printing, Wi-Fi etc.

We are recruiting new channel partners and at the same time enabling the channel partners in class B and C towns to take care of new technological development so that they are ready to serve our SMB customers. Canon has a unique practice in a channel business for printing device. We have a concept that sales and service is done by same partner so person who is selling the product should also have a service set up. As we are expanding, we are making it sure that we will not only give the sales partnership but service partnership as well to our channel partners. In smaller towns also we will follow the same concept of sale and service partner so that our sale and service backup for a customer is also strengthened and we reach each and every corner of the country,” explains, Bhaskar Joshi from Canon.

“In Konika Minolta, we consider our partner as an extended arm in the market. We provide our partners appropriate go-to-market strategy and regularly conduct road shows which help them understand the customers directly and built there trust. We understand partnerships are vital to ensure the largest portfolio of solutions suitable for all environments,” explains, V Balakrishnan-EGM Marketing Konika Minolta.

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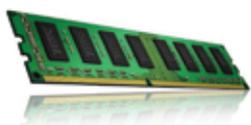
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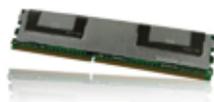
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FITDAK & AIT- Bengaluru plans total trade bundh on 24th November 2014

Karnataka's State IT Association FITDAK and its biggest district member association, AIT-Bengaluru had finalized the plan of action for combating the predatory price policies of leading OLS portals, which are fuelling their growth at the cost of terribly affecting the Brick & Mortar IT Channel fraternity, ranging from small retailers to enterprise solution providers.

Confirming the report, B.Ananda Rao, President of FITDAK said "IT channels and channel associations across India are desperately waiting for corrective action on the Predatory pricing widely practiced by E-Tailers that is really devastating the Brick & Mortar IT channel community. If the OLS Portals are flourishing by the virtue of just technology revolution or their exceptional logistics strengths, we all could appreciate. But sadly, their aggression and growth is seen only through Predatory pricing by way of offering huge discounts which range between 12% to 30% to the buyers"

He further added "Yes, we assume the responsibility of protecting the trade against anomalies in the Present business model and in the wake of OEMs and brand owners not coming forward to extend any help in the form of regulating the MOP (Minimum Operating Price) across the market place, we felt it is inevitable to boycott the Purchases of the products, whether they are billed by them

directly or through their National Distributors and this Bundh will be observed State wide"



Satya Prasad
President, AIT-Bengaluru

Satya Prasad, the President of AIT-Bengaluru said, "The purchase bundh will be effective from 24th November and it will go on for minimum 4 days, to mark our protest against predatory pricing. We are taking all our members in confidence to make it mandatory for participating in the bundh"



Sridhar.R
Secretary, FITDAK

Sridhar.R, Secretary of FITDAK added "We had held FITDAK-AIT combine fellowship meet on 11th of this month to apprise the huge member gathering of the plan of action and entire fraternity welcomed the resolution with great relief and applause. The 24th November also will be observed as total trade bundh and even the channel trade also will close down their business establishments"



Ketan Shah
Secretary, AIT-Bengaluru

Ketan Shah, the Secretary of AIT-Bengaluru joined to add by saying, "before we arrived at this eventual step, the associations across the country, including ours in Karnataka tried to bring the house in order through dialogue with the government, highlighting the financial and taxation irregularities and submitting the memorandum to Competition Commission of India (CCI) with evidence on Predatory Pricing, holding discussions with both OEMs and NDs, we did not find the responses encourag-

ing despite the fact that the predatory prices practiced by E-tailers is a crime."

Ananda Rao finally added that All India Association for IT Associations and South India IT Associations are putting all efforts to see that the bundh will be observed across the country in all the States.

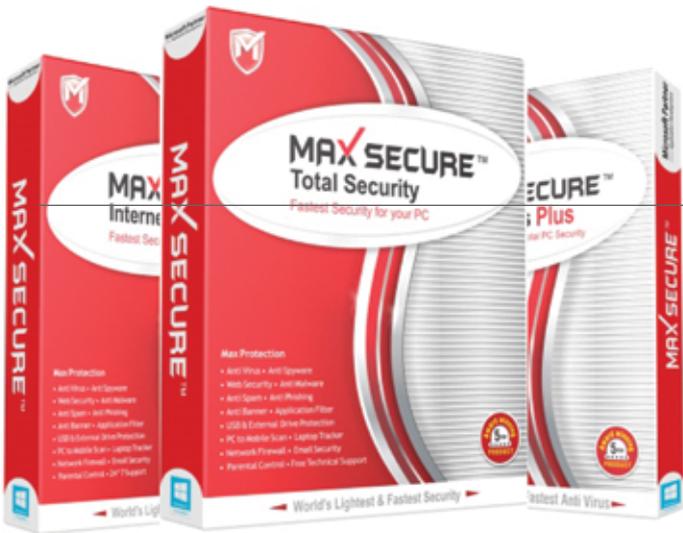
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ASRock H91M-S1 PLUS is built around Intel's H81 chipset and supports 4th generation LGA 1150 CPUs. The motherboard is equipped with solid capacitors, all except for the audio which adopts ELNA electrolytic capacitors for removing noise levels significantly, enhancing the audio performance immensely. Besides the basic PCIe x16 and x1 slots, there are also two SATA3 ports and two SATA2 ports, plus eight USB 2.0 and another two USB 3.0 ports for connecting devices and peripherals. Lastly, there's D-Sub, DVI and HDMI connectors for multiple graphics output, and a reliable Realtek gigabit LAN.

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