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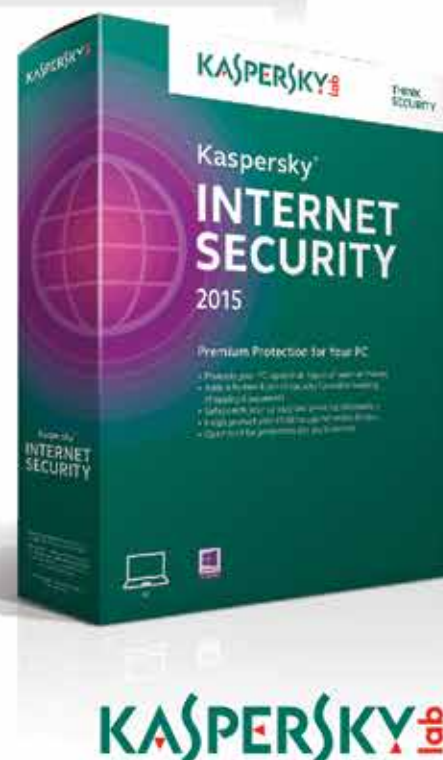
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HOW 'MAKE IN INDIA' CAMPAIGN CAN CREATE OPPORTUNITIES FOR PARTNERS

Prime Minister Narendra Modi's 'Make in India' campaign is already making big splash in India as well as other geographies of the world, including US, China and Australia.

Already on a roll, this movement is set to create better value proposition for India as a favorable destination for setting up manufacturing base and in turn would considerably help the channel partners to enable better opportunities to succeed and increase their profitability ahead.

The government is already engaged itself in a campaign to highlight the country's fast-changing investment liberalisation process. This is likely to catch the eyeballs of the global investors and already organizations such as Japan's Softbank have clearly started to invest in India, in a big way.

There is no doubt that countries, such as Japan and China are set to considerably grow their invest-

ment stake in India. This can give Indian companies including the partners as well as the overall ecosystem to look forward to a new era of growth and prosperity.

Hence it is an ideal time for channel partners to seriously look into entering towards the product manufacturing side. They already know the business side and now the government machinery can help them establish their manufacturing expertise as well. This can surely enhance India's overall manufacturing dreams and make the country a favorable destination on manufacturing front.

Better local manufacturing capability will create better opportunities to sell localized products and hence, even the channel business will get a big boost and can grow exponentially in India.

Dinesh Shyam Sukha
Editor

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POWER SOLUTIONS DELIVERING BUSINESS AGILITY AND CONTINUITY



B Venkat Rao
Country Manager, Medium & Large UPS
Systems, Emerson Network Power India

Power solutions are gaining momentum on next generation edge and as enterprise look for gaining better levels of productivity, vendors in the power solution segment are increasingly putting these next generation capabilities inside their solutions in order to deliver business agility and continuity and scalability for their enterprise customers.

According to B Venkat Rao, Country Manager, Medium & large UPS systems, Emerson Network Power India, at the core of every Emerson Network Power solution is a focus on customization or scalability.

"This, in conjunction with our focus on ease of integration, is what makes Emerson Network Power's solutions so unique. Using the latest UPS technologies, our products provide flexibility for easy deployment across a variety of locations as well as reduce capital investment, protect from unstable power quality, depending on the unique requirement of every site with the least manual maintenance. While a customer might not own the best hardware, the way that hardware utilises the firmware and software to optimize the performance for customer is critical. This is one area that Emerson Network Power believes the industry would benefit from Smart Controls. Maximising the availability without compromising on efficiency, and at the same time optimising the total cost of ownership would be key differentiator for our solutions," he explains.

According to Arun Ghosh, Managing Director, Cyber Power, "CyberPower has 200+ engineers only in R&D department and their primary job is to make our product future ready as per the market dynamics. CyberPower is having the wide range of products from the application of Mobile to Data Centers and with such an expertise, we have to cater all kind of Power Needs."

Manoj from Microtek explains that for enabling next gen power solutions Microtek on first place is focusing on energy efficient power saving products.

"We have launched a full fledged super energy efficient series of inverters/UPS E2+. We have also launched SINEWAVE HYBRID SOLAR UPS at a very reasonable price, which can be used as a solar unit by simply installing the solar panel whenever they become affordable," he adds on.

New Age Product and Solutions

Emerson Network Power has made recent additions to its portfolio in the DC power segment where the company offers highly energy efficient battery chargers. These includes industrial DC

power systems are based on the UtilitySure® DC Power technology platform and are available in different capacities of 24V, 48V, 110V and 220V. These solutions deliver the most rigorous network-power applications and provide reliable efficiency in the field of industrial-



Arun Ghosh
Managing Director, Cyber Power

grade UPS systems, battery chargers, inverters, and rectifiers for heavy duty, industrial use.

"In the AC Power segment, we have the highly

energy efficient LiebertNXr and Liebert 80-Net UPS systems offering high efficiency insulated-gate bipolar transistor (IGBT) and Smarter Controls that give maximum throughput for the customer. Among other industry leading products in the UPS solutions is our Liebert NX range and Liebert APM," Venkat Rao from Emerson adds on.

Arun Ghosh, Managing Director, Cyber Power says that down the line 2-3 years we expect that when a person thinks about Power Solution, CyberPower should be the only brand that should strike in his mind - we have the products according to all kind of power backup solution of a Person- Battery Packs for Mobile, Power Products for Automobile Segment, Invertors for Domestic segment, Industrial Invertors, UPS for Home and SOHO segment, Online UPS for Banking, Telecom, Infrastructure, Govt verticals- Critical Loads, Solar Product range, Data Center Products and many more. GTM Provides wide range of products to our channel partners for all kind of power needs.

On the other hand, Manoj from Microtek explains that for enabling next gen power solutions Microtek on first place is focusing on energy efficient power saving products.

"We have launched a full fledged super energy efficient series of inverters/UPS E2+. We have also launched SINEWAVE HYBRID SOLAR UPS at a very reasonable price, which can be used as a solar unit by simply installing the solar panel whenever they become affordable," he adds on.

Targeted Markets

Emerson Network Power's business is being driven by several market segments due to its wide portfolio of passive infrastructure solutions in the sectors of data centre design, build and project management expertise. The telecom sector generates a majority of demand for UPS and inverters as they undertake very large projects.

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largest segment we cater to and is a key area of specialization for our UPS business. Our products have also seen exceptional demand in the fields of infrastructure and education. We are counting on opportunities in the power backup and conditioning equipment space as UPS solutions are assuming a more complex role than simply enabling uptime. The rapid growth in consumer data consumption has led to an increase in demand for data storage and other business processes that are reliant on UPS solutions,” explains, Venkat Rao from Emerson.

Moreover, industries are taking a more proactive approach to power backup and conditioning equipment to get a better control of their equipment and improve reliability of their production plants while reducing costs.

“Emerson Network Power is well positioned for this, being the leader by far in the 20kVA+ category as well as among the top players in smaller UPS. That said, we rely on our robust network of channel partners for ensuring last mile penetration into the said markets and thus reinforcing our channel program with channel incentives and training programs constitutes the go-to-market strategy for Emerson,” he adds on.

Arun Ghosh from Cyber Power says that the company is new to Indian market and hence any step forward brings growth for the organization. “We are dynamic to the market so we won’t be sitting with only few products in the market. We have that capabilities and infrastructure to produce the power products which are in demand. At present we have Industrial invertors and Solar product range, which can be the products in demand in future,” he adds on.

Growth Opportunities

It is expected that SME’s will drive the need for industrial UPS as they become more familiar with advanced technology applications and have started using business critical equipment more widely as their industrial applications have increased.

“With our unparalleled product portfolio, Emerson Network Power has UPS solutions that extend across the entire range of passive infrastructure for modern industrial applications in categories ranging from large critical businesses to home needs. By observing current power segment, we are able to predict growth opportunities will drive the growth of Industrial UPS. We also see Prime Minister Narendra Modi’s ‘Digital India’ vision and e-governance initiatives driving growth in telecom, banking, insurance and healthcare segments as the demand for data centre and UPS solutions for the government sector increases across the country,” Venkat Rao from Emerson adds on.

Industries are increasingly bundling UPS systems with containment monitoring solutions and buyer decisions are leaning more towards reliability and ease of integration. As renewable energy gains traction, solar options integrating with the power backup will become a force to be reckoned with. Solar Grid-Tied or Off –Grid would be standard inverter solutions available with smart controls to maximise the potential of solar energy.

Challenges for Power Solutions

The lack of awareness of basic power quality fundamentals is one of the main stumbling block we face. Often, users expect a UPS to automatically solve all power-related problems. Even after a UPS is installed, power problems can continue to occur as the root causes are often faulty earthing and grounding systems. Usage of poor quality batteries and cheap power systems from unorganized market makes high power systems unreliable. Regular power quality audits & monitoring that can prevent unplanned downtime and make UPS and other sys-

tems work efficiently, are not common in India.

“A serious challenge the industry faces is the power situation in the country which despite recent advances, is still plagued by a shortage and the unreliability of power. The scarcity of available power in rural areas affects the ability for industrial growth. However, we expect this to improve with suitable government support especially in sectors such as telecom, manufacturing and e-Governance as well as the fast expanding economy boosting demand for power management solutions,” Venkat Rao from Emerson explains.

On the other hand, Arun Ghosh, Managing Director, Cyber Power says that a major challenge faced by Indian market is the import of cheaper systems, local brand with poor quality products, competition from unorganized sectors, fluctuating commodity prices etc.

“Now-a-days the companies have become organized and aggressively pushing their products at a reasonable price and with advance technology. As a result, small / Local / unorganized companies will be unable to cope up with this situation and will lose ground. The main advantage is that we have our own manufacturing plant with our own separate design, R&D and implementation teams. If there is a demand for a new design, we can get that ready within 20 days. These factors place us a notch above the rest in the market. There are already a few but well-established players in the power solutions market who have been here



for quite a long time and being a recent entrant how CyberPower is going to make inroads into market,” he opines.

Manoj from Microtek, explains, “We are catering to mainly domestic household segment in a major way and our market strategy is selling through dealer and distributor network based we already have network pan India of more than 25000 dedicated dealers and distributors in India. We are looking for a smooth growth of 20 to 30%. Next growth opportunity will be in renewable energy segment,” he adds on.

Trends in Power Solutions

As the market is rapidly adopting technology for industrial applications, there is a shift toward ‘Intelligent Integrated Infrastructure’ solutions. These Smart solutions offer easy implementation in a variety of spaces and reduce operational expenses while offering a real time view of the organisation’s IT ecosystem.

“This is a main focus area for Emerson Network Power and we continue to bring our world class solutions that are localized to suit the ‘tropical’ requirements of Indian companies. We also see the industry moving towards Real Time Monitoring and Data Center Infrastructure Management Solutions. While CIOs traditionally relied on facility managers for insights into the physical infrastructure, modern DCIM solutions, such as what we have on offer, make it possible for CIOs to manage & monitor absolutely disparate sets of equipment both in IT and Physical Infrastructure on a real time basis. Emerson Network Power is offering such a family

of such ‘Smart Solutions,’ that deliver ‘Efficiency without Compromise’ which are designed according to industry best practices for organizations to address challenges associated with balancing objectives for capacity, space utilization, availability and efficiency,” Venkat Rao adds on.

As per the views of Arun Ghosh, Managing Director, Cyber Power, “India is in the stage where we have evolved from basic phones to smart phones and other electronics also we have seen similar type of trends, so why we should stick to the bulky boxes in Home invertors and power back up segment. Also, now it is the time to move to next generation products in Inverter, UPS, Solar Product range etc. We are expecting huge business opportunity in the segment of Solar Products.”

According to Manoj from Microtek, today the biggest challenge for this market segment is the affordability and cost visibility in these segments as i.e. in solar segment the cost of solar panel is still too high. “The big trends are coming in the form of energy efficiency power products and future upgradeable solar sinewave UPS BY SIMPLY BUYING PANELS. And our in-house fully equipped R&D is regularly working to innovate and design more and more energy efficient user friendly products for the masses,” he explains.

Importance of Channel Partners

Channel partners are quite an essential part of the go to market strategy for almost all the vendors today and the segment of power solution is no exception.

“Since front end schemes give immediate satisfaction to the partners, we have entered into a strategic agreement with PAYBACK for a one-of-its-kind incentive program. With new and innovative partner incentive schemes being run on a monthly as well as a quarterly basis, we continue to receive a positive response from our partners. Hence, Emerson Network Power has continued the partnership with its most recent ‘Winter Bonanza’ program to further motivate and engage with our partners. Our partnership with PAYBACK allows us to offer our VARs and NSPs with the freedom to select their rewards based on the points that they have garnered from over 50 PAYBACK partner brands. Additionally, we have recently announced the ‘Avocent® Accelerate’ Program on sales of our Avocent range of products. The objectives are to boost sales from the channel and at the same time give them a chance to earn better profits or other benefits. These schemes also help vendors gain more mindshare among the channel community. We work toward creating strong relationships with the channel fraternity and keeping an open communications channel with them, and are encouraging more participation and engagement from channel fraternity,” Venkat Rao from Emerson adds on.

According to Arun Ghosh, from Cyber Power, “Globally, CyberPower strength is Channel and with our huge range of quality products in power segment, the partners gets the flexibility of providing the solutions to the power needs. We are planning to run a SPP (Smart Partner Program) to encourage the channel partners and the partners will get extra rebate and company will provide direct incentives to the partner’s sales person,” he adds on.

Similarly, Manoj from Microtek explains that channel partners are extremely important for the success of the organization. “We give utmost respect and importance to our channel partners as they are our partners in growth and are the strongest pillar for our brand and its unmatched spread. For their motivation we regularly organize Meets, entertainment family trips to different locations, also schemes for their benefit are also given area wise.



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BANDH IN TELANGANA TO PROTECT THE CHANNEL COMMUNITY



The Twin Cities Computers Dealers Association (TCCDA), one of the oldest IT associations in South India today “shut down” all the IT shops in CTC, Ameerpet and rest of the places in Hyderabad and Secunderabad on 24th November. It was a complete bandh successfully handled by TCCDA with the support of all the IT channel dealers standing with the

association to protest the online sellers.

There were no purchase, sales and dispatches done on that day as the association requested each and every dealer to stand for unity, honesty and commitment for the cause of entire channel fraternity. It was surprising to see 1000+ gathering of owners and employees, few with black T-shirts and most of them wearing black head bands; this was one of the best rallies ever seen in the IT dealers of the country under the leadership of M.Veera Swamy, President, TCCDA. Most of the IT dealers took a candle light oath with the promise of not buying and selling to online. This was another feather on the cap of Veera Swamy and his team who has performed extremely well by organizing a huge protest against the unethical practice by online sellers.

The online shopping trend sweeps digital India,

offline retailers are a worried lot, with sales of electronic goods, consumer durables and utility products declining across cities and towns even during the peak festival season says, Vikas Hisariya, Vice-President, TCCDA.

Speaking to media persons, VeeraSwamy said e-commerce big shots pitching for more orders, offering hefty discounts and freebies in the virtual world, vendors in the real world are crying foul of unfair competition and a non-level playing field. The growing competition among them (e-retailers) for ramping up sales at any cost is affecting our business, as we do not see the kind of footfalls we got even year ago and our retail sales have taken a severe hit because many a smart buyers prefer shop online where prices are lower than we are able to give on several goods.

VEERASWAMY UNANIMOUSLY SELECTED AS THE PRESIDENT OF TCCDA



The elections for the year 2014-15 to elect the managing committee of TCCDA was held on Wednesday, the 10th December 2014 at 8pm in Hotel Grand Solitaire where VAT registered dealers who are registered for more than two years were entitled to participate in the election and its process. Though the elections were held for individual posts, but nominations were invited as a panel for the all 7 posts and one additional member was co-opted wherein each individual could seek candidature for one relevant position with direct

individual application, though sent in proper format was rejected. L.R.Gandhi, the past president was appointed as election officer for conducting the elections for the managing committee. The meet was followed by Cocktails and Dinner.

Looking to the developments done by VeeraSwamy in the year 13-14 tenure, he was selected unanimously as the president of TCCDA for the year 14-15 un-opposed. He has taken a vigorous membership drive which was the biggest achievement in his last tenure, also a grand family get together, dealer meet related to online menace, co-ordinating with FAPCCI, mega blood donation camp, free cardiac check up for association members and many such events were organised successfully which was the reason behind his selection again. VeeraSwamy

who is also the Joint Secretary for SIITA has been actively participating and co-ordinating with SIITA team and other associations across India.

The team of seven office bearers were also selected un-opposed which includes VeeraSwamy of Srilakshmi Innovations as the president, Jayant Jain of PL Computers as the Vice-President 1, Suresh Saraf of Saraf Computers as the Vice-President II, Lalit Kothari of Shweta Computers as the Secretary, Y.Srinivasa Rao of Alpha Computers as the Joint Secretary I, Pancham Hisariya of Balaji Computers as the Joint Secretary II, G.Raghu of Arun Computers as the Treasurer. Vikas Hisariya of Vishal Peripherals as the co-opted member. All the past presidents are on executive advisory panel, an advisory committee of 6 to 8 dealers including past presidents will look after the smooth functioning of the association.

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AIT, Bengaluru based IT Association, the biggest IT association in Karnataka and FiTDAK, the Karnataka State IT Association, with all the district Associations coming under its purview observed state wide bandh across Karnataka state on 24th November. All the IT hardware companies shut down their establishments in an effort to show its united stand on opposing the dealer unfriendly policies of OEMs and OLS market place.

Bandh was a huge success across Karnataka with all local TV channels covering the events. We protested at the iconic Town Hall and it was a silent dharna where we got good visibility. With the support of Convener of Fitdak – Nagesh, President of Fitdak – Anand Rao, Secretary of Fitdak – Sridhar and Vice-President of SIITA – Nalin Patel taking the lead it went on with great success. I think now we should support FAIITA with more evidence of preda-

tory pricing with invoice proof to fight with government as we have completed the first step of dharna with wide press coverage, said, M A Sathya Prasad, President, AIT- Bengaluru.

Big credit goes to all AITANS for your massive protest, particularly SP Road members, said, Nalin Patel, Vice-President, SIITA. Thanks to all the leaders and dealers of district associations, they have shown good show of strength, at this moment we need spirit and unity to take it further, said, Nagesh, Convener of Fitdak. Excellent work, these kinds of work makes the leaders gear up, said, Karthik, President, SIITA. Congrats to team Karnataka from top to bottom for showing the unity, said, Veera Swamy, President, TCCDA.

The IT dealers of Mysuru took the procession against e-commerce firms and all the IT dealers participated in the rally. DEALiT, which has more than 70 registered members in Mysuru and Mandya, said

it was not against competition but was worried by what it termed as “unethical business practices” of various online and e-commerce firms. I am thankful to FITDAK for supporting the district associations by making things successful said, Arun Nagaraja, President, DEALiT.

Belgaum IT Association (BITA) had a successful bandh, where every single IT offices including services sector were closed. All had suspended their sales, services and repairs for the day. More than 200+ dealers including their staff from entire district assembled at a center point in the city and took out a rally shouting slogans against OLS till DC office wherein a memorandum was given to the DC pleading to take care of the issue and it was also informed that it was also effecting the revenue generation of the state. I am thankful to the dealer community who have showed their support and unity, said, Manoj Talreja, President, BITA.



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Kaspersky Lab appoints VR Infotech as National Distributor for all Kaspersky Retail Products in India

Kaspersky Lab announced the appointment of VR Infotech as National Distributor for all Kaspersky retail products in India.

VR Infotech has a strong channel network that is spread across the country, and with their expertise in channel business, VR Infotech will work closely with KasperskyLab to strengthen the market share of Kaspersky Lab in the consumer segment.

As National Distributor for Kaspersky retail products, VR Infotech is responsible for technical support, marketing and sales; offering end to end support to partners and customers on behalf of Kaspersky Lab.

Commenting on the occasion, Altaf Halde, Managing Director, Kaspersky Lab, South Asia said, "Our experience with VR

Infotech as National Distributor for Kaspersky Anti-virus and Kaspersky Pure Total Security throughout 2014 has been positive as both the products have seen a significant increase in activations. I am confident that our decision to give the distribution rights of our entire retail portfolio to VR Infotech will help us climb up the ladder as far as our reach, revenue and ranking is concerned in India."

Vikram Mehta, Director, VR Infotech said, "We are excited about the association with Kaspersky



Lab as National Distributor for Retail products. With technologically superior and consistently award winning products, we hope to expand our reach, penetrate into new markets and gain significant AV market share in the coming year."

Kaspersky Lab will be parting ways with Sakri IT Solutions, the National Distributor for Kaspersky Internet Security (KIS-SKU) range of products, and Kaspersky Small Office Security (KSOS) with effect from January 17, 2015.

K7 COMPUTING SUCCESSFULLY COMPLETES BANGKOK EXPRESS INCENTIVE TRIP FOR CHANNEL PARTNERS



After gaining immense response to their earlier trip schemes, K7 Computing along with its regular schemes and offers has successfully completed an all-expense paid incentive trip to Bangkok and Pattaya for selective channel partners across the country.

In July, 2014, K7 Computing had announced a new scheme for its resellers and dealers. The partners need to purchase K7 Total Security worth specific amount or exceeding will get a chance to win a free trip to Bangkok & Pattaya for 4 Days / 3 Nights.

NNR IT & Max Secure Launched the New Version at Pattaya



Max Secure launched new version at Pattaya during the partner incentive tour to Bangkok & Pattaya on 20 November 2014. NNR IT ran a Fly to Bangkok and Golden Rush scheme for the JAS Quarter which saw good response with nearly 100+ partners qualifying in the scheme. 49 partners opted for BangkokPattaya tour which was organized from Nov 20 to Nov 24.. Partners were presented with partner certificates during the event. Partners were also given insights into the future roadmap by MrJagannath CEO NNR IT solutions and Mr Sanjay Pradhan CEO Max Secure.

Commenting on this occasion, Mr. Sanjay Pradhan, Founder & CEO - Max Secure Software said, "We are pleased with the response and are grateful to all our RD's and Channel partners for their support. We are committed to our partners and along with NNR IT solutions we are looking at achieving top 3 position in India in next couple of months."

N. Jagannath Patnaik, CEO, NNR IT Solutions further added, "We are thankful to our channel partners for their faith on us and on our products. We have our regional and territory managers across India covering about 30 cities for providing sales and technical support locally."

Epson Unity Cup 2014



Epson, a global leader in digital imaging and printing solutions has recently conducted its first ever Epson Unity Cup 2014 cricket tournament for its certified channel partners. Conducted in Mumbai, Delhi, Bangalore, Chennai and Kolkata this unique tennis ball tournament is conducted over 3 consecutive Sundays in November and December. Played with a 10 (league phase) and 20 over (finals) format, 4 teams from each city comprising of Epson

Certified Channel partners vied for top honours. With Mumbai, Bangalore and Chennai tournaments being completed it was Mumbai Moverios in Mumbai, Bangalore Piezo Stars in Bangalore and Chennai TMI Tigers in Chennai who stole the top honours. The tournament in Delhi and Kolkata is still in progress. The tournament, organised as a token of appreciation towards the support and loyalty showcased by the channel partners, was a huge success. Partners took the matches extremely seriously and there was healthy competition to walk away with top honours. Epson channel partner Mr Deepan Soni of Computer Elements, Chennai said "It was great pleasure having been part of the Unity Cup. This was the best initiative taken by Epson and we all had wonderful and memorable moments. Thanks for inviting. Keep it up." Epson says this will be an annual feature and more cities and towns will be added to the tournament next year.

KP BABU TEAM WINS THE GITA CRICKET LEAGUE MATCH



GITA will be celebrating its 1st Anniversary in the month of January, but to start the celebrations the association organised GITA Cricket League Match on 14th December 2014 at Shiji maidan in Guntur in which KP Babu & team took the Winners Cup and the Runners Cup was taken by Apple Systems team. The man of the match award was given to Srikanth playing in KP Babu team. The owners and the employees participated in the matches as there were totally 4 teams and it was all 15 over's match. The 4 teams were named as Siri Computes Team, KPBabu Computers & Statio-

nery Mart Team, KP Computers Team, Apple systems team. The matches started at 8.30 am and by evening 3.30am everything was closed.

There were different sponsors who sponsored the association to conduct the matches, like the lunch was sponsored by Siddhartha computers, Trophies were sponsored by SLN Computers, Snacks and drinks was sponsored by Karthik Infocom, Ground rent and miscellaneous expenses was sponsored by Digi Computer World, Flex banners was sponsored by Sri Vijaya Technologies.

The chief guest of the event was K Param Hamsa who is the Indian South Zone Player and the other guest was R Sarath Kumar who is also a South Zone Player, Saraswathi Reddy, a Ranji Trophy Player. Everyone enjoyed the match as cricket is loved by all in India.

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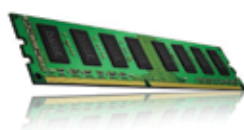


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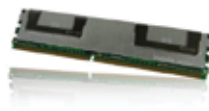
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In the near future we will transform Learn Social into world's most loved learning destination

Raju Vanapala, Founder and CEO, LearnSocial.com

What are the immediate constraints that impede students to graduate to the e-learning space?



There are many constraints which impede students to graduate from the E-Learning space.

Localization: Internet does reach most of the parts of the world; but there are still few tier two and tier three locations, where there is no proper internet facility available. Therefore the reach to people gets localized.

Connectivity: For doing any online activity, one should have a set amount of internet speed which is enabling him/her to do the intended activity. The internet speed differs from place to place; and for online learning, one should have a good internet speed to experience all the services which are offered in the class.

Money Constraints: There are many parts around the globe where online learning is not affordable and hence they intend towards the local institutes which provide the traditional way of learning. Also for one to do online learning, he/she should get internet in affordable prices at his/her location.

Lack of Hardware: Everyone does not possess a computer through which he could come online and take these classes. There should be minimum amount of hardware available at his disposal to user for the online sessions.

Computer Literacy: There are many people who lack the minimum knowledge on computers and also everyone does not know how to use internet.

Lack of Trust towards Online Environment: People feel more secure when they know the company to whom they are paying. But few people have lack of trust on the online methodologies and are scared to invest until they have a human entity that is in front of them.

Procrastination: It is hard to set a time which matches the schedule of multiple people. Everyone across the globe has their own various time demands. Also, there is a tendency in many learners to procrastinate and feel that it can be completed at a later point of time.

Attitude: People are hugely dependent on the traditional way of education where they see the teacher in front of them who is teaching. They would be provided with physical environment to work on and the materials would be shared in form of books and handouts. When everything this online, their attitude towards the whole thing changes.

What about the technology constraints you foresee right away?

Replication: The most prominent task is to replicate the offline environment to the online with the help of rich tools and technologies. Providing the same features of an offline class to an online class will be the immediate challenge we are attacking at this moment.

Outages: Due to few issues there are outages which are caused at times so we ensure that we have backups available for each of the tools. The major challenge is ensuring the backup is activated in few seconds and there is no effect on the learner experience

Virtual Environment: Providing virtual environment to each of the learner for practice and ensuring that all the kinds of courses have their dedicated virtual environment for practice.

How are compensation and student payments managed on the long term?

At LearnSocial the payment for all the users is collected via the online methods and we have payment gateways available for every mode of payment. We also provide learners who do not have an option to pay using online methods, go to a nearest nationalized bank and pay the money directly into our account. The payment from the learners and compensation to the Instructors at LearnSocial is totally an online automated process which does not require too much of human effort.

How is the rapid demand as you see in this sector going to be met?

Learning is a never ending process. With the ever changing face of technology, learning methodology preference, users and needs; everyone has something to learn at any point of time in their life. At LearnSocial we run multiple batches for each of the courses in demand and ensure we provide wide range of timings for the learners to learn. We have built our platform in such a manner that we can handle up to millions and billions of users at every point of time. All our teams at LearnSocial work day in and day out with a futuristic approach and is capable of handling any number of students and any number of instructors. We do an addition of 10 courses every month which are into various domains to ensure that an individual from any stream can come online to LearnSocial and enhance his/her skills. Our main intent is to provide and give an individual the real world skills for the betterment of his career and future.

Do you have a library of course offerings that can be enhanced as time goes by?

We currently offer courses in categories like Technology, Languages and Personality Development. All the technology skill courses offered at LearnSocial have huge industry demand and are currently being used by all the technology giants.

Today it has become a mandate that every person who wants to grow in an organization has to keep themselves updated with the next level of technologies which are being used in the Industry. We at LearnSocial try to provide a learning ladder to each of the learner by providing them the next level of courses after their initial level. We add around 10 courses every month to ensure that we have a variety in the courses which we offer and also we can setup a learning ladder of each of the technology starting from a beginner level till the advance level of the technologies.

How does the Blended offering work and how would it evolve in the near future?

Currently we offer group learning and also individual learning as per the learner needs. We provide each of our learners with digital course material for each of the topics discussed in the class. All the

training sessions are recorded with HD clarity and are provided to the learners with lifetime access. There are assignments after each of the session and additional practice tasks and assessment tests to help the learner assess themselves. We have discussion forums for the students to discuss between themselves and also with the Instructors. There is a 24*7 support team which is available via email, call and chat, to support the learners with a wide range of issues and questions. We take periodic feedbacks from each of the Learners and ensure that every feedback is worked on and the learning experience is enhanced at every level.

In the near future we will transform LearnSocial into world's most loved learning destination for each and every skill which is available in the market (Both educational and non-educational). We will be integrating a knowledge base for each of the course which is offered and give each of the learner an opportunity get the most out of it. We will be promoting group work between our learners for projects and various other parts of learning. We will be offering online assessment tool which will be open for all and everyone would be able to test themselves for knowledge they have on various domains. We will be conducting online meet-ups and workshops which would be open for all to attend. There are always innovations which are made in each of the market, so we will ensure that we are the ones who bring the best innovations in the e-learning domain.

How do you see user engagement as a key factor in improving the total user experience?

User Experience is the top most priority for us at learnsocial. At LearnSocial we intend to provide the best in class user experience for all our courses. We always prepare the learning content which is interactive and engaging at every point. We properly stitch the topics and the slides in a proper manner to ensure the class flow is going in a narrative manner and the learner is interested at every point of the session. We use very simple terminology to explain all the topics and always avoid using any technical jargons which could disrupt the flow of learning for a learner. We pay huge attention to the course delivery and ensure there is a proper follow-up and feedback procedure which is followed for each of the course at LearnSocial.

Apart from teaching the course, our instructors also have interactive sessions with all the Learners. All our courses come with various assignments and practice tasks which help us in engaging the learner even after the sessions. Each of the Learners is given equal importance in the class and additionally we assign individual and group tasks to ensure that the learners are engaged in various activities during the sessions. All these activities are tracked and administered by the Course experience team who ensures that the learning experience is made unique at every point and all the learners gain utmost expertise in each of the courses.

Can you let us into the size of business by LearnSocial already?

We Have close to 75000 registered users and few hundred Enrolled users and we are growing rapidly month on month. Our Instructor base has crossed 300 mark.

MOBILE DEVICES AND DIGITIZATION OF CONTENT DRIVE MFP ADOPTION

Parikshet Singh Tomar, Country Category Leader, Printing Systems, PPS, Hewlett-Packard India



of their devices with their printing solutions and this is where MFP comes into picture.

Parikshet Singh Tomar, Country Category Leader, Printing Systems, PPS, Hewlett-Packard India talks about how HP is targeting this segment and what are some of the strategies that the company is adopting to better engage with its customers in India.

What are some of the driving forces for the MFP market today?

The pervasiveness of mobile devices and the increasing digitization of content are two key trends driving growth in the multifunction printer (MFP) market.

The increasing adoption of mobile devices has created a need for simple, intuitive and seamless

At a time when convergence of devices is making sure that almost everything is connected to everything today – in such a scenario people need seamless integration

solutions to print from mobile devices. Mobility is the foundation of HP's print offerings and is embedded across the portfolio for home, SMB as well as enterprise customers. For instance, HP's Ink Advantage printers and MFPs provide home users with an extensive suite of mobile printing solutions, delivering not only affordable printing but also the flexibility to print anytime, anywhere.

MFPs also have a clear advantage when it comes to offering three-in-one functionalities of print, scan and copy in a single device, hence also saving on space.

What kind of focus does HP has towards this segment?

From a utility standpoint, HP continues to innovate its MFP portfolio, incorporating newer features to meet the growing customer requirements. For instance, features like ID card printing, wireless printing and scanning, and various other mobility and security features have been introduced in HP's MFPs as a response to the customers' needs.

These customer centric innovations clearly differentiate our products in the market. For instance, HP recently unveiled the new HP LaserJet Pro MFP M226 series which comes with enhanced manageability and security features to better manage and

protect the print environment of small and medium businesses.

How is HP targeting the mid market segment today?

Additionally, for the mid – market and enterprise customers, the need for optimized workflow, digitization and the growing preference for managed print services have also contributed to fuelling the MFP adoption.

For such segments, HP offers a range of scan optimized Flow MFP devices which use technologies including HP EveryPage to deliver high quality accurate scans. These flow MFPs, for instance, the HP LaserJet Enterprise Flow MFP M630z and HP Officejet Enterprise Color Flow MFP X585z, enhance office efficiency while streamlining the document workflows, hence helping businesses stay competitive and lean.

What are some of the new solutions that HP is bringing to the market?

HP's new MFPs and solutions, complemented by HP MPS, helps organizations integrate digital and paper workflows, optimize their IT investments and secure their printing environment from end-to-end to drive increased business results.

Channel partners are the most important link between us and the end-customer

Shailendra Katyal, Chief Marketing Officer, Lenovo India



How important is the SMB space for Lenovo today?

It's a sizeable part of the overall PC market (18%) and we expect it to grow faster as the economy recovers and the government pushes for

SME growth through favorable policies.

What are the top priorities for Lenovo within this space?

We have smaller share here relative to our Enterprise and Consumer segments. So opportunity for growth is high. The biggest opportunity for us here is to strengthen our channel coverage and increase participation in all opportunities.

What kind of role do channel partners play in terms of targeting the SMB space? What level of support is being provided by Lenovo to the partner community?

Channel partners are the most important link between us and the end-customer. In this segment, they play a very important advisory role as well in the decision making of the end-customer.

We have a very robust and wide portfolio across PC and PC+ devices which can be leveraged by our channel partners to meet their customers needs.

We also have structured channel engagement programs viz Spartan to improve our engagement with the SMB channel partners. This is apart from the other product training and meets that we conduct for our partners.

Where are the big growth opportunities in this space?

There is immense headroom for PC growth in SMB space. PC penetration is still low and a lot of the space is still with white box segment. As customers evolve, we feel they'll see value in paying a little more for better quality and service provided by branded segment.

What are some of the challenges faced by Lenovo in this space?

Building reach across the country is a unique challenge in India as it's a fragmented market spread across the country with low PC penetration. But we now see distribution ramp-up presence for Lenovo increasing on PC+ side and over time we will build presence as a brand in many more smaller towns.

Please share details about some of your unique products and solutions specifically targeted towards SMB?

We have one of the widest portfolio across DT, AIOs and NB for SMB customers. We also have the recent acquisition of X86 servers from IBM to offer. This is apart from all the phones and tablets that SMB customers can also choose from the Lenovo stable.

We have ThinkPad Edge as a dedicated SMB brand which combines the best of Enterprise features of Think with some features relevant for light users.

We have unique products like ThinkCenter Tiny which is a 1 litre small form factor of DT. Its great for space and energy saving which is great for SMBs.

What kind of policy does Lenovo have for channel and online business?

We have fairly structured and well established programs for our traditional IT channel across consumer & SMB segments (Lenovo Exclusive Stores, Lenovo Preferred Partner etc). We have also launched T3 engagement programs dedicated for SMB (viz Spartan).

Online is a new RTM and we are in the process of creating a pool of Lenovo Authorized Resellers for online. We have also enabled some of our exclusive stores with the omni-channel concept where they can place orders on our exclusive online store (www.thedodstore.com) for their customers without necessarily having to carry stock.

In what way does Lenovo protect the channel community looking at the competition faced from online sellers?

We recognize that online buying is a genuine end-customer need across multiple categories. We do not however support any disruptive pricing action from any partner/platform which tends towards predatory pricing.

We are building a differentiated portfolio for online versus our traditional channels to reduce channel conflict

We are also in the process of creating a pool of Lenovo Authorized Resellers for online. We have also enabled some of our exclusive stores with the omni-channel concept where they can place orders on our exclusive online store (www.thedodstore.com) for their customers without necessarily having to carry stock.

While there will be innovations in route to markets, we believe that this will naturally evolve with time. There is a very large opportunity in the market for everyone to build and grow their businesses.

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