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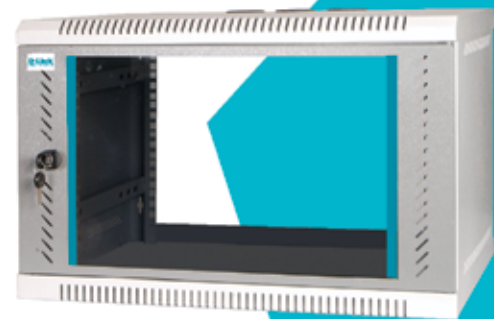
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PARTNERS MUST CHANNELIZE THE POWER OF ASSOCIATIONS

It is mostly true that in India and specially South India, concern towards this e-retail menace where there is over the past few years, a number of large IT channel no after sales service and no responsibility for the end associations have quite central to the idea of distri- customer which spoils their brand name. One thing bution and overall channel partner business and have channel need to realise is that the future of e-retailing also grown to become centers of power that vendors, cannot be stopped, the only way is talking to vendors distributors and partners cannot afford to ignore at all. for similar price tag.

It doesn't matter if these associations are in Banga- Dear Channel friends, don't you think that compe- lore or Mumbai, Delhi or Hyderabad, the associations tion between the channel is the first concern ??? have played a significant role in the evolution of the Shouldn't the percentage of margins increased ??? A channel ecosystem. These associations are becoming decent increase in margins of the existing turnover can a voice of the partner community and in moving for- add up to a big revenue.

ward must act in a better manner to sit with vendors However, still there is huge scope of work to be done and national distributors and resolve larger issues of here as far as large IT vendors are concerned and chan- channel interest in a simple fashion, it should not com- nel associations can play a vital role in this regard, plicate rather simplify things. but all the associations need to channelize their effort

And hence, Associations should handle the issues in order to gain maximum efficiency, so coordination such as the subsequent emergence of e-retailing needs will hold the big key to work for progress.

to be looked upon with utmost urgency. There are many vendors and distributors which are voicing their

Dinesh Shyam Sukha - Editor



Channel Pulse

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V R INFOTECH
Beyond Tomorrow



VR Infotech started importing of computer peripherals in 1997 wherein they were the few importers to do so on large scale in the Mumbai market and now the company has grown to be a name to reckon with in the computer accessories market. Its offerings now sell under the Techmatrix and Speedtech brand names are backed by the company's business strategy of providing latest IT products at affordable prices to the Indian PC user community. The company's incessant quest to provide innovative IT products for channels and customers, its unique market strategy helps it to maintain good growth. Channels play a vital constituent for VR Infotech contributing towards more than 50 percent of the company's revenues. The channel base comprises over 400 distributors and more than 5500 resellers across India.

VR have been recognised by almost all Major IT industry awards year on year by the IT media namely CRN, DQ Week, ChannelWorld, Cell IT ,ITPV and also by TAIT.

VR Infotech is also a direct seller to corporate, government and educational institutes. In IT industry change remains constant and in 2006 company started selling security solution, anti-virus and with this company turnover grew to new high in 2011. In the end of 2013, VR Infotech achieved the national distribution of "Kaspersky" antivirus and total security pure 3.0, we expect security products to add up to 75 percent of the company's total revenues in the next couple of years, says, Vikram Mehta, Director, VR Infotech.

CONFED MEETS VENDORS TO DISCUSS ON ONLINE ISSUE



CONFED-ITA, the leading IT association in South India also takes initiative at ITC GRAND CHOLA, Chennai on 24th feb 2014 to get the opinion find out in depth about the reasons. The meeting was attended by the CONFED-ITA task force committee of 19 members, Sathya Prasad, the president of AIT-Bengaluru, Anand Rao Balluru, the president of FITDAK (Federation of IT Dealers of Karnataka).

The meeting started with the welcome note by the president of CONFED-ITA, then principals of vendor companies shared their views on the current scenario. It was finally decided that vendors should give a clear online policy within 15 days and declaration should be made by vendors stating that vendor owned & vendor represented online portals prices must not be lesser than T3 price.

CONFED-ITA ORGANISES CONFED-ITA CRICKET CUP 2014



Confed-ITA, a leading IT association in South India organised CONFED-ITA CRICKET CUP 2014 on 22, 23rd February 2014 at Shankar Polytechnic College Grounds Tirunelveli and the host being CDAT-Tirunelveli with 16

districts associations participation divided in 4 groups Pool A, B, C & D. League Matches were conducted and 8 teams got qualified for next stage. The event was inaugurated by the President R. Muthiah Pillai. The Cricket Cup 2014 winner was TITA-Tirupur got the Price money of Rs.1 lakh while Runner up COSWAD-Dindigul got the price money of Rs.50,000. Man of the Match was awarded to Elangovan and Man of the Series to Mahendra Prabhu and both the players were from Tirupur.

FAMILY GET-TOGETHER HOSTED BY TCCDA

TCCDA (Twin Cities Computers Dealers Association) hosted Annual Family Get-together with high-tea and a gala dinner at Summer Green Resort for its dealer members/families, vendors on Sunday, the 9th March 2014. Many games and events were conducted by the event manager, wherein exclusive games for children, ladies, gents and couples took the place followed by the mega tambola with grand prizes. Due to the attraction of events announced in advance there was good number of attendance in the get-together, says, Lalit Kothari, Secretary, TCCDA. TCCDA has re-written history, the Annual Family Get-together was a super hit. The Success story though scripted about



10 months back came into reality, the effort was suitably rewarded by nearly 125 dealers along with their families numbering 350 people attending, says, Veera Swamy, President, TCCDA.

TCCDA core team includes Veera Swamy, Rajmohan, Vikas Hisariya, Lalit Kothari, Nagaraj and Sheshu.

RASHI CBF BECOMES THE FIRST IT EVENT IN THE NEWLY FORMED 'SEEMADHRA'



Rashi Peripherals is the first from the IT industry to hold an event after the formation of Seemandra. Rashi Peripherals planned this event in Vijayawada and Vishakhapatnam so that partners understand more about the new products with a full interaction with the Rashi Team. As a result,



both the cities received overwhelming response from the partners with full participation in the whole event. Rashi has always been in the forefront of channel training and education. This time it happens to be the first in the newly formed state of Seemandhra.

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WHY DON'T WE START DOOR TO DOOR MARKETING WHICH MAY BE A GOOD IDEA AND FASTER REACH THAN TO ONLINE TRADERS DELIVERY

Name of the Association:

ITTA-PDY (Information Technology Traders Association-Puducherry)

President: Venugopal

Secretary: D.SoundaraPandian



Q) How important is an association and in what way it can benefit of channel community?

The association is very important to a member as well as a white-tipped cane to a blind man. Our group has joined together for the similar interest and aims. "Unity is

Strength" and we achieve anything only when we are united whether its home or business, happiness or sorrow. The association is like our family, we are made for each other in our channel community. Its a big platform where a member can get best possible support from the association.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

We, ITTA-PDY is a formal UT (union territory) association and we can even say a separate state association which consists of around 75 members. We are very formal externally and very informal internally, we feel proud and happy because we are united from past 11 years. Our association includes traders from various categories such as computer dealers, software, office automation, display and visuals, power sectors, telecommunication etc.

Ours is a professional association with a proper tree structure like advisors, president, vice-president, secretary, treasurer and executive members. Our office bearers term is one year to work for the betterment of our association. This one year period gives an opportunity to each and everyone to show their inborn quality as well as learn and improve their personality in various aspects. Its main objective is to promote better understanding among the dealers with a sole aim to supply quality products and services to the customers in and around Pondicherry. We are a prestigious member association to our apex CONFED-ITA and as well member of the PTF (Puducherry Traders Federation) which consist of 64 associations from UT.

Q) What are the recent activities your association has taken for the channel community?

We have joined recently to PTF and participated in their first state level conference which held on 25th February 2014. Our main motto was to get introduced to all traders in and around Puducherry and establish an amicable business relationship and to support to the federation who in turn helps us when we are in need.

We are following the maximum possibility of uniform price and share our business to each other and once in a year the computer dealer exhibition is organised to generate funds to our association as well as to the channel community. We

conduct family meet, association tour, personality development programs and give an opportunity to all members in the office bearer team every year to improve themselves into public speaking, sharing and showing their talents. Cricket is our primary sports activity which is regularly happening. Apart from all, we have provided insurance policies not only to the association members and their family and office staffs too.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

Tab, mobile and laptop are the present attraction to the end-users and that too through online shopping. Channel community also should move on to e-portals as per peoples trend. Large display, touch screens, hand held products and security products are the major area of opportunities where the partners must focus.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

Online shopping has become like a lifestyle fashion at present, which already ruined the retailer community. When our fellow associations reported the same problem of online traders unethical price tag to our apex association Confed-ITA who in turn conducted a meeting with vendor companies to address the issue of e-commerce in Chennai on 24 February. The spate of online shopping have severely affected channel partners due to their under-price selling of IT goods. We are expecting an amicable solution to run our business smoothly.

Q) Many of the big vendors are quite easily available on the online sales, What are your demands from the vendor community on this issue?

At the outset, ethical price policies to be derived either to online or offline live retailers. Many big vendors are quite easily available without competitive price online and there is no control over. All what we are demanding is to have a clear cut price pattern which should not disturb or confuse end customers to splash here and there.

Q) How can this issue of online trading be tackled in best possible manner?

Apart from attractive price to customers, quality and timely support after the sale is what going to bring better revenue to partners as well as to channels. Good sales support on time is the evergreen and simple tactic which we insist to our channel community so that we can sustain our standstill position from the tough competition from online traders who are lagging behind. Partners can regain their business more if they follow ethical price policies than online as well as to all brick & mortar.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

Learn to attract customers more than online traders, we should strongly believe that any buyers who is not going away from you only for the sake of the attractive price. Keep a continuous contact with your customers and study about them closely and give them what they need exactly in time. Educate customers about the merits and demerits of buying through online and show your specialties. The best mantra is always become a customer before you sell anything to anyone to overcome the present scenario. Why don't we start door to door marketing which may be a good idea and faster reach than to online traders delivery.

I DON'T SEE ANY REASON WHY WE SHOULD FEAR ABOUT ONLINE

Name of the Association:

SIITA (South India Information Technology Association)

President: S.Karthikeyan



Q) How important is an association and in what way it can benefit of channel community?

It is a known fact that it's the need of the hour and it can benefit to the channel community in a big way.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

This will be south zone association of the country which will be fully functioning soon. It can be strength and unity of 4500 partners

across 5 states is quite an accomplishment.

The value addition which can be done to the community themselves or to the consumer is way too high which can mark a complete different standard to SIITA.

SIITA together can win any challenges faced by the community which I don't have two thoughts about it.

Q) Where are the big opportunities for channel business today? and how can partners take benefit of these opportunities?

The time has come to completely de-focus on box and put your time, efforts on value addition in different forms and today because of the business slow down we have sufficient time for this.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

Once we all join together and device a common platform of support to the consumer and device various value addition's which can be given by 4500+ partners whose presence is there in nook & corner of the entire south of the country I don't see any reason why we should fear about online.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

We can see vendor's taking actions on the unethical MOP's however we would like vendors to be part of our task force (which they have agreed) to regulate market conditions & support us who have been with them for the past 25 years.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

As mentioned above working together/using the strength of presence all across the south (poor consumers do not know who is online/if support is available/ if the product is genuine) we all together can give the confidence by being together and giving the best of value addition.

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WE FIRMLY BELIEVE THAT THE FORMATION OF TDAI IS A VERY GOOD INITIATIVE FOR THE CHANNEL FRATERNITY

Name of the Association:

TDAI (The Technology Distribution Association of India)

President: Byju Pillai



Q) This was shocking news for many channel community that distributors have started an association, why was this step taken?

We firmly believe that the formation of TDAI is a very good initiative for the channel fraternity. Distributors as a category are a unique commodity and are in a position to see both sides of the coin. We thought it prudent to utilize this unique feature to band together and create a platform which could speak in one voice for the betterment of the entire industry.

Q) What are some of the key objectives for setting up this association?

The leading Indian technology distributors have founded TDAI with an aim to drive the industry's next level of evolution through constructive dialogue amongst all stake holders. TDAI's objective is to build a transparent and organized distribution services sector in India and to maintain a strategic and healthy channel from the manufacturer to the end user. TDAI will support the industry's development, expansion and business hygiene through best uniform practices.

Q) How will TDAI make sure to safeguard the interest of channel community?

TDAI will be a platform for active engagement with all the dealer associations: a long standing demand from the partner community and will also enable working on regulatory issues with various government authorities in a unified manner.

You will appreciate that the channel partners & local associations are an integral part of the IT Distribution eco system. Our objectives are clear and it is in everyone's best interest to work together on common issues that affect all of us.

Q) How are you going to engage with the channel partners in India?

One of the key activities that TDAI are organizing over the next few months is to introduce ourselves, our plans & objectives to the IT Trade Communi-

ty. We intend to have events in the four major zones of the country.

Q) How many members are there at present, name all the members and what are your plans to increase?

The Technology Distribution Association of India currently has 10 Members, who represent over 80%+ of the Indian Information Technology Distribution Market. All IT Distribution houses are welcome to join TDAI.

TDAI's current members are:

Avnet Technology Solutions	Compuage Infocom Limited
Inflow Technologies Private Limited	Ingram Micro India Limited
Iris Computers Limited	Neoteric Infomatique Limited
Rashi Peripherals Private Limited	Redington India Limited
Savex Computers Limited	Supertron Electronics Limited

Q) What are some of the advantages that will be derived to the national distributors with the help of this association?

Our primary goal is to foster growth & development, to create a prosperous technology distribution industry in India by creating a fraternity to support the industry on common issues i.e., statutory, legal, technical & product related and develop a mutually beneficial forum to maintain financial health throughout the chain.

We would also work with all relevant stakeholders and create a system, to enable sharing of information on inventory holding & consumption that monitors and highlights the overall health of the industry. And most importantly, work as a common voice with government to shape policy in all relevant areas which will automatically improve the entire industry.

Q) Even though there are many channel issues and challenges today, there are already so many channel associations like TAIT, PCAIT etc. in such a scenario how will this be any different and how will it create the big impact?

TAIT, PCAIT and other channel associations are very active and safeguard the interest of the channel partners. TDAI hopes to be the national voice for the entire IT Distribution industry which will encompass the complete chain from the vendors to the channel partners. TDAI plans to be the voice on common issues and challenges that face the entire chain. In addition our initiatives & dialogue with MAIT and other industry bodies will help strengthen the industry as a whole.

WE ARE THE VOICE OF THE SMALL DEALERS AND SYSTEM INTEGRATORS

Name of the Association:

AKITDA (All Kerala IT Dealers Association)

President: James Joseph



Q) How important is an association and in what way it can benefit the channel community?

We believe that the Association is the only option to raise the voice of IT dealers who are otherwise left for the mercy of multinational vendors and distributors. In a world of cut throat competition and ruthless management strategies without association there is no other option left for the IT dealer than to close business. We are the voice of the small dealers and system integrators who are the last mile connectivity to the customers. 10 years back, only

the big buyers had the voice but associations like AKITDA changed that.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

AKITDA is a state association. We believe that apart from some minor local issues the dealers of Kerala faces the same challenges and only a state wide association can raise enough roar to get the attention of not only vendors and distributors but also to the Government of Kerala. Our association structure is a union and federal type with democratic base. The base unit is called a local unit which is a small identifiable geographic area like a town or village minimum number of dealers to form a local unit is 20 and maximum number can be 40. District Unit is comprised of many local units which are inside the Revenue District. State unit is a union of all district units. Local Units elects one co- coordinator and one Joint co- coordinators. They form district council and district president is elected from this district council by the district member is district general body. For every 20 members district can send one member as state council member and state president is selected from these state council members in state annual general body which is the apex.

Q) What are the recent activities your association has taken for the channel community?

For entertainment purpose we are conducting a 20-20 cricket series in association. We are conducting many training programs for our service engineers across Kerala and for this purpose we have a special training team. We are starting a charity program "Snahasparsham" for the welfare of our association members or our staff or their family members. We are also starting a medical insurance coverage for our members soon. Apart from these our association also mediated and amicably settled issues to the tune of Rs. 47,00,000 between various IT channel members and vendors which pending for years.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

Channel members should focus on their core strength and work on to that to achieve the maximum benefits.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

We are taking strict action against vendors and dealers who support online sale. Vendors should remember that online IT sale is still a 3% market. If they are looking at supporting both channel and online then we are not with them.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

Vendors and government should support channel partners and not online sellers.

Q) How can this issue of online trading be tackled in best possible manner?

By putting Market Operating Price in effect assuring a decent margin and insisting on dealer invoice at the service counters.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

Work Hard, Work Smart.

CHANNEL PARTNERS SHOULD TAKE OATH “WE WILL SELL SOLUTIONS AND NOT BOX”

Name of the Association:

VAIT (Vellore Association Information Technology)

Secretary: S.R. Ramesh



Q) How important is an association and in what way it can benefit of channel community?

Association is most essential for the unity among dealers. It can help to prevent all source of misuse in any form from external source.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

VAIT is a district level association covering major towns in Vellore district. There is executive committee which includes office bearers

and 6 nominated EC Members to govern the administration of association elected every year in annual general body meeting. Every month there will be a monthly meeting and EC Meeting.

Q) What are the recent activities your association has taken for the channel community?

Apart from monthly meetings, Training seminars are conducted. On entertainment part an outdoor family get-together was conducted in Queens Land and we also participated in Confed Cricket Cup 2014. And on insurance part Confed-ITA is providing PA Policy worth 3lakhs and along with that we are giving additional subsidy of policy premium worth 2lakhs to

all our members.

Q) Where are the big opportunities for channel business today? and how can partners take benefit of these opportunities?

Most probably we should promote product not familiar or new range of product to the customer to gain more margins than regular product which may not be available in all web portals.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

It is more pathetic thing we facing now, we have to ignore those products and vendor companies which is the only safe way to retain our customer.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

We have to strongly stay away from such big vendor who supports online sales. We will insist them to support the channel not online portals.

Q) How can this issue of online trading be tackled in best possible manner?

Direct interaction with vendor and first level national distributor to make confirm that they don't bill any product to online portals. If they bill to online portals then we should stay away from such vendor and also national distributors.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

Channel partners should take oath "we will sell solutions and not box".

IT IS THE VOLUME DISCOUNT PLAY OF VENDORS, THE ROOT CAUSE FOR THE PROBLEM

Name of the Association:

SITA (Salem Information Technology Associations)

President: Prakash



Q) How important is an association and in what way it can benefit of channel community?

An association is the most important one after your organization. It helps you to have a bonding with your own industry people. It helps you to share experience among others. It help the city to have its economic and social developments.

It benefits the channel community during crisis situations and also prevents small issues before it arises especially with respect to after

sales. It educates channel community in taking the business forward. It creates a positive mind frame and confidence among the channel community that there is someone to handhold them. It also gives credibility to the channel among others.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

Our association is a district association permitting members from our district as well as from neighboring districts. A technologist who has an IT organisation in Salem as its head office will be an eligible member. Registration from VAT or MSME or Service tax is must to become a member. Five member office bearer team consists of president, vice-president, secretary, treasurer & joint secretary along with 6 executive committee members will be elected once in 2 years. The executive committee will meet, discuss and execute the needs according to the situation.

Q) What are the recent activities your association has taken for the channel community?

We trained our members and their staffs on networking. We have conducted an IT Exhibition 13th consecutive time in as many years for the public. We have insured our members with the help of Confed-ITA. During this summer we will have a family meet and business seminar. We have generated a fund over a lakh rupees to power our association among the public by associating ourselves in social and economic activities in our city.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

There is a huge opportunity available for solution providers in corporate,

educational and government sectors. Partners should slowly detach themselves from SOHO and add more time to handle the solution provider space.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

Though these online portal subsidise the electronic product pricing, equal share should be given to vendors for their role in not creating a level playing field for the channel community. The channel executives of all vendors (mis)use their relationship with channel to create a market for their brand so that the higher management can use the online vertical to sell with minimum overheads. It is the volume discount play of vendors, the root cause for the problem and only vendors can correct it. Based on the current experience with vendors, it looks like they are not interested in it and trying to eliminate the channel to have online as their major vertical for sales in the long run for consumer sales. Channel should focus in commercial business space. Solution providing and value addition only can help us to survive. In case vendors keep repeating their mistakes channel should work together and create its own brand and online sales portal to fight these un-ethical competition.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

Our demand is very simple, please give us a level playing field in-terms of price.

Q) How can this issue of online trading be tackled in best possible manner?

Just avoid promoting/selling products which have low prices in online. Use value additions like installation service, after sales service to win orders. In the long run, we need to fight with the vendors to remove the volume discount and create a level playing field. Naturally those who do not co-operate with the channel will lose their business and the one who is with the channel will be successful and other vendors will be forced to follow the winner.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

Enough is enough, stop pushing boxes. Concentrate in value addition and solution provider business. Be a consultant and not as a box seller. Build your own brand and do not promote any brand/vendor.

UNIFORM PRICING/MRP SHOULD BE MAINTAINED ON THE PORTALS

Name of the Association:

CITA (Coimbatore Information Technology Association)

Secretary: P.Sundararajan



Q) How important is an association and in what way it can benefit of channel community?

Association is important as we get strength due to the unity. Any issues and solutions our association takes the steps to resolve it. For channel community it works as one point of contact with uniformity.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

It's a city association with 135 computer deal-

ers. We have CITA office bearers members elected each year.

Q) What are the recent activities your association has taken for the channel community?

Reacting to online threat is the major issue, we have joined hands with all associations fighting for this cause. We will soon organise Microsoft Training + Family fest.

Q) Where are the big opportunities for channel business today? How

can partners take benefit of these opportunities?

Service industry is having big opportunities for channel business today. We must update our self and get the benefit.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

Uniform pricing/MRP should be maintained on these portals, If it's not taken care then we can think about to stop the billing because of no cooperation by particular vendor.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

Expecting price protection from vendors and MRP should be maintained on these portals.

Q) How can this issue of online trading be tackled in best possible manner?

Together we have been working on it - now it's time when complete South India should unite and fight for it.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

Never give up and don't break because of price cart. Let's wait, miracles may happen anytime.

WE ARE REQUESTING EACH VENDOR TO COME OUT WITH SOME SPECIFIC PLAN FOR THE UNIFORM PRICING TO CHANNELS AND E- PORTALS

Name of the Association:

TITA (Tirupur Information Technology Association)

President: M.Joseph Melkis Raja



Q) How important is an association and in what way it can benefit of channel community?

In my view, it is most important for each member, because of association we built good relationship among members forming a base platform to improve their business and reap benefits by means increasing business volumes and we also support to improve others business as well with the help of each other.

Also it helps in socializing and maintaining cordial relationships.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

Our association is a district association having 101 members including 5 office bearers 10 EC members, this core team of 15 work on various events like organizing expo's, seminars, social gatherings, etc. They also form a grievance cell to address the concerns of its members and also involve in entertaining the association members their families by organizing suitable activities time to time.

Q) What are the recent activities your association has taken for the channel community?

We are proud to say that the recently concluded Exhibition was a great success in revenue generation for its members and has motivated us to conduct such exhibitions in near future as well.

We recently had member's tour, district level cricket tournament, where we emerged champions. Very recently we had our family get-together at Kodai kanal.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

As the market is expanding in all verticals, the need for our products has increased and also has garnered public interest.

We utilize such business opportunities by offering right packaged solutions and products, we create opportunities to address end customers need and also reap considerable benefits from direct sales and other innovative business modules like end to end business handling. I think the green period of the box selling era is going to end and it is the right time to "THINK OUT FROM BOXES". Need to develop the area of value added services & security solutions. Traditional PC/ Laptop sales are not up to the expectations because the rapid growth in Smart phones & Tablets. Unfortunately the

lead sales of the smart phones & Tablets has already been taken. We also need to capitalize on that area too.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

Yes, every day we are facing this issue of online, mainly pricing requesting vendors to maintain the pricing for the products which is higher than our price. Also it depends on the percentage of customers who prefer to buy such products through online websites before understanding the complete technical information. Price is not the only deciding factor, the main crux is after sales support.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

Though they are available, they should form a business module to support channel partners and to protect their business revenue.

They should either make the price uniform or else offer prices that are higher than our prices and pass on the benefits to the channel partners if they are registered with the online portals depending on the area of sale.

Q) How can this issue of online trading be tackled in best possible manner?

The solution can only arrive when group raises the concern national level and a proper panel is formed to meet and discuss our vital concerns.

It should be solved amicably by having a uniform pricing policy and to address the concerns of the end users.

A lot is needed to elevate such ethics and this thinking has to be from all possible business sources.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

Any business module will succeed if the formula is based on the balance between buyer and seller.

Other factors like market, economy, performance and sales also play a major role.

Prima Facie it is the responsibility of the partner to capitalize on this mantra of retaining critical accounts by offering timely service and ensuring better products at acceptable prices. These kind of challenges are bound to increase in near future in various forms innovative and competitive. It should be in our ideology to gear ourselves for the highly vibrant and superior future market.

We need to embrace technological growth and new developments that will rule the future of IT industry.

The best mantra can be everybody should concentrate their equal mind share in value added services as well as make the service professional and profitable.

VENDORS SHOULD BLACKLIST ANY ONLINE PARTNER IF THEY FIND UNDERCUTTING THEIR OWN GOODS

Name of the Association:

TAIT (Trader's Association of Information & Technology)

Director: Vikram Mehta



Q) How important is an association and in what way it can benefit of channel community?

A common voice to government

Government cannot listen to each and every person that comes to them for support or with concerns, A focused group or unified voice can bring common issues to the attention of government. It can also work with government to create viable and applicable solutions for those issues, or to strategically work to move the industry forward.

An industry group can provide a focal point for government to collect the information that it needs to make informed decisions. In essence, the association becomes a sort of liaison with government — for the overall good of the industry.

Access to information

As TAIT, we provide information to our members in a variety of forms from workshops and conferences, to field days and focus group sessions. Printed materials like newsletters, brochures, and websites also provide valuable information. In some cases, associations have dedicated employees who are tasked with helping members and their particular needs on a daily basis. Conversely, of course, this information is also available to people outside the industry; like your potential customers, to name the most important.

Market development and research

As TAIT, we often participate in activities that might provide some market spinoff benefits. If market development and research is one of the purposes of an association, it is likely that your participation and involvement will be required, and will be key components in achieving successful outcomes and results.

Promotion, branding and visibility

An association is the face and voice of an industry, and as such, spends a great deal of effort in promoting the benefits, strengths and values of the industry. It might generate promotional materials or attempt to direct customers to its membership or the things that its membership offers.

Most organizations connect with the media and have websites and other promotional tools. Marketing and communication are key components for organizations and provide significant value to members.

Access to group insurance policies

An organization with a large membership base may have the drawing power required to entice insurance companies to offer a reduced group rate to its members.

Access to resources

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

TAIT is National association as we are taking all the issue for the benefit to IT Fraternity weather it is related to national problems like BEE, BIS, or Local issue like LBT.

Q) What are the recent activities your association has taken for the channel community?

Every Year TAIT does many Activity ,our IT exhibition “COM-IT “ is now international event as last year we already had 30+ international Participates.

In a year we are nearly doing more than 20 events .

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

IT expenditure of individuals and company is increasing rapidly, we have to bundle our services with the products, Competitors can imitate the product not our knowledge.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

All the channel partners should be united and can raise the voice that there should be fair business practices, loss from any companies on particular product should not be allowed, vendors should blacklist any online partner if they found under cut of it's own goods.

After reporting the issue, If vendor does not take action we all dealers should come together and take necessary action to safeguard it fraternity's interest.

We are the people who really converted normal product into BRAND.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

If you want to go short, your silence is ok, But if you want to stay and go long you cannot ignore IT fraternity's role to get maximum mileage on your product.

Q) How can this issue of online trading be tackled in best possible manner?

For every new product vendors need dealers as customer wants to touch and feel, on that time only unitedly we can make agreement and restrict vendor for online sales.

Vendors should blacklist any online partner if they found under cut of it's own goods.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

We have to use our experience and give expertise solution to customer, we have to add service and solution with the product.

WE NEED THE SUPPORT OF VENDORS AND ND'S AT THIS HOUR OF CRISIS

Name of the Association:

FITDAK (Federation of IT Dealers Association -Karnataka)

Secretary: Sridhar



Q) How important is an association and in what way it can benefit of channel community?

Any Industry or trade will have an association of people to discuss, deliberate and develop their own fraternity. Most IT associations are just doing that. Associations will not directly influence business but they act as catalysts to improve the lot of the dealers.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

FITDAK is a state body, all the district associations are the members of FITDAK, each district association will have its representative on the board of FITDAK.

Q) What are the recent activities your association has taken for the channel community?

FITDAK is just about 9 months old, for the next 6-9 months we will be more occupied with formation of new district level associations. We have couple of very interest in programs for our members. Definitely training, business and insurance will all be on our agenda.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

Most dealers who are just pushing boxes will suffer from loss of business opportunities. Currently security & surveillance is one area which is doing well. Opportunities do exist in data centres, cloud space & mobility solutions. It's time for the dealers re-invent themselves in business. Up-gradation in terms of skill sets and re working on their existing revenue models is a must.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

E-commerce is a new business trend. Customers have a wide choice on the virtual market place. It's a challenge which we need to fight collectively. Given a level playing field the channel will survive this acid test. We need the support of vendors and NDs at this hour of crisis.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

Yes, all the major vendors are available on the online route. Our demand would be to have an incentive structure in place where by even the small retailer in the remotest corner of the country will be able to sustain his business inspite of the online stores. The vendor can have different models & configurations made available through the retail route to help the channel community increase their reach.

WE WANT EQUAL PRICE AMONG E-TAILERS AND CHANNELS

Name of the Association:

CONFED-ITA (Confederation of IT Associations)

Secretary: C.Arumugam



Q) How important is an association and in what way it can benefit of channel community?

Association is an important one for any business to take care of member's welfare, to discuss the pros and cons faced by channel community and voice our concerns to get possible solution. Updating on technology from time to time is another advantage.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

Confed-ITA is a state level federation, a consortium of 25 district associations in Tamilnadu and Pondichery. It is divided into six zones represented by one office bearer for each zone in total 6 officer bearers - President, VP, Secretary, Treasurer, & Joint Secretaries(2). Every Association will be represented by 2EC Members. We have two separate mail groups for EC for administration & general group for members. Financial year April to March and the office of CONFED and the Executive Committee will look after the functioning of CONFED which meets every Alternate month.

Q) What are the recent activities your association has taken for the channel community?

We have annual projects conducted YOY for the welfare and benefit of our members. Every year we are providing personal accident policy to all the members for Rs.3lakh and the policy premium is fully sponsored by Confed-ITA. Confed-ITA Cricket cup 2014 was conducted among various district associations and this year winner was Tirupur and Runner was Dindugal association and they were awarded with the prize money of Rs.1lakh and Rs.50000/- respectively. Social/Community projects and family get together yearly once are mandatory for each association. Minimum 6 general body and 6 EC meetings are mandatory for every association. Best association award is given for the one who excel in all activities. This year fund raising project called "ATCHAYAM" received an excellent support from both vendors and members through which Rs.48 lakhs was gener-

ated. This money is used to subsidize the member participation for AGM and the annual expenditure of the CONFED. This year AGM-SUMMIT was conducted with a big bang at Hotel Le Meridian, Coimbatore where around 700 members participated at a cost of just Rs.2000. This year we are releasing member directory which is first time in the history of CONFED.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

There is a big opportunity in the cloud and solution oriented business and we are insisting our members to do more values to service instead of selling boxes and to diversifying in other areas in IT field.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

Of course, it is big challenge to B&M Channel Community. In the recently concluded 4th EC meeting, it is decided to address vendors on huge price disparity and we wanted vendors to authorize the e-tailers. Vendors also will have the control over the MOP pricing and erring partner can be controlled.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

Yes, We want to have equal price among e-tailers and B&M Channels and we are insisting vendors for a level playing field.

Q) How can this issue of online trading be tackled in best possible manner?

As on outcome of our recently concluded EC meeting, we have conducted a vendor meeting inviting top management of major vendors to discuss the issues faced due to online sales. We are able to conclude with points like having an ombudsman among channels and Vendors, clear online policy from vendor and a declaration from vendors stating that the prices quoted in online should not be less than Tier3 partners.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

Unity is the prime thing and we need to change. Change according to the market scenario. Traditional way of selling boxes alone will not work out any more. Add more values to our customer and to our services and equip ourselves towards it.

NO ONE CAN ACHIEVE THIS ON ITS OWN, BUT TOGETHER WE CAN

Name of the Association:

CDAN (Computers Dealers Association Nellore)

Vice-President: B.Deepak Kumar



Q) How important is an association and in what way it can benefit of channel community?

There are associations for nearly every profession. Association develops common platform for our channel community to share technological developments in IT, discuss issues affecting day-to-day business transactions, interact on government policies and taxation, resolve disputes and work towards overall business improvement.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

Ours is District Association- CDAN being one of the premier associations of IT dealers and resellers in India. It was founded in 2011 with the primary objective of working for the betterment of IT trading community, and increasing the IT awareness amongst the consumers. We work closely with our members to understand their needs and are guided by their voice. CDAN includes 7 members i.e. President, Vice-president, Secretary, Joint secretary, Treasurer and two Executive committee members. All these we elect by the general body for every one year.

Q) What are the recent activities your association has taken for the channel community?

Usually, We have year round programs like IT Expo, Business Improvement Forum, Charity, Seminars, Recreation and Health. We did a MEGA COMPUTER EXHIBITION - IT EXPO 2012 which generated an income of Rs.2lakh to the association. On the occasion of Gandhi Jayanthi 2012 we donated food grains, fruits, biscuits to one of the oldest OLD AGE HOME

in Nellore. We conducted a family funday program in 2012 and 2013. We did insurance for all our members for Rs.1lakh, and health point view every day morning 6am all our members are meeting at AC-STADIUM-Nellore.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

Next Gen- IT trends like Mobile, Cloud and Big data.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to Face this challenge?

By providing a good service, good product display, uniform competitive pricing, Anti-online propaganda like "you may spend less, but quality often suffers as a result". In our invoice/bill let us mention and also put a small board in our outlet the same, Beware of online shopping selling fake/non warranty/grey market goods, Explain local purchase advantages to the customer, Maintaining good relation with the customer, wide payment options like credit/debit card/local finance tie-up. Regularly by running in-store promotions to improve the business.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

Our demand is to maintain separate SKUs, MOP to be maintained online (no undercut), material availability/delivery priority differences, Demo discounts should not be given to the online sellers and it should be given only to the channel, Any dealer having tier 1 billing (Authorized partner) then the vendor should arrange a tie-up with the online seller with the local delivery.

Q) How can this issue of online trading be tackled in best possible manner?

No one can achieve this on its own, but together we can.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

The success mantra depends on how we understand. Driving Success, Delivering new scenarios with life-changing improvements.



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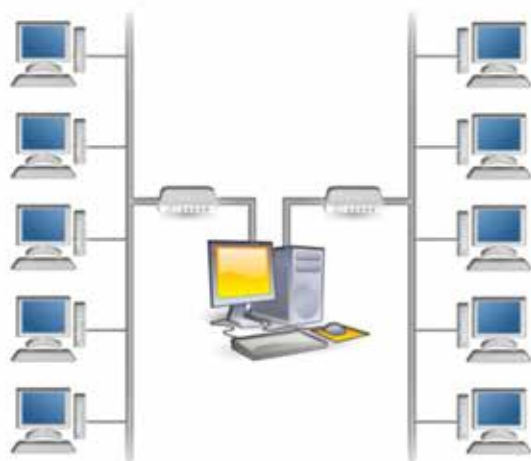


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SINCE E-COMMERCE IS NEW CHANNEL, SUCH ISSUES ARE EXPECTED TO BE THERE

Name of the Association:

MAIT (Manufacturers' Association for Information Technology)

Executive Director: Shirpurwala,



Q) How important is an association and in what way it can benefit of channel community?

Associations have a vital role to promote the best practices in the channel community and help them to become more competitive by formulating efficient public policy and delivery. Industrious engagement between associations and Government is very important for the policymaking process, which can be done only by the associations. They act as a platform to raise concern over various issues affecting the

industry. It also supports the channel community by giving them an opportunity to take their issues and challenges to the government.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

MAIT is a national association founded in 1982 for purposes of scientific, educational and IT Industry promotion, MAIT has emerged as an effective, influential and dynamic organization in India. Representing Hardware, Training, R&D & Hardware Design and other associated service segments of the Indian IT Hardware Sector, MAIT's charter is to develop a globally competitive Indian IT Hardware Industry, promote the usage of IT in India, strengthen the role of IT in national economic development, promote business through international alliances, promote quality consciousness in the IT Industry and transform the Indian IT Industry into a World Scale Industry leading to a World Class Usage and thus a World Size Market.

Q) What are the recent activities your association has taken for the channel community?

For any business community there are 2 important factors to be successful. Firstly, how the market can consistently grow and how easy is it to do business in that market. As an emerging economy we are witnessing new policy regimes and introduction of various regulations. MAIT is in the forefront of helping the government not only to formulate such policies but also as a guide to the industry in implementation.

In recent past we have seen regulations like Compulsory Registration Order and E-waste Rules being implemented, this has caused difficulties for business to operate smoothly. MAIT has been working with the government to smoothen the process for effective implementation.

Similarly, we are also working towards growing the market. Today, India stands at the bottom in the list of IT penetrated countries; we are striving

to improve that situation. We released a report last year on how IT penetration can be grown and are now taking the recommendations to each State Government.

Q) Where is the big opportunities for channel business today? How can partners take benefit of these opportunities?

India is one of the fastest growing markets from IT products consumption point of view. With the increasing demand for tablets, smart phones and other consumer electronic goods, industry is witnessing a positive growth. Overall sales of consumer electronics in India are expected to remain strong as new products, technological innovation and increased features continue to be developed. Recently released MAIT-KPMG report also illustrates that in FY 2014-18, there could be an increase in sales of desktop and notebook from 6 percent to 18 percent CAGR contributing additional GDP of INR 66,300 crore. Channel Partners have to work with right strategies to take benefit of this environment. Deeper penetration in the country is required by Channel partners.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

Since e-commerce is new channel, such issues are expected to be there. For example, some years back when computers were introduced many predicted the possible risk of a cut-down of manpower but that did not happen. Similarly this problem will also sort out once online market gets matured. Currently what matters is to have a check on whether business ethics are maintained or not.

To some extent it is true that these websites are affecting the channel business and hurting the company's brand. MAIT has taken some measures, so that the sales of manufacturing goods remain intact. Recently, we have organized a strategic meeting with channel partners and IT associations to understand various issues related to online trade and e-commerce. The issue is a complicated one as it is relatively new and to some extent it requires government intervention also. We have also proposed other IT Associations to join hands with MAIT and form a common platform under MAIT for having discussion over various issues faced by channel partners.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

This is a new space of retailing and we all should welcome this, as long as the business is conducted in an ethical manner. Channel partners should take it as a challenge and be ready on how important it has become to modify their old business model. The current wave of e-commerce growth should be seen as a business opportunity rather than a threat. The channel community has the biggest benefit of being connected to the user directly and has personal relationships; they are well placed to provide personalized services.

WE ARE FACING LOT OF PROBLEMS WITH ONLINE BUSINESS

Name of the Association:

EITA (Eluru IT Association)

President: Satyanaryana BVV



Q) How important is an association and in what way it can benefit of channel community?

Ans: Association is very important to any dealer because it helps to regularise many things like uniform pricing in the market and knowing new things. It helps to discuss, protect and promote the interest of business community and take all steps necessary.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

Eluru IT Association covers local Eluru city and surrounding Mandals also. The Executive committee consists of 9 members ie. President, Vice-President, General Secretary, Joint Secretary, Treasurer and 4 Executive Members, All these post holders are elected in the general body meeting once in 3yrs.

Q) What are the recent activities your association has taken for the channel community?

As we have started our association recently we have done few activities like installation ceremony, we also conduct regular meeting in association to update our knowledge. We are planning to do many new activities in the near future.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

Upgrading ourselves and observing day to day changes in market may get us many business opportunity, so dealers should be aware of new products and that give a good benefit.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

We are facing lot of problems with online business. But we explain to customers the disadvantages of online purchases and advantages of local purchase, like the local dealer takes the responsibility and online cannot.

Q) How can this issue of online trading be tackled in best possible manner?

All the local dealers should merge as a partners and start online business.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

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VENDORS AND NATIONAL DISTRIBUTORS VALUE THE VOICE OF THE ASSOCIATION

Name of the Association:

AIT-BENGALURU (Association for Information Technology-Bengaluru)

President: M.A.Sathya Prasad

Q) How important is an association and in what way it can benefit of channel community?



Association in our context is very important for representing our issues with commercial taxes and other govt departments. Govt will respect the issues raised by associations rather than individuals however big they might be. Govt call us for a pre-budget meeting with finance minister and suggestions if any can be given. Vendors and National distributors value the voice of the association in case of any complaints made against them by the channel members. It is a good platform to share common problems faced by the channel

and network among members. Members benefit from technical, motivational and other workshops we conduct to enrich their knowledge.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

Ours is a association comprising of Bangalore urban & rural districts .

Q) What are the recent activities your association has taken for the channel community?

Our new committee has taken over on 1st Dec and we have conducted the following events so far. Premiere Movie show where in 330 persons from our member's families enjoyed the togetherness. Fellowship with speech by Valerie Gray on listening skills and speakers from Google gave insight in to Social Media marketing. Shuttle Badminton tournament for member families and employees . Totally 40 teams participated in discussions on online marketing threat and possible solutions with MAIT, CONFED-ITA, FITDAK Bangalore etc.,

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

Big opportunities for Channel available in Sme, Enterprise, Government in terms of sales and services with more opportunities in network building

and maintenance, cloud computing, storage, solutions.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

AIT was the first Association in India to start working on plans to combat Online threat. This has been our main concern for which we are in touch with IT Associations across India and we are for confrontations with Vendors if they fail to act in creating a level playing field for both Online and our Channel. We will take a tough stand on this.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

Most of them have their own online portals since a long time. As long as their prices are higher than the channel prices and create more awareness than focusing on sales we shouldn't have any issue. We suggest them to publish channel partner list on their online sale portals as an alternative.

Q) How can this issue of online trading be tackled in best possible manner?

Accepting the fact that online stores are a reality and will continue to grow as LFR's did , we need to adapt to changing consumer purchasing behavior. Our engagement with vendors to support the channel should be an ongoing affair and continuously put pressure on them to create level playing field. We suggest the vendors either to put conditions on online stores to keep prices higher than channel retail prices or remove their products on the on the online store portals.

The Associations should send strong message that vendors failing to act will face boycott from the channel. For this channel Partners / members support is of paramount importance.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

Channel should start focusing on service revenues and sell only brands which support the existing channel . The fact that online stores are taking the loss themselves without support from vendors shows this cannot run for long time & as an alternative channel partners should negotiate with vendors / distributors to give best prices with immediate payment options. Try and find other opportunities where online store is not a competitor and where value addition is the key.

WE STRONGLY OPPOSE THE UNETHICAL BUSINESS PRACTICES OF 2-3 BIG ONLINE RETAILERS

Name of the Association:

TCCDA (Twin-Cities Computer Dealers Association)

President: M.Veera Swamy

Q) How important is an association and in what way it can benefit of channel community?



Right from the evolution of the channel ecosystem, keeping a watch on the conduct of the channel partner for the betterment of Indian IT Industry, the contribution made by various associations formed Pan India cannot be overlooked, Association as such is an important linchpin that drives the channel to overcome any issues pertaining with Government agencies like commercial Taxes, Income Tax department etc. National Distributors & vendors give importance to issues raised by the Associ-

ations on behalf of their dealer fraternity rather than the channel contacting them directly to resolve them.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

Ours is Hyderabad/Secunderabad City Based Association, However as our city is extended into the other districts, we can add Ranga Reddy District and Medak Districts as well in future.

Q) What are the recent activities your association has taken for the channel community?

After we took over during the month of May 2013, though we planned things like Computer Mela-big time, it could not materialise as we had to cancel due to the prevalent situations in our state of AP, however after things eased we have conducted the following:

Through FAPCCI-Awareness Program on Electronics and Information

Technology Goods (Requirement of Compulsory Registration Order) 2012-BIS Standards.

Dealer's meet on online trading-threats.

A family get-together was organised wherein more than 110 channel partners/dealers along with their families exceeding 300 members participated.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

Product wise we see big opportunities in networking, storage and cloud computing. We also see lot of opportunities in servicing and value add products. We had a turbulent financial year 2013-14, we hope with the change in the state scenario and with lot of infrastructure being planned, across the existing state and the proposed new state, we hope that all of us will have a wonderful opportunity to regain the past glory and have a fruitful 2014-15 financial year.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

We do not oppose the online retail format or any legal business format, but we strongly oppose the unethical business practices of 2-3 big online retailers who are selling with a predatory pricing... in losses to capture the market. We cannot stop people from selling online, but must find technology and low cost solutions to be able to compete with them with our local presence as an advantage. We should also fight with the vendors by asking them a level playing field in channels vs online. With the GST Likely to be introduced after the Parliament elections in May 2014.....the going will be even tough from all fronts.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

The main problem is we channels and online have similar product so the

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pricing should also be the same. As long as we are offered a level playing platform at par with the online stores, we do not have a problem. As in the past there were different skews for channels and LFR'S, Let the vendors offer different skews to channels and online stores. Vendors being the sole in-charge of the manufactured product should tell online stores not to publish the MOP price but publish end user price list or offer higher pricing than the channels retail prices.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

VENDOR SHOULD PENALIZE E-TAILERS OFFERING DISCOUNTS WHICH AFFECT MOP

Name of the Association:

VIJITA (Vijayawada IT Association)

President: I.Murali



Q) How important is an association and in what way it can benefit of channel community?

An association is an organization where people join voluntarily with a common cause or purpose and having formal structure. It is a best platform to improve social and business relations among our community. Now a day's an association is a biggest tool to solve all business and service problems.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

Our association is a district association with strength of 120 members. Ours is a professional association with a proper structure which includes President, Vice-president, Secretary, Joint-Secretary, Treasurer and two EC Members. Our office bearers will have two years time to work for betterment of the association. Our key ideas are understanding, engagement and problem solving.

Q) What are the recent activities your association has taken for the channel community?

Once in a year we are doing trade fare and sports activity. In winter season we play cricket for 2 months regularly. This year planning is to entertain our members with shuttle, chess and some other indoor games. Presently we are running insurance policies programs for all our members and their families.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

Tab and mobiles are the present attraction. All of our channel community should concentrate more on LFD, Surveillance, SMB, Printing, Networking and Security Solutions for better margins. Channel community can find big opportunities in pharma, retail, networking services, security & SMB divisions.

Q) Online websites such as Flip kart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

The entire consumer IT Business in India is around Rs.35000 crore of which only 6% is contributed by e-tail today. For example in US retail market sales from online shopping have grown 300%, since the beginning of 2004. But still accounts only for 6% of sales in retail sales. A recent research report shows that a nearly identical number of teenagers shop online

Online sales is a reality and we should accept the fact that we cannot stop people from selling/purchasing online, with 75 % of India population being below the age of 34 years and time as a scarce commodity, we should have products that attract the exuberant youth.

We should try purchasing materials from ND'S/Vendors with immediate payment terms to get best pricing by negotiating and get additional cash discounts. "We have a simple mission: to protect the "RIGHT TO SURVIVE AND GROW" for all levels and sections of people.

as prefer shopping at brick and mortar stores.

Now online retailers are doing business only because of price factor. In India more than 90% IT Products are sold by offline and customers are addressed predominately by channels.

In our India market IT savvy customers would account for less than 10%. The rest would need support installation and other services. They will look at online pricing and will come to offline reseller community. A smarter reseller can win the billing at a premium by offering services.

Offline partners can create value by building a unique shopping experience which combines advice services and merchandise and can start experimenting by listing them selves on online market places.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

I feel all vendors know that online retail is still very small compared to brick and mortar sales. Definitely e-tailers won't succeed for long by providing deep discounts. Vendor should penalize e-tailors offering discounts which affect MOP. Vendors should find best solution to balance both offline and online business practices and should help partners to set up online portals.

Q) How can this issue of online trading be tackled in best possible manner?

Already we have seen customers walking into our stores, seeing the product, then going online and purchasing them at a lower price, on other hand we are also seeing where customers do their research by visiting online and find out the best price, then ask our dealer community to match the price. So we can understand that the customer is taking the best of both worlds – the discounted price of the online retailer and the physical convenience of the local retailer.

Now biggest problem starts when online retailers plan to open offline stores. Here my advice is our channel community should enter online business before e-tailers start offline stores. Today's consumers live multi-dimensional, multi-platforms lives and their buying behavior reflect that same complex dynamic. So i am requesting our community to become as multi dimensional as early as possible. This is the best way to protect ourselves.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

UNITY is the best Mantra. Bringing all our IT dealers throughout India wide to one platform and will launch a common online store and no of offline chain stores throughout India from bigger cities to small towns as LFR stores on one brand name. Then it is very easy to create hybrid online-offline formats. All associations should take initiative to fulfill this method, then it will become easy to compete with both online retailers and LFRs.

WE COMMONLY SEE BIG VENDORS OFFERING THE SAME PRODUCT TO END CUSTOMER VIA ONLINE SALES AT A CHEAPER RATE

Name of the Association:

GITA (Guntur Information Technology Association)

President: K.Srinivasa Rao



Q) How important is an association and in what way it can benefit of channel community?

Association plays the key role in any business activity, which will help the channel to fight their common problems and help improve in the growth of their trade.

Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

Our association name is GITA (Guntur Information Technology Association) and ours is district association, our association is formed with 7 body members, we

have assigned and elected the body members (president, secretary, treasurer, vice-president 1&2, joint secretary 1&2, EC members(4) in which work is distributed among the body members.

Q) What are the recent activities your association has taken for the channel community?

We have conducted general body members meeting thrice and planning to get all the registered GITA members free personal accident insurance policy, we have already implemented the uniform service tariff rate card in our city and the card is sticked in each and every IT shop in Guntur city.

Q) Where are the big opportunities for channel business today? and how can partners take benefit of these opportunities?

The bigger opportunities in IT Industry is we see latest technology innovated every day in the international market, we see the same implemented in India, for example we see new technology launched in America and same is implemented in IT industry in India within 6 months, that means lot of scope is there in India in IT Hardware. The major demand will be there for

technologies like cloud, firewall, google apps, web design, animation industry, survey report tells us 70% of top level IT professionals are Indians, there is also good scope for printing industry. We see India as an emerging country and lot of companies from china and other countries are conducting demos and seminars in India. Specially for china, India is the biggest consumer in terms of IT hardware. We local IT partners will get benefit in terms of sales revenues only by updating product knowledge and by implementing the innovative technology coming into the market.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

Definitely we won't be able to stop the online sales, but we can convince our customers in terms of advantage of VAT invoice sales and local warranty, most of the online sales comes with manufacturer's warranty and also the invoice is not VAT invoice, so finally it can be explained that local sales is with genuine service center warranty.

Q) Many of the big vendors are quite easily available on the online sales. What are your demands from the vendor community on this issue?

We commonly see big vendors offering the same product to end customer via online sales at a cheaper rate and same product is available at higher

price in dealer segment, when enquired about this problem with the vendor then they say that its number game, some big player in metro city are buying item in huge quantity and getting the product at a much cheaper rate and then under cutting the price and selling the product via online for cheaper rate, in this scenario the middle class dealers are getting affected and we see day by day things are getting worse to small dealers, we as an IT dealer cannot increase the sale but the only thing we can do is reduce the overheads by keeping less employees. So we demand vendor to support us in increasing our sales.

Q) How can this issue of online trading be tackled in best possible manner?

The only way we can solve this threat is by asking the vendor to offer the same price which they are offering to big buyers for online sale, Individually any dealer cannot buy the product in quantity, but as an association we can do something to buy the product in quantity so as to match the online pricing.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

In this scenario by continuous meeting with different dealers and discussing face to face can change the dealers mind set and will give a proper solution.

PERSONALISED AND PROMPT SERVICES IS THE BEST MANTRA

Name of the Association:

BITA (Belgaum Information Technology Association)

President: Manoj Talreja



Q) Is your association a state or district or city association? What is the structure of the association and how does it work like?

Ours is a district association, wherein Belgaum is a zone and Bagalkot and Bijapur will be part of this zone. We have almost 80 members in BITA of which 5 are in the board and 8 are EC members for our association. Joint secretary and EC member of Belgaum will coordinate with Bijapur and Bagalkot associations.

Q) What are the recent activities your association has taken for the channel community?

Our members are active who have been constantly coming with new ideas for the development of BITA. On the social front we did a blood donation camp and in the

commercial front we developed courier facility and accidental insurance for the staff and members.

Q) Where are the big opportunities for channel business today? How can partners take benefit of these opportunities?

The big opportunities are possible only if we are together-we can reap many benefits, channel can benefit once we start discussing on bulk buying and secondly we are trying to get consensus for a common pricing issue.

Q) Online websites such as Flipkart or eBay are eroding channel business, what is your stand on this issue and how should channel arise to face this challenge?

Of course the biggest issue today is online buying, but with this dark cloud we can see a silver lining, as personalised service cannot be given by online sellers and secondly even vendors can support the channel by reducing the warranty to online sellers or making the dealers authorised as authorised partners.

Q) In this kind of scenario, what is the best mantra to succeed for channel partners?

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