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SOLUTION PROVIDERS NEED TO FULLY EXPLOIT THE IOT POTENTIAL

The year 2015 is setting up to be a big year for business solutions that integrate with IoT technologies such as industrial sensors and health monitors and solution providers can play a tremendous role here.

There is a large number of software developers that are building IoT programs that target businesses, while only a small minority exclusively target consumers.

The lion's share of software developers are building IoT programs that target businesses, while only a small minority exclusively target consumers.

As a result of all this, today IoT is crossing over from consumer gadgets to business productivity and customer engagement. In the consumer space, individuals connect to IoT typically through a single personal mobile device, with the IoT experience encircling the user; however, with business solutions, IoT includes users and encircles the business

and enterprise assets.

The IoT-connected applications developers build for the enterprise are essential to connect the disparate parts of a distributed IoT business solution – from mobile devices, to wearables and sensors, to cloud and on-premises enterprise back-end ecosystems.

Moving forward in short span of time, the Internet of Things is expected to permeate multiple systems: think mobile apps, desktops, cloud services, enterprise applications, databases and more. It could be the next-generation of technology for partners looking to broaden their portfolio; in fact, like the cloud, it might turn into almost a "must have" for their portfolios in the coming years. Lets get ready for this....

Dinesh Shyam Sukha
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TP-LINK ADDS CURVIOUS AC750 WIRELESS DUAL BAND ROUTER



TP-LINK, a global provider of networking products, announced their latest sleek and stylish AC750 in a series of advanced 802.11ac wireless products in India, the Archer C2 AC750 Wireless Dual Band Router. The Router provides up to 750Mbps wireless connection with other wireless clients. The incred-

ible speed makes it ideal for handling multiple data streams at the same time, which ensures your network stable and smooth. The performance of this 802.11ac wireless router will give you the unexpected networking experience at speed much faster than 802.11n. Featuring the latest generation Wi-Fi standard - IEEE802.11AC, offering total data transfer speeds achieving up to 750Mbps, with 433Mbps over the crystal clearer 5GHz channel, and 300Mbps over the 2.4GHz Channel, the router offers you the flexibility of two dedicated networks and ensures amazing wireless performance. Simple tasks such as sending e-mails or web browsing can be handled by the 2.4GHz band while bandwidth intensive tasks like online gaming or HD video streaming can be processed by the 5GHz band – all at the same time.

SMARTLINK TO SUPPORT "MAKE IN INDIA" INITIATIVE OF GOVERNMENT



Smartlink is committed to government's call of 'Make in India' and has always encouraged local manufacturing in the Indian IT Sector. The compa-

ny's legacy of local manufacturing dates back to a time when local manufacturing looked unfeasible which gave Smartlink an impetus. Smartlink Network Systems Ltd. today launched the next generation DG-HR3400 wireless router at its manufacturing plant in Goa. Local manufacturing has always given the company a scope to design and manufacture products that are tailored to Indian operating conditions, which are different compared to other countries - be it how products get transported, how they are installed or under what power conditions they operate.

BOSS AROUND WITH INTEX'S NEW MULTIMEDIA SPEAKERS



Among the market leaders in sound engineering and its related fields, Intex Technologies has always understands the need of its users. The brand today has launched a new range of portable 2.0 channel speakers, mystifying its users with a price of Rs.

6000 only.

boss speakers This product is a standalone device in terms of smooth wireless music streaming, where music quality is of paramount importance. It delivers a robust power output of 30W+30W. With the advent of this new product, it has been proved yet again that Intex products have an unmatched level of quality. With a compact size, it makes you marvel at the sophisticated sound quality achieved in a small size which proves the fact that bigger is not always better.

BEZAWADA IT ASSOCIATION (BITA) KICK STARTS BITA CRICKET CUP 2015



As it was the opening of the BITA CRICKET CUP 2015 organized by the newly started IT association BITA (BEZAWADA IT ASSOCIATION) under the leadership of Md. Khaza, the organizers & team members were excited and made a grand beginning with all the six teams on the ground at Indira Gandhi Municipal Stadium, Vijayawada on 1st March 2015. Shri Bonda Uma, MLA (Central), Vijayawada inaugurated the opening of the series by batting once and giving a short speech.

The six teams which are participating in the series are named as DARE DISTIES, IT KINGS, IT LIONS, IT REBELS, IT ROYALS and VENDORS WARRIORS. The final match will be held on 5th of April where the family members of IT dealers will also join to enjoy the match with lunch. Everyone believed to be so excited to get out of work and have some fun time by playing Cricket Match, said, Raj Kumar Baid, Secretary, BITA.

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INDIA INC APPLAUDS BUDGET 2015

With the Budget 2015 announcement more positively focusing around the corporate side – rather than the common man, a number of IT and telecom focused organization are applauding the Indian budget 2015. We are presenting some of the prominent reactions coming in from various corners of the industry.



Alok Ohrie
President and Managing
Director, Dell India

“We’re glad to see a positive budget announced by the Hon’ble Finance Minister. This reaffirms the reform stand taken up by the government and its commitment to investors here. Some of the forward looking statements made by the Finance Minister have a bearing on our sector – exemption of SAD, reduction of Basic Customs Duty on electronics components, inputs etc., ease of doing business, encouraging startups and the big boost to healthcare. However, we’ll need to review the notifications before any predictions could be made on the impact on the sector. The economic survey has indicated that a clear political mandate for big bang reforms coupled with a benign external environment can propel India to a double digit growth trajectory. Today’s announcement only goes to support this. Dell has been a major contributor to the IT sector in India. Apart from being India’s most trusted technology brand, Dell’s manufacturing facility for electronics has been shouldering the ‘Make in India’ mantle for more than 7 years. In addition, we’ve been eagerly awaiting these announcements that boost the manufacturing capabilities of the country that will eventually grow the sector”.

“Budget 2015 is a balanced budget that touches upon many areas of infrastructure, universal social security vision, insurance for all, education among others. From an IT industry perspective, it is a mixed bag with the inverted duty structure being finally addressed with the removal of SAD on all components. The removal of customs duty on components and concessional structure of 2% without CENVAT credit are positive steps to encourage tablet manufacturing in India. However it disappoints as no initiatives have been taken to increase PC manufacturing and promote exports. In this budget, we might have missed an opportunity to drive ‘Make in India’ in computers.”



Amar Babu
President, MAIT



Khwaja Saifuddin
Senior Sales Director - South Asia,
Middle East and Africa, WD

and SME’s through MUDRA Bank is expected to help the existing 5.77 crore small business units in the country expand their operations besides assist-

“The budget carries forward the government’s vision of Digital India and Make in India, and had some encouraging announcements especially regarding the development of infrastructure, employment generation and training of the youth. The support that is likely to be meted out to start-ups

ing new start-ups. The proposed reduction in the rate of income tax on royalty and fees for technical services from 25% to 10% will empower small businesses and start-ups digitally and make them important contributors to the Digital India initiative. Similarly, steps taken to enhance the employability of the youth through National Skills Mission and Deen Dayal Upadhyay Gramin Kaushal Yojana will result in the industry having an educated and trained workforce, a must for the Make in India initiative to progress. As the Financial Minister mentioned, this would turn ‘job seekers’ into ‘job creators’. Besides this, the proposal to reduce the basic rate of Corporate Tax from 30% to 25% over the next four years is a welcome move. Not only will this make the business environment in the country more lucrative, it will also lead to higher investments, job creation and growth.”

“We’re happy and welcome this positive budget which has defined a clear roadmap on many aspects addressing the need for stability in policy framework. Some of the bold announcements made by the Finance Minister and have a direct bearing on our sector - infrastructure spending, direct transfer to beneficiaries, committed date of April 01, 2016 for Goods & Service Tax (GST) and enhanced social security thrust will convey a reassuring message to potential overseas investors. However, we’ll need to review the provisions before any predictions could be made on the impact they will have on the sector. IT industry expected more from the budget. While some progress has been made towards addressing the inverted duty structure and dual Central Value Added Tax (CENVAT) structure for encouraging local assembly/manufacture of tablets and smartphones, keeping out PCs with the attendant increase in Excise duty/CENVAT from 12.36% to 12.5% in addition to the jump to 14% in service tax bodes ill for increasing demand for this category which is already suffering from woefully low penetration rates. We are eagerly hoping that with the clear direction spelt out, there would be more reform oriented policies and measures as the year progresses so the momentum for an accelerated GDP growth continues.”



Rodney Noonoo
CFO, Xerox India

all I see a spirit of enablement, long term growth with announcements of multiple schemes aimed at bringing a change in the economic and social



S. Rajendran
CMO, Acer India

ecosystem that includes job creation, skill development, bridging the social divide etc.

The efforts on overhauling India’s business environment and boosting the country’s presence in the global map of ease of doing business is commendable. Right from cleaning up the links to tightening of processes and stringent laws for eliminating black money, monetizing gold-Sovereign Gold Bond will have a populist sentiment around it. The commitment to further this process through online central excise and service tax registration in two working days, issuance of digitally signed invoices and maintenance of electronic records and cutting down of paper work and red tapism will be a significant move in digitizing India and IT industry players like us will look at working more closely with the Government on such projects.

The government had promised to make it easy to do business in India and the intent is evident in the budget. The announcement to roll out GST from April 2016, reduction in corporate tax from 30% to 25% over 4 years, reduction of tax on royalty and technical fee as well as re-assurance on retrospective taxation will complement the efforts of improving investor sentiment and making India the next business destination. The focus on critical sectors like infrastructure and power & renewable energy construction as well as focus on skill enhancement are also steps in this direction.. While revised service charge rates increases the risk of more cash transactions at a micro, small industry level, but this is perhaps a necessary and important a step towards GST implementation.

The Budget on paper looks to be an outstanding ‘business plan’ with a roadmap for the next five years with right balance between social and economic objectives with focus on critical areas and now it is really upto how well it is executed on the ground.

“Overall the budget is well structured. The announcement regarding bridging the digital divide between the urban and rural India is a welcome move. The announcement of allocating Rs 150 core to create world class IT hub in India under the Atal Innovation Mission is very encouraging. Skill development also got a



Altaf Halde
Managing Director -
South Asia, Kaspersky Lab

special mention in the budget aiming the youth to be entrepreneurs rather than job seekers. This was followed by the announcement on supporting the startups. For IT sector, this announcement will for sure be a boosting one.

The rationalisation of service tax by including education cess is a good move. The increase will however impact our software sales. The lack of infrastructure development was a concern and it is well addressed in this budget with clear road maps and allocation. This will contribute to the overall development of the country. Reduction in corporate tax is also encouraging. The affirmation in the speech of Finance Minister Mr. Arun Jaitley, addressed the lost confidence among corporate India.



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Sunil K Sinha
MD & CEO India Region,
Sharp Business Systems
India Private Limited

This Budget has two very important aspects; without which the Indian Economy cannot grow as is being widely expected. The first is, a conscious effort to narrow the gap between rural & urban India; without inclusive growth the Economy cannot gain traction. The other important initiative is the focus on building infrastructure. If the intent of the budget is translated into real action, the results are bound to appear in the foreseeable future. The path of gradual activism, even though contrary to expectation that had been widely created, is the right recipe for a large and diverse country like ours and lends itself to easier course corrections and more certainty in achieving the desired goals.

What is your reaction to the latest budget announcement by the government?

Overall the budget looks to be bringing in realignment in taxes for corporates and rationalizing the tax pay-out. One aspect that strongly comes out of this budget is that in the next few months the industrial growth would be more encouraging than at the current moment. The stress toward make in India looks to be gaining and that will surely benefit the local industries. However raising the service tax is something that is definitely going to pinch the businesses.

What points have been missed? What points have been covered well?

One significant aspect that looks missing is the increase in income tax exemption limit which eventually would have much higher impact on the growth for industries. However small benefits like travel can be referred as a breather for the Income tax payer.

Are you satisfied with this budget?

On a rating – I would give in a score of 6 out of 10 as though this is not a populist budget throwing in goodies like the earlier budget but clearly focusing on curbing out anomalies and bringing in a spurt in growth.

What according to you are the biggest plus and minuses coming from this budget?

The biggest focus that the FM has kept is to stimulate the industrial and business growth that had been the main plank for coming to power and more over with no goodies or subsidies announced – it clearly shows government' strength as a party having an absolute majority. Not coming out with anything substantial for the middle class in kind of any benefits is something that I feel that this budget has missed.

What points have been missed? What points have been covered well?

The domestic manufacturing has been addressed very well keeping in mind the "Make in India" campaign announced in the Budget the previous year. The rationalization of VAT taxes was also crucial due to the grey market operators.

But there should have been some announce-



Richard Tan
MD & Director,
ADATA Technology India
Pvt Ltd

ments for the e-commerce and mobile sector together as they are the next big thing and are significantly contributing to the revenue generation of the economy.



Subhash Agarwal
CMD, Cheers Devices

components and units should have been given a defined boost.

What according to you are the biggest plus and minuses coming from this budget?

The 'positive intent' by FM Arun Jaitley for the technology start-ups is welcoming. The allocation of Rs.1000 crore for the initial fund under the National Institution of Transforming India (NITI) Aayog will definitely boosts the start-up to support their businesses. Only the post-budget details and intricate details in print can give a better idea about the same.

The incentives for domestic mobile phone makers is very well done and bound to favour the Indian base manufacturers. But simultaneously, the excise duty have been increased up to 12.5 per cent. As an Indian brand with manufacturing in China, we expected some favourable proposition as our end customers are Indian and would have benefited further.

What is your reaction to the latest budget announcement by the government?

The Budget proposed to cut the rate from 25 to 10 per cent of income tax royalty and fees for technical services

This is a definitely good move by the FM to ensure access to technology to the "young entrepreneur running business ventures or wanting to start new ones"

What more could have been done in a better manner?

The prices of excise duty may benefit and spur domestic manufacturing. But the domestic vendors import major stock of smartphones, which will significantly impact the increase in the prices of smartphones. Also, the limit to exemption from levy of SAD to inputs / components used in the manufacture of personal computers (laptops / desktops) and tablets should have been proposed in a much better way.

Extremely important issues like Cloud Protection laws, Cyber Security and Double Taxation on software, etc. remained unaddressed. Moreover, we were also looking forward to the implementations of the programmes announced in last budget like E-Kranti, Smart Cities and the 10,000 crore fund for SMEs, etc

"This time, the Finance Minister has given special attention to the IT and ITes sector. The announcement of Rs 1000 crore for promotion of start-ups is a highly positive move. We feel that the new government has presented a progressive budget, which will help in creating an investor-friendly environment and attract more foreign and domestic investment in the IT sector. As we all know, a boom in the IT Industry with advanced technology leads to direct growth of the economy. Hence, the government has laid a special focus on this space. The new mechanism known as Self Employment

and Talent Utilisation (SETU) will be a techno-financial incubation and facilitation programme to support all aspects of start-up business and other self employment activities particularly in technology-driven areas. This too will open more avenues in the sector and be a veritable shot in the arm."



Raju Vanapala
Founder and CEO,
LearnSocial.com



Partha Iyengar
Country Manager
(Research) - India, Gartner

Overall, the budget is a 'feel good' budget. It has a pragmatic and good balance of social programs, industry (large and SME) friendly programs and tax reforms, without going overboard to be populist or 'politics driven'.

In terms of the IT industry specifically there is a nod for the needs of the IT industry in terms of making a statement that the needs of the IT industry will be addressed in terms of ease of doing business, capital access etc. However, without reviewing the details of exactly how this is to be done, we will need to adopt a wait and watch approach to see how effective it will be.

Reducing the tax on R&D and innovation investments to 10% is a very positive move, both from the point of view of facilitating technology transfer as well as incenting companies to invest more in driving innovation. Along the same lines, the nod to the 'start-up ecosystem' in the country is a major positive. This is the first time such language has made its way into the budget and a good reflection of the fact that job growth has to be broad based by facilitating the SME segment and even the start-up culture in the country.

The increase in infrastructure investments across the board is another positive measure. Here however, the devil, as always is not in the budget pronouncements but the actual implementation of those announcements, which is where the challenges have always been. The fact that there wasn't a strong acknowledgment of that fact and plans to ensure implementation oversight of these massive programs remains a concern. As an example the NOFPN program has been dragging on for many years now, and other than reaffirming the desire to accelerate implementation, the fact that a hard (new) deadline was not established and committed to is a concern.

On education and skills development again, there are some strong announcements like creating a skills development fund, an innovation platform, and basic education availability within 5 kms of every village. BUT, where are the teachers going to come from? So I would have expected a stronger technology driven approach to expand rural education, which is missing from the budget announcement. The traditional classroom based approach to expanding education access will be a major challenge and instead a strong technology / remote education process would be more effective.

All in all, this is a pragmatic and growth oriented budget which incorporates the 'rising tide lifts all boats' philosophy while also specifically addressing some burning rural and social issues.

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"The budget by the Finance Minister, Mr. Arun Jaitley is a bold and an assertive one. We are pleased to know that local businesses and budding entrepreneurs stand to make a mark globally through various schemes that will help them prosper. A number of steps have been announced to improve the ease of doing business; creation of Micro Units Development Refinance Agency (MUDRA) Bank, with a corpus of Rs. 20,000 crore, and credit guarantee corpus of Rs. 3,000 crore is a positive step to encourage young, educated, skilled workers who aspire to become first generation entrepreneurs or expand their activities. With robust growth in the Digital India initiative announced last year, it is heartening to see that the Government wants to further expand it and increase the network connectivity to more rural areas. A progressive and investment focused budget overall from which we hope to see tremendous growth for the Indian economy."



Anil Valluri
President,
NetApp India & SAARC

"In continuation of the PM Jan Dhan Yojana, we believe that this is an additional positive push to promote cash-less transactions and usage of digital money. The digitization of money at lower level and the JAM trinity (Jandhan, AADHAR and Mobile Access) will redefine and transform the economy to cashless. This will help in further alignment of the mobile wallets, cash in and cash outs and overall the mobile technology. We at Oxygen operate through Mobile, PCs, Biometric point of sale terminals and BCs. Furthermore, our cash in/ cash out ports will further assist us in materializing the cash less dream. We are very positive on this push and support digitization at all level." says Pramod Saxena, founder and CMD, Oxygen services India.



Pramod Saxena
Founder & MD,
Oxygen Services



A K Bhawanias
Chairman,
VXL Instruments

"By looking at this year's Union Budget, I can say that India's economy is about to take off on a faster growth trajectory. I feel that overall the budget is positive for all industries -- healthcare, automobile, IT and others. It is encouraging to see that the government has reinforced its continuing focus on leveraging technology for development goals. Other announcements like electronic Trade Receivables Discounting System (TReDS) for SMEs, cashless economy, expanding direct benefits through JAM etc. are also a good sign. Furthermore, for technology start-ups, the FM has acknowledged the need of addressing concerns such as the need for a more liberal system of raising global capital, providing incubation facilities and easing norms for doing business. This budget clearly points that

'Make in India' is going to gain momentum this year. Reduction in royalty on technical services from 25% to 10% will encourage technology transfer to India. However, the increase in service tax is something that's going to bother the industry as it is bound to increase the prices of many tech services."



P.G Lakshminarayan
Vice President-Finance,
eScan

"The Budget looks pragmatic and realistic and was in line with expectations. Defined focus on domestic manufacturing & infrastructure, investment allocations to build Smart Cities & to increase broadband penetration of Indian villages, liberalization of FDI in e-commerce sector, promised actions to finalize GST this year, clarity on transfer pricing along with a collaborative framework to minimize future disputes etc., are all steps in the right direction and indicative of a positive start to a long-term process. To conclude, this Budget is quite optimistic with clear roadmap ahead and it will be quite interesting to track how it plays out eventually."

What is your reaction to the latest budget announcement by the government?

The Budget is progressive in terms of Indian economical growth and GDP growth. Budget focused on ease of doing business and make In India. Which to us is a good sign and we can attract foreign investments.

What points have been missed? what points have been covered well?

There is nothing much for Software product developing companies like us into Security software. The software product taxation currently is very ambiguous and still continues to be with paper licenses attracting service tax and increase in service tax to 14% will only add to the piracy. Especially in the software products like antivirus where the end user is basically serviced by a IT channel the service tax component or excise duty component are detrimental to growth in this sector. Today everyone is using IT and computerization in all fields and IT security is very important but with so much ambiguity in terms of taxation it is difficult. There is also the case of double taxation.

Are you satisfied with this budgets?

Yes, this is a good budget giving lot of confidence to small and medium business also to general Individuals with social component placed in properly with Insurance cover upto 2 Lakhs and Atal Pension Yojana Etc..

What according to you are the biggest plus and minuses coming from this budget?

The biggest plus is Impetus on Make in India and boost to manufacturing and Industry. Proposal to reduce corporate tax from 30% to 25% over the next four years Minuses as I mentioned Software product category should have been dealt separately.

What more could have been done in a better manner?

In the current scenario the finance minister had done a decent job of balancing act with respect to

social and economic development.



Subhodeep Bhattacharya
Regional Director,India and
SAARC, NETGEAR

"We think the Budget is a strong one and sets the right priorities for long term growth. The special incentives given to the electronics industry will help spur manufacturing. We had expected that a clear business structure would be announced so that the retail and online retailers could have a level playing field. We look forward to some changes in that direction in the future."

The first full-fledged budget of the Modi-led government has served to provide a broad directional roadmap for fiscal planning, infrastructure investment, planned expenditure and policy reforms. The government's vision has been clear since they took over the reins 9 months ago – to lead India on a path of economic transformation. And, towards this end the government has rightly recognized the need to reimagine India as a hub for manufacturing & innovation.

The government has demonstrated great foresight in recognizing the potential of start-ups in contributing to this vision. Encouraging the spirit of entrepreneurship will provide a fillip to innovation, boost employment, enable an inflow of foreign exchange through exports, foster self-sufficiency and indeed, significantly contribute to India's renewed economic growth.

As with the interim budget, this current budget recognized the start-up sector as an area for growth and development and has sought to launch a mechanism to boost entrepreneurship SETU (Self-Employment and Talent Utilisation), that has been envisaged as a Techno-Financial, Incubation and Facilitation Programme, is a welcome initiative. I am confident that the 1000-crore allocated by the government to SETU will go a long way in supporting all aspects of start-up businesses. By creating an ecosystem that allows start-ups to flourish, particularly those in the technology domain, the government can unlock India's potential to create disruptive products and services.

With a progressive vision and timely investment, a pro-entrepreneurship Industry will lend itself to achieving sustained growth and create a global brand for India.

Rafiq Somani, Country Manager India, ASEAN and ANZ

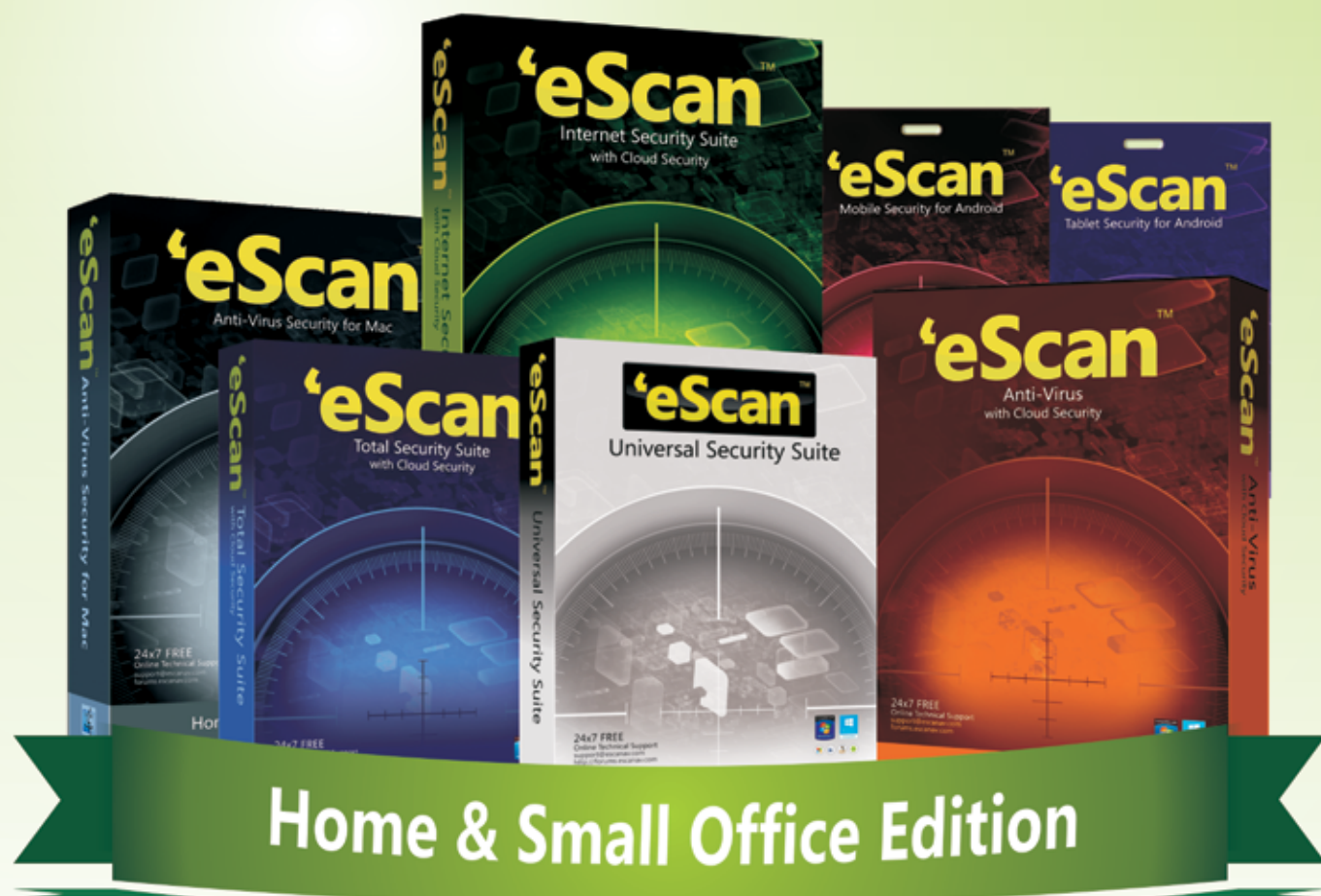
"With the current Government promoting domestic manufacturing via the 'Make in India', this initiative is taking good shape. In today's budget the government emphasized heavy investment in infrastructure, defense, electronics and skill development. All consistent with transforming India into an indigenous self-sustained ecosystem for research, engineering and manufacturing."















Sanjay Deshpande
Co-Founder and CEO,
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