

“Industry experts view the biggest trends and opportunity for 2012”

2012

Top Tech Trends

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

CLOUD COMPUTING

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

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

According to G Dharanibalan, Vice President - Offerings Management & Development, Global Technology Services, IBM, ISA, “Cloud has been offering new opportunities where businesses are going beyond cost savings to build their applications

on the cloud.” K P Unnikrishnan, APAC Marketing Director, Brocade Communications, says, “2011 saw organisations slowly moving towards the cloud and this pragmatic adoption will continue in 2012.”

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

S Sridhar, Director – Marketing, India relationship, Dell India says, “Cloud computing

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

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

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



Amit Mehta
Director, Marketing – India & SAARC, EMC Corporation



G Dharanibalan
VP - Offerings Management & Development, Global Technology Services, IBM, ISA



K P Unnikrishnan
APAC Marketing Director,
Brocade Communications



Pratik Chube, Country
GM – Products
Emerson Network Power, India



Rothin Bhattacharya
EVP - Marketing, Strategy,
Business Development,
HCL Infosystems



S Sridhar
Director – Marketing, India
relationship, Dell India



Shailesh Deshmukh, Country Sales Manager-SAARC, Honeywell Scanning & Mobility

Sinha, Director – Enterprise Sales, AMD India & AMD South Asia.

Sunil Cherian, Vice President Product Marketing, Array Networks, says, “In addition to private clouds, we see increased investments in public clouds lead by service providers, traditional outsourcers and startups to meet the growing demands from small businesses and enterprises in India and around the globe for ITaaS and SaaS services.”

Sushil Bandi, Country Manager, Western Digital bets for Hybrid cloud. He says, “Hybrid-clouds – a combination of both concepts, will further gain in acceptance.”

Rajesh Awasthi, Director Telecom & Cloud Service Provider, NetApp India sums up all when he says, In 2012, cloud computing will be old enough to do some great things and would emerge as the key advance in IT service and applications delivery.”

Sanjay Manchanda, Director – Microsoft Business Division, Microsoft India, says, “Soaring maintenance and energy costs, space constraints, the time and IT resources that are required to maintain the status quo is leading to an IT set-up which is inflexible and cannot evolve fast enough to keep pace with the dynamic requirements of an enterprise. The old models do not allow you to consolidate effectively enough, deploy virtualization or help you make a move towards the Cloud.” He adds, “Soaring maintenance and energy costs, space constraints, the time and IT resources that are required to maintain the status quo is leading to an IT set-up which is inflexible and cannot evolve fast enough to keep pace with the dynamic requirements of an enterprise. The old models do not allow you to consolidate effectively enough, deploy virtualization or help you

make a move towards the Cloud. The next generation data centers are highly virtualized and feature qualities such as a consolidated workloads, automated tiered storage, self-service management, open-standards based infrastructure, and automated infrastructure deployment. In 2012, performance and flexibility of IT operations management will dramatically improve for services naturally adapted for cloud environments. Hence, the next generation data centers are being designed differently. They're more modular, more flexible and much more accepting of new technology as it becomes available.”

Shivaji Chatterjee, Vice President, Hughes Communications, says, “Satellite broadband will be bundled into Cloud applications and offered as a bundled, integrated service - with Messaging and collaboration apps, Banking/Broking apps, Video-conferencing and e-learning apps, etc.”

An increasing number of small- to medium-sized enterprises (SMEs) in India are getting to grips with cloud computing, thanks to its ability to cut costs and reduce the need for capital equipment - both hardware and software.

The reason for growing adoption among the SMEs is not far to seek. The cloud services model with its contract-guaranteed levels of performance has the potential of offering a much more permanent solution to the cost-sensitive SME market.

MANAGED SERVICES

Enterprises are putting stock in managed services as a cost-effective means of dealing with their IT concerns. Notwithstanding the divergence



Sanjay Manchanda Director – Microsoft Business Division, Microsoft



Sumanth Tarigopula, Director, Best Shore Application Services, HP



Bhaskar Joshi- Marketing Manager, Multifunctional Devices, Office Imaging Solutions (OIS) Division, Canon India



Vinay Sinha Director – Enterprise Sales AMD India & South Asia



Alok Bharadwaj President, MAIT



Sunil Cherian, Vice President Product Marketing, Array Networks



Sushil Bandi Country Manager, Western Digital



Rajesh Awasthi Director Telecom & Cloud Service Provider, NetApp India



Anand. S, Director, Zicom Electronic Security Systems Ltd.



Shivaji Chatterjee
Vice President, Hughes
Communications

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

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

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

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

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

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

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

SECURITY

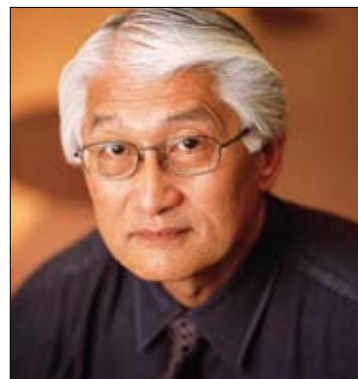
It was joie de vivre for the cyber-villains till now of 2011. Both large corporations and small companies bore the brunt of cyber break-ins. The year 2012 promises to be no different. On the contrary, security experts are of the view that such threats may worsen. Usually viewed as an overhead function,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



Rakesh Aerath
Director – Telecom &
Innovation, Logica.



Vishal Awal
Executive Director,
Services, Xerox India



Hu Yoshida
VP & CTO
Hitachi Data Systems



Sunil Kripalani
Senior VP Global Sales
& Marketing, eScan



Amit Nath
Country Manager India and
SAARC, Trend Micro



Ajay Goel
MD – India & SAARC, Symantec



Kartik Shahani
Country Manager, RSA
India & SAARC



Anil Pochiraju
MD, India and SAARC,
F5 Networks



Vishak Raman
Regional Director, India
& SAARC, Fortinet



Yogesh Sawant
Director, Partner Sales
and Field Alliance
Organization, India, HDS



Scott Chen
VP, APAC Region, Kingston
Technology, India



Ranjit Nambiar, Director
of Sales, HID Global IAM
- India and SAARC



Dinesh Rao
GM - Marketing, UTC Fire
and Security India Limited

business operations.”

Living in an era where we have to expect to be compromised occasionally, perimeter defence mechanisms like anti-virus software, IDS, firewalls cannot prevent sophisticated attacks like Spear Phishing Attacks or Advanced Persistent Threats (APTs). Kartik Shahani, Country Manager, RSA India & SAARC, says “The attacks are complex, sophisticated and focused on a specific information. The information gathered from multiple sources would be used for the attack.” He adds, “Behaviour-based technology, real-time monitoring of activities, forensics will gain more prominence in the coming year given the threat landscape.”

Anil Pochiraju, MD, India and SAARC, F5 Networks said, “The spurt in mobile devices and growth in access to Web-based applications has also brought along various performance and security implications. Attacks are evolving to target new devices and new applications, which are in many ways also impacting application performance and user experience.”

Information being pervasive and being available over the cloud, the recent advent of tablets and smartphones accessing that information, and the move from desktop apps towards web based apps, have put organizations' security management at a unique challenge. Facebook, Twitter, Skype etc. have achieved widespread penetration into enterprises, and along with them they have brought the fear of malicious threats and data loss. “Along with the rise of cloud computing, we are seeing more and more organizations looking to secure themselves against known threats from Web applications. And as mobile

devices proliferate, interest in mobile malware detection and customer notification is starting to grow,” says Vishak Raman, Regional Director, India & SAARC, Fortinet.

Amit Nath Country Manager India and SAARC Trend Micro, says, “The upcoming year will see cybercriminals act with even more persistency and sophistication, as the world shifts from the PC-centric desktop toward mobile and cloud computing. The repercussion for IT administrators will be an imperative to approach security with a data-centric framework – protecting the data, not just the systems.” He adds, “The security industry is at a crossroads, facing a complicated horizon that covers an escalation of targeted attacks against companies; growth in the use of unsecured personal mobile devices; and cloud implementations where data can be accessed anytime, anywhere. Trend Micro envisions that during 2012 and beyond, business will need a more holistic and a smarter security. With the rapid consumerization of IT and the sophistication of attacks, businesses will need better and faster threat protection that enables business productivity whilst increasing efficiency and manageability of their security. Our involvement and extensive work with governments, industry associations and businesses has put us on a good platform that can help businesses stay more protected while embracing opportunities and advantages of cloud computing and consumerization with new confidence.”

STORAGE

Data or information recession is never going to happen. Even in tough economic situations, the



Vishal Dhupar
Managing Director, Asia
– South, NVIDIA



Rajesh Kaul
India Regional Sales
Director, Brocade



Nitin Hiranandani
Director, Laserjet Enterprise
Solutions, HP IPG



Vishnu R. Dusad
CEO & MD, Nucleus Software



Samba Moorthy, Senior
General Manager, Sales &
Marketing, Epson India



S Sriram, CEO
iValue Infosystems Pvt Ltd



Jagannath Patnaik
Director, Channel Sales,
South Asia, Kaspersky

amount of data and information being generated, processed, stored and retained will continue to increase. Yogesh Sawant, Director, Partner Sales and Field Alliance Organization, India, HDS, says, "Despite economic turmoil and great uncertainty, in certain areas of business, there are still some absolute certainties. One such area is that of data storage and storage infrastructure, for which demand will undoubtedly intensify in the year ahead, continuing the trend in recent years of exponential growth. At its current pace, the growth of storage budgets now threatens to eclipse the growth of an organization's overall IT budget. Rather than continuing to add to storage systems and increasing management complexity, a more cost-effective, sustainable approach is required."

Solid State Drives (SSDs) and flash memory are being used at every layer of the IT infrastructure to accelerate applications and scale the number of concurrent users that can be supported. Scott Chen, Vice-President, APAC Region, Kingston Technology, India, says, "We anticipate a greater demand for SSDs in the next year, which is why our focus will also be on this excellent storage technology." He adds, "Solid State Drives (SSDs) and flash memory are being used at every layer of the IT infrastructure to accelerate applications and scale the number of concurrent users that can be supported. Enterprise data centers are now adopting SSDs for their server where data I/Os are very high, and conventional hard-drives cannot provide that much of faster data transfer speeds. "SSD is making storage more deliverable to leverage new networking models such as OpenFlow that are required to

support this expanding storage universe. SSD technology is helping storage reach farther and faster than ever before."

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Gone are the days when most SMBs had only a limited budget for capital IT purchases. So, they were not interested in buying storage solutions. Today, the market potential is unbelievably high. Storage is not a dead-end IT activity. SMBs are realizing they have a lot of important data and they cannot afford to lose it. As they store more data digitally, they have discovered that ad hoc processes are not enough. They are starting to look to VARs seeking advice. As a result, a number of resellers are adding storage to their array of products and services. VARs can show customers how Storage implementation is the need of the hour. Although SMEs have only a limited budget for capital IT purchases, they are badly in need of better storage solutions, and often they are well aware of it. However, getting customers to invest in storage can be a difficult proposition. When it comes to storage, a lot of small businesses don't want to spend money on it. The challenge before the VARs is to explain to them how important a robust solution is. The key difference in storage adoption among SMEs from large enterprises is that the latter have issues of scalability, headroom and interoperability, whereas SMEs look for easy, reliable and robust solutions to meet their existing needs - partners need to address these needs most efficiently by understanding a customer's point of view closely.

They see a big growth opportunity. The technologies



B Raghavendran
Head Partner Organization
Cisco India and SAARC.



William Moss, Director of
Communications, Asia-
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Mohit Anand
MD, Belkin India-subcontinent



Susumu Kobayashi
Country Head, Buffalo India



Sunil Grewal
Sales Head - India, GIGABYTE
Technology (India) Pvt. Ltd



Surjit Lahiri
Vice President -
Projects, Mindteck



Tiger Ramesh
CEO, CSS Corp



Gaurav Ahluwalia
MD, R&M India



R. Ravichandran
Director, Sales, Intel South Asia



Manju Lakra, Product Engineer-Telecom Products, Matrix Comsec Pvt. Ltd



Nitin Walia
Director, Bharatberry Technologies



Ramendra Mandal
Country Manager, QlikTech India



Sunil Singh
MD, GlobalLogic

have become cheaper. The demand is meeting the supply, and the VARs have the opportunity to be right in the middle, because there is no one else who could educate these customers.

As with any major technology sale, SMBs need a lot of guidance when it comes to choosing a storage solution.

Small businesses are generating a large amount of data in the day-to-day operations. But what if they lose that data? The importance of data can be gauged from the fact that according to the reports by various research firms, 70 per cent of the small businesses that experience a catastrophic data loss go out of business within one year. Ensuring that the information in a datacenter is secure and being accessed only by those authorized has become a top concern for all datacenters - large and small. The availability and authentication of data to massive corporates and government databases to the millions of people who use mobile web is a key priority.

BIG DATA

The big hype for 2012 will continue to be around "Big Data". The explosion of unstructured data and mobile applications will generate a huge opportunity for the creation of business value, competitive advantage, and decision support if this data can be managed and accessed efficiently. The massive size of Big Data sets will make it impractical to replicate, back up, and mine through traditional means. "Big Data will be more about the information that can be derived from the intersections of many data sets or objects. In 2012, there will be greater adoption of content platforms in preparation for Big Data analytics," says Hu Yoshida, Vice President and Chief Technology Officer, Hitachi Data Systems.

Rajesh Kaul, India Regional Sales Director at Brocade says, "2011 was the year in which 'Big Data' stole headlines, but this trend will continue unabated through 2012."

MOBILITY

Dinesh Rao, General Manager- Marketing, UTC Fire and Security India Limited, says "There is a greater need of security applications over mobility devices. Increased

storage space is the need of the hour and relying on cloud will be the answer. Redundant technologies are becoming need of hour in IP CCTV domain."

Vishal Dhupar, Managing Director, Asia - South, NVIDIA, says "With mobility bringing a paradigm shift in the IT realm, we're really excited about Tegra 3. Ushering in the era of quad-core processing in mobility with Tegra 3, NVIDIA brings PC-class performance levels, better battery life and improved mobile experiences to tablets and phones."

"Mobile devices continue to outgrow PCs as preferred primary computing devices. According to Gartner, by 2016, at least 50% of enterprise email users will rely primarily on a browser, tablet or mobile client, instead of a desktop client. HP continues to bring mobility solutions and a Cloud-unified Experience to the enterprise customer," says Nitin Hiranandani, Director, Laserjet Enterprise Solutions, HP IPG.

THE OVERALL MARKET

Though global slowdown is all set to be distinct possibility, India would continue to see the upward trend. It may be able to reduce the rate of growth, but India would continue to be a robust economy thanks to fact that basics are fundamentally strong. Indian information technology sector continues to be one of the sunshine sectors of the Indian economy showing rapid growth and promise. Vishnu R. Dusad- CEO & MD, Nucleus Software, says, "We have a huge youth population, who believes in 'Living for Today'. They don't want to save for 10 years and then buy a car. They rather like to go buy a car within 2 years of getting employed by taking loan. This segment of customers would keep the upward trend continue."

Samba Moorthy, Senior General Manager, Sales & Marketing, Epson India, is of the opinion, "There is a likelihood of things slowing further before they improve going by economic and market indicators. But the long term prospect is still positive, the Indian consumer is still active and we expect the market and economy to correct itself quickly."

Ranjit Nambiar, Director

Highlights of Top Trends for 2012

CLOUD COMPUTING

Cloud Computing has become the preferred mechanism for organizations to better leverage the power of technology. Rather than contending with the endless hassles and increasing costs historically associated with traditional, on-premise, hardware and software products, today's cloud computing solutions enable organizations to more quickly and cost-effectively harness technology to achieve their business objectives.

MANAGED SERVICES

Enterprises are putting stock in managed services as a cost-effective means of dealing with their IT concerns. Notwithstanding the divergence of opinions on the managed services market in India, one thing is quite certain. The future of managed services looks bright. It is being well received in India. Indian market presents a huge opportunity for managed services.

SECURITY

The bad guys won't stop, and neither will those trying to protect us. Large companies will focus on refresh only, but smaller companies face increasing regulations and will be forced to upgrade. While the battle rages on, security tools and experts are becoming more affordable.

STORAGE

We never had enough storage, and that trend will continue. Look for the 2TB SATA drive to rule the market and cloud to rearrange, but not reduce, many current storage plans.

OVERALL IT MARKET

Though global slowdown is all set to be distinct possibility, India would continue to see the upward trend. It may be able to reduce the rate of growth, but India would continue to be a robust economy thanks to fact that basics are fundamentally strong. Indian information technology sector continues to be one of the sunshine sectors of the Indian economy showing rapid growth and promise.

Sales, HID Global IAM - India and SAARC, says, "The current global slowdown is something we are keeping a close watch on but for now we have not seen any slowdown in our projects pipeline. Yes, we do agree that domestic consumption would take care of any slowdown from Global / MNC verticals and for this we have created a separate vertical based team in India driving opportunity into Defense, Transport (Metro and Airports), Oil & Gas, Power, Manufacturing and Indian Banks."

"Since we focus on smartphones we're very fortunate to operate in a market that at a global level is still growing strongly. We believe that there is great potential in India as smartphones and similar devices become accessible to ever more people, and the range of localized services and applications continues to grow," says William Moss, Director of Communications, Asia-Pacific, Motorola Mobility.

Mohit Anand, MD Belkin India-subcontinent says, "Since we always believe in innovation and bringing best product to our consumers, we have vast opportunities lying ahead. We will have to stick to our basics like working closer to our partners and that will have desired effect."

S Sriram, CEO - iValue Infosystems Pvt Ltd, says "Majority in India seem to over-react to Europe and US market challenges. Our economy will continue to grow 6%+ GDP driven by domestic consumption and demand."

Tiger Ramesh, CEO, CSS Corp, "India is fast moving from being a price sensitive market to service excellence one. Though IT managers and decision makers

are still cautious and do not want to incur overheads, we think India looks very positive in terms of technology adoption. The good news is that many are beginning to realize the importance of cloud and mobile enablement and consider this to be an inevitable investment. CSS Corp has already created a strong arm focusing on the Indian market to address opportunities here."

Susumu Kobayashi, Country Head, Buffalo India is optimistic about the robustness of the Indian economy. He says, "In the coming years, Indian economy is believed to touch new heights. It's expected to boost up as the consumers who are turning up to be tech savvy and are also believed to be using more and more of the trends that prevail in the market. In order to cope up with the global slowdown we are working hard to provide better services and better products, so that a level of trust can be maintained between us and our consumers."

"India market is being driven by domestic consumption. Domestic Consumption in turn is driving creation of new /niche products and services providing more choices to the consumers. This in turn affects customers' behavior and creates demand for new set of products & services, thus increasing overall market size. Overall India Market for products and services which solves big problems, saves time and money and meets emerging daily needs of consumers, will keep increasing irrespective of global slowdown," says Surjit Lahiri - Vice President - Projects, Mindteck.

"We strongly believe in India's growth story and strengthening our market position in such high-growth markets is an integral

part of global strategy to achieve the targeted growth. Going forward, I believe that Tier II and upcountry markets will offer a lot of opportunities and we are looking to increase our focus and presence," says B Raghavendran - Head Partner Organization Cisco India and SAARC.

According to Gaurav Ahluwalia, Managing Director, R&M India, "We've seen that projects that on hold earlier due to global financial uncertainty have been resumed in addition to new projects being proposed in 2012. We're seeing growth in Tier 2 & Tier 3 cities where projects are being initiated as well. We're optimistic about the future."

Sunil Grewal, Sales Head - India, GIGABYTE Technology (India) Pvt. Ltd said, "With regards to the current HDD supply issue, we expect the JFM quarter also to be bit slow. However, we expect over a 10% YoY growth for GIGABYTE motherboards in the Indian market."

R. Ravichandran, Director, Sales, Intel South Asia, says "If you compare the domestic consumption with international consumption, you will find the domestic consumption story extremely intact, especially in the last few years. The domestic economy itself has a lot of drivers which are somewhat insulated from what is happening in the rest of the world."

Market is all about ups and downs. Slowdown in one economy is bound to reflect all-over as it is the era of globalization. The telecom regulators and government needs to play a major role here, defining legislations to safeguard the domestic manufacturers. Manju Lakra, Product Engineer- Telecom Products, Matrix



Ajay Sharma, Country Manager, ViewSonic Technologies India Limited

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Saurabh Grover, Sales Head, AOC Monitor Business



Sivakumar N, VP - Strategic Marketing, Product Management & Services, DS Division, Toshiba India



Rajeev Soni, Country Manager India, South Asia, Mid-East at Aspect Software, India



Basil Daniells, Vice President, Middle East, Africa, Turkey and India, Epicor,



Rafiq Somani, Area Vice President and Country Manager, PTC India

Comsec Pvt. Ltd. Says, “The domestic consumption is bound to grow, the electronic goods any time tops the export list every year. We will hopefully touch the estimated growth target this year. The market researchers have forecasted positively for the coming year and so let’s keep the fingers crossed.”

“Along with the growing demand in the education and the enterprise sector, consumer segment is also booming. The overall market in India is bound to grow. There is political instability as well which is hampering the market growth. But we hope the market to recover and respond by the end of this financial year,” says Ajay Sharma, Country Manager, ViewSonic Technologies India Limited.

“Indian market still have lots of thrust and still have lots of domestic requirement itself to be fulfilled and we will definitely see an upward trend” says Naitin Walia, Director, Bharatberry Technologies.

Ramendra Mandal, Country Manager, QlikTech India, says, “The business intelligence (BI) software market in India is in high growth phase. According to various estimates, it is currently

witnessing a year-on-year growth of 15% to 20% this is likely to continue.”

“With a global slowdown all eyes are on India. In phase 1, most of the companies thought India to be a market and wanted to sell their products in the Indian Market. While some succeeded, most understood that because of different conditions, they need to alter their products. This has led to a lot of R&D work getting done in India for the products to be sold in Indian Market,” says Sunil Singh, Managing Director, GlobalLogic.

Rafiq Somani, Area Vice President and Country Manager, PTC India, says, “2011 was a great year for us and we hope to do well and continue to grow in the coming year.”

“No second thoughts that the growth momentum of Indian economy is impacted with the onset of global economic slowdown; however the severity of impact is considerably less compared to most developed economies. Overall market in India will definitely see an upward trend since there is still a huge untapped market & also significant demand from corporate sector,” says Saurabh Grover, Sales Head India, AOC

Monitor Business.

RajeevSoni, Country Manager India, South Asia, Mid-East, Aspect Software, India opines, “We don’t believe this trend is limited to India. Countries like India, Brazil and China, etc. are just taking off in the customer service area as they never had this type of infrastructure before and are now really pushing the boundaries in a lot of product areas.”

Basil Daniells, Vice President, Middle East, Africa, Turkey and India, Epicor, says, “Market recovery is trending up – according to industry analysts, IT spending is expected to see a nearly 4% increase in 2012. We expect the technology sector to continue to grow faster than the overall market. While economic growth will continue to be constrained by debt concerns – particularly in the Eurozone, we expect to see companies, particularly in emerging markets invest in IT and enterprise software applications as a way to further increase productivity, efficiency and global competitiveness.”

Sivakumar N, Vice President - Strategic Marketing, Product Management and Services, DS Division, Toshiba India, says,

“Though the macro-economic issues like Forex and Interest rates are not looking very favourable currently, we feel the laptop market will continue to grow in the year 2012 as the laptop penetration is still very low in India and the strengthening of Broadband infrastructure will further boost the laptop category sales. We also feel that laptop will continue to be the primary connectivity and computing device and tier 2 and 3 towns will continue to fuel laptop category growth in the year 2012. We at Toshiba are gearing up to launch a range of new products to drive aggressive growth and we are optimistic about achieving our targeted growth plan.”

Jagannath Patnaik - Director, Channel Sales, South Asia, says, “PC shipments to India will see in an increase as predicted by analysts and is directly proportional to the growth of our consumer business. We see the piracy levels further dropping down in security market space due to increasing awareness on IT Security as such overall we hope to see much higher growth this year.” ■

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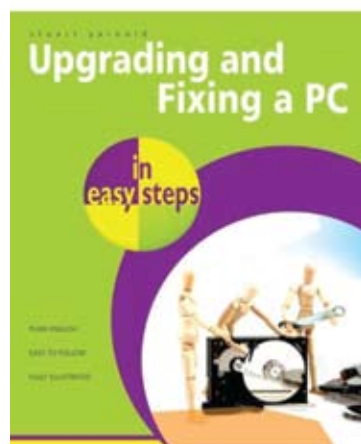
BOOK REVIEW

Book Name: Upgrading and Fixing a PC
Author: Stuart Yarnold
Publication: Tata McGraw Hill

Given the pace at which computer technology is advancing, upgrading parts as they become obsolete is the only realistic way of having a PC that’s always capable of handling the latest software and hardware. Many people though, are wary of delving inside the system case for various reasons. This includes;

- Ignorance of what lies within,
- Fear of invalidating warranties, and
- Fear of damaging PC. So they take the PC to a computer store and put up with the inconvenience and cost.

The book provides tips on upgrading and fixing a PC in easy steps and provides all the information you need to do just that. It will enable you to keep your PC at the cutting-edge. It explains how to identify, locate, and install the relevant parts to make your computer faster, more versatile, and more powerful. It includes money-saving tutorial on various buying options and troubleshooting nasty problems.



Book Name: Introduction to Digital Mobile Communication
Author: Yoshihiko Akaiwa
Publication: Willy- India

This book is intended to introduce the digital mobile communication technologies with an emphasis on digital transmission methods. Digitization is a technical trend in telecommunications as well as in other fields; for example, digital audio systems (compact disk) and digital control of machines.

A digital approach enjoys higher accuracy and stability of the system over an analog system. Driving forces for digitization are VLSI (very large-scale integrated) circuits and computers, which make it feasible to implement circuits required for the digitization of system.

A certain part of this book is bound to become obsolete in near future, when more advanced technologies for digital mobile communications are developed as a result of the on-going active research in the field. However, this book may be helpful to mobile radio engineers as it comprehensively describes digital mobile communication at this time.

