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SME CHANNELS

India's first IT magazine for SME business

COVER STORY



"INDIA IS A PROMISING LAND WITH BOUNTIFUL OPPORTUNITIES FOR DATA CENTER GROWTH IN THE COUNTRY!"

GEORGE CHACKO, PRINCIPAL SYSTEMS ENGINEER & LEAD TECHNICAL CONSULTANT, BROCADE INDIA



"THE MASSIVE VOLUME OF DIGITAL CONTENT PRODUCED HAS AMPLIFIED THE DEMAND FOR HOST DATA CENTERS REQUIRED TO RUN CRITICAL - SENSITIVE INFORMATION."

RAMANAN C, DIRECTOR - CLOUD NETWORKING, INDIA SUB-CONTINENT, CITRIX

rapid progress from development to production (Go Live) helping them meet their business objectives. Green technologies shall also play a key role in shaping the future Data center to reduce the carbon footprint. Lastly, the current in-house Data center shall actively migrate to robust Data center such as Tier-4 Data center to ensure security, availability of data and related infrastructure.

Role of Channel Partners in India in Data center market

Channel partners play a key role in the data center market in taking the services to the last mile, expanding the delivery & support coverage. With cloud services touted to be a major play riding on Data center in India, channel's role has crossed over from sales enablers to IT transformation agents. Rohan Chandrabas, National Alliance Head, IT DATA CENTER excerpts, "The level of readiness of channel in India is not at the point, where data center services are the mainstay of their business". This is largely since channel has been perennially been comfortable in being the

feeder for physical IT infra requirements for their customer. They are yet to take a holistic view of IT as customer's business enabler, understand its IT footprint and having conversations that enable them to see both short term & long term aspects of customer engagement. Saying so, we are witness to some significant change in mindset of a section of channel fraternity in India, where they have been the flag bearers of this strategic shift in positioning of channel and being ready to graduate to the next level and take their business strategy transformation challenge head on. We as data center and cloud OEMs, own a bigger responsibility to enable this transformation. Agreeing to this, Ravi Raj, Brand Head, Director Sales & Support at NETRACK says, "Partners in India will continue to play a key role in the growth of the data center market. As IT infrastructures are growing across the country, companies are now more dependent on their channel partners to deliver the best of the products and solutions. With the latest technologies, partners need to upgrade themselves. Most of the partners keep themselves updated and this

makes them well-prepared to face the challenges."

We believe that every channel partner has good business skills and understanding the requirements of their respective markets. But these skills will not be effective enough if a partner does not have a good understanding of data center components. Anil Sethi, Director & General Manager, Channels, Dell EMC, has shared his views. He says, "In order to be specialists in the data center business, Dell EMC offers partners training and enablement programs so channel partners can learn industry best practices for the data center business."

Future hold for DC market

Data center will continue to play the role of a key enabler for technologies such as cloud, IoT, Analytics. This will trigger adoption of contemporary technologies by Data center to address the availability, security and growing storage needs of businesses. At the end, it can be said that the future is going to unveil a great scope and opportunity for the market. This is very much predicted and stands as no surprise. Investments are flowing in to India for the potential the nation carries as a market is tremendous. 



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ANIL SETHI, DIRECTOR & GENERAL MANAGER, CHANNELS, DELL EMC