

# Making every byte count



**NITIN SHAH**

The best things in life don't come planned, they just happen to you. Happy with a top position, fat pay package and perks with one of the leading company of his time, Nitin Shah still ventured out with a true entrepreneurial spirit to create Allied Digital Group, an end-to-end IT services & solutions company.

Allied Digital Services Ltd is a global provider of Managed IT solutions that help optimise, and transform, IT infrastructure and end-user services. For corporations looking to outsource complete IT systems, the company delivers innovative solutions that leverage leading edge technology to reduce costs, improve business service levels and enhance information security.

Shah graduated from VJTI with a BE in Electrical Engineering and then completed post graduation in Management from the Jamnalal Bajaj Institute.

Sharing his journey from the mainframe era of 1980's to today's Cloud technology, Shah says, 'Technology was the game of only the biggies at that time. The current technological sophistication and its omnipresence was unimaginable back then. Coming from a strong Gujarati business background, I decided to get away from the family trading business and set forth into the newer domain of technology.'

During his working tenure with CMC, Shah

was posted with Mafatlal Consultancy Services. A senior executive at Mafatlal, impressed by his technical knowledge and the perseverance to solve problems, encouraged him to start-up his own business.

Shah recalls, 'At first, I resisted as I was happy working with CMC and leaving the security of this high profile white-collar job didn't seem very sensible those days. However, I took the plunge in 1984 and started a company called 'Digital Data Services' with a one-table office in Fort - paying Rs 250 per month for it.'

Companies such as the Forbes Group, Pfizer, Bombay Dyeing, Indian Navy, LIC, and State Bank of India trusted him and gave the business. Even though he was earning more than ten times what he earned in his job, Shah faced a lot of problems initially like experienced and skilled help, huge vendor dependency, very low availability of spares etc. With each passing day, various challenges had to be faced with a bold outlook and a courageous mindset.

As an entrepreneur, Shah always had the desire, the drive and the dreams to become successful and build a strong credibility and reputational value for his organisation. For him, there was nothing like the excitement, glory, fun and sheer thrill of starting something from scratch and watching it grow into a large enterprise of astonishing proportions.

Today, his company's footprints have expanded beyond the boundaries of the Indian shores to the USA, Australia and Singapore markets. The 3Cs - Commitment, conviction and consciousness have enabled company to become a much stronger force in the industry.

Looking up into the sky and saying, 'ready to fly' - leaping across the cloud to the next phase of growth and accelerated success, Allied Digital says it is poised to become an admired global IT services company in the coming future.