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A **CYBER MEDIA** publication

Vol. 13 • No. 12 • June 16-30, 2011 • Subscriber copy not for resale



# THE LEAGUE OF EXTRAORDINARY GENTLEMEN

*Indian cricket...Sachin & Dhoni  
Bollywood....Amitabh & Shahrukh  
Beauties...Aish & Kat  
Businessmen...Ambani & Tata  
Football...Messi & Rooney*

*Indian IT Channel...*

*If we continue the above association formula, we will get the DQ Channels League of Extraordinary Gentlemen. Not all of them are the top revenue earners amongst the channel community (though that too is often the case) but they are the arbiters, influencers, pioneers,... in other words the breed who matter in the Indian IT channel. And since the channel constitutes the lifeline of the Indian IT industry, these gentlemen represent in real sense the true face of Indian IT. They are ultimately the DESTINY'S CHILDREN of Indian IT.*



# THE BIG DADDY OF CHANNELS

**NITIN SHAH**  
CMD, Allied Digital



Allied Digital has surely emerged as the most powerful solution provider in the country. Thanks to the determination of Nitin Shah the company has managed to remain at the top since the day it started its operations in the country. Shah is one of the pioneers amongst the Indian solution providers.

Today, the company operates in all facets of the infrastructure management business, wherein it provides managed services around infrastructure. Its expertise lies in understanding the pain areas of customers and providing solutions to them. Allied has customers in practically every industry including BFSI, healthcare, and airlines amongst others. Besides being present in more than 132 locations in India, it also has presence in Australia, Singapore and US. It has witnessed astronomical growth in the last few years. Its CAGR has been in excess of 58% y-o-y. And the revenue for the year ending 2011 has been around Rs 650 crore.

In the last couple of years, Allied has made significant progress in implementing innovative projects for its customers. For example, it has implemented a private cloud solution for one of the largest recreational vehicle manufacturers, which reduced their operation cost by almost 70%. The Data Center Modernization Project that it managed for a very large fund house in India, was delivered on time. In order to become one of the most powerful as well as influential SPs in the country, Shah feels that it is essential to plan, market, build a brand and make investments in technology, people and processes. This alone can transform average resellers into successful managed service providers. Allied has invested heavily in building state-of-the-art Network Operations Center (NOC) and Security Operations Center (SOC). Another aspect of managed services is providing right proposal to prospects and that's why the company has invested heavily in proposal center group. Besides these investments, it also conducts regular training courses for its people in technical, process and leadership aspects of service delivery.

Shah also believes that cutting-edge technology can be delivered to customers through innovation. This has prompted the company to invest in Center of Excellence, where its resources have all necessary infrastructure to experiment and create innovative solutions. The company has also created an Integration Engineering Group and a Special Interest Group to create new offerings. Its service delivery framework is one example of innovation. Every business has operational challenges. Since the managed services business is people intensive, the major challenge for Allied as a company comes from resource management. Even managing the entire growth cycle of resources is another challenge. The other challenge faced by the company is partnership management wherein the expectations that are set initially become difficult to manage with passage of time. Lastly, the tools and their performance also pose a big challenge for Allied as a managed service provider.

Meanwhile, in order to become the leader in the industry, Shah believes in following and practicing 5 simple steps, ie providing better customer service, understanding customer's business culture, educating customer, maintaining rapport with customer, and sticking to the commitments made to a customer. The future seems to be very bright for Allied, as it has the right resources and excellent leadership to take it to the next level. With a strong sales pipeline in all the geographies that it operates in, the company has plans to create a huge additional capacity for expanding services for its international customers.