

IN A NUTSHELL



A RICH HERITAGE

Allied digital Services has built a niche for itself in the IT Services and Digital Transformation space. In ever changing technology landscape, the company in its growth trajectory has made paradigm shift in its business 5 times in last 30 years:

- ALLIED DIGITAL Version 1.0 – Profit/Success Driven Business (1984 – 1993)
 - Started supporting Mainframe, Personal computers & networking solutions
- ALLIED DIGITAL Version 2.0 – Value Driven Business (1993 – 2001)
 - Established Company's Vision, Mission, Core Values & built layered organization lead by CXOs
 - Created high intrinsic values by creating several competitive advantages in the marketplace
- ALLIED DIGITAL Version 3.0 - Focused Strategy Driven Business (2001 – 2007)
 - Moved away from Product centric business to Solutions and Services centric business
 - Focus on then emerging technologies like Networking, Security, Enterprise Solution & Infrastructure Services
- ALLIED DIGITAL Version 4.0 – Inorganic Growth Driven Business (2007 – 2013)
 - Successful IPO & second round of funding through QIP for business growth
 - Merger & Acquisition to increase capability, assets and geographical reach in USA, Europe & APAC
 - Derived 700% ROI within 4 years by divesting one of the acquired assets
- ALLIED DIGITAL Version 5.0 – Transformation Driven Business (2013 onwards)
 - Internally transformed the company to address newer challenges in digital economy.

- Now Allied Digital is positioning itself as a Global Digital Transformation Architect & Master Systems Integrator
- Currently focusing on B2G & B2E solutions on emerging technologies like IoT, Artificial Intelligence, Mobility, Analytics, Cloud and building Safe/ Smart cities

TIMELESS TRAITS

Allied Digital has excellent customer experience due to customer centric approach, reliability, fulfilling commitments, high level technical competence on wide spectrum of technologies verticals, easy to do business with transparency, going beyond contractual terms during customer crisis situations, always ahead in technology curve and providing solutions on cutting edge technologies, ethical practices and trustworthy relationships.

MOMENTOUS SUCCESS

Enviably milestones enjoyed in the 30 year plus journey

2001 - Asia's largest Wi-Fi Hotspot deployment for leading 5 star hotel chain across India when 2.4 GHz band was under license regime – Early mover in Wireless Technology

2003 - First of its kind, Unified Communication System (UMS) deployed for 10 million subscribers for one of the largest national mobile operator. Replicated the same solution in other countries

2003 - Design & Deployment of state of the art Enterprise Data Center & Network for India's largest nationalized bank

2004 - Technology consulting, design & deployment of National Data Center for one of the Top 5 Global consulting company

2006 - Deployed 22,000 user SAP infrastructure on SuSe Linux platform using heterogeneous technology building blocks from Intel, IBM, EMC, Cisco, Oracle, Veritas, Citrix & Steeleye. This was a disruptive strategy against prevailing practice of using monolithic proprietary system from a single vendor

2006 - Asia's largest End Point Security solution deployment project at India's largest private bank for 70,000 users across 1100 cities within record time before deadline of 90 days

2009 - Early mover in Cloud services - Acquired IT division of Fortune 500 company in USA from Private equity partner and created Private Cloud to provide shared services to its other portfolio companies

2010 - Built Software as a Service (SaaS) cloud for LANDesk. Allied Digital is the only company in the globe to provide LANDesk SaaS.

2013 - Path breaking Pune City Surveillance project by creating Private Government Cloud consisting of 1400 cameras, 5.7 PB video storage, fiber optic mesh network across city, Video analytics, actionable video intelligence, intelligent traffic management & mission critical 24x7 support. This infrastructure has robust digital backbone for future scalability to incorporate various smart city applications.

2015 – Managed Services for large global fashion retail chain covering 30 countries and 132 cities

BRAND IMPACT

- Transparency and an inclusive decision making processes are the hallmarks of Allied Digital. The credo of empowerment is carried through in the management processes that have been put in place. Not only is the senior management empowered to make decisions on day to day functioning but is an integral part of the strategic decision making process.
- Empowerment, Responsibility and Accountability – ERA – go hand in hand at Allied Digital Services.
- The core team is the engine of the ship and the endeavor is to make the engine strong to take it far. Our CMD saw sparks in his C suite top managers who in turn spot their sparkling performers and nurture them for quick growth. Hence the model has now changed

PASSION

- from self-driven to team delegation. This is a shining "Guru Shishya model".
- Our business model is Management by participation. Decision making is decentralized however management at lower level can always seek advice in exceptional cases from higher ups. Such practice leaves sufficient band width available to top management for futuristic business growth.
- Our CMD's belief in empowering people extends well beyond his immediate environment to encompass the society at large. The

INNOVATION

COMMITMENT

TEAMWORK

Padma Pragnya Trust set up in 2008 in memory of his wife and mother helps students from humble backgrounds get an education and also offers healthcare facilities for the poor and sick. He has also set up a modern and well-equipped dharamshala at the religious town of Shahapur offering free lodging for people. The trust is professionally managed by Kotak Mahindra Bank.

www.allieddigital.net



FROM THE MD'S DESK

We at Allied Digital are very excited today where traditional outsourcing business is changing. Customers are looking for partners to transform their business by bringing innovation, automation & digital transformation. This Digital revolution is truly a game changer for the industry. We anticipated this changing business environment early and underwent business model transformation in 2013 with Allied Digital version 5.0. Our competence in emerging technologies like Artificial intelligence, IoT, Data Analytics, Mobility & Cloud will help them in Digital Transformation. Today we are a truly global Digital Transformation architect for B2G(Business to government) and B2E(Business to enterprise) customers by bringing innovation and transformation in business.

We are a one-stop IT infrastructure services

provider and Master System Integrator, combining our diverse infrastructure skills, augmented with our customizable integrated IT service management platform, global delivery model and software integration skills to bring direct value to customers. Today's customer wants this combination packaged with best-of-the-breed OEM support, agile project management and cost-effective pricing to drive dual initiatives of IT transformation and operational management. We have mastered the IT needs in domains such as Retail, Hi-Tech, Banking, Government, Healthcare etc. to bring customized solutions and deliver extra transformation.

Our endeavor is to play a catalyst role in bringing changes in business by enabling different technologies which would directly impact & improve our lives.

SUCCESS MANTRA

At Allied Digital, the red pyramid is more than just our logo, it is the essence of our belief in our core values, resulting in to our own strong culture. These set of values have remained constant in ever changing business environment and provide guiding light to run the business.

At the pinnacle of this value pyramid is our commitment to ethics, our strict adherence to blatant honesty – 'speak what you mean and express what you think.' In the top half, we have our triumvirate of attitude, relationship and trust. In essence, it is our never-say-die attitude, our commitment to building everlasting relationships and our continuous earning of the trust of each person that we encounter that allows us to maintain long term relationships.

In the bottom half, we have capabilities and infrastructure. At Allied Digital, we are always growing and evolving, developing superior capabilities and acquiring advanced technological infrastructure to put us ahead of our competitors. At the foundation of our value pyramid are our transactions which are the natural outcomes of our ethical practices and strong processes.

This set of values govern and form the very fabric of Allied Digital and is the reason for everything that we are today.

Our mantra for success can be attributed to Passion, Teamwork, Innovation & Commitment in ICT sector and our focus towards customer delight due to superior service delivery. We provide end to end support and great experience to our clients and are their partners in progress. We are at the forefront in technology offerings and assist our clients in Digital Transformation for the next wave of digital revolution.