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'Cloud and Mobile Will be the New Way in Which CIOs Deliver'

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GS100 Showcase: Interaction with Pradeep Kar, Founder, Chairman & Managing Director, Microland

Which segment/s in IT / BPO contributes the most to your revenues?

Microland is a specialist IT Infrastructure Management & Cloud Services Provider and all our revenues come from these services only. We do not offer BPO and ADM services.

What trends / developments are you seeing in this area from an industry perspective? How you describe your company's differentiating value proposition in these areas?

There are two significant trends that Microland sees as impacting industry today: They are:

The evolving role of the CIO in the New Normal
In today's "New normal", businesses are dealing with constant uncertainty caused by major trends like: less financial leverage, dynamics of globalization, increasing government control, changing consumer behavior and exponential technological innovation. Businesses need to be adaptive, agile and innovative to survive. In such an environment the CIO's Raison d'être itself is changing significantly. Today the CIO has to juggle two divergent and

equally challenging goals. The first one is to continue to drive efficiency and effectiveness in the current and existing IT landscape and help improve bottom line while addressing the second transformational goal of enabling new digital business models that support an Adaptive and Agile enterprise.

The emerging IT as a Service paradigm

The technology industry is not unfamiliar with new emerging waves in over sixty years since the first computers started making way into the enterprise in the late 1950s. We've seen the Mainframe era followed by the Client Server era to the more recent Web/ Internet era. However what we're seeing today is a significant shift and creation of a new IT as a Service paradigm built on a completely new and emerging technology platform, what analysts call the nexus of forces, the SMAC stack or the Digital transformation.

Microland's differentiating value proposition in the emerging world
Given the changing dynamics of Enterprise IT and given the evolving role of the CIO and the emerging IT as a Service paradigm; it's clear that service providers can only provide value by not just doing what they are asked to do but to lead through innovation and expertise and help their clients in this dynamic environment.

Microland is leveraging its strong DNA in Systems Integration, IT Operations, Automation and Cloud Services to become a trusted partner to Enterprises in their journey to establish a Hybrid IT platform that helps our clients deliver IT as a Service to the business and hence meet their needs to build Adaptive and Agile digital businesses.

How are the four forces - cloud, mobile, analytics and social media redefining sourcing of services? Which one of these, do you think, will have the maximum impact on your business and why?

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This Emerging IT as a Service paradigm (Nexus of forces, SMAC, Digital Transformation) is already challenging the role the CIO organization played. Today new age technology companies are providing solutions directly to both CIO's and business leaders through innovative business models using a XaaS framework. Additionally the CIO organization is transforming due to the new IT as Service paradigm with the new role of the CIO being a IT Services broker. This has led to significant changes to the traditional sourcing model for the IT services.

The large end to end IT contracts at a renewal stage are getting unbundled into Application and Infrastructure RFP's with separate goals and responsibilities. As a part of this unbundling; the IT infrastructure opportunities; enterprises are looking for partners who can take them through journey of Hybrid IT. The traditional IT outsourcing industry is also seeing a huge competition in the market place from alternative emerging technology players.

Cloud & Mobile will very much be the new way in which CIO's will deliver this new Paradigm and hence we already have competencies and services to help the CIO in this transformation journey. Analytics is helping us deliver a superior and value added operational services.

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According to you, what is the one biggest macro-trend that would shape the future of the global services industry?

The biggest macro trend shaping the future of the global services industry is the complete redefinition of what "services" mean to the enterprise customer. With the advent of the emerging IT services paradigm the world is changing to true service models where services will be tied to actual business requirements and will have well defined functionality, with clear outcomes and service levels and usage based pricing models.


The CIO function will need to act as a broker of such services provided to the business. The services need to be easy to use, elastic, evergreen in nature that doesn't require disruptions for major changes and upgrades and last but not the least delivered consistently through a platform. Hence the biggest macro trend is for CIO's to think services down rather than the traditional way of thinking infra/technology up.

What are the top 3 initiatives for your company in 2014?

The top 3 initiatives for 2014 are:

- Continue the growth momentum with expanded presence in all key geographies.
- Continue to invest in newer and emerging technologies that are enabling Enterprises to Transform to the new IT as a Service Paradigm
- Continue to differentiate our service delivery by leveraging automation & autonomies

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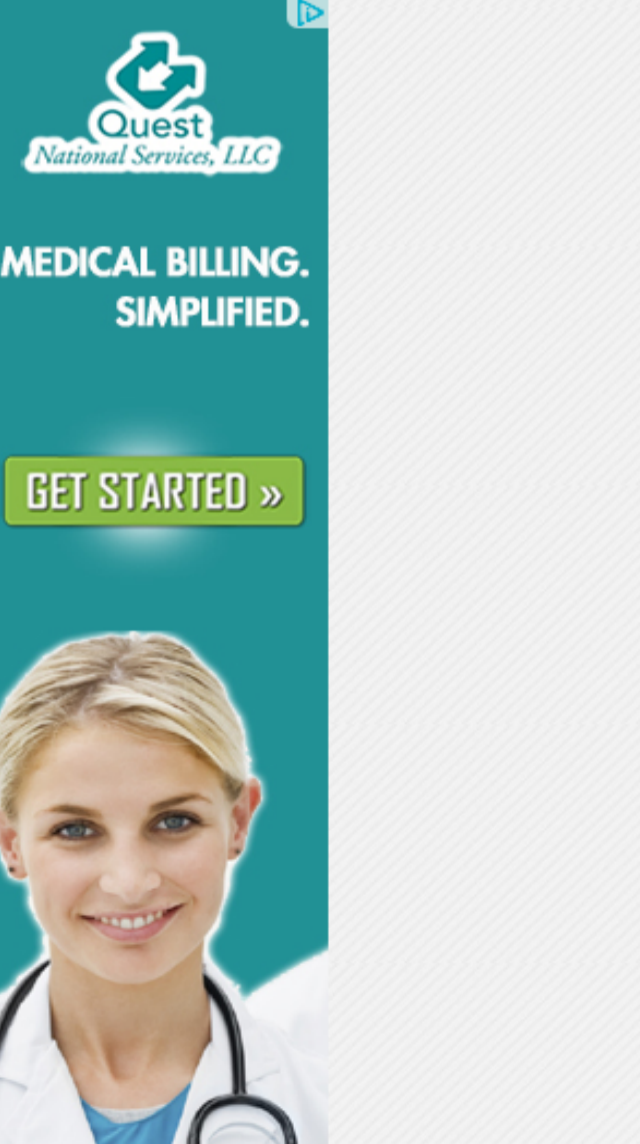
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