

Microland repositions service offerings with bigger IoT play

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Bengaluru-headquartered IT services firm Microland has repositioned its offerings with focus on digital services, especially on Internet of Things (IoT), as the company entered its 30th year of operations.

The firm has undergone a rebranding exercise with a tag line 'making digital happen'. "Looking at the way technology is going to influence business, we are repositioning ourselves with focus on IoT, which is a huge opportunity globally," said Pradeep Kar, founder and chairman, Microland.

The company is currently focusing on industries like energy and utilities working with many oil & gas and renewable energy players. "Global IoT market was pegged at more

than \$90 billion in 2018 and is growing at a healthy pace. With 20 years of knowledge on managing infrastructure-related services, we are better-placed than many other players to be part of clients' digital transformation journey," Kar said. The firm draws 55 per cent of its revenue from the US and 15 per cent from India while the rest coming from Europe, Australia and Singapore among others.

The IT firm is also stepping up investments in sales and delivery, said Kar. "We are investing in talent and have hired Ashish Mahadwar as president (global sales and marketing) this month. We are also investing in setting up centre of excellence like one we have opened in Atlanta (US). We are also expanding our physical infrastructure in sales and delivery sides," he said.