Taking Hybrid IT To The Next Level

- 28

Global hybrid IT infrastructure services provider, Microland, is looking to aggresively expand its presence in the Indian market for the fiscal 2016-17 by securing several IT infrastructure services deals across multiple sectors in India, worth over INR 100 crores in contract value. Further, the IT company has recently inaugurated a new facility in Baghmane Tech Park, Bangalore. In an exclusive interaction with CXO Today, **Pradeep Kar, Chairman and Managing Director, Microland** explains what's driving hybrid IT Infrastructure, the key trends as well as the company's growth plans for the Indian market.

What is the current state hybrid IT Infrastructure in the Indian market?
The IT infrastructure industry has become a major sector that propels overall development in India. According to Gartner, the Indian Datacenter infrastructure market will total $2 billion in 2016, ie; 5.2 percent increase from 2015. Mobile and the proliferation of data are having a significant impact, and pressure, on the supporting infrastructure and operations. This in turn will impact the core infrastructure of servers, storage, networking, facilities and IT operations and thereby create new security challenges.

The other trend that is having an impact is the pressure to respond to market needs more quickly, and the role of IT Infrastructure to support it.

As organizations strive to transform themselves to a digital business, they will have to advance and modify their Datacenters as part of this journey. With an increase in the mobile workforce, more and more data will be generated and reside outside the primary Datacenter. Hence the space will only see increased action in years to come. A mix of in-house Datacenters along with public or private cloud infrastructure is what enterprises are exploring as their way forward.

Along with Automation and Orchestration, we understand that Smart & Hybrid IT enabled Datacenters that use advanced and integrated solutions to monitor, control, and optimize facility, would gain pace as the next face of Indian hybrid IT market.

What do you think are the challenges faced by the IT infrastructure sector in India?
The Indian economy with integration to the global world and mobile-first-consumers, who are very active on social platforms expect the CIOs to deliver real-time and superior customer experiences. This can only be done if the IT & Applications infrastructure is sophisticated to support the business needs.

There is an urgent need for IT innovation in systems, processes, outsourcing, infrastructure risk management, customer support, and security. This would need a level of investments that businesses need to make in order to differentiate and survive in this competitive world.

This coupled with the advancements in the telecom infrastructure and the requirements of the mobile workforce to work from Anywhere, Anytime is another challenge for the CIO to enhance productivity and collaboration in a secure manner.

Also, limitation in the available talent pool is constraining CIOs to deliver and respond to these requirements.

What is the unique value proposition of Microland? Can you cite an example?
Microland is India's largest specialists in IT Infrastructure and Cloud Services Provider enabling enterprises in their IT-as-a-Service journey. We invested in our Cloud Centre of Excellence in January 2011, much before the industry identified this trend and on our 25th anniversary in August 2014, we repositioned ourselves as India's first Hybrid IT Services Company.

We are a specialist company and IT infrastructure with a workforce of 3300+ infrastructure professionals across the Americas, Europe, Middle East and India. We have global scale experience, and mange some of the world's largest IT environments comprising of hundreds of thousands of users, networks devices, telecom circuits, server etc.

In the process of helping enterprises in transformation to IT as a Service, we realize that business driven IT solution is represented as a repeatable business activity having a specified outcome, wherein service acts as a self-contained logical unit, may be composed of other services (choreography), it is generally a “black box” to typical consumers while highly transparent to leadership.

Which are the major factors that lead to your 100 crore contract winning this year?
We have been serving Indian customers right since 1989 when we introduced networking into India and have always delivered on all our promises to our customers. We believe with our pedigree and focus we are better suited to serve the needs of India. Along with this we also have a geographical presence across 125 cities in India to support our customers’ end to end requirements.

Our offerings and differentiating factor as mentioned earlier, position us uniquely to be the largest IT Infrastructure Management Services Provider in India.

What is the way forward for Microland in 2016?
We have and continue to make investments in our global physical infrastructure (we now have 4 facilities in Bangalore) and are building/enhancing our Solutions and Services, which have embedded technology, automation and service integration that will empower CIOs to achieve their business objectives by being outcome-oriented.

We have expanded our geography presence across Europe, ME and Asia with branches and subsidiaries in Switzerland, Saudi Arabia, UAE and Australia and also expanded our facilities in the UK and the US. We have further strengthened our leadership in America, Europe and ME.

In summary, we believe we are well positioned to grow at twice the industry rate in the foreseeing future and are well positioned for being a next-generation IT services company.

What is your growth strategy in the Indian market?
We have invested and expanded our India operations over the last 4 years and have a national coverage of sales and delivery teams. This coupled with our focus on Cloud, Hybrid IT, Automation and IaaS for the India market will enable us to serve the needs of our customers much better.