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Microland bets on hybrid cloud to land large deals

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Bangalore-based Microland has embarked on a new strategy to get large outsourcing deals and has launched a new brand identity for itself.

This new strategy involves building on its capability of managing networks and other IT infrastructure of Fortune clients through a mix of private

and public cloud, commonly known as hybrid cloud.

Hybrid cloud is a service that a combination of traditional IT, private, public and community cloud computing services, from different service providers such as Microsoft, Amazon and others. Companies like Microland take these offerings and integrate it with their existing business. Called version

4.0, Microland founder and MD Pradeep Kar told *BusinessLine* that it sees a multi-billion opportunity in this area, as companies are starting to consider vendors which have expertise in particular technologies.

In line with this, the company has come up with a new identity in its 25th year of operations. When asked about the impact of this new strategy on

its business, Kar said the company will continue to grow three times faster than Nasscom's projections for the 2015 fiscal. Nasscom estimates that the industry will grow 13-15 per cent. However, since it is a private company, Microland did not share revenue plans for the year.

Market for these services is growing, albeit not at a fast clip.

The public cloud services market is expected to grow 17.8 per cent in 2014 to \$153 billion, according to analysts. Forrester estimates peg the private cloud market at \$15.9 billion, from \$7.8 billion in 2011.

It has around 2,700 employees with 75 global clients and six global delivery centres - three in India and one each in the US, the UK and West Asia.