

## Microland re-pivots to focus on IT infra

TIMES NEWS NETWORK

**Bengaluru:** Bengaluru-based IT services firm Microland has re-pivoted its go-to-market positioning. The new positioning – Making digital happen – signals a focus on the plumbing of the digital economy, providing reliable, secure and predictable infrastructure/network solutions.

“We re-positioned ourselves as a digital accelerator some 18 months back. But when we started looking ahead, three global shifts re-defined the way forward for Microland – Industry 4.0, internet of things, and how industries will transform with the arrival of tremendous bandwidth starting with 5G



and then 6G. Keeping that in mind, we felt if we don't re-pivot, we will be left behind,” said **Pradeep Kar**, founder and chairman of Microland.

The company, founded in 1989, now employs over 4,500 people, with delivery centres in Asia, Australia, Europe and North America.

Ashish Mahadwar, president of global sales and marketing, said technology has evolved from a system of records

in the 1990s, to the rise of the internet in the 2000s, and system of engagement currently, with the focus on customer experience. He said Microland is betting big on these opportunities given its investments in IP, platforms and centres of excellence. “It's a convergence of platforms and people,” he said.