

SUN RISES IN THE EAST. DO SMBs TOO?

- SMB Yatra reaches to Guwahati, Kolkata & Bhubaneswar
- Commutation, Payment Delay, GST Compliance are the major issues faced by SMBs
- Government is extending help through local SMB associations
- SMBs should work with technology vendors to remain in the game

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With goals to provide SMBs an opportunity to gain business productivity, better geographical reach and to provide deployment of best technology; Canon and Panasonic in collaboration with SMB focused publication PC Quest; a division of CyberMedia Publications reaches East zone to organize SMB Yatra.

Guwahati was the first city to witness the gathering of SMBs and technology vendors on 10th October at Hotel Contour. Whereas, Kolkata's Hotel Park Plaza witnessed second conference on 13th October. The third gathering happened in Bhubaneswar on 17th October which held at Hotel HHI. The event was intended as the first step towards finding more effective answers for deploying right technology by gathering a select group of Business owners and Entrepreneurs.

The business events were focused to establishing a rapport with business owners and technology end users. To support small businesses with high growth

potential, Canon India showcased printer solutions at the Guwahati event which can find effective answers for their needs. Canon India Representative Sagnic Kar was present there to give demos to the audience. Canon's laser and production printers provide an excellent answer to the printing needs of ever growing SMB sector.

One of the biggest problems in cities like Guwahati is commutation, where efficiency of railways and other transport is a question because of geographical adversities. But to answer such questions Panasonic gave insights about their best video solutions HDVC for small business owners. Nanda Ghosh and Animesh were present in Guwahati and Kolkata respectively to give overview and demonstration of their various solutions.

These video conference systems come with high image quality, high sound quality. Video solutions works with stable connection achieved both with intranets and the Internet, enabling easy, comfortable communication



SMB Yatra Guwahati



SMB Yatra Kolkata



between remote locations. Business conference in all the cities witnessed large number of audience which consists of business owners from various verticals. Guwahati audience shared their challenges and experience of doing business in Guwahati. They also shared their expectations from technology vendors. One of the attendees shares that, "The development speed is real slow. Ground reality is very different of what we have always been told. The biggest problem in this area is servicing. The products are sold but after that servicing part is very poor. In this zone one person is representative will be accountable for number of jobs. And this confuses us getting the right treatment."

Kolkata SMB Yatra also witnessed association with Federation of Small Medium Industries; an association for SMBs. Ex-President DK Mohta gave keynote on challenges and expectations of SMBs. He said, "Role of technology plays an important part in the growth of SMBs. It gives us new and better approach to do businesses. What we expect from technology vendors is newer technologies, guidance and good quality services for better productivity". Whereas, Kolkata audience also got benefited with GST openhouse session. This session was conducted by Biswarup Das, Deputy Commissioner of CGST; Prasenjit Sarkar, Mridul Naskar and Soumitra Biswas (Superintendent of CGST).

Talking about the third gathering, Technology vendors Numeric was partners in the SMB Yatra in Bhubaneswar. Mukhtar Ahmed, Channel Head – East represented Numeric Power Systems where he talked about the UPS solutions for the end users and how they can power their business for profitability. Numeric's compact new KEOR Series of 'Three Phase UPS' - Keor HP and Keor HPE devices allows users flexible operating modes for large facilities, data-centers and business-critical applications with the flexibility of extending its range from 60 kVA to 4.8 MVA. These intend to satisfy both user and installers by providing ease of maintenance and safety; capital preservation and reducing operating expenses. To attract customers Numeric also gave interactive demo to the audience present there.

While, IT Association of Orissa (ITAO) was the association partner in the event. Soubhagya Routray, President of the IT association gave brief overview of their cluster and its deeds in the Odisha region. Another highlight of the event was the GST openhouse session which was conducted by CA Mihir Sahu, where the attendees discussed the issues that needed to be tackled.

SMB Yatra Bhubaneswar

TECHNOLOGY WILL MAKE MID MARKET STRONG

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In the digital age, the future can be bright if mid markets are willing to make some changes and adopt latest technology. With this message PC Quest SMB Yatra reaches out to North zone in Lucknow and Dehradun in collaboration with Panasonic Video solutions and Numeric Power Solutions.

Braced with the goal of ensuring the best possible opportunities to gain 360 degree growth in the business, Lucknow SMB Yatra held at Hotel Levana on 25th October

and then reached Dehradun where it held on 27th October at Hotel Four Point by Sheraton.

The agenda of this conference was to showcase how SMBs can increase their opportunities by connecting with respective OEMs. Rajneesh De, Editor, PC Quest gave the opening address and introduced the perspective of SMB Yatra to North Business owners. The event in both places witnessed brief sessions on products and solutions from sponsors, where they emphasized on benefits of products and how they can leverage the company's platform to transform themselves and increase their productivity.

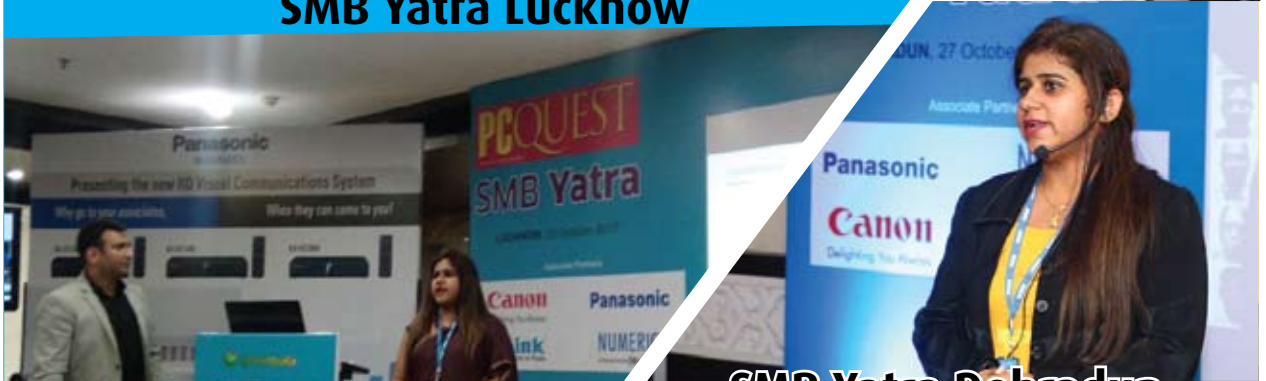
The event witnessed gathering of large number of business owners. Technology vendors present in the conferences discussed the opportunities and benefits for customers by getting associated with their respective brands. Amit Bhardwaj of Panasonic presented an interactive and live session of HDVC solution before the audience for doing business live anywhere at any place even at lower bandwidth.

While Reema Rakheja, Regional Sales Head introduced Numeric UPS to the business owners present at Lucknow and Dehradun. Other sales representative present there highlighted Numeric's 3 Phase UPS Systems and other solutions through demo zone. Next serial stops of SMB Yatra will be Vizag, Mangalore and Pune.





SMB Yatra Lucknow



SMB Yatra Dehradun

