

## “SABSE MUSHKIL BUSINESS” HAS VAST OPPORTUNITIES IN SOUTH

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South region has enormous opportunities in terms of technology and Mid-market growth. And the growth graph here has strong parabola lines as this region is diversify with different SMB verticals. To tap them and provide them to grow on a different level, SMB Yatra reaches deep down South region in the cities of beautiful Vishakhapatnam on 3rd November at The Park Plaza and the city of scenic glory Mangaluru on 7th November at the Hotel Taj Gateway.

Amidst of keynote speeches of tech vendors



Panasonic India, Numeric UPS and D-Link; attendees got the opportunity to enhance their productivity and influence the quality, usability, and support of the business in their respective verticals.

On the contrary, audience enjoyed a very interactive session taken by RL Narayana, Location Head, WNS, who was representing the Information Technology Association of Andhra Pradesh (iTAAP), which is the industry association for the IT, BPM and Electronics sectors in Vizag. He emphasized on the nurturing the leadership and SMB sector with the help of newer technology coming in India. Whereas, the main problems faced by business owners here are GST compliance and payment delay issue.

Speakers from all three key sponsors discussed about the different solutions designed especially for the mid market. Shashank Shekhar from Panasonic India gave an interactive session on the value of High Definition video conferencing solutions for enhancing productivity of midmarket business. He also represented in the city of Mangaluru, where major presence of Hospitality vertical audience was there. Here in Mangaluru, audience was more interested in customizable solutions as they have very different range of requirements here.

B S Phaneendra Kumar, Regional Head for AP & Telangana region represented Numeric UPS showed different categories and customized solutions for power concerning problems. Demo zone was also setup for showing Numeric's 3 Phase UPS Systems and other solutions. Whereas, Arvindh G, General Manager for the SMB sector in D-Link India discussed about the various solutions and portfolio designed for mid market and also to interact with more audience he turned out to be a Quiz master and distributed several gifts to the winners as well. With the end of the day, audience enjoyed networking session followed by lunch. Next pit stops of this conference took the yatra towards Western and Northern part of the country i.e Pune on 10th November and to Ludhiana on 21st November.



# SMBS NEED LEAN MANUFACTURING FOR BETTER PRODUCTIVITY



Pune

**S**pearheading the aim of bringing together the SMBs and the mid market organization and the technology vendors, PC Quest, 30 years old and pioneer in tech business magazine reaches out to the city of Maratha bravery Pune on 10th November at the Hotel Royal Orchid Central and to the north zone in Ludhiana on 21st November at Hotel Maharaja Regency.

The business event in Pune and Ludhiana was focused on establishing a rapport with business owners and technology end users. To support small businesses with high growth potential, Numeric UPS and D-Link India were present as the technology vendor in Pune while in Ludhiana PTC along with D-Link gave us insights about different solutions for enhancing the productivity in the SMB market in small cities like Ludhiana.

Aravindh G, General Manager, SMB, D-Link represented D-Link and Abhishek Pal, Branch Business Head, Numeric Power Systems showcased Numeric Power Solutions in Pune.

However it turned out that the business owners in Pune and Ludhiana are facing problems such as Payment delay, manpower issue, and compliance of the government policies. Another big issue is that small city business owners have difficulties in moving towards lean manufacturing as the resources are less and even the tutoring about them is the biggest problem. Here PTC came up with the solutions and showcased how their portfolio can help manufacturing sector towards a better product life-cycle management. Sudhir Naik, Channel Account Manager for PTC thoroughly discussed about PLM Solutions and its benefits. He also emphasized on usage of augmented reality and IoT for business purpose. On the other hand; Gurpal Singh, General Manager, Operations-North; showcased various security solutions for small and medium business owners. He also showcased how D-Link has presence over Punjab cities.

