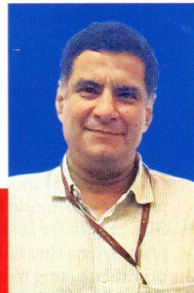


SETTING STAGE FOR 2016!

**SIDDHARTHA
CHATTERJEE**
CHIEF TECHNOLOGY
OFFICER, PERSISTENT
SYSTEMS



MINOO DASTUR
CO-FOUNDER & COO,
NIHILENT TECHNOLOGIES



PARAG ARORA
AREA VP & COUNTRY HEAD,
INDIA SUB-CONTINENT,
CITRIX SYSTEMS



RAJU VEGESNA
CHIEF EVANGELIST, ZOHRO



K SRINIVASAN
EVP & GEOGRAPHY HEAD,
IMEA MARKETS INTELLECT
DESIGN ARENA



RAHUL MATHUR
VP, GLOBAL ENTERPRISE
SOLUTIONS-SALES- APAC,
TATA COMMUNICATIONS



RAJAN SACHDEVA
MD & LEAD - ACCENTURE
TECHNOLOGY, INDIA



RAJIV AHUJA
SENIOR VP & HEAD OF
OPERATIONS, CONVERGYS
INDIA, CHINA AND
MALAYSIA



BHOOPATHI RAPOLU
LEAD CONSULTANT & HEAD
OF ANALYTICS, CYIENT
EUROPE LIMITED

RAJU VEGESNA

CHIEF EVANGELIST, ZOHU



Going forward, we will see consolidation in the cloud market. Companies that do not have a good business model will go out of business. It is already happening, and it is natural, given that there is a lot of competition and limited exits. Usually, the companies either get acquired or go public. But most of the companies are over valued and this makes it hard for them to get acquired. And those who have already gone public are valued less than their initial offering price. This trend will continue in 2016 and for the years to come.

When it comes to India, however, we will see many new startups in the cloud market, particularly in the SaaS sector. More VC funds will reach India, and there will be an accelerated growth, even

though the global market will be slow. There is an influx of data now available on the cloud. The focus now is on developing business intelligence tools that will help analyse big data, and come up with actionable insights. Big data analytics will play a pivotal role in the way various departments in a business, particularly sales and marketing, function.

Commoditisation of the market has led to drop in prices of per GB of storage, and this trend will continue. Google has slashed its rates, Apple and Amazon have entered the market bringing down the rates further. We have seen it happen with hardware, and with OS earlier. These sectors have become commoditised. Google is offering free OS with Android, Apple's latest Mac OS is also free, and this has forced Microsoft to slash prices for Windows. Soon, it will be free. Now we can see the same trend in software infrastructure, of which storage is an important part. Cloud and mobile are the key, and Zoho R&D has invested heavily in both.

As businesses moved to cloud apps, they started working with multiple applications from multiple vendors, each with varied processes, user interface, billing/invoice and credentials. These disparate applications didn't talk to each other. So, businesses are now looking to consolidate these applications. Apps that talk to each other, i.e. an integrated suite of apps, are given high priority along with single sign-on, billing, etc. There is an increasing interest in unified product suites like Google and Zoho. This is the second phase of SaaS evolution – consolidation. A lot of innovation is possible in this stream through mobile devices in the coming years.

IoT is going to be the next big thing in the year 2016, as it is going to see products integrated with technology. It will enable good products to become better products. Zoho has progressed to the next step, innovating out of India where we have launched a host of new products this year, some of which include Zoho SalesIQ.

SIDDHARTHA CHATTERJEECHIEF TECHNOLOGY OFFICER,
PERSISTENT SYSTEMS

There are several technology trends that we see emerging and maturing in 2016. In the area of connected devices, we see context-rich systems (Examples are—geo-fencing, location awareness, role-based experiences, etc.), the Internet of Things (on both the consumer and industrial fronts), and the use of Virtual Reality and Augmented Reality devices, with the introduction of devices such as Oculus and HoloLens. In the area of algorithmic business, we see the growth of machine learning and adaptive security. On the data side, we see the emergence of data lake architectures to store multiple kinds of data and process them either in batch or in real-time mode.

Digital experience with connected device and algorithmic business platforms are going to be key business driver for any enterprise.

End-to-end IoT solutions will see an uptake in the Smart City arena. We are seeing strong demand for data lakes and associated analytics across multiple industries, and we expect this trend to accelerate in 2016. These SMAC technologies have actually become the way for new or existing enterprises to transform their business. That being said, we also see cloud and containers gaining significant traction in 2016.