

TOP SOLUTION



(Left to right) • Jake Callaway, 4C • Mohammed Al-Moneer, A10 Networks • Yaser Alzubaidi, Avaya International • Mohamad Awad, AVEVA
• Tarek Kuzbari, Bitdefender • Andy Heather, Centrifry • Ehab Kanary, CommScope • Savitha Bhaskar, Condo Protego • Terri Hiskey, Epicor Software
• Eva Andren, Ericsson • Jihad Tayara, EVOTEQ • Mohammed AbuKhater, FireEye • Ali Hyder, Focus Softnet • Alain Penel, Fortinet • Samer Malak, Kaspersky
• Tomi Saikkonen-Williams, Liana Technologies

PROVIDERS



(Left to right) • Rajesh Ganesan, ManageEngine • Kamal Nagpal, Nokia Software • Marcus Josefsson, Nozomi Networks • Paul Brown, PFU
 • Emile Abou Saleh, Proofpoint • Assaad El Saadi, Pure Storage • Mark Hosking, Red Hat • Mena Migally, Riverbed • Dr Hichem Maya, SAP
 • Thomas Buergis, SonicWall • Maher Jadallah, Tenable • Anthony Perridge, ThreatQuotient • Dr Cetin Nazikkol, thyszenkrupp Industrial Solutions
 • Dr Moataz Bin Ali, Trend Micro • Pierre Havenga, Vertiv • Xavier Anglada, Accenture Digital Lead



RAJESH GANESAN,
Vice President, ManageEngine.

BUSINESS TRANSFORMATION DRIVEN BY BUSINESS HEADS

This transformation calls for a deep understanding of where the business currently is, who their customers are, what value they deliver to them.

Business transformations are always envisioned and driven by the business heads and in that sense, they completely own it. The transformation calls for a deep understanding of where the business currently is, who their customers are and what value they deliver to them; to clearly know what barriers they want to break, who their new customers are and their expectations, what new values to deliver at what economic model.

True transformation starts here and the journey becomes certain and succeeds when they combine it with a profound understanding of the possibilities of technology and leverage them to complete the transformation. An example of this is a business deciding to scale down on physical media sales and move to deliver them as OTT media services.

Business transformations are always owned and driven by business heads and the technology heads should play the role of a trusted

business partner. Technology heads understand the shift the business intends to take and are able to have a say in the final plan, regardless of the technology considerations.

With an agreed upon vision and execution plan, technology heads bring to table their expertise of technology in successfully effecting the transformation. As every function and department inside the business operates leveraging technology, they play a very central and authoritative role in architecting, implementing, operating and governing the entire technology infrastructure for the business.

ManageEngine is a suite of products, that contextually integrate with each other, and helps technology teams commission and operate the complete technology infrastructure. With that infrastructure spanning public, private and hybrid clouds and with users and customers consuming services with no physical boundaries,

the technology teams need a strong set of process and governance control over corporate data and how it flows.

ManageEngine provides customisable and extensible suite of products for IT service management, IT operations management, unified end point device management, IT security management and advanced IT analytics that the technology teams can rely on to deliver robust and resilient services that are the new face of the business.

ManageEngine has evolved over the last decade and a half to keep pace with the expectations and is currently investing heavily on purpose-built solutions for technology teams leveraging AI, ML and NLP capabilities.

Beyond the technology team inside the business, Zoho.com offers a comprehensive suite of business applications on the cloud that can completely automate all the front end and back end operations, empower employees to create content and collaborate effectively and allow the business to continuously build differentiation by rolling out web and mobile apps on the fly.

The Zoho One offering represents Zoho's vision of delivering an operating system for the business at a radically beneficial economic model for the customers, truly aiding in their transformation journey. ■

HIGHLIGHTS

- ManageEngine is a suite of products, that contextually integrate with each other.
- Business transformations are always envisioned by the business heads and in that sense, they completely own it.
- Technology can reshape how people work together to deliver value to customers and the right alignment is becoming very strategic.