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## TRENDING

A New Beginning  
of the Cloud Era!

## CXO TALK

'Cyber Guru' Sonit Jain knows how to strike  
the right chord with the right Product

## UAE MARKETSCAPE

Digital Adoption in  
Gulf IT Sector

# CLOUD ERA





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TRENDING STORY

# A NEW BEGINNING OF THE CLOUD ERA!

*The year 2020 has seen COVID 19 bringing the business world to a standstill with most of the sectors taking a beating over the last couple of months because of the lockdown that followed suit. But there is one industry that has seen a sudden spike in terms of its large scale adoption during the pandemic and that is the cloud industry.*



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**A**fter the imposition of lockdown, 'working from home' or working remotely has become the new normal, with companies having

accelerated their efforts for facilitating a seamless remote work culture for their employees. This has resulted in cloud computing

emerging as a big enabler for enterprises worldwide. It has become an ideal solution as it addresses the flexibility of working

from anywhere. Surprisingly the community is fully accepting the situation and business owners have agreed and adapted to remote support.

"The lockdown was a game changer for cloud adoption," observes K R Natarajan, CEO - TARA ERP. The trend is very positive as many companies who were not comfortable with

pandemic." "Cloud computing has already been on a rise since last 5 years but recently with the outbreak of COVID, cloud has become a new normal for

adoption of cloud for many companies. Big companies like KPMG, TCS, Cognizant, and NASSCOM have either asked 50% of their employees to work from home or are in

After the coronavirus outbreak globally, demand for collaboration tools saw a rapid rise. The demand for Microsoft Teams for instance surged worldwide,



**K R NATARAJAN,**  
CEO - TARA ERP

cloud environment are now ready to embrace the cloud platform. Business owners have realised the importance to have data in cloud at times like this

every industry," says Aastha Gupta, Partner Relationship and Pre-Sales Support Manager – Proactive Data Systems. "Yes COVID-19 has accelerated the



**AASTHA GUPTA,**  
Partner Relationship and Pre-Sales Support  
Manager – Proactive Data Systems

process to review and make new policies for WFM. With the rise in WFM, investment in cloud infrastructure will also increase, especially collaboration tools."

jumping from 32 million daily active users to 44 million in just a week in April. But the company made sure that there was enough capacity to meet the surge in

demand while also working on improving the video call view to include more people.

“Valuepoint has been in the IT industry for about 25 years now and we have seen several transformations of IT. We have however never seen such a surge from our customers where they are moving their workloads to the Public cloud at this scale. This trend of moving workloads to the cloud range all the way from a simple ‘lift and shift’ of servers to Virtual Desktops (VD), enabling employees to work productively from their homes. This trend is largely the same for our customers in the US and India,” says R

S Shanbhag, Founder & CMD – Valuepoint Systems.

Cloud publishers such as AWS and Azure are ramping up capacity very rapidly, owing to huge demand for VD, Workspaces, Windows and Linux Virtual Machines and storage. Both AWS and Azure have recently begun to campaign heavily for their developer services such as Azure’s Visual Studio online and AWS’s Cloud 9 IDEs.

Almost every industry is seen adopting the cloud, whether it is the media industry that has built a cloud platform for all virtual events and webinars; the education vertical that has opted for on-line classes; the



**GURPREET SINGH,**  
Managing Director, Arrow PC Network (Dell Technologies Titanium Partners)

healthcare sector where medical practitioners are using web-conferencing tools for consultations and the banking, IT/ITES & manufacturing industries that have adopted tools like Cloud-based VDI and web-conferencing tools for communicating with their customers, employees and partners.

Businesses that had already adopted cloud services did not find it that hard to adapt to a remote working condition. However the challenge was with those companies that had never been on cloud before. Moving the complete business to cloud services definitely requires adjustments while ensuring at the same

time that their business operates efficiently without dropping customer engagement. Another challenge for them was to learn how to manage their team remotely while adapting to operating in the cloud.

Surprisingly, the largest demand for Windows Virtual Desktops/Workspaces and Office 365, according to Valuepoint is coming from the non-IT sectors such as manufacturing firms, as they do not always provide expensive assets such as laptops to all their employees but at the same time, require these employees to work productively from their homes at these unprecedented times.



**R S SHANBHAG,**  
Founder & CMD – Valuepoint Systems

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"A few years back, manufacturing companies used to fear about having their data outside their premises but now they agree for a cloud ERP simply because lots of applications are being used by them which are in cloud. For cloud market to improve we need much more applications and more new entrants in every sphere," says Natarajan.

These being challenging times and with businesses facing uncertainties, features like pay-as-you-use and grow-as-you-require are receiving more visibility. "Organizations are planning to move their expenses from CapEx to Opex and cloud can help in this transition," says Gurpreet Singh, Managing Director, Arrow PC Network (Dell Technologies Titanium Partners). "Moreover centralized workspace is a thing of the past; millennials love to work from anywhere as opposed to the traditional format of working. To be on par with the millennial work-environment expectation, business continuity layered with security will be the topmost priority for enterprises. Enterprises



**RANJAN CHOPRA,**  
CEO – Team Computers

despite the lack of on-site IT personnel were able to leverage cloud capabilities to check, maintain, and monitor their server and storage installations in data centers, aiding the uninterrupted function of their workforce and thus helping themselves in terms of business continuity."

Ranjan Chopra, CEO – Team Computers could not agree less on the role that cloud has played for business continuity. "Definitely, during the pandemic the most emerging viable tool for business continuity is the cloud. All the business continuity challenges which were envisaged to be faced by enterprises,

run software without installing it, besides offering redundancy, stability and security."

It is expected that 56% of the Indian organisations will or are in the process of embracing cloud as their new normal. However even before the start of the pandemic, Gartner had forecasted the global cloud computing to go over to \$331.2 billion by 2022, while India's cloud market will cross \$7 billion by 2022. Cloud initiatives are expected to account for 80% of all technology spending by 2022. As much as 80% of organizations are predicted to migrate toward the cloud by 2025.

have been 80% solved by cloud migration and deployment keeping security in consideration. Cloud adoption has enabled both users and enterprises to



## Security concerns

With cloud computing offering countless benefits, it also comes along with its unique issues and security concerns. It therefore becomes very important to select the right SaaS vendor and product which comply to the security norms of protecting data and providing controlled access.

The core issue here is that when employees were working from a secure office facility, data security was not topmost for these companies. But now, confidential data is freely floating around in people's unsecure, personal devices with the organization having little or no control on where this data resides and how it is operated upon. The good news is that cloud publishers such as AWS and Azure/Office 365 provide a myriad of security capabilities to ensure data security such as Advanced threat protection, Mobile Device Management, malware protection and more. "Microsoft for e.g. is now offering Windows 10 Enterprise edition for as low as Rs. 450 /user/month as a subscription - which delivers the highest level of security amongst all the Windows 10 editions," cites Shanbhag.

For small and medium-sized businesses, surviving the COVID-19 pandemic has meant rethinking and restructuring their IT infrastructure. According to L Ashok, Managing Director – Futurenet Technologies, a good number of SMEs are seen



### L ASHOK,

Managing Director – Futurenet Technologies

moving their applications to the cloud in two different methods - Lift & Shift (migrating an exact copy of an application or workload from on-premises to cloud) or Moving the business process to the SaaS model.

"The above approach helps organizations to mitigate the risk of running on-premise servers and related on-premise expenses. Besides the Cloud can address this effectively with various services like two factor authentication, Single Sign On (SSO), Web Application Firewall, Security As Service, Digital workplace etc. available in OPEX model. This is what encouraging SMEs to adopt these technologies easily," explains Ashok.

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# Myriad opportunities for partners

The Cloud environment has great opportunities for the partner community. Right from application developers, data center providers, to infrastructure maintenance partners and internet providers, these partners will see their business grow exponentially in the years to come.

"This is the time to unlearn and relearn. Customers will look

are involved in helping customers adopt the technology and make them realize the true potential of the cloud. With business growing there will also be the demand of new licenses. Also satisfied customers will mean renew in services and hence more business for partners.

Ranjan also points out now that every business will be operating primarily from the cloud, more and more cloud applications will be developed which will eventually spell more opportunity for cloud service providers. "The

pressure with a decline in economic activity, and absence of new loan applications, they are seizing every opportunity to cut costs, which means that the banking sector is slowly waking up to the merits of cloud.

## To sum up

The unforeseen pandemic has indeed impacted organizations globally. With social distancing norms and employees working from home, IT Companies have conceptualised and designed new tools and solutions

front; major boost is for remote working and cloud computing. Post this pandemic, growth of cloud computing will be phenomenal and world-wide, and shift of all applications to cloud is imminent," predicts Natarajan.

"The way people will now work can be seen as a new opportunity for them to connect more closely with their core work, have better family bonding and overall improve the quality of products and services. With every change, comes opportunity and we feel we are at the



for partners who can help them in the digital transformation journey and those partners with the capability to handle end-to-end solutions for the customers will find a big opportunity ahead of them," points out Gurpreet.

In fact many partner organizations are designing services based on current business requirement and are helping businesses adopt technology faster and easily. By doing this partners stand to win as they are able to build stronger relations with their clients and

benefit will be mutual," he says. "On one side the organisations will get scalability, more compliance driven, and faster & secured deployment platform and on the other hand the service providers will have an opportunity to grow and research for more user friendly business models."

According to latest global news on cloud, Amazon Web Services struck a big new deal with HSBC while Google announced partnerships with Goldman Sachs and Deutsche Bank. As banks come under

to help organization stay connected and productive. This will give further rise to the adoption of cloud, as pointed by all. There will be an exponential growth in cloud technologies now that customers are understanding the benefits of cloud computing, some of which are – scalability, ease of use, cost-effective, customization as per business needs.

"COVID 19 has taught lots of lessons in life, personally for many on the business

and those who see this and invest now, will reap the benefits of a changed world," says a confident Shanbhag.

While many people in the IT industry still feel a high degree of uncertainty of what will follow next in the post COVID environment, but like they say every cloud has a silver lining. Nobody can really say just how long the pandemic will last, but the positive aspect to it is that it is radically reshaping the way people 'work' and how businesses 'live.'



## 'CYBER GURU' SONIT JAIN KNOWS HOW TO STRIKE THE RIGHT CHORD WITH THE RIGHT PRODUCT

With an Industry experience of over 26 years, Sonit Jain is the CEO of GajShield Infotech. Having been a part of the IT industry since 1993 and a deep understanding of the cyber world, together with a team that works diligently all round the clock has helped Sonit in taking GajShield to where it is today.

A seasoned and a focused entrepreneur that he is, the idea to start GajShield came to him while he was leading the technology team at IndiaWorld (taken over by Sify later) and consulting companies on how to embrace internet. Sonit realised that with more and more companies joining the World Wide Web, security would be a key concern. He founded GajShield in 2002 with a clear vision of making available internet security products and solutions which would be innovative and easy to implement.

But the going has not been very easy as back

then not every company was ready to implement security. It was a real challenge to convince organisations that threats from the Internet was real and that an Indian company can provide creative solutions to prevent such threats.

"In early 2000, India was well known for its IT services business, but there were very few products from India. To create acceptability for a Made in India product was a challenge for us," said Sonit.

While GajShield products were well accepted outside India, to get a foothold in India was difficult because of low Internet penetration then. It was in 2003 that GajShield launched its first UTM software. With the launch of context based data leak prevention, the company brought in a unique solution to the market which protected enterprises from cloud based data threats.

"Our launch of enterprise cloud closed the



**SONIT JAIN**, CEO, GajShield Infotech

security holes which were brought in by roaming user," said Sonit beaming with pride.

### Pinnacle of Success

There also have been many milestones in the history of GajShield with respect to the projects that it has undertaken. Like GajShield along with ICICI Bank built an email attachment stripping solution which reduced the size of emails received by the end user and save enormous bandwidth for the bank.

Another example is when RBI, along with IIT Mumbai undertook a pilot project in 2000 on Smart Card technologies known as SMART Rupees System (SMARS). As part of this project, GajShield built a smart kiosk for the students at IIT Mumbai to help them browse the internet using their smart card. The project laid

the recommendations for smart card payment system in India.

But most importantly, under the leadership of Sonit, GajShield has accelerated growth, with a worldwide network across 10,000+ locations, and establishing the distinction of being the only Indian brand operating in the Indian firewall space since 2002.

The company today has a strong base in many countries outside India, including the regions of Middle East, Africa, South East Asia, and Europe. "Our strength has always been data security and we are working to create innovative solutions which would be delivered through cloud. We are already working on building intelligent solutions using AI/ML and user behaviours. We would further like to expand in India and enhance our

## CXO TALK

growth outside India in the coming years by aligning with strategic partners," explained Sonit.

### So what is his success mantra as a CEO?

According to Sonit, people are key to success. "Give them the freedom to take decisions. Create a culture which

respects everyone in the organisation as each one brings a unique value to you organisation. Enjoy the journey and be ready to face the storm as no path is without hurdles," he contended.

As a piece of advice, Sonit asks budding entrepreneurs to build a strong team and then give them freedom to grow

his/her company. "Create innovative solutions and have patience, Rome was not built in a day."

But it is not just GajShield that we can associate Sonit Jain. On personal front Sonit likes watching football, movie, music and plays. An ardent supporter of F C Barcelona and a big fan of Lionel Messi, football

inspires Sonit on how to understand and overcome one's weaknesses and also to understand the strength of opponents.

Besides Sonit also likes watching Marathi plays and feels they are very creative in content and presentation, a learning he applies in devising communication strategies for his company.

## PRODUCT REVIEW

# GOOGLE CLOUD ANNOUNCES BIGQUERY OMNI FOR MULTI-CLOUD ANALYTICS

A recent survey done by Gartner on cloud adoption showed that around people who work with cloud storage usually use more than one cloud service provider. It also showed that people would prefer to access all their storage in one place. To tackle such a problem, Google Cloud came up with a multi-cloud analytic solution, BigQuery Omni.

Google has always believed that multi-cloud is a future product. Even its competitors agree that multi-cloud products are tools that they need to invest in. It is these tools and services that make a lot of businesses profitable. They also give companies the edge over their competitors. Therefore, Google knew that there was considerable demand, and so they worked and launched the product BigQuery Omni.

Google recently had its private alpha launch of BigQuery Omni during the virtual Cloud Next '20



event. BigQuery Omni is a multi-cloud analytic service that allows users to use the power of BigQuery in all the data stored at different cloud service providers.

For most of the business, moving data between cloud service providers can be very costly. This is where BigQuery comes into the picture. BigQuery allows different companies the flexibility they need to break down all the data stored at various places such as Amazon Web Service Cloud Storage and Microsoft Azure. Only amazon web service is available for now, and soon, Microsoft Azure will also be added. Using these data, they can get various business insights

and solutions to business problems.

One of the most significant advantages of this product is that you don't have to pay an enormous amount of money to transfer all the data from one location to another. It also has a unique interface, using which all the developers can view and use the data on one screen rather than moving from one cloud storage platform to another platform.

At the same time, you can also work with different data silos that don't matter how cloud storage the data is present in. For example, using BigQuery Omni, you can query data present on the AWS platform, and query Google Ads Data

that are present on Google Clouds at the same time.

BigQuery Omni runs on the Anthos platform. Google Cloud fully manages Anthos, which is a multi-cloud hybrid platform. Using Anthos, you can execute multiple queries on different public cloud platforms securely. Because of Anthos, Google was able to build, run, and manage BigQuery Omni on many other clouds.

BigQuery Omni has a straightforward UI and is quite straightforward to use. All you have to do is select a public cloud region and run your query. You also do not have to change any format of the data, and it supports JSON, CSV, Avro, Parquet, and ORC formats.

Currently, BigQuery Omni is in the private alpha stage. If you are interested in using this service, then feel free to visit their website. Keep an eye out for future updates on the next session of the virtual Cloud Next '20 event.



# DIGITAL ADOPTION IN GULF IT SECTOR

Technology has entered all walks of life. Many nations are on the verge of achieving all-around digital adoption, whereas others are at the beginning stage. Digital adoption enables the nation to become high-tech and maneuver day-to-day activities digitally. The U.S., the U. K., Singapore, Korea, and northern and central European countries have manifested digitalization. The latest addition to the list of digital adoption is the Persian Gulf.

Though initially reluctant, the Gulf's IT sector has become the pioneer of the Middle East region in adopting new technologies. Dubai, the most populous business hub of the Gulf, needs to update itself with the latest technology to survive.

## Digital Transformation

It is essential for companies to adopt digitalization to keep pace with the advancement of technology. Introducing new technology is not readily accepted. However, digital transformation cannot take place without the support of the human resource. Thus, employee training should be conducted to embrace digital adoption. Primarily, internal organizational restructuring needs to take place to tap optimal benefits. Trained employee, in collaboration

with digital adoption, can boost productivity and enable companies to achieve the profit target.

## Significant Investment Involvement

The Gulf IT sector needs to shell out considerable investment for the purpose of digital adoption. There are no initial returns in the process of digital transformation. For instance, they would need to implement 4% of their revenue, which might not pay off immediately. Such limitations did not incline firms to welcome digital transformation with open arms. However, the realization of the adoption of digitalization cannot be kept at bay for too long.

## Corporate Contributions and Feedback of Digital Adoption

UAE-based companies have kneeled to digital transformation. Companies, such as Loyica, Saphyte, etc. have realized that they cannot flourish without adopting digitalization. Loyica provides digital support services to local businesses in the UAE. They have designed a cloud-based platform to revamp traditional business practices. Furthermore, it enables them to adapt to the dynamic supply chain, improve business partnership association, strengthen their relationships with customers, etc.

Corporates feel that digital adoption is tangible to growth.

## Benefits Attained with Digital Adoption

Digital adoption has been a catalyst in improving the productivity, and the output of a firm. It has triggered efficiency in the performance with the help of software automation and smart design. For instance, sales and marketing tools are the highlights of the software. The software has high-utility as it allows users to manage their clients and follow the sales leads with significant ease. The centralized digital platform is a seamless effort to hike the performance of the company. The end users only need to upload a form on their website or social media page. The digital providers take care of importing the information into the system automatically. Once it is done, the team experiences a smooth automated workflow. They can use the data to schedule meetings, phone calls, business visits, etc. Furthermore, digital adoption helps to plan their next campaign strategically. Nonetheless, it has strengthened the relationship among internal staff members, who work towards a single goal.

Thus, digital adoption in Gulf IT sector is here to stay.

START UP



## HOW START-UPS IN INDIA DEALT WITH PANDEMIC? WHERE IS THE ECOSYSTEM HEADED NEXT?

**India's startup ecosystem had taken off in recent years, with many of them developing innovative solutions and disrupting industries across varied sectors. Such has been the growth of Indian startups that even Nascomm predicted that the start-up ecosystem in the country could well expand by almost 4 times by 2025.**

The study also found that start-ups were steadily growing with USD 4.4 billion between January to September 2019. During the same period almost 450 start-ups came to the fore and recorded a growth of 5% on a year on year basis.

However, India slipped

from 17th position in 2019 to 23rd rank in 2020. This, has been a mixed year for the start-ups with concerns mounting around the coronavirus led pandemic and global economic slowdown.

Nevertheless, Indian start-ups are pretty positive about the road

ahead. Many have found innovative ways to WFH and continue to focus on business growth & expansion, while still following the government imposed rules of lockdown and social distancing.

Digitaltech Media spoke to a couple of start-ups to better comprehend the

start-up landscape as India goes 'Vocal for Local' in 2020. Continue reading to discover what many start-up entrepreneurs have to share regarding business continuity challenges amidst pandemic and how they plan to steer their businesses to success post pandemic.

## AADONA COMMUNICATION (Hyderabad)

Hyderabad based Aadona Communication was founded by a team of 4 co-founders. It is a Make In India and Startup India Recognized Brand that offers end to end Networking, Telecommunication and IOT products and solution to cater to the SMB and Enterprise segment. For Aadona, the business landscape looked bright and promising right from the beginning. The company got its first round of seed funding right after 6 months of establishment.

Aadona also has a wide presence across different states of India including Telengana, Tamil Nadu, Maharashtra, Gujarat, New Delhi, Chhattisgarh and Orissa, and the company is now looking to expand its venture into neighbouring countries like Sri Lanka, Bangladesh and Bhutan by the end of 2020.

When asked about the pandemic's impact on their company, the company officials



**PINAKI CHATTERJEE**  
Founder & CEO, Aadona  
Communications Pvt. Ltd.

stated that it was an entirely new experience for everyone on the team.

Team Aadona continues to figure out ways to deal with the situation. In fact, unlike most other leading brands & businesses, Aadona Communications decided against reducing salaries of their team members.

"We care about their safety and well being hence we continue to retain them," reiterated Pinaki

Chatterjee, Founder & CEO, Aadona Communications Pvt. Ltd."

The company also added more head count during lock down, appointed distributors, conducted web based training etc.

"Customer loyalty had shaken for most of the popular brands, We have orders but logistics are not working, which is another issue that we are dealing with. We hope things will become a lot smoother in the days to come. We also hope to keep expanding during this difficult time so that by the time the market is ready, we are ready too," added Chatterjee.

When inquired about employee management and well being during such unforeseen situations, Pinaki stated, "For us, our team has always been our biggest asset. During the lock down phase, we kept communicating with each other and regularly checked their emotional well being. We also scheduled video conferencing calls to discuss and share ideas."

## Learner Circle (Chennai)

On the other hand, for the founders of Learner Circle, Eddie Chau and Shankar G, the adage desperate times calls for desperate measures holds true.

The duo resolved to establish the highly innovative e-learning platform that connects experts/gurus in their field with enthusiastic learners over a LIVE online session, after their proptech venture-Spini slowed down as a result of COVID-19. They decided to adapt to the situation and come up with an idea that would assist millions of people to continue learning from home.

"Learner Circle is an initiative that was born out of the crisis. The acceptance and adaptation of our leadership team helped us to

move from crisis to opportunity and also helped us to tide over the crisis. We believe we have impacted our customers positively which reflected in our business with positive growth," said Shankar G, CEO, Learner Circle.

Unlike other learning platforms that charge people for online courses and classes, Learner Circle offers a unique membership plan that provides unlimited free access to courses. The pricing of the membership plans makes the online courses affordable to a larger spectrum of people.

"Our mission is to make learning affordable and therefore our pricing is as low as less than Rs10 a day! Now, that's less than a coffee," stated Shankar G.



**SHANKAR G**  
CEO, Learner Circle

So, how big is the market opportunity that exists before them?

"There are over 3 Billion smartphone users in the world today and this figure continues to grow rapidly. We aim to acquire 100 Million users over three years of time," said Shankar.

## START UP

### Volumetree (Hyderabad)

Founded by Shivam Gupta and Shubham Kumar, Volumetree, is a global mobile and web application development company that offers data science, MVP development, UX/UI Design and IT staffing services to startups and enterprises around the world.

The company has offices in India, Sweden, the Middle East and South Africa and global partners in over 10 countries. Volumetree has been a bootstrapped company from day-one and has since recorded profits for a consecutive period of three years. From a team of two people, the company has grown to a team of nearly 50 employees at present.

#### So, what was COVID-19's impact on their business?

"We were prepared and adapted pretty well to work in a remote environment. Being in the IT sector, we have only established



**SHIVAM GUPTA,**  
Co-CEO, Volumetree

better working formats, and are driving efficiency in day-to-day working. Post-COVID-19 we all are prepared to ensure proper hygiene maintenance and the golden rule of social distancing," said Shivam Gupta, Co-founder and Co-CEO, Volumetree

The company also conducted regular sessions related to improvements and weekly sessions to discuss the problems that their team members were facing while working remotely. Fun activities were also being organized to keep the employees motivated.

"We engaged in activities through apps like Nike Run (a 60Km target run in a month) to keep them active and engaged," noted Gupta.

## Expertrons (Mumbai)

For Expertrons, which is in the Education and Human Resource domain, the spread of COVID-19 and lockdown restrictions, never really impacted their business. In fact, the start-up, which came into existence as a result of seed funding in 2019 and offers the world's first AI video bot-assisted platform for capturing interview experience of experts to help professionals, they were uniquely positioned to serve their customers remotely. During the lockdown period, customers were using their app to network with experts from leading companies and institutes around the globe and furthermore gaining from their experiences, while upskilling themselves.

"Due to lockdown, many of the promising professionals had a greater time at hand which has benefited us in reaching out to them and onboarding them at a greater pace. We have been a remote organization right from



**VIVEK & JATIN**  
CEO & Co-founder, Expertrons

the start so there was no loss of business continuity due to COVID-19. We have seamlessly adopted the online-first stance and will continue to put safety of our employees as a top priority," reiterated Vivek Gupta, CEO & Co-founder, Expertrons.

**With competitors like LinkedIn, Interview bit and Tap chief already into the market, how does Expertron plan to compete and scale their business post COVID-19?**

Well, for a company which is still in the seed stage and does not have CXO's to look after their day to day affairs yet, they plan to overcome this challenge by raising their next

round of funding and also through recruitment of VP's for every department who will handle their everyday operations.

Given that there have been withdrawal of job offers from corporates, owing to the current situation, very few candidates are looking at platforms for interview preparation and are instead searching for upskilling platforms.

"Our business conducted a crisis assessment to understand the response and strategy required post-covid-19, and we have planned to include college partnerships programs and job portal partnership programs on our platform, noted Gupta.

**And what about employee motivation?**

Expertron focused on promoting interaction among employees, while also seeking their opinions. Aside to investing in video conferencing and electronic tools, the company also introduced the concept of digital coffee breaks where workers connected virtually over video calls for interaction.

## Pacific Gaming (Bengaluru)

Pacific Gaming that specializes in the online gaming industry is another bootstrapped company that has been profitable from day one. The company, which is the brain child of Archit Narayan and Arvind Balakrishna, entered the market with its revolutionary technology that ensures that users win in their accounts within 60 seconds! In the real money gaming space, this has



**ARVIND BALAKRISHNA**  
Founder, Pacific Gaming Pvt. Ltd.

been a "game" changer!

With the development of 4G mobile internet and the excitement around 5G, the company is confident that this industry will only move upward.

**So, did COVID-19 Impact the Company's Performance?**

Well, according to Arvind Balakrishna, Founder of Pacific Gaming Pvt Ltd the company witnessed a small incremental growth during the lockdown because there were several individuals who had more 'free time' when compared to normal weekdays.

Pacific Gaming has already decided their next course of action once the lockdown scenario is over. "We have planned several releases this year and are also looking to diversify into more freemium games," stated Balakrishna.

**When inquired about employee management during Pandemic?**

"With a headcount of over 40 employees and a young & vibrant team, we have been encouraging our staff to share ideas and engage in team building activities," noted Balakrishna.

## Conclusion

Going by what start-up entrepreneurs have shared above, one thing is quite evident that the pandemic hasn't been able to shake their confidence in themselves. While, some resolved to mould their businesses to match the needs of their customers, others came up with alternative solutions/products to remain relevant in the current scenario. More importantly, start-ups are willing to look past COVID-19 crisis and work towards building their companies as well as a brighter future.

# WHAT DO WE OFFER?



Digital Marketing



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Acquisition



Branding



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Designing



Lead  
Generation



EDM / Banner Design