



Dossier

Name: Devendra Taneja

Title: MD

Company: PC Solutions

In high school he was: the quintessential mischievous boy who also managed to get good grades in studies

Favorite non-work pastimes:

spending time with friends

Something most people don't know about him: he is quite fun-loving, though often perceived as a serious and intense person

Devendra Taneja

Focused consultancy in storage solutions is what the future holds for PC Solutions, says **Devendra Taneja, MD** of the company.

Can you trace PC Solutions' foray into storage?

TANEJA: Earlier, we were largely server players. But with storage getting its own positioning, PC Solutions had identified this as an opportunity to add value to customers in the early cycle of this trend and started offering storage solutions.

How tough or easy is storage solutions selling?

TANEJA: Initially, say about 3-4 years ago, the market was largely dominated by IBM, HP or Sun server and their

storage offerings. It was tough as market awareness of storage was low. Even a storage player like NetApp was quite low-key. But with players like EMC positioning storage quite seriously in the market, there was a paradigm shift in the way storage, as a concept, was perceived; conventional mindsets changed. Rapid growth of data and development of the OEM market have certainly improved the scenario but the sales cycle remains long.

What are the trends you see in the way enterprise storage is moving?

TANEJA: We see a major consolidation of IT infrastructure to happen at the datacenter end in enterprises. These are mainly from the enterprise BCP/ Disaster Recovery (DR) perspective, plus from the ease-of-administration point of view (at the central location vis-a-vis multi-locations).

Most SMB customers are still in the stage of adopting storage and we see a major growth for entry-level and mid-range products in this segment. Since price also plays a major role, all mission-critical applications will use the fiber channel, while others will use iSCSI. In the SMB segment, iSCSI will play a major role.

Which is the most challenging or satisfying project that you have executed till date?

TANEJA: Most of our customers are corporate customers and belong to the growing sectors like manufacturing,

BFSI and IT/ITES. By virtue of their growth, companies have witnessed a rise in the need for storing, protecting and managing their business data, thus resulting in a huge amount of storage. The challenges have been in positioning server-neutral storage solutions and getting acceptance by single brand servers. Every trade-off has its own benefits, but the datacenter space is a challenge since it houses multiple technologies and integrating all these is a huge task. In the last two fiscals, we have executed fairly high-value EMC storage for companies such as Coke India and BSW Birla. The first project was significant because Coke India had traditionally bought IBM servers, and the global experience and understanding had opened their minds to storage as a separate tool.

What does the future hold?

TANEJA: We plan to have an internal-focused consultancy group around storage solutions and practices for optimal solutions for specific customer needs. This group shall be an in-house domain knowledge base from different OEMs and solutions, and will look into areas such as synergy in green server and storage, virtualization and consolidation. Work is in process for this initiative. ▶

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