

Reimagining the Enterprise

A three-city mega event, the Microsoft Enterprise Day helped IT decision-makers initiate a dialogue on how to multiply business benefits by reimagining conventional technology practices.

By Ershad Kaleebullah

Bhaskar Pramanik
Chairman, Microsoft India



The ways in which people use technology are blurring the lines between work and play, and business and individual. With this shift comes opportunity but it requires a thoughtful approach to business scenarios. IT leaders, today, need to reimagine the enterprise with the latest technologies.

At the recently concluded second edition of the Microsoft Enterprise Days (MED) event, which took place across three cities—Bangalore, Delhi, and Mumbai—industry leaders, IT heads, and Microsoft executives together discussed multiple facets of enterprise IT, from multiplying productivity to understanding business practices that capitalize on existing infrastructure.

The VUCA Conundrum

Microsoft India chairman, Bhaskar Pramanik, and managing director, Karan Bajwa discussed one of enterprise IT's primary challenges, VUCA (volatility, uncertainty, complexity, and ambiguity), and how it affects the IT environment, in detail. Talking about Indian managers' mindset, Bajwa said, "The one thing that sets apart Indian managers is how they are used to handling ambiguity and uncertainty much better than their foreign counterparts."

On the other hand, Pramanik touched on the complexity part by delving into consumerization of IT and how consumers are using more powerful devices at home. "As the proliferation of powerful smart devices increases, so will the complexity. The One Microsoft approach helps tackle this challenge."

Pioneers of Reimagination

Another highlight of MED was recognizing CIOs who have brought about a dramatic transformation in the enterprise. Across the three cities, Vijay Ramachandran, editor-in-chief, IDG Media, spoke to 17 leading CIOs and business leaders across different verticals. They spoke about how reimagining the



"We (Microsoft) are going through a transformation and expanding our horizon as a devices and services company."

Karan Bajwa
Managing Director, Microsoft India

enterprise helped the business overall and Microsoft's role in making it happen using cloud, CRM, data analytics, devices and productivity tools.

For instance, Gaurav Gulati, global CIO, SMR Automotive, installed next-generation Windows 8.1

devices at "conventionally challenging" places like the shop floor, thus reimagining devices, while Sumeet Arora, VP-IT, Quest Global Services, bypassed stringent IT security controls by standardizing on Microsoft solutions. For more implementation stories, follow the CIO Spotlight Series.

Beyond Technology

Besides the IT pundits, enthraling the audience with a diverged view of reimagination beyond the realms of technology were Arun Shourie, author, politician, and Padma Bhushan awardee, and Santosh Desai, MD and CEO, Future Brands.

Desai spoke at length about the mindset of the average Indian consumer. However, he clearly veered away from the lofty perspective around which typical conversations on India revolve. On the other hand, Shourie relived his experiences as an editor, played the role of a storyteller, and by doing so, delivered lessons on how to become better leaders.

Surging Ahead

Microsoft also launched CRM 2013 and Cloud OS at MED. The expo zone at the event showcased a wide range of devices, solutions, and services, which helped attendees engage in vertical-specific conversations with experts. Look forward to the 2014 edition of MED. ■

In case you have reimagination stories to share, write to us at microsoft@cio.in



As part of the second edition of the Microsoft Enterprise Day, 17 IT and business leaders from different verticals were felicitated for the exemplary knack and drive they showed in transforming their businesses by reimagining conventional practices using cloud, CRM, data analytics, devices and productivity tools.

Reimagining the Enterprise: Spotlight Recognition

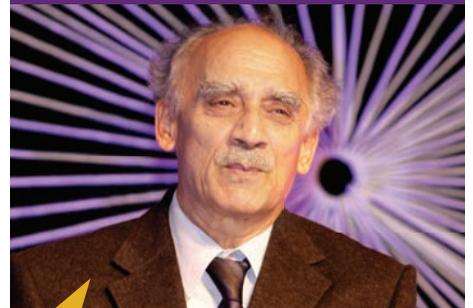


Reimagined Productivity

Ashish Pachory
CIO,
Tata Teleservices

"Microsoft has helped companies accelerate business agility using connected technologies."

Bhaskar Pramanik
Chairman, Microsoft India



"A leader should embrace failure but distribute success."

Arun Shourie
Author, Politician, and Padma Bhushan Awardee



"Imaginative new enterprises are powered by the youth who help them in reimagining India."

Santosh Desai
MD and CEO, Future Brands



Reimagined BI

Atul Kumar
GM-IT,
Syndicate Bank



Reimagined Cloud

Ekhlaque Bari
Group CIO,
Hindustan Times



Reimagined Devices

Gaurav Gulati
Global CIO,
SMR Automotive



Reimagined Productivity

Jayantha Prabhu
CTO,
Essar Group



Reimagined CRM

Kamal Shah
Global Head-IS,
Wipro



Reimagined Cloud

Mandar Marulkar
Head - IT, IS & CISO,
KPIT Technologies



Reimagined Productivity

Manpreet Khurana
VP & Head - Global IT &
Tel, HCL Technologies



Reimagined Enterprise

Murali Krishna
Senior VP & Head CCD,
Infosys



Reimagined Cloud

Pratap Garge
VP and CIO,
Bajaj Electricals



Reimagined Cloud

Pravin Savant
CTO,
Lowe Lintas India



Reimagined Cloud

Raj Gopal A S
Managing Director,
NxtGen



Reimagined Productivity

Sanjeev Prasad
CIO,
Genpact



Reimagined CRM

Shirish Chitte
CTO,
Reliance Capital



Reimagined Services

Subramanya C
Global CTO, Hinduja
Global Solutions



Reimagined Services

Sumeet Arora
VP-IT,
Quest Global Services



Reimagined CRM

T K Ramesh
CEO, Micromatic
Machine Tools