

32

CHOICE SOLUTIONS

The Best Choice

Hyderabad based Choice Solutions witnessed a rapid growth during the last financial year. The company has added customers in infrastructure management services, cloud services and data center hosting. Choice Solutions has also seen lot of new customers in their traditional lines such as power equipment, IT hardware, software and applications. However, Choice Solutions have witnessed new growth avenues as several of their customers showed interest in cloud-based infrastructure and applications. Choice Solutions strategically reduced product sales and increased services and consulting instead, to improve profitability and reduce dependency

Continued on page 34



PROFILE

CEO: KV JAGANNATH

Start up year: 1991

Employees: 570

Collaborations: APC, VMWare, Citrix, Microsoft, Cisco, IBM, HP, Dell, Brocade, EMC, NetApp, Oracle, Platform Computing, Honeywell, Powerica, Kirloskar, ADC Krone, TE

Address: Plot #11, P&T Colony, Kharkhana, Secunderabad—500009

Tel: 27840161



CHOICE SOLUTIONS

Continued from page 27

on principles and distributors. According to the company, market conditions like uncertainty of buying pattern for products is a big challenge, and vendors trying to deploy projects directly, without partners, is another challenge.

Microsoft generated maximum revenue for the company. The leading brands were Microsoft (61.99%), APC (5.48%), and Dell (3.43%). Other vendors like Symantec (2.11%), HP (1.37%), EMC (1.67%), VMWare (0.38%), IBM (1.89%) have contributed a lesser share. Some of the key deployments by the company during the last fiscal included IT deployment project for disaster recovery site for State Bank of India, construction of a new data center architecture, and implementation of a Government-funded research institute in Western India. Choice Solutions also provided IT architecture for a leading Government organization in India. The company has also added employees during the last fiscal. Choice Solutions has big plans like providing an integrated sales approach of its products, and services and consulting, which are currently in six business practices. All have been interlinked and unified customer experiences will be provided from this year.

India's Top 50 Solution Providers

Top 50	Company	Revenue 11 - 12	Revenue 10 - 11	Revenue 09-10
1	Spanco	1869	1478	1183
2	Sonata Software	1568	1392	1384
3	Sai InfoSystem	1548	1137	792
4	Allied Digital Services	598	750	698
5	Gemini Communications	546	550	346
6	Omnitech Infosolutions	504	373	217
7	Accel Frontline	421	396	271
8	Team Computers	252	211	175
9	Value Point Systems	243	270	153
10	Frontier Business Systems	237	224	204
11	Tera Software	215	125	102
12	Amtrak Technologies	212	85	0
13	Orient Technologies	210	135	105
14	Precision Infomatic	180	202	180
15	PC Solutions	171	159	155
16	Embee Software	153	183	153
17	Visesh Infotechnics	153	177	124
18	Sujata Computers	150	120	100
19	Locuz Enterprise Solutions	141	135	87
20	Presto Infosolutions	140	84	84
21	SoftwareOne India	137	8.25	
22	Pentagon Systems & Services	131	108	95
23	Targus Technologies	131	130	125
24	Velocis Systems	120	120	135
25	QuantM Net Technologies	118	108	94

Top 50	Company	Revenue 11 - 12	Revenue 10 - 11	Revenue 09-10
26	Spark Technologies	111	110	82
27	NECX	109	55	43
28	Artek Enterprises	104	111	118
29	Leading Edge Communication	100	70	55
30	Sigma-Byte Computers	100	80	47.36
31	Printlink Computers	95	90	85
32	Choice Solutions	92	90	88
33	Bloom Electronics	90	80	60
34	Cache Peripherals	90	51	74
35	Wysetek System Technologists	84	95	64
36	Sterling Infoways	82	60	53
37	Quadsel Systems	77	70	96
38	Dynacons Systems & Solutions	76	64	79
39	Zest Systems	76	84	76
40	CDP	75	51	42
41	Exelan Networking Technologies	74	64	64
42	Veeras Infotek	73	69	63
43	Aarvee Computers	72	70	68
44	Syndrome Technologies	72	62	48
45	Logtech Infoway	69	56	47
46	Cache Technologies	68	43	32
47	Digicom Systems	68	45	55
48	MIEL e-Security	60	47	41
49	Comnet Vision	58	50	45
50	Ashtech Infotech	57	51	70

In the earlier avatars of DQ Channels Silver Club, we included SPs who have genesis in IT channel and distribution. Now as the ambit is getting expanded, we are considering those SPs who have a fair play in domestic services and solutions space.

CHANNEL PARTNERS AND GOVERNMENT PROJECTS

S.NO	SOLUTION PROVIDER	CITY	GOVERNMENT PROJECTS UNDERTAKEN
1	Central Data Systems	Bengaluru	Aeronautical Development Authority
2	Pranaav Tele Ventures	Chennai	Indira Gandhi Atomic Research Center, Kalpakkam, Neiveli Lignite Corporation, Indian Space Research Organisation, Southern Railways, Power Grid Corporation, Bhavini Nabhiya Vidyut Nigam Limited (BHVNL)
3	Quadrel Systems	Chennai	Various departments in Tamil Nadu government, government schools and colleges, Kerala Government, government banks.
4	Neural Networks	Kochi	ICI
5	Technichie	Kolkata	IOCL, Kolkatta Port Trust, WEBEL
6	Kplus	Mumbai	Sub contract for currency note printing press, IOCL
7	Compusoft	Mumbai	Government-aided Educational institutions
8	Seacant Technologies	Ludhiana	Indian Air-Force
9	Diamond infotech	Kolkatta	Vidya Sagar, Presidency College, Pune University
10	Sheeltron Digital	Bengaluru	SSA (Sarva Shiksha Abhiyan) project in Rajasthan and Bihar, Rajasthan Government projects (Sub-Contract), Tribal development project in Maharashtra
11	Webcom	Bengaluru	Hindustan Aeronautics Limited, Centre for Airborne Systems (CABS), Indian Oil Corporation
12	K Computers	Hyderabad	E-Seva project for Government of Andhra Pradesh, Rajiv Vidya Mission scheme in 11 districts of AP, Geographical Information System, Survey of India, Andhra Pradesh Remote Sensing Agency, Department of Treasury, Andhra Pradesh
13	SP Software	Hyderabad	Andhra Pradesh Intermediate Board, Punjab Technical University
14	CDP India	Mumbai	ONGC
15	Gemini Communications	Chennai	BSNL
16	IDM Solutions	Ludhiana	Public Works Department of Punjab Government, National Fertilizers Limited, Central Co-operative bank
17	Choice Solutions	Hyderabad	NADARD
18	Tera Software	Hyderabad	Aadhaar, National Population Center (NPC), Socio Economic and Caste Census, Karnataka Valuation and Registration, Mahavikas, projects for electricity boards in various states, education and transport department, Andhra Pradesh Government
19	Presicion	Chennai	UID project
20	Zigma	Erode	Various departments in Tamil Nadu government like agriculture, school education, commercial taxes and registration
21	Pioneer Marketing	Vizag	Indian Navy, Vizag Steel Plant, Andhra University, NSTL
22	Klassic Computech	Faridabad	Container Corporation of India, Ministry of Agriculture, National handicapped finance and development corporation
23	Aman Sales Corporation	Jammu	Power Grid Corporation
24	Micro Comp systems	Jammu	Ministry of Defence and Para military
25	Tricom Multimedia	Mumbai	Indian Oil Corporation, IIT Mumbai, IIT Delhi
26	Leading Edge Communications		MCD, CDAC, MHA
27	OST Electronics	Chandigarh	Haryana civil sector, Government Medical College
28	Frontier Business Solution	Bengaluru	ELCOT, some leading Banks
29	Dhanush Infosol	Bengaluru	Banglore Medical College, BWSSA
30	Singhania Infotech	Mumbai	Bank of Baroda

Notwithstanding reservations, the Indian solution providers are active in various government projects (even this list is not comprehensive). In case, some of the impediments are removed, government can become an eminently lucrative sector for solution providers.

framed to favor direct vendors instead of channel partners. Government

your vendor is the biggest competition. Hence we must build opportunities with

PARTNER EXPECTATIONS

Partners expect the value and volume

local channel partners that w healthy exchange of technical