

# Cloud computing service providers joining hands

## 15 IT systems integrators to form an organisation called AllTimeIT

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THE slow pace of adoption of cloud services in India due to non-availability of service providers on pan-India basis has forced around 15 IT systems integrators to form an umbrella organisation called AllTimeIT. They hope to jointly tap into the segment, which is predicted to touch the \$5 billion mark in the next five years.

The 15 channel partners of HP, who were earlier competing against each other, will now sell HP's cloud-based technologies to around 100,000 plus customers in across 72 locations leveraging their combined base of 300 sales personnel and more than 3,000 technical support staff.

"We will provide a local face to the customers who till now were using the services in India but the data was kept on a cloud in a foreign location. The company would not just be the advisor to the customers but would also hand hold them in customising the services according to their preferences. This would help the critical businesses to shift from their existing providers to us," said Ajay Sawant, managing director of AllTimeIT.

The biggest drawback the independent software vendors (ISVs) for cloud services face as of now is that data is located abroad when the service providers are in India. Besides, the depreciation of Indian currency has raised the cost of operations for them.

"AllTimeIT is going to resolve all these problems with a local face to the set-



**TIME OF OPPORTUNITIES:** AllTimeIT would provide the cloud services called EFFICLOUD, a pay per use, cloud model to meet the requirements of medium and small businesses

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up and also provide a geographical reach in 72 locations, with more than 100,000 customers and support staff that would be

unmatched," said an ISV head who provides online educational services to more than 142 institutions. CBSE courses globally and other engineering and corporate development courses, through a cloud based platform called PupilPod.

AllTimeIT would provide the cloud services called EFFICLOUD — a pay per use, cloud model to meet the requirements of medium and small businesses. As a certified HP cloud agile partner, the company would be able to tap HP's network of channel partners, sales and marketing support to promote the adoption of EFFICLOUD.

AllTimeIT cited a study by E&Y where it said in coming years, around 36 per cent of medium and small business operators would shift their businesses on cloud based computing

technologies thereby cutting down on their IT and data spends that would be more efficiently managed with cloud services.

All 15 consortium partners have agreed to invest sums appropriate to achieve a three fold growth, while HP has agreed to provide the brand image support, said, Devendra Taneja, chairman at AllTime IT Solutions. "HP will set up the data centres on which the cloud services will be hosted. Our focus would be to devote our energies to support the customers in maximising their benefits efficiently," said Taneja.

The other major cloud service providers in India are TCS, Wipro, Infosys Technologies, Zenith and Cynapse apart from others.