

IBT

Catching up with Big Boys

One of the Best IT Support Companies in UAE, IBT has set example for others because of its high value, discipline and dedication. These fine qualities not only have enabled the company to gain trust among the customers but also have helped it to win accolades from many quarters.

■ WORDS: TUSHAR SAHOO <TUSHAR@ACCENTINFOMEDIA.COM> ■ PHOTOS: IN HOUSE

Started as a two people organization way back in 2008, today, Intelligent Business Technologies LLC., better known as IBT, has become a strong systems integrator with 80 strong people to cater to the entire Middle East market. The strength of IBT is to work with its clients through a combination of deep-level business and technical expertise, and a mature, highly capable delivery and services infrastructure.

A qualified IT engineer, Jai Mulani, the CEO of IBT, has learnt the tricks of the trade very hard way. He has understood that the basis of every success lies the commitment and dedication. Therefore, before every practice, he holds punctuality as the highest priority. Therefore before other members come to the office, one could find Mr. CEO himself reaches office. However, he tries to inculcate this practice in each individuals of IBT, which has later been the strength of IBT. This was probably the reason while the veterans of the IT industry were getting out of the market, IBT had taken its baby steps.

IBT has two Business Divisions i.e. Enterprise IT Solutions, which covers End to End IT Solutions like Networking, IP PBX, Unified Communications, Data Center Solutions & Disaster Recovery and Professional Services, which covers Professional Services like Cloud Computing,

Virtualization, Business Process Outsourcing and SLA.

IBT understands that cloud computing and virtualization is going to change the IT market dramatically and services will be the core of enterprise IT business. Therefore the company has set up a 24x7 x 365 call center in Dubai to support the customers. Complementing to this, IBT has set up a delivery center for outsourcing and cloud computing back in Mumbai, India and data center in UK where the customers' infrastructure is hosted on cloud.

As per Jai, virtualization and Cloud Computing is growing strongly these days into data centers because using virtualization customer can have reduced infrastructure costs, elastic scalability, redundancy and reliability, server consolidation, less complexity. Having said above benefits lots of data centers have migrated to virtual environment and a fair number of companies are planning to shift their data centers into virtual environment.

He adds, "IT Infrastructure business is purely dependent on growth of real-estate. When there are new offices coming up and smaller companies are moving to bigger offices and bigger companies are moving to event bigger offices."

Jai maintains, "But as we are all aware that real estate is a challenging domain these days and due to this IT infrastructure business is not

as growth oriented as during 2008. However, year 2013 looks more promising and growing compared to 2011 and 2012. In this challenging market, business process outsourcing (BPO), Cloud Computing and virtualization are the most effective and most growing business for us."

Because in BPO customers hire a company to run and manage your IT department in which customers don't have any admin cost behind their IT department and complete management of IT is done by BPO companies so customers can focus on their core business.

In Virtualization, customer can have more number of servers and services in less number of physical servers. So management and admin cost decreases by at least 20% to 30%.

Similarly, in Cloud Computing, customers have zero cost of their IT management as there is no IT in their local office. IT is getting hosted on subscription based to third part companies who manage and maintain their IT on regular basis.

In this changing market dynamics, IBT has adopted solid strategies to be stronger in BPO, virtualization and Cloud Computing. Jai adds, "We have already captured a few higher enterprises to work with us. We are also approaching more customers in the market and showing them the benefits to work with IBT. Our objective is to capture maximum market share in BPO,



THE BIG QUESTION

How do you position BPO business in the market?

BPO is part of our Professional Services Division in IBT. And in Professional Services Division we have SMB and Enterprise as Sub Divisions. So we are targeting SMB and Enterprise both segments for Outsourcing very aggressively.

SMBs are moving faster towards BPO than enterprise segment because today market is really challenging for all the industries. And especially SMB wants to focus on their core business and activities. So we have seen good number of growth in SMB migrating to BPO.

Moving towards BPO is always more beneficial to companies than Hiring in-house IT because BPO have really great results and benefits like Lower admin costs, Skilled Expertise, Focus on core competencies, Increased Productivity and Efficiency, Distribution of risk for the Company, Better People Management.

virtualization and Cloud Computing market.”

The technology domain that IBT has stepped into does prove that the company is ready to tap on to the big league of IT market in the region but it also does require infrastructure to back the initiative. Therefore, IBT has been strengthening its resources and delivery mechanism. Apart from its 1000+ square feet offices in Sheikh Zayed Road, call center in Karama (Dubai), delivery

center of Outsourcing and Cloud Computing back in Mumbai (India), the company also has an office in Abu Dhabi to provide quick support for its customers in Mussafah and iCAD (Abu Dhabi). The company has recently stepped into Doha (Qatar) and has aggressive plans and strategies to grow in Qatar.

IBT's efforts have been well recognized by the industry as in last two years it has been conferred

JAI MULANI
CEO, IBT

“Our objective is to capture maximum market share in BPO, virtualization and Cloud Computing market.”

with awards like Best IT Support Company in UAE and Systems Integrator of the Year.

FINALLY...

This does not end the pursuit of Jai as the young and dynamic leader sets his eyes on KSA and American Market for next two years. He concludes, “We are working on strong strategies to ensure to reach on targets as planned.” ■