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On the growth trajectory

IBT (Intelligent Business Technologies) is an end-to-end ICT solutions provider based in Dubai, UAE, providing Consultancy and Total Turn-Key Solutions. The Integrator speaks with Jai Mulani, Director – Sales & Solutions at IBT and he discusses some of the key domains of focus for the company.

What are the domains where IBT functions? Since when is IBT operational?

IBT is in business since 5 years now. We are specialising in Enterprise IT Solutions and Services. Our Main Focus is into domains like Virtualization, Cloud Computing & Business Process Outsourcing.

We have two Business Divisions in IBT. The Enterprise IT Solutions covers end to end IT Solutions like Networking, IP PBX, Unified

Communications, Data Center Solutions, & Disaster Recovery. The Professional Services includes domains like Cloud Computing, Virtualization, Business Process Outsourcing and SLA.

Is the IT infrastructure business a significantly growing business? Is this a focus area for you currently?

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 much bigger offices. And when companies are moving to new offices or companies are growing and expanding that time end to end IT Infrastructure is required to run their Business. But as we are all aware that Real-estate is really challenging market these days and due to this IT Infrastructure Business is not as growing as before 2008. However, 2012 looks

more promising and growing in comparison to 2010 and 2011.

What are the growth opportunities for your company?

In this challenging market, Business Process Outsourcing (BPO), Cloud Computing and Virtualization are the most exciting growth areas for us. All the three areas incidentally focus on helping customers drive down costs, a primary concern for them. In the BPO Business, customers hire a company to run and manage their IT Department so that they don't incur any admin costs on having their own IT Department and the complete end to end management of IT is done by the BPO companies like us, allowing the customer to entirely focus on their core business. This is an area we are making good progress.

Virtualization and cloud computing are the two associated areas where we are focusing as well. In Virtualization, customers can have more number of servers and services in less number of Physical Servers. So management and administration costs decrease by at least 20% to 30%. And finally in Cloud Computing, customers can possibly have zero costs on their IT Management with almost no need for IT support staff in their local office. Their required IT applications are web-hosted by companies like us on subscription basis and we manage their IT networks and application availability on a regular basis.

What are the trends that are driving growth in the Datacenter market?

Virtualization is one of the strong trends seen in the Datacentre. It helps customers to have multiple advantages including reduced

Infrastructure Costs, flexibility, scalability, redundancy, reliability, server consolidation as well as less complexity. Many data centers have already migrated and a fair number of companies are planning to migrate their Data Centers into the Virtual Environment.

In the BPO Business, are you are looking to primarily provide IT support services to SMB sector clients or is it the enterprise that you are focusing on?

BPO is part of the 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

We have our Head Office on Sheikh Zayed Road, Dubai. We have 24 x 7 x 365 running call center in Karama for customers who are under our SLA and so we support them round the clock. We have an office in Abu Dhabi to provide quick support for our customers in Abu Dhabi, Mussafah etc.

We have recently stepped into Doha in Qatar and have aggressive plans and strategies to grow in Qatar as well. We have our Data Center in Canada where we host our customers Infrastructure on cloud.

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Outsourcing very aggressively. The SMB companies are moving much faster towards BPO than the enterprise segment because today market is really challenging for all the industries. And especially SMB customers want to focus on their core business and activities. So we have seen a good number of companies in the SMB verticals migrating to BPO. As discussed earlier, there are several advantages realized by opting for BPO services and the cost being one of the standout advantages.

What is the support infrastructure in place? How many offices do you have as of now? Discuss potential plans of expansion and consolidation?

Are there new Technology areas you are looking at for expansion/growth in the rest of the year ahead?

We have solid strategies to be emerge stronger in BPO, Virtualization and Cloud Computing. And soon we will be the leading company in this region in this domain.

We have already finalized with a few larger enterprises that want to work with us and we are approaching more customers in the market. We are demonstrating to our customers the benefits they gain by working with IBT and intend to capture maximum market share for BPO, Virtualization and Cloud Computing.