Tech Prediction 2022

Collaboration Around Data Aggregation, Data Management and Analytics on the Cloud to Take Centerstage

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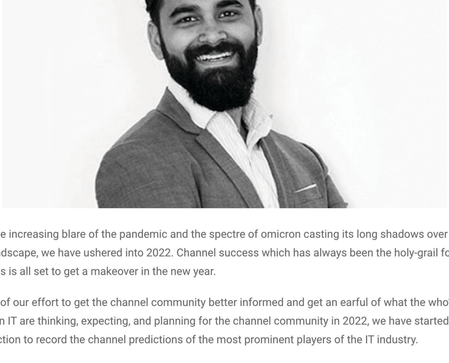

Amid the increasing blare of the pandemic and the spectre of omicron casting its long shadows over the tech landscape, we have ushered into 2022. Channel success which has always been the holy-grail for any business is all set to get a makeover in the new year.

As part of our effort to get the channel community better informed and get an earful of what the who's who of Indian IT are thinking, expecting, and planning for the channel community in 2022, we have started this new section to record the channel predictions of the most prominent players of the IT industry.

Here, as part of this special series of Tech Forecasts, SourceFuse India registers its predictions for 2022.

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"Our Go-To Market Strategy for the next three years will be channel marketing, events and public relations focused. The next big focus would be on building secure, scalable cloud solutions for the telecom and finance industries."

Vaidant Singh,
Chief Marketing Officer,
SourceFuse

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With its expertise in digital innovation, SourceFuse enables enterprises through bespoke, secure & scalable cloud solutions, leveraging its open-source catalogue of microservices and legacy application modernization. The company is transforming the way businesses develop breakthrough roadmaps leveraging cloud-based technologies.

SourceFuse's CMO Vaidant Singh has been instrumental in creating awareness and driving demand and loyalty across all channels. From successfully steering many a innovative and creative marketing programs, Vaidant has perfected the art of doing more business with a perfect blend of strategic marketing and branding campaigns. His initiatives has transformed SourceFuse's brand image by linking the company's innovations, solutions and services.

In an exclusive interaction with SME Channels, Vaidant Singh, Chief Marketing Officer, SourceFuse shares his company's Channel Predictions for the year 2022. Edited excerpts…

Give a brief introduction to your company.

SourceFuse Inc. is a company which is transforming the way today's most successful companies develop breakthrough roadmaps leveraging cloud-based technologies. A leading AWS Advanced Consulting Partner, SourceFuse has delivered over 600 AWS implementations that boost efficiency, ensure compliance, provide actionable insights, and lower TCO. Our goal is to empower enterprises with a full spectrum of innovative, digital-first cloud-native solutions. We work strategically on our 300+ global clients' business requirements, modernizing their applications to scale rapidly and accelerate innovation on the cloud, enabling them for a digital-ready future. With over 15 years of deep domain expertise, we are committed to digital innovation and customer success. We offer Modernization-led Cloud Migration, Data & Analytics, DevOps, Cloud Strategy and Managed Cloud Services. We have offices at four global locations in the United States, UK, Australia and India.

As the pandemic is still there and a new variant has surfaced, what are the major market trends you are forecasting for 2022?

According to Gartner, worldwide IT spending is projected to total $4.5 trillion in 2022, an increase of 5.5% from 2021. We see this as an excellent opportunity for SourceFuse and predict that 2022 will be the year of App Modernization, Data Analytics & AI ML, and Cloud Managed Services especially in industries like Healthcare Life Sciences and BFSI.

What major trends are you forecasting in the channel market?

Channel market segment is majorly trending with collaboration opportunities around Data Aggregation, Data Management and Analytics on the Cloud. The benefits of cloud adoption are being realised by all industries, and the importance of modernizing legacy applications are of prime focus across channels.

Which areas do you want to focus on in the channel – skillsets – sales and marketing, vertical and technology practice development, service capability, etc.?

SourceFuse takes the lead in empowering enterprises in their digital transformation journeys and exploring the true potential of the cloud. We build bespoke secure, scalable cloud solutions, leveraging our open-source catalogue of microservices, accelerating our customer's business plan ~50% faster than industry benchmarks. We are particularly proud of our legacy app modernization engagements with multiple enterprises and unicorns. At SourceFuse, our primary focus has been strengthening our existing AWS Business Unit and elevating to AWS Premier Partner status.

We owe SourceFuse's growth to our associates and customers. We have always worked with one motto: "Your Success is Our Success". We have been fortunate to work with organizations and people who could equate with SourceFuse's strategy, technology advancements, and innovative techniques which eventually led them to refer us to their business network. Our Go-To Market Strategy for the next three years will be channel marketing, events and public relations focused. With our recent geographic expansion in the UK and Australia, our next big focus is building secure, scalable cloud solutions for the telecom and finance industries. We will continue to nourish our HCLS industry experience and capabilities.

What percentage of budget growth are you expecting for channel development?

100%

What is your expectation from channel this year?

100%

Are you planning any new product/offerings addition for the channel market?

AWS WAR, SF Medic, helloMD.online, FlixMD

Is there any channel expansion plan in terms of numbers in 2022?

We celebrate our seventh continued year of success with our AWS Business Unit. SourceFuse takes the lead in empowering enterprises in their digital transformation journeys and exploring the true potential of the cloud. We build bespoke secure, scalable cloud solutions, leveraging our open-source catalogue of microservices, accelerating our customer's business plan ~50% faster than industry benchmarks. At SourceFuse, our primary focus has been strengthening our existing AWS Business Unit and elevating to AWS Premier Partner status in 2022. With this, we continue to focus on industry-specific solutions to enable innovation, operational scalability and ensure a seamless user experience for customers. The company has been an AWS Consulting Partner since 2015 and was the first AWS Consulting Partner in APAC to achieve AWS Healthcare Competency back in 2020.

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