

“We are a horizontal player, and work across verticals”

In an Interaction with DQ Channels, Prateek Garg, MD & CEO, Progressive Infotech shares the insights of Progressive's solutions.

JYOTI BHAGAT
jyotib@cybermedia.co.in

WHAT HAS BEEN PROGRESSIVE'S JOURNEY, AND WHAT ARE THE SOLUTIONS?

Progressive is in its 20th year of business. Until about early part of this decade we were more of a value added reseller, and a System Integrator (SI). In 2012, we pivoted and completely got out of the traditional SI business.

By that time, Gartner had started recognizing us; we were listed then as a mature IT partner, along with ten-eleven other large companies. And cloud at that stage were maturing. We felt that that's the area where we will stay relevant in the enterprise market, in the mid to large enterprise space, so we took that path and here we are today. We are now a Managed Service Provider (MSP), and in the cloud ecosystem MSPs are at the highest layer, from the standpoint of value being added.

WHAT ARE YOUR OFFERINGS?

We are a horizontal player, and work across verticals. Essentially, we have 6 to 7 main offerings, as follows:

- Data Centre Migration
- Database Migration, to next generation databases. This comes as a PaaS.
- Cyber Security
- Managed Services
- Consulting
- Analytics, including Artificial Intelligence, Machine Learning, DevOps, Disaster Recovery, Modern Workplace etc

WHICH ARE THE ENTERPRISES YOU ARE SERVING?

Today we are engaged with 180 customers in India. These customers are mid to large enterprises. As for our global footprint, these are early days for us.

Fortis Healthcare is one with whom we have a very large engagement. We took them on Microsoft Azure, very early, nearly 5 years ago. Their entire DC runs on Azure, and we manage it.

WHAT ARE THE VERTICALS YOU ARE SERVING?

We are pretty much horizontal; we do not have a vertical focus. Among the verticals, manufacturing is one which is working well with us. Hospitality and healthcare are also the verticals where we are seeing good traction with the customers.

Also we are responding to the public sector, the Navratanas. They have just started coming out with their requirements; they are now clearly seeing the benefits of DC transformation.

WHAT ARE PRACTICE AREAS THAT ARE GIVING YOU MORE DIVIDENDS?

Our Data Centre (DC) continuity and migration practice has a lot of customers now, and in my view over 24 to 36 months there will be unprecedented growth in that area. Security is growing very rapidly for us and we have seen good growth in Disaster Recovery as a service. As for DevOps, these are early days, and most of the DevOps conversation are in the IT, ITES space.

Another customer I can name is Dabur. They use SharePoint and have their website on Microsoft Azure. They also have their digital marketing campaigns run on the Azure, and are increasing their business applications on the cloud, the Azure.

For another customer, which is one of the large GSPs (GST Suvidha Provider) in India, we have done the architecture and set up on the Azure, and are managing it.

Retail is another vertical where we are seeing good traction. Since the sector's workload is seasonal, cloud is the right place to go for them. Retail customers are choosing to make use of data centers, either as a greenfield project or as an upgrade.

HOW MANY CUSTOMERS ARE GREEN FIELD VERSUS HOW MANY FOR UPGRADE OF THEIR DCS?

Technically I don't know if green field is the right way to describe it, but now very few will be green field. In part also because our target audience is enterprises that are over Rs 500 crore in revenues and over 500 people in terms of workforce, and under Rs 10,000 crore in revenue and 10,000 people in terms of workforce.

WHAT IS YOUR GO TO MARKET PLAN?

Our target audience clearly is the companies which are in middle of the pyramid. Our principle is that we should either be engaged on the next generation technologies in managed services side or we should be engaged on the cloud or the digital side of the transformation.

HOW DO YOU APPROACH A DIGITAL TRANSFORMATION DEAL, STRATEGICALLY AND TACTICALLY?

I won't say we take a consortium approach, but there are certain situations where say the big 5 have done consulting and presented to the boards the cloud transformation journey. And then we have come-in and executed it.

A lot of times the cloud vendors like Microsoft would do the first pitch, and get the customers ready. And then they bring us in for the execution. We work very closely with Microsoft in a co-sell format and the new structure that is coming which is being called OCP or the one commercial partner community, is landing quite well. We are seeing a lot of traction with them. A lot of planning goes behind each account and then you we, Microsoft & Progressive, go and sell together as a team.

MICROSOFT IS PERHAPS THE ONE YOU ARE DEEPLY ENGAGED WITH?

Yes, we are very deeply engaged with Microsoft. But in the current context, we would remain vendor agnostic. And whichever vendor we go with into an opportunity we remain with that vendor until the opportunity fructifies.



PRATEEK GARG,
MD & CEO, Progressive Info-
tech