

Growth despite slowdown

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Channel case study: Enhanced Software Solutions, Mumbai

Mumbai-based Enhanced Software Solutions Pvt Ltd (ESSPL) has been one of the several happy partners of EMC in India.

ESS clocked Rs 30 crore revenue during the last financial year. Out of this, 10 per cent, i.e. Rs 3 crore came from EMC's solutions. Despite slowdown, ESSPL expects to achieve 25 per cent growth this year. Vikas Save, Director, ESSPL gives a handsome share of this confidence to EMC.

"EMC's large product range and proven technology have made deep inroads into several customer verticals. Due to the high perceived value that the brand enjoys in the marketplace, our EMC business has not been impacted by economic downturn," comments Save.



He informs: "We promote almost all technologies by EMC. This includes Avamar, the de-duplication solution, Recover Point, the DR replication software, FC SAN, Networker backup, the BURA range (backup, recovery, and archival), Clariion, Symmetrix, and Centerra to name a few."

Close to 40 per cent of ESSPL's EMC revenue comes from Recover Point and Avamar while Networker and Centerra contributing 25 per cent and 10 per cent, respectively.

ESSPL primarily targets banking and financial services companies and the manufacturing segment for EMC's storage solutions. Save claims that ESSPL has a strong deployment pipeline and 10 loyal customers for its EMC business. This includes five very large enterprise accounts.

Save shares an example of a recently bagged order wherein ESSPL deployed a DR solution for a leading insurance company. The total value of the deal was

Rs 1 crore. It involved replacement of Clariion and existing storage devices with the new storage platform and Recover Point, the DR solution of EMC.

For ESSPL, partnering with EMC has been a profitable business too. According to Save a good solution provider stands to earn 10 per cent on products sold and there also are repeat business opportunities. Fifty per cent of ESSPL's EMC revenues come from repeat orders.

In the near future, ESSPL wants to focus more on the security product line of EMC under the RSA brand.