

Who we are

As the name suggests, we are the people having an understanding of the IT from its core element which is IP. As long as one understands IP, anything can be transported on to it, and that is what we command. The core information technology super express highway.

Founded in 2011, @ Tatav IT we connect all IP-Enabled devices in your life to make it Smart. Smart Work is always better than Hard Work, to make your Life Comfortable both in office and home. Our 3 Domains covers the every aspect of IT Infrastructure you need in your Life around:

- *IT Services: Consulting, Designing, Integration, Management, and Maintenance support to over 2000+ partners country wide.*
- *IT Solutions: Networking, Storage, Security, Surveillance and Voice solution already delivered for various MNC brands.*
- *IT Smart: Smart Home, Smart Office, Smart Building, Smart Campus and Smart City consultancy projects already on for various architects, EPC contractors (non-IT) and Government bodies.*

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The National PET Partner concept



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The State of the MART

The Brand's baffle



To make a PAN India presence, The Brand, needs to have a distribution and SI partner / reseller base across the country. Thus, they hire experienced channel sales people, who are good at commodity sales, but they forget to do their product / solution portfolio profiling. Guys who are good at channel sales, don't want to understand the technology and the chain goes on the same way.

The Distributor difficulty



The Distribution community is busy in transactions and relationship management with the partners, on technology front they fall back upon The Brand only. Their dilemma is to freeze focus between relationship / transaction / schemes or technology / training / PoC. And their obvious choice is the channel activities instead of enterprise exercises.

The Partner puzzle



The Partner wants, but never gets to learn or get access to the technology selling, as they are far away from The Brand, since they are upcountry and The Brand is limited to metros - Delhi Mumbai, Hyderabad, Bengaluru, Chennai or Kolkata.

Your peace of mind

We understand it's a pain for you to get headcounts, that too double or triple head counts – for channel development, for enterprise sales, for pre-sales for training...phew!!! It's difficult. And then the HQ would ask the per person productivity, and even include the peons to it. ☺

So, we give you that peace of mind. We build channel, train partners, enable partner, meet end customers and help you to help the partners out there. You just focus on developing products, what you do the best.

“If you deprive yourself of outsourcing and your competitors do not, You're putting yourself out of business.” - Lee Kuan Yew, founding father of Singapore.

- **Contact to 2000+ SI partners**
- **Approach to 1800+ resellers**
- **Gateway to 80 + business distributors**
- **Access to 250+ named accounts**

Overview of Program

The PET Partner Concept



Understanding the key issues for an existing brand in the country, and the complete value chain below, including the distributor, the stockiest, the reseller and the SI partner, we've come up with the PET partner Concept for the sake of everyone in the value chain. The customer needs new technology and solution, but the complete chain is busy in commodity selling. With PET partner, we intend to break the ice.

About Tataav IT



Tataav IT was officially made a legal entity in 2011 and has a strong team of over 60 man-years of experience, with industry stalwarts as the founding members, a country wide presence and a wonderful reach

The Tataav Advantage



What value Tataav IT brings on the table is;

- Profound technology understanding.
- Multilayered market reach up to Tier-3.
- Intense customer reach in to recession free verticals like Defense, Government, Telecom, Railways, & Channels..

Getting Started

What we do for your brand?

We enable partners. We educate them on your technology, we take end customer calls with them, we help them in site survey and making your BoM / BoQ, assist them in installation and troubleshooting and give them a peace of mind on your behalf. Every SI wants to sell something new to their customer base and every SI has minimum five (5) captive customers on which they survive. They just want to be enabled.

Our reach is to the SI partners and the end customers.

Customers on the other hand are waiting for newer technology. They get IT budget every year, but they can't keep on buying the same set of things every year. So they have the money and they need something new to buy. It can be a new technology or an upgrade or a new solution, if you reach them in time, you can conclude the business.

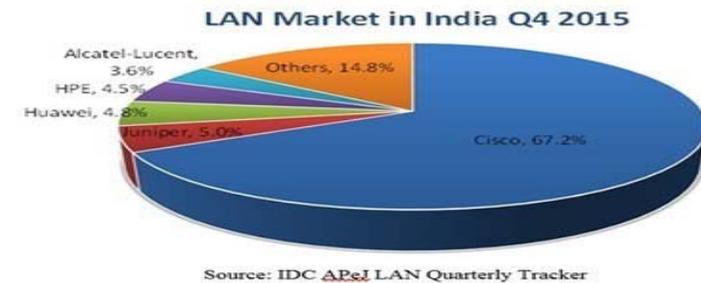
“Networking market in India shows a significant growth of 16% YoY growth. Just the routing & L4-& market had whopping 32% growth recorded” — IDC

Conclusion

So there is a market and the market is growing, but the cream goes to the age old brand, due to their deep reach.

The Brand need the top line and the partner needs the bottom line, but the customer needs the latest technology solution for best value for his money. The only way out is tech sales. But the whole value chain is focused on commodity sales, which will never give the bottom line and never focus on technology.

End resultant is, the one who has a brand equity of technology sales, gets the cake and eats it too.



The Mission

The PET Partner VPN for you



We create your virtual private network of end customers, SI partners, stockiest, Regional distributors, or even national distributors for you.

We speck it, we train people and make customer & partner comfortable.

In short, we build your brand equity.