

# SMAC–The New Business Paradigm

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Worldwide IT spending is projected to total \$3.8 trillion in 2014, a 3.1 percent increase from 2013 spending of \$3.7 trillion, according to the latest forecast by Gartner, Inc.<sup>1)</sup>

The global IT Services (ITeS) industry holds significant opportunities for industry players due to increasing IT spending in the healthcare, retail, and transportation sectors, among others. The market is forecast to reach an estimated US \$1,147 billion in 2017 with a CAGR of more than 5% during 2012–2017.<sup>2)</sup>

The IT services market in India is expected to grow at the rate of 8.4 percent in 2014 to US \$7.88 billion, according to International Data Corporation (IDC). A robust domestic demand offers potential business possibilities across sectors—notably banking, retail, healthcare, education and automobiles.

Japanese IT companies could look at capitalizing on the India growth story by garnering a larger pie of this huge potential IT market. India is an established cost effective IT outsourcing destination and companies in Japan could leverage on this as a strategic tool to reduce costs.

The ITeS sector comprises of software engineering and support services, Hardware, Business Process Management services and professional services such as IT consulting, development, and integration services.

## Game changers for the IT Industry :

New emerging technologies are rapidly changing the manner in which business has traditionally been done. Gartner's Nexus of Forces—the convergence of four powerful forces: social, mobile, cloud and information—continues to drive change, create new opportunities and increase demand for advanced and programmable infrastructure that can execute on a Web scale.<sup>3)</sup>

The seamless convergence between social media, mobile, cloud and information is reducing the gap between the physical and virtual worlds. This is leading to a paradigm shift in business models.

Services around these maturing and rapidly evolving technologies, such as cloud computing, social media, mobility and data analytics, are offering new avenues of growth across verticals for IT companies.

According to Gartner in Emerging Market Analysis: India's Top10 Technology Trends and Drivers in 2014 the key market trends are :

- Business Intelligence (BI) and Analytics
- Mobility Solutions
- Cloud Computing
- Social Media and Computing
- Machine 2 Machine (M2M)
- Hosted Virtual Desktop (HVD)
- Personal Cloud
- The Internet of Things (IoT)
- Collaboration Technologies
- 3D Printing

## Growth Drivers for the IT industry

Traditional services account for a major portion of the revenue of Indian information technology (IT) firms. Application, development and maintenance work alone accounts for 35–40% of the revenue of most IT firms. But with increased automation and technology proliferation, platform-based services that can be replicated across segments and non-linear initiatives will enable faster reach at lower costs.

From the top ten trends mentioned above; Social, Mobility, Analytics and Cloud (SMAC) is poised to be the game changer in the world of technology and business. The power of this technology is treating SMAC as a stack. It presents an opportunity for players to increase their revenues by shifting into a higher margin business as compared to the commoditized traditional IT business.

The domestic market for SMAC in India is at a relatively nascent stage as compared to developed countries. Hence there is a dual opportunity here; *providing high end outsourcing services to developed countries and at the same time educating the domestic clients about the benefits of adopting SMAC solutions.*

As highlighted by NASSCOM (The National Association of Software and Services Companies), IDC estimates that Indian IT vendors could generate \$225 billion in SMAC related revenue by 2020.<sup>4)</sup>

## SMAC @ Accel Frontline

Accel Frontline Ltd. is a subsidiary of CAC Holdings Japan. Based in Chennai, India; Accel is a 2000+ IT services company. It specializes in Product Engineering, Hardware Engineering, Software Engineering, Testing and Infrastructure management services. Accel offerings are targeted at the Consumer Electronics, Retail, Healthcare, Automotive, Banking and ISV segment.

Accel is listed on the stock exchanges in India. ([www.accelfrontline.com](http://www.accelfrontline.com))

Accel is poised to harness the opportunity unleashed by disruptive technologies in the ITeS space. Accel is market ready in 5 technologies out of the top 10 technologies listed by Gartner—Cloud Computing, Big Data & Analytics, Mobility, IoT and M2M.

Businesses need to be clued in to the fast evolving technological landscape in order to survive. In today's world of fast changing technology, their success is linked to the swift adaption to these changes to create new opportunities for its growth. Our technical expertise coupled with in-depth domain knowledge makes us the vendor of choice for organizations looking to progress to the next level of IT growth.

## Cloud Computing @ Accel

Accel offers strategic consultancy on end-to-end cloud computing across industries. The strategic consultancy includes helping the customer understand the risks & benefits of a cloud migration and helping him arrive at a phased strategy for migration.

Once in agreement with the impact and the plan for cloud migration we work with your team to assess the underlying technology components such as infrastructure; applications etc. Subsequent to this we suggest the appropriate cloud components. Our offerings are engineered on multiple technologies including Java, .NET, C#, Ruby, Perl, PHP, Python and Node. JS .

## Accel Offerings

- ▷ Cloud Strategy & Consulting
- ▷ Cloud Application Development & Sustainance
- ▷ Cloud Infrastructure Services
- ▷ Cloud Deployment & Migration Services
- ▷ SaaS/PaaS/IaaS Enablement/Configuration
- ▷ Cloud Testing

We have deployed multiple projects on the leading cloud technologies including on Amazon Web Services, Windows Azure, IBM SoftLayer, Google Cloud and HP Cloud. We help deploy on private cloud on these technologies - OpenStack, VMware, KVM, Xen, Hyper-V.

## Big Data Analytics @ Accel

Big Data practice at Accel is designed to offer our customers with high end consulting on transforming their huge repository of customer data into meaningful insights to gain business advantage. We help customers transform the data reporting from traditional filter based reports to insight-based analytics.

### Accel Offerings

- ▷ Data Churning
- ▷ Data Tagging
- ▷ Reporting App Development, implementation & Integration
- ▷ BI App Configs
- ▷ Data Clustering
- ▷ Predictive Analysis

We have successful BI implementations to our credit on tools such as SAS, Teradata, Cognos, SAP BusinessObjects XI3, Informatica.

We do application development in the following technologies: Java, J2EE, Hibernate, Spring, Kendo UI, Atmosphere, Jaspersoft reports, MySQL, Mirth Connect.

We work with multiple databases like Hadoop, MongoDB, CouchDB, Cassandra and Redis.

## Mobility Solutions @ Accel

Accel's mobility practice is about enabling customers & stakeholders to access data anytime & anywhere. Accel's mobile testing framework helps reduce the time to market for our customers.

The global Enterprise Mobility Market is showing the large spectrum of opportunities as more and more businesses go mobile for the increased operational efficiencies.

### Accel offerings

- ▷ iOS, Android & Windows App Development
- ▷ Mobile App Migration

- ▷ Cloud Based Mobility solutions
- ▷ Device Networking Integration
- ▷ Social Networking Integration
- ▷ SDK Development
- ▷ Mobile Testing
- ▷ Mobile UX design services

## Internet of Things (IoT) @ Accel

IoT or M2M practice at Accel is uniquely positioned to offer customers with end-to-end solutions to take ideas to market. We offer the whole end-to-end solutions from ideation to product testing & validation. We have been working on IoT projects for over 8 years.

Using IoT Accel has designed and developed an **Advanced Vehicle Data Recorder (AVDR)** telematics device for the automobile industry. This is a home-grown Accel product wherein the IP belongs to us.

The product is like a black box that will tell you the health of the vehicle at any given point – running, stationary or after a crash. The product is fitted with cameras that do the primary recording in on-board solid state memory – the data is privacy protected. It records the vehicle parameters like the vehicle speed, Engine RPM, Engine coolant temperature etc. It has a strong GPS receiver which helps locate the vehicle on any map. It has a 3-axis accelerometer with defined acceleration thresholds.

### Accel offerings

- ▷ Embedded Development Including Firmware, BSP etc.
- ▷ Driver development
- ▷ Application Development
- ▷ Testing
- ▷ Hardware design

## Social @ Accel

Social technologies engage and power platforms such as Facebook, YouTube, Twitter etc. These have enabled people from across the globe to connect, discuss and collaborate with each other regardless of time

and space restrictions. It has made the world a much flatter place making it easy for users to reach out to larger number of companies in various geographies. It opens up markets and diverse segments across the globe for industry.

### Accel offerings

- ▷ Social App Development
- ▷ Social Media Integration(Facebook, Twitter, LinkedIn, YouTube, Google+, Instagram etc.)
- ▷ Social Web-APIs

### Conclusion :

In summary, it is easy to be confused about the tangible benefits from SMAC and because of that misjudge its impact on the fast evolving business landscape. Whether it is Amazon or Netflix the power of the SMAC stack lies in its ability to quickly enable a boundaryless, information infused, customer centric

business.

The winners of this new era of business will be companies who are agile, innovative and integrated in their approach to customer needs and behavior – businesses that are able to smoothly transition from 'Widget to Digit'.

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1. <http://www.gartner.com/newsroom/id/2643919>
2. Lucintel 'Global IT Services Industry 2012–2017: Trends, Profits and Forecast Analysis'-[http://www.lucintel.com/reports/telecommunication/global\\_it\\_services\\_industry\\_analysis\\_2012\\_2017\\_trends\\_forecast\\_february\\_2012.aspx](http://www.lucintel.com/reports/telecommunication/global_it_services_industry_analysis_2012_2017_trends_forecast_february_2012.aspx)
3. Gartner Emerging Market Analysis: India's Top 10 Technology Trends and Drivers in 2014
4. <http://www.livemint.com/Industry/FXPE2yjjVrknGT3uJr33HP/SMAC-is-the-new-flavour-of-IT-services-companies.html>