Force Multiplier

RAH Infotech adds 'WAN Optimization' to its portfolio

By Digital Edge Bureau

On the technology front, datacentres have experienced huge augmentations. Whether it's servers, storage, switches, routers, security appliances, or even software apps, all get massive dozes of innovations, and their overall performance and efficiencies have increased tremendously. The advent of virtualization software and its implementation at datacentres has further enhanced the scalability, and reliability of IT infrastructure. Not only that, the growing instances of broadband connectivity—both wired and wireless—have emboldened CIOs and IT administrators into embarking on ambitious IT projects. Such a scenario has resolved many of the pain-points which they've been afflicted with. But, the fact that data has been growing at a rate never witnessed before, brings new challenges to enterprises of all sizes and capacities. The real complexity is not confined to storing and managing humongous data, but the morbid challenge crops-up when data travels over corporate network, which is getting increasingly distributed— crisscrossing the country and beyond. The 'data-on-the-move' triggers major traffic issues as this can jeopardize the very efficiency and purpose of IT as a business enabler. And here comes the relevance of 'WAN Optimization' appliances which help in realizing better 'data transfer efficiency'.

The great intervention

In India, the adoption rate of WAN Optimization appliances has been pretty swift, and a number of players including

> " The distribution agreement with 'FatPipe Networks', world's leading WAN Optimization player, would certainly give RAH Infotech a huge confidence in handling any networking project in the country "
>
> Ashok Kumar, MD
> RAH Infotech Pvt Ltd

> " We're delighted to appoint RAH Infotech as the national distributor of FatPipe WAN Optimization products in India. We're sure that soon 'FatPipe Networks' would make a strong brand presence in India "
>
> Dr. Ragula Bhaskar, CEO
> FatPipe Networks

Cisco Systems, Riverbed Technology, Blue Coat, and Citrix have intensified their operations in the country. In the meantime, US-based FatPipe Networks (having a formal headquarters in Chennai) is all set to tap the burgeoning WAN Optimization market in India by striking a distribution tie-up with Gurgaon-based RAH Infotech. Established by Dr. Ragula Bhaskar who is a widely acclaimed entrepreneur of Indian

RAH Infotech's growing 'Distribution Prowess'

In half a decade time, RAH Infotech has evolved into a specialty 'networking & security' distribution company in India. But then, RAH Infotech is not a vanilla IT distribution entity, rather, this is a company which brings solutions aspect to the very art of product distribution. "By instinct, we're a solutions company, and this subterranean propensity gives us the edge in the very challenging domain of IT distribution", said Ashok Kumar, MD, RAH Infotech. Today, the company handles networking & security products from vendors like Astaro-Sophos, SMC Networks, Maipu Communication Technology, MicroTik, Alfa Network and FatPipe Networks (RAH Infotech also handles products from Juniper Networks).

By now, RAH Infotech commands a wide network of channel partners including VARs (Value Added Resellers) and SIs (Systems Integrators) in India. "Channels have played a big role in the growth and development of RAH Infotech as a distributor. We've come out as one of the most responsive channel companies in India", said Kumar.

RAH Infotech having its headquarters in Gurgaon maintains its offices in Mumbai, Bangalore and Chennai. Globally, the company runs its offices

RAH Infotech is the national distributor of the entire range of Astaro security products. We're very impressed with the reach, and responsive disposition of RAH Infotech

Sunil Sapra, Regional Director India & South Asia Network Security, Sophos

RAH Infotech participated at the 'Convergence India' Exhibition at New Delhi

Ashok Kumar, MD, RAH Infotech, receiving award from Astaro CEO in Singapore

in US, UK, Singapore and China. The firm has also got active in its further brand building activities. At the '19th Convergence India 2011 Exhibition' held at New Delhi, RAH Infotech was conspicuous with its vibrant presence. At the same time, the company gets a host of recognitions from its principals (vendors). In a recent channel felicitation ceremony held in Singapore, RAH Infotech bagged "Best Distributor Growth Award" across Asia Pacific by Astaro. Earlier this year RAH Infotech had also bagged 'Upcoming Entrepreneur Award 2010' by some renowned publications and corporate houses.

origin settled in the US, FatPipe Networks rapidly picked up respect and brand recognition in many parts of the world. This is interesting that NRIs (Non-Resident Indians) in the US have done exceedingly well in the emerging area of WAN Optimization. Another rapidly growing 'WAN Optimization' company is 'Aryaka' which has also made its global presence felt. However, Aryaka offers WAN Optimization services on cloud.

Advantage RAH

In a shorter span of time, RAH Infotech has become one of the fastest growing IT distribution companies in India. The firm, specializing in the distribution of networking & security products, caters to consumer as well as datacentre needs of SMEs and large enterprises. Over a period of time, RAH Infotech has created a wide network of channel partners, including top notch SIs (Systems Integrators) in India.

The company maintains an array of distribution and partnership alliances with networking brands like SMC Networks, Maipu Communication Technology, and recently with Taiwan-based Alfa Network. This enables RAH Infotech in addressing the networking requirements of SMEs and large enterprises. "Working with these networking vendors, we offer a wide range of switching and routing products—both wired and wireless—to the Indian market", says Ashok Kumar, Managing Director, RAH Infotech Pvt Ltd.

On the network security front, RAH Infotech offers Astaro UTM appliances in India. In many ways, the distribution tie-up with Astaro proved to be a good omen for RAH Infotech as it drew huge market attention to it. Today, Astaro UTMs are getting huge market response in the country.

Now, the distribution agreement with Fatpipe Networks would certainly give RAH Infotech a huge confidence in handling any networking projects in India. "With FatPipe Networks, we've become 'one-stop-shop' for all the networking and security needs of our customers", says Kumar of RAH Infotech.

For Fatpipe Network, it is a home coming. Having won accolades in the challenging markets of Latin America (Brazil), North America (US), Europe (UK), Middle-East and Australia, the company has started its India operations. "FatPipe Networks has reliable and performance-oriented range of products to offer to our customers, and we're confident and glad to work with RAH Infotech. After making our strong brand presence in Europe, Latin America and Middle East, we look forward for a good presence in the Indian market as well. We're looking forward to take this partnership to best possible height", says J. Palliai-Sr. VP Sales, FatPipe Networks ●