

CIO Review

DEC-JAN 2018

The Navigator for Enterprise Solutions CIOREVIEWINDIA.COM

TECH PRODUCT BRAND OF THE YEAR 2017

With the penetration of mobile devices, there has been a radical change in the way users interact with devices. Digitization of operations has raised the organizations' concerns over the execution of innovation and product development. Thus, they look forward to finding new ways to leverage high-end technologies in order to provide digital infrastructures. As opportunities for businesses have broadened considerably, technology vendors often collaborate together to cater end-to-end customer-centric solutions.

Over the last few years, cloud computing has been shaping the technology industry and has broken through to the mainstream for businesses today. Moreover, Internet of Things (IoT) is another technological megatrend that is driving product innovation and also has been transforming the way how industrial and consumer-oriented organizations do business. Businesses strive to keep up with each new disruptive technology such as autonomous vehicles, blockchain, augmented and virtual reality, increasingly sophisticated digital assistants, machine learning

and artificial intelligence to name a few.

With such ubiquity of technology taking over the very ground roots of the markets and businesses, it is of utmost importance, more of a, innovate or perish kind of a situation, where one needs to build a solid brand identity. Thus, developing a cohesive brand identity is crucial for technology adoption and requires sophisticated brand strategy to ensure overall customer experience thereby establishing a higher degree of trust and credibility. Brands that have crossed levels making every correct decisions with the do's and don'ts, move ahead to make ground breaking accomplishments.

Adhering to these emerging strategies aligned with corporate vision and goals that are impacting global economy, CIOReview India presents a list of "Tech Product Brand of the year 2017". Being closely scrutinized by a distinct panel of judges including CEOs, CIOs, CXO, analysts and CIOReview editorial board, we believe these brands can assist the end users while enabling them uninterrupted infrastructure and motivate them to embrace collaboration and product innovation for their seamless 'Digital Journey'.



Company:

Autoplant

Description:

Has built an end-to-end platform that takes care of every activity in the entire supply chain and is a service provider of logistics management service and weighbridge automation services.

Key Person:

Suresh Sachdev,
CEO

Website:

autoplant.in