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## Iris Computers to harness Rs 80 Cr from education sector

By Digital Edge Bureau, 06.02.2018, 01:21



**Sameer Choudhary**, Senior VP, Sales, Iris Computers: All set to reap bumper revenues out of education sector in India, where ICT is increasingly being deployed

For the resurrected Iris Computers, the Sanjiv Krishen led India's one of the top IT distribution companies, education sector—combining higher education institutions and K-12 schools—has emerged as a hugely promising vertical, which has generated significant revenues to its coffers. Working with vendors of the ilk of Dell EMC, Lenovo, HP, APC By Schneider Electric, WD, and Samsung among many others, Iris Computers has earned an immaculate rapport with government as well as key verticals including



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**Sameer Choudhary**, Senior VP, Sales, Iris Computers: All set to reap bumper revenues out of education sector in India, where ICT is increasingly being deployed



Huge focus is being shed on digitizing education sector, combining both higher education institutions as well as K-12 Schools, in India

WD, and Samsung among many others, Iris Computers has earned an immaculate rapport with government as well as key verticals including media & entertainment, oil & gas, healthcare, hospitality, manufacturing, BFSI, logistics, and of course education, for providing IT products & systems in the country.

Earlier, Iris Computers executed two major education projects—one for Chhattisgarh Government for providing Lenovo tablets worth Rs 60 Crore, and another for Kendriya Vidyalaya Sangathan for supplying desktops to the tune of Rs 38 Crore.

As both central as well as state governments have focused

heavily on bringing ICT tools and applications into education systems—thanks to the Prime Minister Shri Narendra Modi's Digital India Mission—Iris Computers experiences a huge business potential coming on its way. The company carries extended capability for providing IT products & systems, which go into creating IT infrastructure for India's lakhs of universities, specialized research bodies, colleges, and K-12 schools. In the new-age education systems ICT is increasingly made use for making the tasks of teaching, learning and administering processes efficient and truly streamlined.

For catering thoroughly this market segment, Iris Computers, under the lieutenancy of Sameer Choudhary, Senior Vice President, Sales, has formed a dedicated team, which addresses the market around education institutions and education governing bodies spread across the country. "Under the Digital India Campaign each state government has set separate budget for setting up digital classrooms, computer labs



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For catering thoroughly this market segment, Iris Computers, under the lieutenancy of Sameer Choudhary, Senior Vice President, Sales, has formed a dedicated team, which addresses the market around education institutions and education governing bodies spread across the country. "Under the Digital India Campaign each state government has got separate budget for setting up digital classrooms, computers labs and automated offices in schools and colleges. There are sufficient funds at the disposal of central and state governments for executing this prime national agenda. And, here lies huge business opportunities to a well-disciplined, and highly professional IT distribution company like Iris Computers", says Choudhary.

Iris plays the crucial role of fulfilling these national objectives by making available the basic infrastructure necessary to run new-age education institutions. However, Iris Computers' technology integration arm—Iris Global Services—also works in tandem with Choudhary's team for providing end-to-end ICT solutions to education customers in the country.

Given the kind of encouraging business Iris Computers has been getting out of the education segment, the company is all set to realize a revenue contribution of at least Rs 80 Crore by this growing sector this financial year ending March 31<sup>st</sup> 2018.

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