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One needs to have risk taking appetite and hunger to achieve more: Sanjiv Krishen, Iris Computers


By **Nivedan Prakash** - January 23, 2018

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Sanjiv Krishen, Chairman, Iris Computers talks about the instances where he took immense risk in grabbing big opportunities and cementing the company's position in the market

Sanjiv Krishen started his career with IBM, after which he went to the Middle East, distributing Apple computers and main frames from Hitachi. Saudia which is the airline of Saudi Arabia had installed four mainframes of IBM and they wanted to buy the fifth one. They have quoted 16 crores to IBM for one CPU and we proposed to give them the same power and better technology of Hitachi at Rs. 11.5 crores, informs Krishen.

"For Saudia still the five crore savings was not much of an interest considering the quality of service that IBM provides. IBM gave them 99 percent uptime on best effort basis, we said that we will give them 99 percent uptime with penalty in case if we default. Still, they demanded for a 99.99 percent uptime which means within two hours the machine needs to be fixed which was not possible as it takes longer time to even reach the location. We accepted the stipulations and grabbed the order. The machine ran for almost three years with zero downtime and that was the first silver lining of my career."

Establishing the company

After all the success and learning, he returned from the Middle East and worked as an Apple distributor for two years in India and then set up Iris computers, which is now positioned as national tier one IT distributor, focusing on finished IT hardware and PC components. "We started in September 1996 and the first year we clocked the turnover of Rs. 5 crore and last year, we crossed Rs. 2500 crores, which I consider as a very

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