



"The difference in invention and innovation lies in doing new things and doing things in a new way", remarked Dr. Deepak Phatak, Head of KReSIT, IIT Bombay, while inaugurating the Systems Continuum, 2006. This year's Systems Continuum focuses on the issue "IT in Business Strategy: from Enabler to Driver". With growing IT needs, organizations today are viewing IT no longer as mere cost center but also as a source of competitive advantage. This transformation is important for Indian IT Service providers, as it is an indication that they need to move up the value chain. Not only should they provide solutions for the client's IT needs, but also proactively provide business solutions to leverage their IT assets.

Systems Continuum 2006 witnessed interesting talks and discussions and this issue of LIVE is an attempt to provide a platform for encouraging sustained interest on the theme of the event. It is hoped that this issue would provide a chance to readers to learn from the experiences of the speakers and the panel discussions. Systems Continuum 2006 was an event to remember for and this issue would serve to cement a long-lasting memory of the event in the minds of students.

Happy Reading!

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## Systems Continuum through the Ages

"CONTINUUM focuses on the issues and challenges faced by a particular business function and aims to draw insights from the knowledge and experiences of the participating speakers."

CONTINUUM is the annual seminar series at Shailesh J. Mehta School of Management, IIT Bombay. The logo represents the theme of the series, which is the collaborative synergy of both the industry and the academia. The series had its inception in 2003 and was started with the purpose of imparting knowledge to the students by means of interaction with the leading personalities from the corporate and academic worlds.

CONTINUUM focuses on the issues and challenges faced by a particular business function and aims to draw insights from the knowledge and experiences of the participating speakers. The event has grown in reputation over the years and is now very well acknowledged by both the industry and the academia. This can be seen by the participation of students not only from the IIT but also from leading management and engineering colleges across Mumbai. Systems continuum is a part of this continuum series with focus on IT.

The Systems Continuum 2003 addressed issues related to the integration of IT into a company's business. Mr. Prasad Kulkarni, Partner - KPMG, Mr. Arun Pande, VP IT, Colgate-Palmolive and Mr. Vinay Krishna, Microsoft were amongst few of the distinguished speakers. They emphasized the need for a definite business plan and using IT as a tool to achieve it rather than using it as the end in itself. 'Survival of the fittest' was the theme at Systems Continuum 2004. Baru Rao, vice president-delivery and operations, Cap Gemini Ernst & Young, was one of the speakers who stressed on the need to adapt to changing business circumstances in order to survive in today's highly volatile markets. The speakers also stressed on innovation being the key to growth by citing their own respective organisations as examples.

The Systems Continuum 2005 focussed on 'IT - The Road Ahead' by stressing upon tapping new service lines, targeting high potential verticals, mergers and acquisitions, building on the great success of outsourcing and tapping new product - centric opportunities. The Systems Continuum 2006 was organized on 4<sup>th</sup> and 5<sup>th</sup> February in association with NASSCOM. This continuum was a change from the previous ones. The highlight of this Continuum was a brain - racking quiz which attracted enthusiastic people galore. The first day saw a series of lectures on the theme "IT in Business Strategy: A journey from 'Enabler' to 'Driver'" which was followed by a panel discussion on "Software Product or Services: which is the right way?" The second day presented the audience with a series of lectures on "Cutting edge trends in software industry". The day culminated with an exciting Business quiz conducted by the renowned quizmaster Parnab Mukherjee.

*This is what Pritam Singh Bisht, an alumni from the batch of 2005 had to say about Systems Continuum 2005:-*

"I found the Systems Continuum an ideal platform to align theories with business practices. Valuable concepts we learn in class, at times, assume utopic situations. How these concepts are practiced and in what form they materialise in the real world, is what we learnt at continuum. Two days of intensive lecturing from the stalwarts of the industry was an ideal complimentary learning opportunity. I hope this tradition continues for the benefit of all students"

*Divya Chauhan, SJMSOM*



## Changing Paradigms of IT firms

Rajdeep Sahrawat, Vice President, NASSCOM



"Journey to solutions will start only when customers start demanding more."

The transformation of corporate thoughts from 'Why India?' to 'Why not India?' aptly describes the successful evolution of Indian IT Industry. This was the message that emerged from the talk by Mr. Rajdeep Sahrawat, VP, Nasscom which set the pace for the Systems Continuum, 2006, which focuses on the theme "IT in Business Strategy; From Enabler to Driver". His talk focused on the different stages of the evolution of the Indian IT Industry giving special attention to the important milestones. It all started with the concept of onsite services, what is popularly referred to as bodyshopping. It was a critical phase because it helped in changing the perspective of the Indian IT talent and the proved that work can be done efficiently here.

Then came the phase which was characterized by a mix of Onside and Offshore services. The projects mainly consisted of construction or Unit testing. In early 1994, there was a realization in IT firms that they need to maintain manuals in order to ensure that a replicable process-driven model is used instead of a person-driven model. It was the Y2K problem which proved to be the turning point for the industry. Billions of code were sent to India and the world recognized India as a reliable service provider.

Then came the maintenance contracts which essentially involved maintaining applications for the clients. It was followed by the Portfolio applications where instead of talking about an platform specific application like a COBOL application, firms started looking at developing vertical specific application like a financial application. Over the years, even the IT buyer behavior has evolved. IT was essentially seen as a support function ( primarily for Electronic Data Processing) and it used to come under the radar of the CFO. However, now it has been recognized that IT can indeed be a source of competitive advantage for firms. This has been exemplified by firms like WalMart and Tesco. IT investments are increasingly being linked to business strategy and they require business case justification.

It is also turning into a need-based buying rather that a peer-pressure buying. If India needs to move up further, then we need to start looking at providing solutions rather than pure services."Journey to solutions will start only when customers start demanding more", sad Rajdeep. Indian IT companies need to serious think about changing to a solutions model. They should try to make IT a force multiplier for firms and a part of company' overall strategy.

*P H Karthik, SJMSOM*



## SOA- Strengthening the power of IT

G N Srinivas, Head of SOA, Hewlett Packard



“What businesses are asking IT companies is can you make me more agile?”

“It’s not the best company today that is going to survive; instead it’s the company that can adapt to the changing market situations that is going to survive. What businesses are asking IT companies is can you make me more agile?” remarked Mr. G N Srinivas, Head of SOA, HP commenting on the changing expectations of businesses from IT. He was delivering the lecture on the lines of the core theme of the Systems Continuum; “IT in business Strategy: A journey from enabler to Driver”.

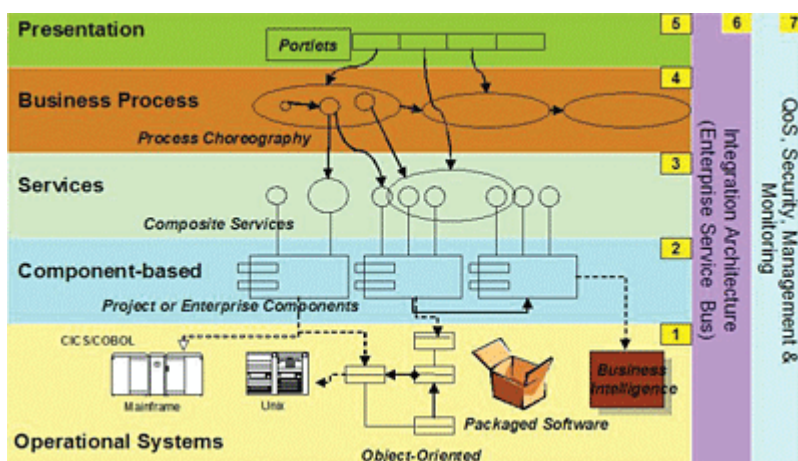
Traditionally IT was seen mostly as a support function for business enterprises. In fact, the CIO traditionally was regarded as the head of the EDP (Electronic Data Processing) Department, which used to handle the information processing needs of the organization. However, changing market conditions have forced businesses to become more agile and these changes have resulted in IT assuming more significance in the implementation of business strategy. “New ways of doing business is what is essentially called as business agility”, said Mr. Srinivas.

According to Srinivas, there are three drivers, which are compelling businesses to be agile.

- All processes and content which was earlier physical or static is increasingly becoming digital and this is transforming the way of doing business. For example, banking transactions are exceedingly being performed online and most of the banks now don’t even provide the accounts statement in the physical form unless some customers demand it.
- There has been a demand for simplicity and manageability of processes from customers.
- It’s a horizontal, heterogeneous networked world where standards are about connections and a common language

### CIO- a balancing act

The primary aim of a CIO is to try to maximize returns. Taking the example of Avis Car-rental services, Mr. Srinivas stressed on the need for harnessing the power of IT to reduce operating costs. The car-rental service has significantly reduced the cost of each rental by deploying IT solutions and thus making it easier to fight the price war against competitors like Hertz. The CIO also needs to ensure that IT helps in increasing the agility of the business processes, enabling them to fast adapt to changing business needs. For example, changing regulatory requirements may make documentation a more complex process and the CIO should be geared up to meet such eventualities. Ensuring security and continuity of business operations is paramount and the CIO becomes important as business processes have an IT backbone.



Source: www.ibm.com

### Service-Oriented Architecture

A Service-oriented architecture is essentially a collection of services. These services communicate with each other, which can involve simple data passing or two or more services coordinating some activity. “SOA integrates systems directly without having to change anything”, quipped Mr. Srinivas.

Essentially, the SOA architecture has four layers. The underlying technical infrastructure layer consists of hardware and software. It may be written on any platform like J2EE or .NET. Above the infrastructure layer, we have the application layer consisting of varied applications like Sap, Siebel, PeopleSoft, Outlook etc. It is above this layer that we have the Services layer. The layer would consist of various services, akin to the concept of objects. These services can be mixed or reconfigured to develop various processes which forms the fourth layer.

SOA is very similar to Object-oriented-Programming. “It is all about decomposing applications into services that can be combined and reconfigured into new flexible processes”, remarked Mr. Srinivas. In place of objects with regard to OOPS, what we have in SOA is services, which can be modularized and interconnected. It is this flexibility that helps IT systems to respond to the changing needs of business. SOA can be implemented through web-services as web-services are built on top of well-known and platform-independent protocols such as HTTP, XML etc.

Concluding the talk, Mr. Srinivas stressed on the need to understand SOA well as it is going to be the platform for the future. To cut the long story short, SOA is going to be the single most important tool to aid IT systems to respond to business challenges.

External Reference:

- 1) [www.ibm.com](http://www.ibm.com)
- 2) [www.wikipedia.com](http://www.wikipedia.com)
- 3) [www.dmreview.com](http://www.dmreview.com)

*Divya Chauhan & P H Karthik, SJMSOM*





## Gone are the days of IT

“IT is not the driver, instead, it is just the driver in focus.”

You might be surprised when we say this and that too from the platform of Systems Continuum. But ask this to Mr. Himanshu Gupta - the principal consultant, PWC, and we are pretty sure that after a 10 minute session with him you will return chanting the same mantra.

First day theme of sys conti (Continuum popularly known in SJMSOM lingo), “IT in Business Strategy; from enabler to driver”, was duly put in perspective when Mr. Gupta made the statement that IT is not the driver, instead, it is just the driver in focus. To the Awe of many in the audience, he went on showing startling examples of business where IT is an enabler. It seemed impossible to an audience consisting of IT brains of a IT Superpower country. But hey, wait for a minute and let me bombard you with “Umpteen examples”. So get ready and Yo!!! Here we go. Think about the White Revolution in India and you think of Amul. So where is IT in Amul paradigm and success story of Amul is next to none. A simple co-operative with nimble feet and a slice of trust and that’s it! See the Dabbawala and you see the Cooperative competitive model. Surprised? Might be. But the Dabbawalah will fight for grabbing the customer the way our FMCG giants slog out but there comes one difference. Once the issue of customer acquisition is over they do cooperate and that’s the secret behind the six sigma model of the Dabbawalah. They do cooperate for the delivery of the tiffin box to the competitor. They will deliver the Dabba of their competitor also. Let’s talk about some MNC now. After all, some of us think faster and understand better when we talk about MNCs. What else could be the better example than our worldly own McDonald? The McDonald model relies completely on the formula of giving the same experience to the customer all around the world. And yes! IT is an enabler here, not the driver. It may be a hygiene factor but definitely not the driver. It’s nothing to do with the taste of a burger and there lies the success of a McDonald.

Well, seems enough of IT bashing. But putting it in perspective, Mr. Gupta defined several drivers of a business strategy viz Distribution, Sourcing, pricing, IT and people. And IT is the current driver or in Mr. Gupta’s terms, the driver in focus. He went on to say that after some 10-12 years, IT will be perceived as a hygiene factor or in other terms, it will be a utility or a commodity. You will take IT for granted and will not think twice on who provides the support and what is the support structure. ERP implementation - a much talked about topic will be omnipresent in all firms. And definitely it will not be a differentiator.

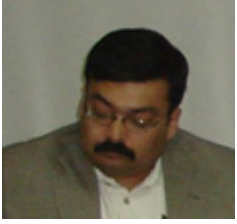
It is the business which runs the business. An FMCG ultimately survives by selling soaps, however high qualified web services of SAP packages it can boast about. The word of advice from a humble, yet convincing Mr. Gupta came in very simple words. “Just don’t get obsessed with the IT. Be it driver or enabler, it is the over all goal of business that needs to be kept in mind.” Just like how we try to optimize in our linear programming with the focus of maximizing the objective function within the given constraints, similarly IT is getting its due focus due to cyclic nature of focus on the driver-enabler philosophy.

*Gyanendra Narayan, SJMSOM*



## Will IT actually drive business?

Suhas Datta, Senior Manager, Accenture



"You get to learn it all, and grow in the process"

"Yes, IT can indeed drive businesses. It has the potential to change business models.", concluded Mr Suhas Dutta, Senior Manager, Accenture while addressing the delegates and students at the Systems Continuum, 2006. Mr. Suhas essentially analyzed the changing importance of IT in business organizations and the need to align the IT strategy with the business strategy. IT initially gained prominence with the use of punched cards for business calculations.

It then started enabling businesses by aiding the firm to make sales forecasts. Even now, sales forecasting is a vital area where IT is deployed. It then started aligning with business by making it easier to carry out business processes. The final stage was reached when it started empowering businesses. In this level, IT has helped in taking businesses to a new level and it has helped it to break new grounds. Thus, it is turning out to be an age of IT-fueled businesses. Examples of firms where IT has led to a change in business model are Amazon, FedEx, Sainsbury, Google, Indian Railways, Singapore Mass Transit System, delhigate.com among others. However, it needs to be understood that IT is not the panacea for all business problems. "If the business processes are faulty, then IT can never fix it", affirms Suhas.

More than the business processes and the IT that drives it, what is most critical is the human behind all these operations. The reason for the success of FedEx is not just because of its superior IT systems but also because of its highly efficient people. In spite of all these success stories, sadly, most companies don't use IT to the extent to which they can. IT staff are still seen as backroom boys and the function, a necessary evil. Post-2000, when companies wanted to cut costs, IT got the beating and it largely created the dotcom bust. However, the economic picture has changed vastly from what it was then and companies, buoyed by strong growth numbers, have started looking at leveraging the full potential of IT to drive their businesses. The day of reckoning will be the one in which IT will help firms to explore completely new horizons which otherwise they could not have gone.

*P H Karthik, SJMSOM*





## Panel Discussion - Product Vs Services: What is the right way?

India holds a leadership position in software services industry worldwide. But according to the NASSCOM report of 2004, Indian software product companies have been able to capture only a meagre 0.7 percent of global product market. Is it some kind of a paradox? Is there a business case for IT firms to increase their focus on product development? Does the reliance on IT services augur well for the future of the Indian IT industry?

An esteemed panel comprising of Mr. Subramanian Venkatramani, Regional Director TCS, Mr. Sambasivam S., Senior Vice President, Compulink India, Mr. Rajdeep Sahrawat, Vice President NASSCOM and Mr. Suhas Dutta, Senior Manager, Accenture were there to discuss on what's the right way forward for the Indian software industry.

Mr. Venkatramani, who was the moderator of the panel, set the tone for the discussion by giving India's current position on both software services and product space. He then presented a view that software services are getting commoditized and so creating differentiation is becoming increasingly difficult. So software companies either need to increase productivity or take a plunge into products. Also companies need to realize that developing products require a totally different philosophy.

Mr. Suhas Dutta presented a case that for Indian companies, there are many challenges to enter into product space. He gave an opinion that most product companies who had limited success till date also do not have the tenacity to take themselves forward. Also Indian companies need a clear vision and financial muscle to take on the biggies in the product space.

Mr. Rajdeep Sahrawat started by posing a question as to whether we have it in our DNA to create products and then market it? He also refuted the topic of discussion by saying that this debate of Product Vs Services is wrong. Its not an AND-OR game. Neither is it that of services being at lower end compared to products. But the focus instead, should be on increasing the IT industry's efficiency and competitiveness.

Mr. Sambasivam from Compulink, a software product company, championed the need for Indian companies to dream big and get into the product space. Better revenue realization, leveraging Venture Capitalists who prefer product development out of India, Intellectual Property Rights creation, scalable model of business were some of the arguments he presented in favour of product space. He then gave lots of practical insights into what are the different challenges that Indian product company need to face in the world market. But he was determined that despite these problems, Indian product companies will succeed and shared his belief of "Hum Honge Kamyab" with everyone.

The audience then pitched in with a volley of questions ranging from why the product ecosystem is missing in India to why don't Indian companies do big ticket acquisitions of foreign software product companies to speed up the process.

Two hours of lively and interesting discussion was thoroughly enjoyed by the audience and everyone went back with a better perspective on India's future on software services and product space.

*Vidisha Suman & Mohit Agarwal, SJMSOM*



## Building Blocks of Innovation

Mr. Amit Agarwal, Director - Amazon software development center, India was one of the eminent speakers on the second day of Systems Continuum 2006. He spoke on "Building Blocks of Innovation" aligning with the theme for the day "Cutting Edge Trends in IT". An alumnus of IIT Kanpur, an MS from Stanford, Mr. Agarwal has been in the Corporate world for the past seven years. True to the topic, he started the talk in an innovative fashion, with a quiz. This was to give an overview of his company and to engross the audience. He spoke about Amazon's role presently as well as in future in web services. Amazon is a web service developer, an online retailer as well as an e-commerce platform, which allows to find, discover, buy and sell products. The goal of Amazon is to drive innovation on behalf of the customer. Its main focus is on buying experience (personalization) and fault investigation. It uses cost per transaction model instead of cost per click model because of the ease of measurability. It is also building an e-commerce development platform for outside developers to make their own services. According to Mr. Agarwal, the new trend in Internet is building products rather than rendering services. Amazon's areas of innovation are in the fields of e-commerce, search, web services, personalization, supply chain, seller platforms, digital initiatives as well as internal team development. He gave an insight of the following innovations at Amazon:

**Search:** [www.a9.com](http://www.a9.com) is registered associate built technology developed by Amazon, which has 150 search engines. It has the ability to provide customer-centric information and personalization. It searches based on relevancy instead of page ranking as used by Google. It also provides plug-ins for other search engines to facilitate their search. Amazon has pioneered the implementation of 'search-inside-the-book' 3 years ago.

**Web services:** The reason for providing web services is to give value to customers, easy access to data and functions and providing successful business services. Amazon started these services in 2002. They include:

- Mobile Amazon Everywhere Program
- E-commerce
- Alexa Web Information Services (AWIS)
- Alexa Web Search Platforms(AWSP) - A paid service which provides crawlers for searches.
- Alexa Historical pricing (AHP) - Provides information on historical pricing which gives the changes in prices of stock market.
- Mechanical Turk - One of the most innovative ideas based on the principle, "Automation is wonderful but certain tasks are still done best by human beings". It integrates Artificial Intelligence and Human Task Initialization. It helps in getting the work done quickly, is cost effective and has the ability to scale up to large volume.
- Simple Queue Services (SQS) - A free chat server.

**Seller platforms:** Amazon provides seller platforms that do not categorize B2B and B2C transactions owing to the fact that the same person can be a buyer as well as the retailer. Some of the examples are simpleshop.com (for mobile phones), highergroup.com (for multi-dimension query), thriftbooks.com (for books), scoutpal.com (a solution provider) and monsoonretail.com (an integration provider for consulting).

**Pizza teams:** These are small loosely coupled development teams comprising of software developers and computer scientists. This innovative idea gets its name from the fact that teams are determined depending upon how many employees can be fed on 2 pizzas. In India this concept has been implemented in the development center at Bangalore.

Mr. Agarwal concluded his speech by emphasizing the growing role of Amazon in Indian market. He said that Amazon is planning to open a shipping center in India. To quote - "In India, Internet buying is still in the nascent stage. It focuses only on product but has not even scratched the surface of e-commerce. India still has a long way to go."

Nikita Lunawat & Smitha Rao CV, SJMSOM



# Innovation is the Key

“World is becoming flat, IT is causing it and the core to IT is Software”

“India is responsible for Innovation, if India doesn't innovate ,then there is a problem.” suggested Mr. Vineet Kshirsagar, Industry Manager - Education, Microsoft India. He started off with the technological impact on human life both in personal life and in work through a video clipping. It showed some of the most common gadgets and technology products which has improved the quality of our lives and also the tools that are likely to be launched in the future. “World is becoming flat, IT is causing it and the core to IT is Software” were Vineet's opening statements in Systems Continuum, SJMSOM, IIT Bombay. His speech gave valuable insights on

- Important technology breakthroughs in IT
- The concept of a knowledge worker
- The possibilities of the future

The role of IT has evolved from Word Processing (Word), Business modeling (Excel), Presentations (PPT) , Communications (Mail) , Business Data Management (Access) to Collaboration, Content Management, Search , Business Intelligence, Business Process and Portal. The new generation roles have become so specialized it has lead to the rise of SAP for Business Processing, Collaboration; Google, Amazon for Content Management, Business Intelligence and Search.

## Key breakthroughs in IT as per him;

1. Web Services
2. Web Service Standards
3. Pervasive access to Internet such as Wi-Fi
4. Upgrading Internet Protocol (IPv6): Upgrading to IPv6 is to allow roaming of devices with better security.
5. Disappearances of Storage Media: Storage of data at remote locations for camera, laptop, etc. because of broader bandwidth.
6. Privacy Improvements: In future, laws would necessitate the digital concurrence before using one's any kind of data records.
7. RFIDs: RFIDs will become more smarter and store more data and help in process improvements. Once the battery problem is sorted out we can expect proliferation of RFIDs and hence a reduction in prices.
8. Wireless Power: Smart devices will be able to extract power from the electromagnetic field surrounding Earth and will not depend on typical sources of power. This might be the future solution of RFID battery problem.
9. Strong Personal IDs: Biometrics, Smart Cards, Cryptography and many more technologies and devices will be omnipresent. Anonymity will be maintained in the future to secure privacy and strong personal ids.
10. Pervasive Integration: “Integration of Everything with (almost) Everything”
11. Knowledge worker

## Microsoft's role in facilitating the change

Microsoft is the largest investor in R&D in the world with a spend of \$ 6.8 bn in the FY 2004. Microsoft's R&D spend is increasing by 20 to 30% year over year. Its major investments are

- Hardware innovation - Cheaper and Faster PC's
- Better software - More trustworthy, manageable and reliable
- Connected systems - Connecting various networks like personal, supply chain, IT, Customer relationship, Social networks, etc.
- Information-driven - Digital Information Explosion has lead to intensive information exchange which helps in better strategizing, decision making and better adaptation.
- Breakthrough experiences - Multimedia experience will obviate fun travels and help in giving better amazing and engaging visualization.

*Sachin Sharma & Suman Koduri, SJMSOM*



## The fishes which were fried

Raj Nair, Chairman, Avalon Consulting

"To be a good consultant, one should have great customer relations, good diagnostic skills, workable solutions and above all, a focus on achieving results."

Raj Nair, Chairman, Avalon Consulting started the session with the concept of 'You Buy, I Fry'. He was referring to the small stalls along the Kerala coast that go with such sign boards. His idea was not to give a general talk on IT from the Consultant's point of view. He wanted students to ask pointed questions about the subject and thus provide the 'fish', which he would 'fry'!

The first 'fish' was 'When will the CTO move from servers to board rooms?' Raj explained how the role of CTO has matured in the last 30 years. The CTO has evolved from being merely the Head of EDP (Electronic Data Processing) to being involved in implementation aspects of business strategy. He also expounded that IT is a part of business strategy, and not the core of business strategy.

The next 'fish' was 'IT and Corporate Strategies are getting intertwined. Biggies like Infosys are getting into consulting. How will traditional consulting firms get affected?' Raj stressed that IT and Corporate strategies were indeed different. They may influence each other, but they certainly are not intertwined. Also, Indian IT companies were getting into IT consulting, where they would compete with likes of Accenture and IBM. The traditional business consulting firms like BCG and McKinsey were in a different orbit altogether.

The third question raised was 'How are Indian Consulting companies viewed in the West? (IT companies are respected)'. Raj ascertained that Indian Intellectual capital was increasingly gaining respect in the last two decades; the two prime reasons being IIT alumni doing fantastic work in west, and the spectacular rise of the Indian IT companies. Besides this, a lot of pioneering work in various fields is being carried out by Indians, and a lot of Indians were also excelling in the international consulting companies.

The next point to come up was 'How susceptible are consulting companies to business cycles? How do they face such challenges?' Raj agreed that consulting was highly prone to business cycles, but quoting the phrase 'Doctor Heal thyself', he remarked that if a consulting company could not rough out the bad weather themselves, they probably had no business being in consulting anyway!

On being asked about the traits of a good consultant and a good consulting company, Raj explained that both sets of traits were different, but related. To be a good consultant, one should have great customer relations, good diagnostic skills, workable solutions and above all, a focus on achieving results. A consultant should have the integrity and passion for the profession. Regarding consulting firms, Raj was of the opinion that firms should have a very conducive environment for talented people. A corporate identity having an image of reliability should be created. The firm should be able to project dependability, integrity and continuity as its strengths. In the end, Raj explained that consulting should be viewed as a profession, even though it lacks any chartered body.

*Neeraj Ghate, SJMSOM*



## 'X-Quiz-IT' - Quiz-a-mania @ SOM

"The event was a trendsetter as it was the first time that a quiz contest was organized as a part of the Systems Continuum, which otherwise comprises of lectures and panel discussions strongly focusing on specific IT issues."

The afternoon atmosphere was charged up at the SOM well with the buzz of quizzing maniacs as the organizers made the last minute touches for "X-Quiz-IT", the concluding event of the Systems Continuum, 2006. The quiz was hosted by the ace quizmaster, *Parnab Mukherjee*. Mr. Parnab Mukherjee is a renowned journalist and social worker and he is doing commendable work in the field of social service. The team from -, consisting of - & - walked away with the top honours while the team from -, consisting of - and - stood second.

The event was a trendsetter as it was the first time that a quiz contest was organized as a part of the Systems Continuum, which otherwise comprises of lectures and panel discussions strongly focusing on specific IT issues. Contrary to the expectations of the participants and audience, the quiz was not about IT alone and it tested the knowledge of the contestants on a myriad range of issues, from rock music to football. This was a pleasant change for all after one and half days of power-packed lectures.

The quiz was organized in two rounds; the preliminary round and the final round. The preliminary round witnessed an overwhelming participation of 70-odd teams, both from B-schools and the corporate world. Of these, the top six teams, five of which were corporate teams, qualified for the final round. The home crowd had something to cheer about, as the home team was the lone student-team that made into the finals.

The quiz had 6 grueling rounds each of a different kind. The quizmaster was on fire right from start. What set him apart was that he rendered a unique style of quizzing by throwing questions at the contestants and the audience without referring to any cue cards. In one of the rounds, which consisted of state-specific questions, he even gave the liberty to the contestants to choose the state of their choice. The audio-visual rounds captivated the audience as they could witness rare footages of social events and hear clippings of legendary singers of the likes of Bob Dylan.

The competition was intense and all the teams were neck-to-neck with regard to scores and till the end, it was a stage of suspense as to who finally was going to crack it. The team from Cognizant Technologies finally managed to clinch a lead in the audio-visual round by deftly answering two direct questions.

From the name of the African football teenager who has been traded by clubs to naming the train that was referred to in the song " 500 miles", the contestants really had to slog it out in the middle. The audience too enjoyed a fair share of glory by answering some of the tricky questions and grabbing some cool audience prizes. The event was sponsored by IBM and Accenture and was supported by NASSCOM with Pagalguy being the knowledge partner and Aramax, the Logistics partner.

*P H Karthik & Divya Chauhan, SJMSOM*



## Sundae - Software Fundae

### Create a Shortcut to Lock Your Computer

Leaving your computer in a hurry but you don't want to log off? You can double-click a shortcut on your desktop to quickly lock the keyboard and display without using CTRL+ALT+DEL or a screen saver.

To create a shortcut on your desktop to lock your computer:

*Right-click the desktop.  
Point to New, and then click Shortcut.*

*The Create Shortcut Wizard opens. In the text box, type the following:  
rundll32.exe user32.dll,LockWorkStation*

*Click Next.*

*Enter a name for the shortcut. You can call it "Lock Workstation" or choose any name you like.*

*Click Finish.*

*You can also change the shortcut's icon (my personal favorite is the padlock icon in shell32.dll).*

To change the icon:

*Right click the shortcut and then select Properties.  
Click the Shortcut tab, and then click the Change Icon button.*

*In the Look for icons in this file text box, type:  
Shell32.dll.*

*Click OK.*

*Select one of the icons from the list and then click OK*

*You could also give it a shortcut keystroke such CTRL+ALT+L. This would save you only one keystroke from the normal command, but it could be more convenient.*

### Instantly Activate a Screen saver

Turn on a screen saver without having to wait by adding a shortcut to your desktop:

*Click the Start button, and then click Search.  
In the Search Companion window, click All file types.*

*In the file name box, type \*.scr*

*In the Look in box, choose Local Hard Drives (C or the drive where you have system files stored on your computer.*

*Click Search.*

*You will see a list of screen savers in the results. Pick a screen saver you want. You can preview it by double-clicking it.*

*Right click on the file, choose Send To, and then click Desktop (create shortcut).*

*To activate the screen saver, double-click the icon on your desktop*

### Software not installing?

If you have a piece of software that refuses to install because it says that you are not running Windows 2000 (such as the Win2K drivers for a Mustek scanner!!) you can simply edit HKEY\_LOCAL\_MACHINE/SOFTWARE/Microsoft/Windows NT/CurrentVersion/Product Name to say Microsoft Windows 2000 instead of XP and it will install.



You may also have to edit the version number or build number, depending on how hard the program tries to verify that you are installing on the correct OS. People have done it for their Mustek 600 CP scanner (compatibility mode didn't help!!!) and it worked great, so they now have their scanner working with XP (and a tech at Mustek can now eat his words).

BTW, don't forget to restore any changes you make after you get your software installed

You do this at your own risk.

### Use your Windows Key

The Windows logo key, located in the bottom row of most computer keyboards is a little-used treasure. Don't ignore it. It is the shortcut anchor for the following commands:

- Windows: Display the Start menu
- Windows + D: Minimize or restore all windows
- Windows + E: Display Windows Explorer
- Windows + F: Display Search for files
- Windows + Ctrl + F: Display Search for computer
- Windows + F1: Display Help and Support Center
- Windows + R: Display Run dialog box
- Windows + break: Display System Properties dialog box
- Windows + shift + M: Undo minimize all windows
- Windows + L: Lock the workstation
- Windows + U: Open Utility Manager
- Windows + Q: Quick switching of users (Powertoys only)
- Windows + Q: Hold Windows Key, then tap Q to scroll thru the different users on your PC

*Avijit Ghosh, SJMSOM*

### What visitors said about Systems Continuum 2006

**Girish Kulkarni (Group leader, Patni Computers Systems)**

"I was looking for information and latest trends in IT-enabling E-Commerce, Corporate Social Responsibility, and increasing role of IT as backbone of all major operations of an organization. Systems Continuum 2006 was very informative in this regard, and I would very much like to part of this Continuum Series"

**Rohan Goel (Final year, MMS)**

"There were insights into current IT trends in the industry domain. I found the sessions very interesting and beneficial overall."

**Dhruv Joshi & Rajeshwar Mishra (Students, RAIT)**

"We were interested to know more about influence of systems and information technology on management paradigms. The quiz was of high quality and was very well managed. We would love to participate in the future Continuums as well"





## A wish from falling star!



Last night i saw a falling star.  
The wish i made is to be where you are.  
  
To lie right there next to you.  
And hoping that your love is true.  
  
For so long I've waited for the night.  
Where I'd hold you so close and so tight.  
  
When I closed my eyes,I can see.  
That you're my real, true destiny.  
  
But soon I realized that I'm flying too high.  
Dreams are temporary and soon it will die.  
  
Soon I have to come back to reality.  
And see what i wished was not ment to be.  
  
For this world i wanted is just a fake.  
And i know my heart will always ache.

*Kulveer Singh Chawla, SJMSOM*



## I do!!

Do you know how it feels to be silently in love  
With someone you can never have?  
Someone who is so close you can touch her hand  
Yet, so far to touch her heart.

Do you know how it feels to lived in pretense  
Quietly loving without any condition?  
Having a feeling of love that's unknown to world  
Hiding it, not knowing for how long.

Do you know how it feels falling deeply for someone  
Loving the person unconditionally?  
But somehow so afraid to say what you feel that  
You act normal, keeping things still.

Do you know how it feels to be hurt unintentionally  
Having to put on a smile,pretend to be happy?  
But deep inside you're in pain and suffering but  
jolly and laughing outside.

But then again,  
Do you know how it feels to make a fresh start,  
Knowing that you are strong enough?  
knowing that you will always miss that person but also  
Knowing that you deserved better anyways.

Do you??? Because I do.

*Kulveer Singh Chawla, SJMSOM*