

Yotta Infrastructure, the Hiranandani Group's data center arm, has appointed Bhavesh Adhia as the head of alliance and channels. In this role, Adhia will be responsible for leveraging strategic alliances and developing reseller-based partnerships to drive enterprise sales.

Adhia brings a rich experience of over 25 years across ICT domains including cloud computing, data center, software, middleware, hardware and ITSM solutions. In his prior engagements, he has been associated with leading organisations including IBM, Microsoft, Digital Equipment (Now HP) and SAP.

Commenting on the development, Sunil Gupta, managing partner and chief executive officer, Yotta Infrastructure, said, "At Yotta, we estimate that over 75 per cent of our domestic enterprise revenues will be driven by the partner eco-system. I am delighted to welcome Bhavesh to lead this effort, who brings a unique blend of business and technical acumen. Having worked on cross-industry solutions across the partner eco-system, he brings a 360-degree view of data center service providers, cloud brokerage platforms, Telcos, SaaS, ISVs, Software OEMs, System Integrators, and Channel Partners. I am quite confident that with Bhavesh, we'll be able to build a world class partner eco-system and I am very excited to have him onboard."

Meanwhile, Adhia said, "I strongly believe that the success of any partnership lies in the 3T model – trust, transparency and teamwork. In my experience, partners are most comfortable working with organizations where there is trust and an opportunity to win and grow together, without any fear of losing control over the customer. I am very excited to join Yotta and am confident that with our transparent and "Partner-first" model, partners will see the value and advantage in working with us."

Adhia is an engineer in digital electronics and has completed his PGDBA from Welingkar Institute of Management & Research. His last two assignments were with ComputeNext Inc. (Cloud Marketplace) and Netmagic-NTT where he was driving strategic alliances. His personal interest also lies in futuristic education technologies and he works passionately with NGOs in the education space.

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