



Managing in Challenging Times:
Strategies for the Indian knowledge Sector

G Venkatesh, 17th Feb 2009



Global trend
Outsourcing + Offshoring
↓
Insourcing + Onshoring

Technology trend
Moore's law - Need for Speed
↓
Moore's law is dead - ??

Unblock critical resources

Accumulate and Re-use

Strategy
Co-create with local customers:
India as a lead market

Target local markets

Think Systems and Solutions

Market trend
Growth - developed countries
↓
India-China: growth markets
The burgeoning middle class

Indian Capabilities trend
Component level
↓
Architectural level

