



*IIMC CASE RESEARCH CENTRE (IIMCCRC)*

*INDRANIL BOSE, SAIKAT LAHIRI*

*JANUARY 2018*

## DIGITAL TRANSFORMATION AT NTT COM - NETMAGIC: REVISITING CUSTOMER RELATIONSHIP MANAGEMENT

MUMBAI, JUNE 2017

As the applause in the auditorium at the ITC Maratha subsided, Sunil Gupta – the Executive Director and President of Netmagic (An NTT Communications Company) sat back in his chair with a feeling of satisfaction. Netmagic<sup>1</sup> had just won the Managed Hybrid Cloud Service Provider of the Year at the Frost and Sullivan<sup>2</sup> India Digital Transformation Awards “for its outstanding performance, market leadership, and new technologies application in cloud services”<sup>3</sup>.

While the award was for Netmagic’s excellence for their cloud services, the theme of “digital transformation” was top of his mind that night as his memory flashed back over his seven-plus-year journey at Netmagic. When he had joined the company in 2010, it was a relatively small organization with a robust set of offerings, a good reputation and strong market share, but not quite with the systems and processes to match. The company had been growing sharply for a sustained period, but he had soon realized that if it were to continue growing at a similar pace, there would need to be a complete transformation of its business processes and systems. They would need to focus on streamlining those business processes and automating them wherever possible to make the company future ready.

---

<sup>1</sup> <http://www.netmagicsolutions.com/company-profile>

<sup>2</sup> Frost and Sullivan is a global research and consulting organization headquartered in San Antonio, Texas, USA. For more details, visit - <https://ww2.frost.com/about/>

<sup>3</sup>Source: <http://www.netmagicsolutions.com/press-releases/netmagic-bags-2017-frost-sullivan-india-digital-transformation-awards>

This digital transformation has been a key enabler for Netmagic's success journey. The company taking home the Frost & Sullivan India Digital Transformation Awards for the fourth consecutive year, clearly demonstrated Netmagic's accomplishing remarkable achievements. An avid badminton player, he knew they were not quite at match point yet.

DO NOT COPY, DISTRIBUTE OR POST