**Akhil Gupta,
CEO,
Total IT Global**

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AKHIL GUPTA

ENABLING HIGH-GROWTH ENTERPRISES WITH INNOVATIVE SOLUTIONS

O ver the period of time, the demand for information technology has expanded and it became an integral part of the fast growth of any organization. With the aim of becoming an enabler for high-growth companies, Akhil Gupta launched Total IT Global which caters to holistic IT infra and service requirements worldwide. He has completed his MBA from the London School of Commerce and has worked with various IT infra companies in Asia Pacific.

Akhil engages in an exclusive interaction with CEO Insight.

Tell us about your professional experiences. What inspired you to foray into the IT infrastructure domain?

I have spent a significant part of my career in the IT infra industry and learnt that while there were several IT service providers catering to the needs of companies, there were few viable options for holistic and brand agnostic partners that would cover most, if not all, types of IT infra requirements, worldwide. I strongly believe in an honest client – partner relationship. Clients should not be forced to choose a specific product or brand, instead the IT partner should analyse and propose options that best fit the client's business needs. Over the years, IT as a function, has transformed into a critical enabler for high growth companies. This inspired me to launch Total IT Global and offer our clients the luxury of choice i.e. the freedom to choose between diverse technologies, brands and solutions that would help them achieve their business goals at a competitive cost.

What is Total IT Global as an organization and its position in the industry? What is its USP?

Our clients lie at the heart of everything we do. As a holistic IT solutions provider, we ensure that they have a single window access to the full spectrum of IT infrastructure solutions and services that their business requires. Our management team based onshore, in multiple countries, strives to drive client success by working intrinsically to gain deep understanding of their business goals. This has increased the trust in our brand

and catalysed our evolution into an integrated IT solutions provider.

Talk about the evolution of Total IT Global and the steps you have taken to uphold your position? Also, how do you apply the techniques you have acquired in solving complex problems?

Right from its inception, Total IT Global has been focused on making its foundations robust, from an environmental, social and governance (ESG) perspective. One of our greatest strengths has been our focus on highest governance standards. In the last few years, we have been certified for some of the most critical management systems that include ISO/ IEC 27001:2013 (Information Security Management), ISO 37001:2016 (Anti-Bribery Management) and ISO 9001:2015 (Quality Management). With respect to ESG initiatives, some of our value-added services such as integrated asset refresh, asset buyback programs and green disposal mechanisms have been incorporated into our core product suites, to assist our clients in their ESG goals.

Although a cliché, we make investments in people, process and technology to retain our edge in the market and address each of these pillars on a continuous basis. We invest heavily in talent development by providing them wider opportunities and facilitate upskilling and re-skilling. This has resulted in us getting certified as a Great Place To Work, twice in a row, for 2021-22 and 2022-23. We treat every interaction with the client as a moment of truth. Here, automation has played a huge role, by enabling our people to focus on tasks that require real human intelligence. We continue to evolve our product and service strategy to stay relevant, and it has become a game changer for us. Today, some of these products such as Device as a Service (DaaS) have become our flagship offering, thus re-defining our client engagement model.

Give us a glimpse of the challenges you have faced so far and how did you overcome them?

We have our finger on the pulse as far as our client's business needs are concerned. Having said that, like most high growth companies, major challenges for Total IT Global have mainly centered around Cost, Talent and Relevance. Considering our competitive landscape, we always try our best to maintain a fair cost-versus-price ratio that strikes a balance between Client expectations, as well as adds to our bottom line. Attracting and retaining the right talent is a challenge sometimes, given how competitive and crowded the industry is. We aim to provide talent with an environment where they are excited to come to work the next day. While excited is a profound word – we intricately study what would keep our people happy. Continuing to evolve while growing at a fast pace to remain relevant every three years, and create a sustainable business that outlives us, is also a challenge. Over the years, we have evolved our organisational structure to ensure that we keep up with our pace of growth, while continuing to focus on R&D.

What are the most remarkable achievements you accomplished in your professional as well as a personal journey? How do you anticipate the market behaviour and what opportunities do you foresee?

The fact that Total IT Global thrived in such a crowded market space and grew at a rate of 30 percent y-o-y, is proof of our grit and service capabilities. In multiple scenarios, whether pre or post pandemic, we continued to provide livelihoods and viable career options to our people, and this is what brings me the most satisfaction. Technological advancement has led to increased adoption of highly secure and seamless digital workplaces, hyper automation via RPA centres of excellence, increased role of AI & ML in enhancing IT service delivery and scalable cloud infrastructures. In fact, we are in the midst of also acquiring deep technical expertise in the IOT space. CEO

CEO Insights

IS PROUD TO PRESENT

AKHIL GUPTA
CEO, Total IT Global

AS ONE OF THE

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This is an annual recognition that showcases exceptional leaders in the managed services industry who guide the industry to its future by setting benchmarks across several key parameters

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