
IBM eyeing opportunities in Indian steel segment

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Global technology company IBM is focusing on the Indian steel market as a growth driver and is offering solutions and services to steel majors like Ispat, Bokaro, Jindal companies and TATA Steel in the country.

With a lot of activity happening in the infrastructure sector and integrated power plants, the power utilities sector is growing and IBM is finding this sector bullish.

For instance, it recently completed its first engagement with Jindal Steel and Power wherein it implemented SAP for standardization of processes at the steel firm's 19 locations.

The contribution of metals in IBM's revenues has increased and it is currently talking to 6 to 7 clients in the vertical.

Mr Sivaramakrishnan Narayanan Partner Industrial Sector Global Business Services of IBM told Business Standard that "The market is quite promising today as right now, clients are showing interest in considering certain projects. The nature of our engagement with the steel clients ranges from emergency troubleshooting and simple technical support to consulting services, IT strategy and supply chain re-engineering. In fact, our client base in the steel segment has doubled over the last four years. So, the environment is looking positive for this sector."

(Sourced from Business Standard)

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