



INDIAN SMART TECHNOLOGY & MARKETING

**At the Forefront of Technology Solutions  
Distinct Solutions | Extraordinary Results**

## INTRODUCTION

Indian Smart Technology & Marketing (ISTM) is a growing technology distributor and consulting partner, delivering best-in-class solutions across servers and storage infrastructure, unified business communication systems, enterprise surveillance and cybersecurity, data backup and recovery, cloud and virtualization platforms, and printing and document management solutions.

We address business challenges through simple, customized, and cost-effective technology solutions, ensuring seamless execution through a structured delivery approach. With a strong focus on enterprise customers, ISTM enables secure, end-to-end solutions that streamline data consolidation, protection, and seamless sharing across organizations and ecosystems.

Our strength lies in strong strategic alliances. We proudly distribute solutions from industry leaders such as NetApp, IBM, Hitachi, Lenovo, Supermicro, Hewlett Packard Enterprise (HPE), Dell, Cisco, Fortinet, HP, Kyocera, MicroTik, Grandstream, IMOU, InFocus, Fermax, Perrie, Foredge and many others, demonstrating our ability to nurture and grow high-value partnerships across technology domains.

We serve a diverse range of industries including ITES/BPO, software, energy, hospitality, healthcare and manufacturing, helping them stay ahead of the curve by adopting cutting-edge technologies that enable greater scalability, operational efficiency, and business growth.

## OUR VISION

To be the premier provider of innovative technology solutions worldwide - delivering exceptional value, exceeding customer expectations and driving extraordinary outcomes.



## OUR MISSION

To foster long-term partnerships by offering reliable, scalable and sustainable technology solutions while enabling business transformation through excellence in distribution, consulting and service delivery.



# ISTM ADVANTAGE – DELIVERING BEYOND DISTRIBUTION

<b>Domain Expertise</b>  Experienced professionals with deep knowledge across technology verticals and evolving industry standards	<b>Tailored Solutions</b>  Custom-designed offerings based on unique business needs, ensuring better ROI and performance alignment	<b>Competitive Pricing</b>  Access to best-in-class technologies at optimized pricing, without compromising quality or reliability
<b>Operational Agility</b>  Scalable logistics, prompt fulfilment, and real-time supply chain visibility for consistent delivery performance	<b>Strategic Brand Partnerships</b>  Strong relationships with leading OEMs and global technology providers, ensuring access to the latest innovations and bundled offerings	<b>Comprehensive Go-to-Market Support</b>  Full-funnel support including presales, solution design, deployment, and ongoing technical assistance
<b>Pan-India Market Reach</b>  Established relationships with enterprise IT buyers, regional distributors, system integrators, and VARs across key geographies	<b>After-Sales Commitment</b>  SLA-bound support and dedicated account servicing ensure long-term customer satisfaction	<b>Consulting Led Approach</b>  Business-first consulting that blends technology with operational insight for impactful scalable implementations



# COMPREHENSIVE TECHNOLOGY DISTRIBUTION PORTFOLIO

At ISTM, we offer a robust and future-ready product portfolio that addresses the evolving needs of enterprises and SMBs. Our distribution capabilities span across mission-critical IT infrastructure, communication, security and productivity solutions – delivered with expert pre-sales guidance and post-sales support.

## Enterprise Servers & Storage Infrastructure

We deliver scalable, secure, and high-performance infrastructure solutions designed for enterprise workloads. Our offerings include SAN, NAS, All-Flash Arrays, Unified Storage, and cloud-integrated storage architectures for data centers and high-availability environments.



## Unified Business Communication & Networking Solutions

Our IP telephony, conferencing, and collaboration solutions support seamless enterprise-wide communication across geographies – ideal for hybrid workplaces and multi-location operations.



## Cyber Security Solutions

We deliver robust networking and cybersecurity infrastructure with core and edge routing, WAN optimization, identity management, data encryption, and next-gen firewall systems—enabling secure, high-performance IT environments.



## Surveillance & Smart Home Solutions

We offer comprehensive surveillance, video monitoring, and access control systems for commercial, industrial, and institutional premises—ensuring real-time visibility, compliance, and safety.



## Cloud & Virtualization Platforms

Four virtualization and cloud offerings help businesses modernize infrastructure, accelerate deployments, and optimize workloads across private, public, and hybrid environments.



## Printing & Document Management Solutions

We provide enterprise MFPs, printers, and document solutions for streamlined printing workflows, reduced costs, and improved operational efficiency.



## Power & Infrastructure Components and Testing Equipment

Supporting IT continuity, we offer UPS systems, power infrastructure, structured cabling, and high-availability network switching - designed for data centers and enterprise environments.



## High-Performance Storage Media & Computing Components

We offer high-speed SSDs, memory, and computing components that power data-intensive workloads, AI applications, and next-gen IT infrastructures.





# TECHNOLOGY CONSULTING SERVICES

## Beyond Products: Enabling End-to-End Transformation

ISTM offers expert consulting services tailored for enterprises seeking guidance, implementation, and long-term support for their digital transformation journey. Our consulting practice combines business-aligned IT strategy with hands-on execution, helping clients drive innovation, efficiency, and future readiness.

## Enterprise Consulting

We help businesses adopt, adapt, and scale technologies across their digital lifecycle – from advisory to design and deployment. Our consulting practice aligns IT architecture with business goals, enabling sustainable growth and modernization.

### Core Areas:

- ✓ Storage & Backup Environment Assessment
- ✓ Network & Security Assessment
- ✓ IT Architecture Design (On-Premises & Cloud)
- ✓ Cloud Readiness & Legacy Workload Assessment
- ✓ Greenfield Builds & IT Transformation Projects

## Installation & Implementation Services

We offer turnkey installation and implementation services across data center technologies. Our teams provide customized, standards-driven deployments supported by technical documentation and operational runbooks.

## Run Support & Infrastructure Management

Our IT infrastructure Run Support ensures SLA-driven performance through skilled manpower, ITIL frameworks, and automation tools—ensuring business continuity, uptime, and proactive issue resolution.

INDIAN SMART TECHNOLOGY & MARKETING



## OUR BRAND PARTNERSHIPS & STRATEGIC ECOSYSTEM

### KEY TECHNOLOGY PARTNERSHIPS



# Contact Us

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