

# Tale of **TWO DECADES**

The transformation story of  
ManageEngine into an IT enterprise

## **Part 1**

Business and Culture



# Contents

	<b>Introduction</b>	<b>03</b>
<b>01</b>	<b>The dot-com bubble burst and turbulent times</b>	<b>04</b>
	Humble beginnings	06
	The dot-com burst and the struggles that followed	08
	Lessons we learned early on	08
<b>02</b>	<b>ManageEngine's transformation from a product into a brand</b>	<b>09</b>
	ManageEngine: Our first pivot	10
	Reinventing our identity	10
<b>03</b>	<b>The learning curve and moving forward</b>	<b>12</b>
	Experimenting with business models	13
	Investing in R&D	13
	Putting failure to work	15
<b>04</b>	<b>Staying true to our roots</b>	<b>16</b>
	Founding values	18
<b>05</b>	<b>The road ahead</b>	<b>20</b>
	Is ManageEngine a future-ready enterprise?	22
	How do we encourage inclusivity with talent?	22
	Where do we see ourselves 10 years down the line?	22
	How can we define growth? What can we anticipate next?	23
	<b>Conclusion</b>	<b>25</b>

# Introduction

## The inner game

The wave of digital transformation has hit most organizations. “Digital” has become the buzzword when speaking of transformation of any organization, and IT leaders are going all-in on digital transformation, adapting to shifting trends and advanced technologies like AI and machine learning.

To us, real transformation—the kind that alters the way an organization operates at the cellular level—starts with building and sustaining energy across the organization. That’s why we’re focused on critical internal factors such as people, culture, business, and operating models that are fundamental to our transformation and success while digital assets remain enablers. We believe it’s the only path that can help us sustain business during uncertain times and that it will pay off in the years ahead.

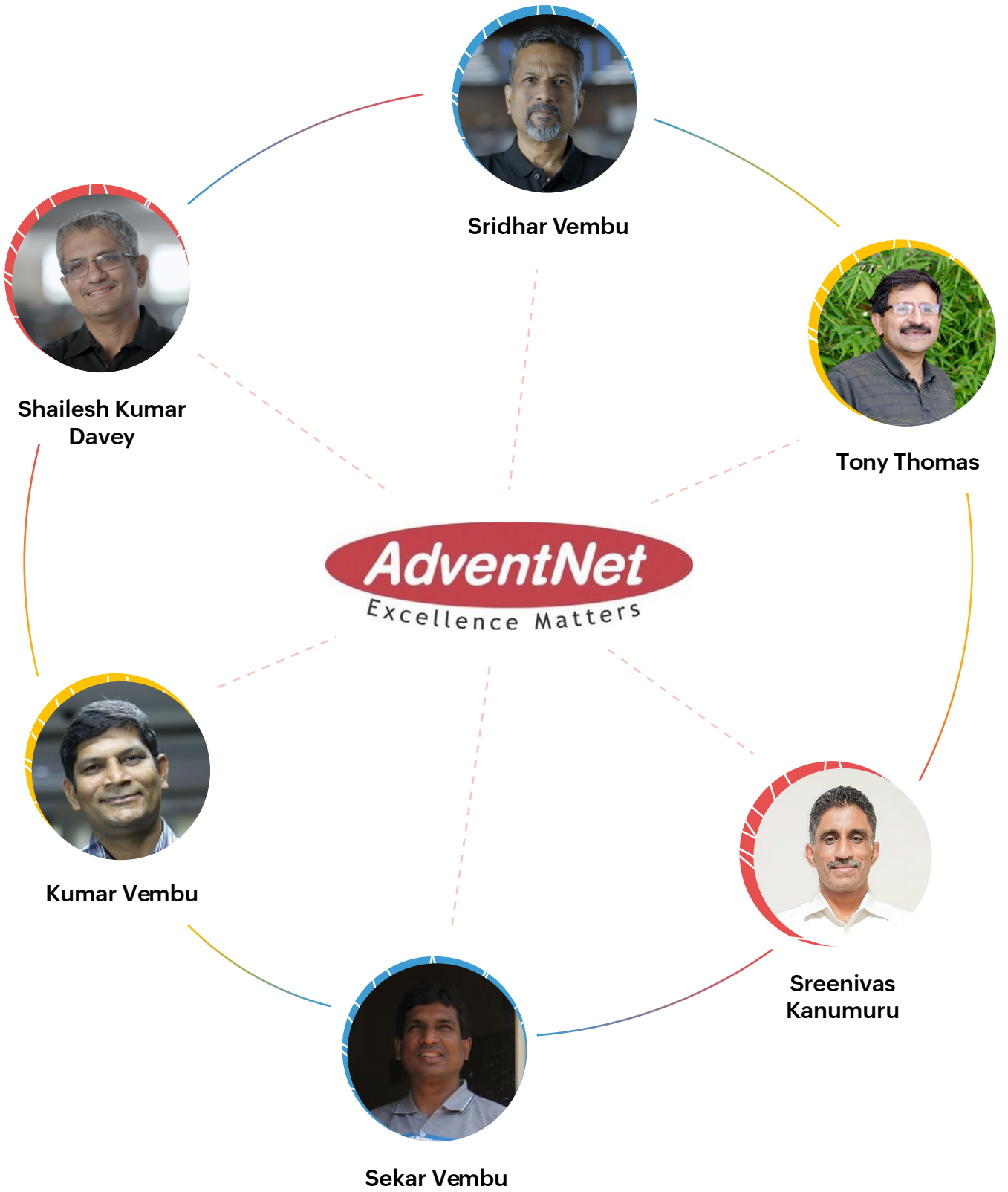
This e-book is a transformation story of ManageEngine from an ambitious start-up to a successful enterprise. We’ll cover ManageEngine’s inception story, the iterative journey of our business models (including the mistakes we made and the lessons we learned). It is based on internal interviews with our IT leaders and includes excerpts from [Leadership Talks](#), a video series in which our leaders share their business journey, anecdotes, and best practices for small and medium-sized businesses (SMBs).



01

# THE DOT-COM BUBBLE BURST AND TURBULENT TIMES





## Humble beginnings

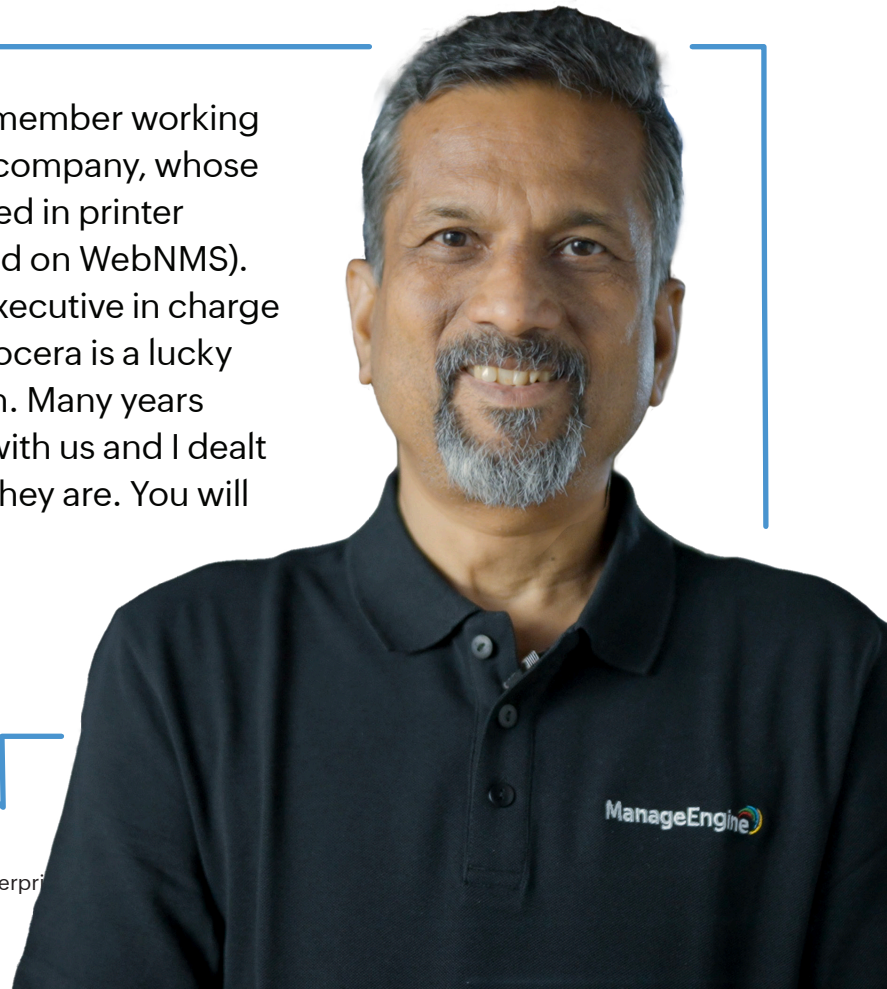
While ManageEngine is now known for IT management software, we did not start out with that intention. In 1996, the founding members of the organization joined hands to form Advent Network Management Inc. and started writing code in Java, an emerging platform at the time. They published Java SNMP API 1.0 (a reusable code) on the adventnet.com domain, which gained interest from software developers. For the next year, they worked to provide support and build more products on top of the original library. By late 1997 and early 1998, our software picked up in Silicon Valley and Advent Network Management was rechristened as AdventNet.

AdventNet had 15 members at the time of establishment and worked out of a modest 10x10 room in an apartment at the outskirts of Chennai, a metropolitan city in South India. The 90s saw a huge optical network boom that benefited the telecom industry and was also the period of Web 1.0 or the early stages of world wide internet, so our initial focus was on network management and providing software for businesses in this industry.

We also had a good market in Japan. Japanese companies would license our software, customize it, and ship it with their equipment. In fact, a top Japanese printer company wrote us our first big check. That's when our leaders knew AdventNet was a successful organization.

“The very first client that I remember working on was Kyocera, a Japanese company, whose American office was interested in printer management software (based on WebNMS). Interestingly, the Japanese executive in charge of this US office told me: “Kyocera is a lucky company to do business with. Many years ago, Bill Gates did business with us and I dealt with him, and look at where they are. You will become very big too!”

**Sridhar Vembu**  
CEO, Zoho Corporation



Tony Thomas was the first CEO of AdventNet, while Sridhar Vembu served as chief evangelist, working on promoting their new technology to the Silicon Valley and drumming up business. WebNMS, the first product of the organization, shipped OEM solutions such as protocol adapters, software agent, and test and simulation toolkits.

In 1997, AdventNet made about \$350,000 in sales. However, the founders didn't pay themselves. They put almost all of it all back in research and development (R&D)—a move that would benefit us immensely in the years that followed. By 2000, Sridhar Vembu took on the role of CEO, and AdventNet was making millions in sales.

Around this time, the founders received an opportunity to join a venture capital fund. Sridhar was given a term sheet stating the organization must go for an IPO or generate liquidity in eight years. Despite being a standard clause, the idea of taking somebody's money and promising them what they want did not sit right with him. The team decided to pass the offer and continue operating independently.



AdventNet team, 2000.

## The dot-com burst and the struggles that followed

The rise of the internet in the late 90s led to the creation of multiple internet-based tech companies. Most of them didn't have feasible business models, yet investors funded these businesses purely based on speculation. This internet bubble expanded at an unprecedented rate until, ultimately, it burst.

By mid-2001, the market crashed and the telecom industry busted. One after another, network equipment companies funded by venture capital (VC) shut down or started layoffs. The bubble burst and the 9/11 attacks together pushed America to a recession, and its after effects were felt severely in Silicon Valley. Of the 500 companies in networking, only 4-5 of them survived—a 99% death rate.

Since we had sufficient funds (and a frugal mindset), we were prepared for the bubble burst and managed to stay afloat. However, losing customers made us question our future. We were profitable and we had the technology, the financial horsepower, and the eagerness to build more products. So, what next?

In 2002, we decided to move away from the network equipment market and address a bigger market: the enterprise IT market. By repurposing the existing technology and people, and building products for enterprise IT, we discovered untapped potential—that's how ManageEngine was born.

### Lessons we learned early on

- 1. *Don't put all your eggs in one basket:*** One big customer shouldn't have the ability to make or break your quarter. Our target customers back then (and now) were SMBs and startups. Rather than investing big on enterprises, we actively chose to support upcoming businesses. When things got tough and our multi-million dollar, VC-funded customers left, we relied on a handful of SMBs who kept us going.
- 2. *Forget the titles:*** Establishing your presence in an ocean like Silicon Valley takes time. Our leaders have done everything from coding and sales to support and marketing, even if it didn't exactly fit their job descriptions. Titles mean nothing, they can change in an instant. Your skills, on the other hand, determine the growth trajectory for yourself and your organization.
- 3. *Be self-sufficient:*** Zoho Corporation is bootstrapped, which means we've never relied on third-party funding. Why does this matter? Being self-funded means we've chosen a path for ourselves that enables us to do what we do for customers without the influence of external decision-makers. While the lack of deep pockets may have slowed down our immediate growth, we're definitely reaping its benefits in the long run.
- 4. *Treat customers like partners:*** In the case of WebNMS, we were working with OEMs. These OEMs would then sell to service providers and so on, making us two to three levels removed from the actual end users. After the bubble burst, we realized, if you're closer to the customer, you're more stable. Moving forward, we knew we needed to foster deeper relationships with end users rather than being a resource.
- 5. *Always ask, "what else?":*** Technology is not the be all and end all. When we started, we had a product that was superior in terms of technology—something we thought would revolutionize the world. However, the technology didn't pick up. This was a case where we were betting a lot on one product and it didn't work out. Since then, we've learned to ask: if this doesn't work, what else will? ManageEngine offers a suite of products. It's a way for us to diversify into the market. If there's a specific market that is affected by an economic or tech crisis, we have other markets to serve. That keeps us relevant as a company.

# 02

## ManageEngine's transformation from a product into a brand



## ManageEngine: Our first pivot

A lesser known fact about us is that ManageEngine was initially the name of a product. The late 90s was when people experienced the internet for the first time. (Remember dial-up internet?) Telecom companies needed data centers and hardware infrastructure to host websites. They would reach out to managed service providers (MSPs) to purchase the hardware and software to manage them. ManageEngine was initially built as a solution for MSPs to monitor their network equipment. Needless to say, it was a niche market with intense competition. As technology developed over the next few years, the market collapsed.

After the failure of ManageEngine (the product), we realized: when you sell to a specific market, you will not be in business for the long run. We needed to realign our goal and sell to every business that used technology. Since we had

roots in telecom network management, we had the commonality of domain knowledge and technology to move forward with a network manager solution. However, when OpManager launched, we were unable to hit the ground running. With OpManager as our only product, it was hard to garner faith and prove ourselves as potential players in the market. We reached out to our WebNMS resellers hoping to continue our partnership and promote OpManager and its services. Unfortunately, none of them were interested.

We continued to work on OpManager with the support of a few who believed in AdventNet.

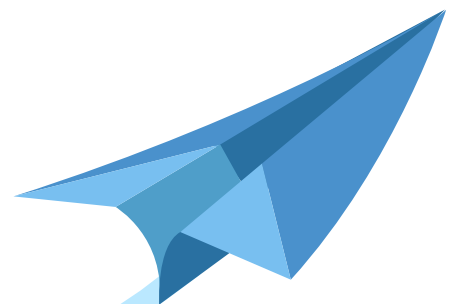
Soon enough, we released newer products covering the various aspects of IT management. Three years later, our WebNMS partners realized our potential and offered to work together again. Some of them are still with us.

## Reinventing our identity

In the midst of our existential crisis, the CEO decided it was time to shake things up. Our intention when we entered the enterprise IT management sector was to cover the entire spectrum of the market. However, we didn't have much to offer back then. So, to play the IT game, we had to **build**.

We knew we had to build products—products that solved common pain points for many customers around the world. We already had WebNMS, which was a powerful platform to build complex network management systems. So, we leveraged it, created a stripped down version of that platform, on top of which we could build multiple products, to solve different enterprise IT management problems.

Product managers picked products based on their passion and expertise; having the base platform to build from along with the company's culture really helped us in releasing multiple products quickly. This also helped us stand up against competition like the Big4 of enterprise IT management and hundreds of vendors vying for the growing market.



“When we started out, most of us in the company were engineers who didn’t know much about branding or marketing. So we started out doing what we knew best, which was building our products.”

**Sridhar Iyengar**  
Head of operations, Europe



One major hurdle we faced at this stage was establishing the fact that ManageEngine was not just one product. In a recent interview with Sridhar Iyengar (Head of ManageEngine Operations, Europe), he talked about the shift in perception from a single product to a global brand. He says, “When we started out, most of us in the company were engineers who didn’t know much about branding or marketing. So, we started out doing what we knew best, which was building our products. What we realized over time, as we built and put out different products, customers would come back and say that the product names were emphasized more than the brand name.”

Customers would often see themselves as OpManager customers or ServiceDesk Plus customers rather than seeing themselves as ManageEngine customers. That worked to our disadvantage because they didn’t see us as a broad, all-encompassing brand. We decided to put more emphasis and energy behind unifying our products into one brand and providing a more unified experience across ManageEngine products.

In the long run, our efforts in communicating that brand value to customers have paid off. Customers might reach out in search of a help desk or network monitoring solution and soon realize that we have a lot more to offer. Eventually, they go through our product roster and adopt a number of solutions based on their needs.

# 03

## The learning curve and moving forward



## Experimenting with business models

Working with a niche market meant limited customers, extensive groundwork, and cutthroat competition. Working on WebNMS, our focus was on high-touch engagement. First, we'd generate leads by understanding their structure: who the decision-makers were, who would sign the purchase orders, etc. Then we'd find ways to contact leads. This could be through calls, emails, brochures, or even attending events where we might bump into them—a strategy followed by most businesses in the market at the time. Ultimately, we understood that this was not a sustainable method of operation for us.

With ManageEngine, we shifted our focus on leveraging the internet for new product development, marketing, sales, and customer support models. We digitally engaged our audience through online ads, social channels, online stores, offered support through online forums, etc.

We were also focused on emerging and disruptive technologies, so we were quite early in terms of having a browser-based user interface (BUI), which radically changed the way users interacted with our applications.

Enterprise software at the time was generally complex and bloated. Commissioning it required not only buying multiple hardware components, but also many software components, putting them together to make things work. ManageEngine, on the other hand, made the software part easy by providing a single, self-sufficient software package that could be run on small footprint hardware like a desktop or laptop. This model, again, was a bit disruptive for those times.

## Investing in R&D

Zoho's mission is to invest in long-range R&D and bring a deep-rooted R&D culture to Indian companies. Our belief is that customers benefit when we spend the majority of our budget in R&D as opposed to sales and marketing. Initially, about 80% of our spending was on R&D, and even today, we invest about 40% back into R&D. This includes building libraries, frameworks, platforms, self-sufficient software, know-how of building and running our own data centers, and labs investment to bring futuristic technologies to solve customer problems.

## Breadth of AI work at Zoho Corp

Grammar Correction	Parsers	NLP
Translation	Voice Assistant	Malicious File Detection
Sentiment Analysis	Seasonality Detection	Handwriting Detection
Phishing Detection	Forecasting	Anomalous Behavior
Trend Detection	Facial Recognition	Object Detection
OCR	Root Cause Analysis	Malicious URL Detection
Log Analysis	Product Recommendation	Classifiers
Language Prediction	Data Cleaning	Keyword Extraction

Zoho Corp's AI team, ZLabs, spends 60% of its time identifying new trends and 40% productionizing their findings. The team is split into:

- A research team to review academic literature and evaluate if these features would be of value to our solutions.
- An implementation team to determine how they can be integrated into enterprise products.
- A forward deployment team that works with product teams, understands customer requirements, and ships AI products through those teams.
- An operations group to maintain AI models and scale up in a cost-effective manner when required.

## Putting failure to work

Creating a sustainable business comes with struggles and failures. While the world sees and celebrates your victories, it's important to acknowledge the challenges you faced along the way. In the early stages, our teams came up against obstacles and failures, some more growth-defining than others. Rather than viewing it as a setback, we saw it as an opportunity to course-correct and do better.

Between 1997 and 2000, AdventNet worked with researchers and businesses to come up with an innovative solution to deliver telecommunication capabilities to Indians. People were looking for alternative means for telecommunications, because deploying landlines was a difficult task with such a massive population. Without going into the details behind the technology, the solution enabled a wireless connection between individuals to the nearest telephone exchange, eliminating a large chunk of underground telephone lines.

Together, we made significant progress and even tested out pilot projects in small regions. At the same time, something unexpected occurred; cellular mobiles took the world by storm—economical, convenient, and completely wireless technology that made the entire project redundant. The teams who worked on the project embraced it as a learning moment, about how quickly technology evolves, and worked on the next ManageEngine product.

The learning curve didn't end there. Even today, we're learning from our mistakes and making changes to our processes. Implementing AI taught

us a valuable lesson. The first AI functionality was implemented on our network monitoring solution. It provided suggestions to users about upcoming events. The feature went out after a year and a half of research. After it went live, the research team waited eagerly for feedback from customers, but they didn't hear anything. A week went by, two weeks, and still no response. Finally, after two weeks of waiting, a customer reached out. "How do I turn this off?" The customer didn't want the AI recommendations.

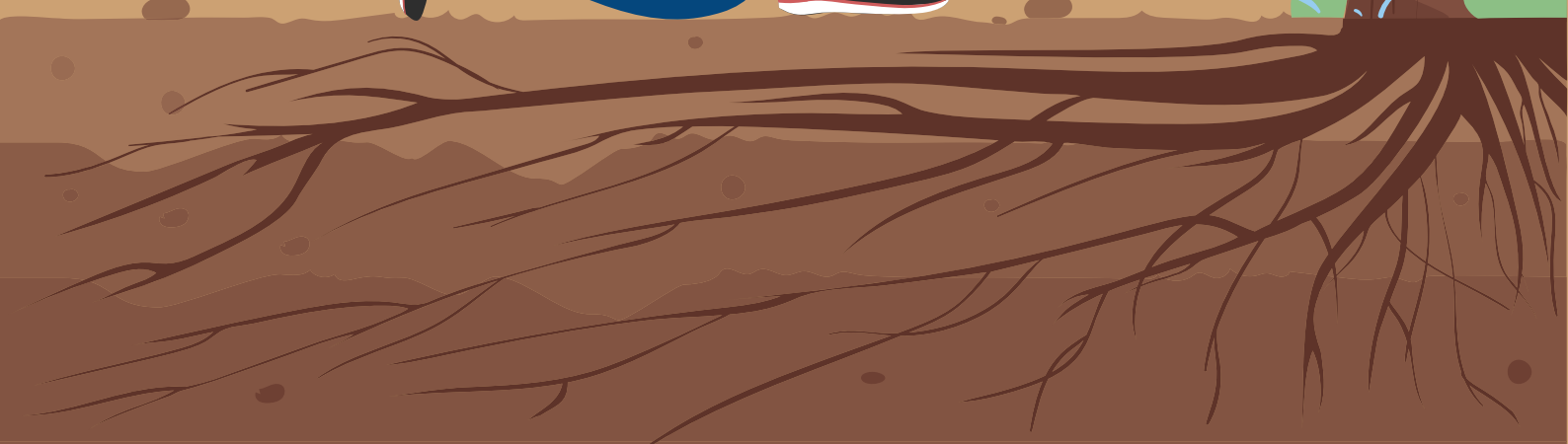
In hindsight, they were right to feel that way. We were trying to retrofit AI into existing ManageEngine products that have been around for a long time. Some customers have been using them for almost a decade. Out of the blue, we launched an AI feature that is trained on the last seven days of customer data and displays suggestions. This didn't make sense.

We had to take a step back and reassess our approach to AI. We decided to introduce explainable AI. Instead of just predicting events, the model explained why an incident was expected. For instance, we have an outage prediction module in the network monitoring tool. It would say, "I'm expecting an outage in an hour because the server's CPU is facing an unusual spike when compared against most Fridays." Once we added these finer details, customers were able to appreciate the feature and integrate it with their IT processes.



04

# STAYING TRUE TO OUR ROOTS





*Sridhar Vembu at the inauguration of the Velachery (Chennai) office, early 2000s*

If you talk to any ManageEngine leader about our work culture, you'd hear a common analogy: as humans grow from childhood to adulthood, we've also evolved as an organization.

Loyalty is a true testament to an organization's culture. For instance, Sridhar Iyengar has been a part of ManageEngine since its inception. Like Sridhar, we have many senior leaders and managers who have been with us for 10-15 years, despite receiving better opportunities. So, what is the reason for this loyalty?

Our leaders attribute it to the work culture and the overall environment. Managers are given the freedom to innovate and bring their ideas to

the table in purview of what it takes to solve a customer's problem. Teams are free to experiment without pressure, explore new challenges, and come up with solutions.

As a result of this loyalty, the products and the organization as a whole have benefited tremendously as well. The products that we've built over the last two decades require a certain level of domain knowledge and expertise, the kind that cannot be built overnight. The reason our solutions work and we're able to continue crafting these products is only because people have stuck around for the long haul, giving us the ability to cover the entire enterprise IT spectrum.

## Founding values

Our leaders have all lived through the “How are we going to pay everyone this month?” phase—more than once. Knowing how to navigate tricky circumstances has given them a different perspective. These lessons and values have shaped the organization. Now, it is their responsibility to impart those values to the leaders of tomorrow. Leaders make the effort to provide employees with a sense of history and show them that their work, however small it might seem, contributes to a bigger picture: ManageEngine as a business and Zoho Corp as an institution.



**Instant gratification:** We’ve always believed customers should see value in our solutions within a day or a few days of implementation. This means taking a product-led or technology-led approach. The product has to speak for itself first, and only after then do we bring in the right people to provide support.



**User experience:** The user experience doesn’t start when a customer starts using the product. It starts right when they download or purchase our solutions and services. We focus on everything from a user-friendly interface and immediate assistance to clear feature descriptions that address the majority of commonly asked questions and required features.



**Customer-driven service:** How do you know what your product needs? Business in the long run is not about sales or a bottom line, it’s about listening to your customers and giving them what they need. We want to be known as a company that’s easy to do business with. We also want to be accessible at every level. “You can connect to anyone within the ManageEngine team at a technical or leadership or sales level, they’ll always try to help. That’s something we want to continue to be, approachable” says Sridhar Iyengar.



**Simplicity:** Our tools should be easy to configure and easy to deploy—plain and simple. People often get carried away with needlessly complicated features and forget about functionality. Our goal is to provide affordable solutions that address IT needs and nothing more.



**Employee-centric environment:** Being an organization that listens can lay a strong foundation to any successful business. Employees are our beta users, our first customers. They also work with customers and partners and could have a gold mine of information that is indispensable for growth. It comes down to building a receptive enterprise that's got its eyes and ears open and is also willing to adapt and implement customer and partner feedback.



**Fearlessness:** When we launch a product, we are usually up against hundreds of competitors, some already making big waves in the market. We'd know that. That hasn't stopped us from doing what we want to do. "So many things have come and gone but this culture of fearlessness and staying the course with conviction has existed in ManageEngine from day one. It has stayed that way to date because of how we operate, how resilient we are, and how modest our aspirations are. Our objective is not to make a quick buck and disappear or become a monopoly. Our objectives are to stay relevant, identify new ways of solving problems, enjoy the journey, and work in a way that impacts society," says Rajesh Ganesan, president of ManageEngine.



**Tech independence:** We'd like to think we're bootstrapped, not just from the business perspective, but in terms of technology, too. Building an IT ecosystem from the ground up takes time and the desire to experiment. To this day, our managers refer to us as "a collection of startups with an enterprise outfit" or "an enterprise with a startup mindset," because they've been able to test, collaborate, and bring out technology that meets customers' needs without having to rely on external resources.

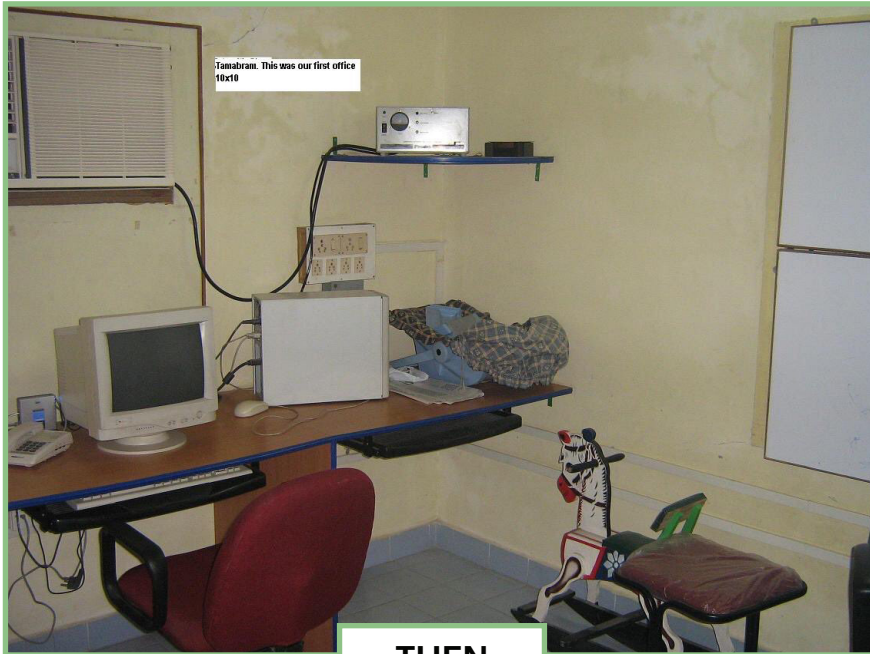


**Value for money:** Customers should see tremendous value in our products. How do we do that? We keep investing in our solutions. We keep adding features, capabilities, and integrations (with our products and third-party products), because only then can customers see real value in the suite. A big part of providing value is by alleviating the pressure that customers face with their daily tasks. ManageEngine's support, development, and implementation teams are growing faster than other departments, simply because our intention is to keep up with demand and make using our solutions a seamless experience.

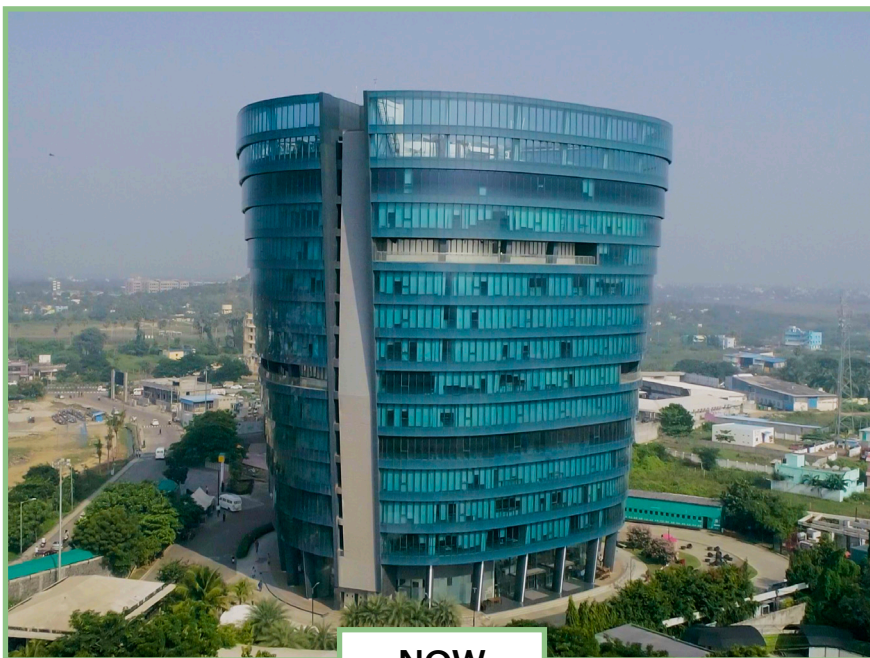
# 05

## THE ROAD AHEAD





**THEN**



**NOW**

**Focusing on the future requires asking ourselves important questions that could define (or redefine) our path.**

## 1. Is ManageEngine a future-ready enterprise?

The IT landscape is ever-changing. Business environments are never the same. The pandemic taught us that you can really work from anywhere and still have the protection of your IT systems. At ManageEngine, we've continued to invest in these areas to help customers be prepared for the future.

Looking back, we've invested in features and services long before they became trends. Being able to provide options like cloud services to customers, emphasizing data privacy in our business model (before the GDPR made the headlines), and focusing on remote security of the system. These are things we have worked on and will continue to work on in order to improve business efficiency and prevent them from posing a challenge to customers. In short, yes. ManageEngine is a future-ready enterprise.

## 2. How do we encourage inclusivity with talent?

Zoho Corp has always encouraged expanding operations beyond metropolitan cities, even more so since the pandemic. At the time of writing, we have set up 35 spoke offices across India to embrace rural revitalization. The primary criteria for hiring at these offices is local talent, young adults with the passion for innovation who wouldn't get these opportunities otherwise. We've also learned to look past educational qualifications and assess their application skills in real life through projects. We've come across dozens of youngsters with limited qualifications who have studied at Zoho Schools and prove themselves capable of crafting world-class products, a discovery we wouldn't have made if we had focused on resumes.

## 3. Where do we see ourselves 10 years down the line?

At a 2022 user conference, Shailesh Davey, vice president of engineering, talked about the future of IT. "Whenever the number of three-lettered and four-lettered acronyms is increasing, it means that concept is becoming mainstream. A few years ago, there was only one acronym: WFO. Then we had WFH, WFN, WFA, and we also have WFB: work from bed," he jokes. The biggest takeaway, he believes, is that customers are going digital-first and employees are going remote-first. That is the future of work. And while it's impossible to predict what exactly the IT landscape would look like, we can take steps to invest in strategies that we believe will make a difference.

Over the next few years, ManageEngine will be focusing on remote-cloud and on-

premise-cloud solutions. If you compare our product portfolio against zoho.com, you might notice a few similarities. For instance, ManageEngine's Analytics Plus and Zoho Analytics or AppCreator and Zoho Creator. It's not a coincidence. The aim here is to support both forms of deployment.

The underlying framework for these hybrid-cloud solutions is the same. These frameworks are built in-house, from scratch, in a way that they can be customized to meet cloud or on-premises requirements. The hybrid-cloud solutions will be made available across as many products as possible to give customers flexibility and control over their data, or as Sridhar Vembu likes to say, ensure customers don't feel over-clouded.

#### 4. How can we define growth? What can we anticipate next?

As we mark twenty years, we acknowledge our development from being point product vendors to diversifying into a suite of contextually integrated products that deliver unified, end-to-end services. We take pride in dogfooding or being customer zero. We've built our own frameworks (and more in the works) to strengthen the foundation of our solutions. Following suit, the look and feel of our products have seen their fair share of changes, too. Our customers wanted tools that were minimalistic and user-friendly—so that's how we designed our tools.

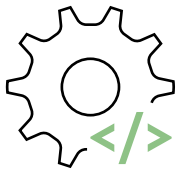
ManageEngine started in a small office in South India. Today, we see exponential growth in our technology that enables work from any part of the world. Teams collaborate securely and deliver services to customers without any hassle. As we continue down this path, we aim to become the standard for enterprise IT management and bridge the gap between business and IT operations.

There are numerous point-products in the market focusing on specific segments of IT security. However, what organizations require today is an effective IT security strategy to combat the evolving threats. The security solutions should appeal to IT operations and network teams as much as security teams.

**Rajesh Ganesan**  
President, ManageEngine



As far as internal growth is concerned, Rajesh shares his observation. He concludes that ManageEngine has evolved over the years in five eras or levels of transformation:



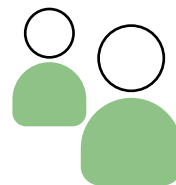
**Engineering:** For the first four years, we were an engineering-based company through and through. Our DNA was engineering. Decisions were made by engineers based on engineering factors and they didn't give much importance to anything else.



**UI and design:** In the mid-2000s, Apple introduced minimalistic designs and changed how devices look. Around the same time, we started working on the aesthetics and usability of our products. Having a product that just does the job isn't enough, it has to look and feel good, too.



**Product management:** After we laid a stable foundation, we focused on how customers would use the product, if it would solve their top five pain points, how intuitive it would be—things like that.



**Service:** In 2022, we announced the expansion of our workforce by hiring 1,000 people in India, mostly for customer-facing roles like support. Our leaders firmly believe we need to invest heavily in support so our customers have a reliable partner to navigate a fast-changing landscape.

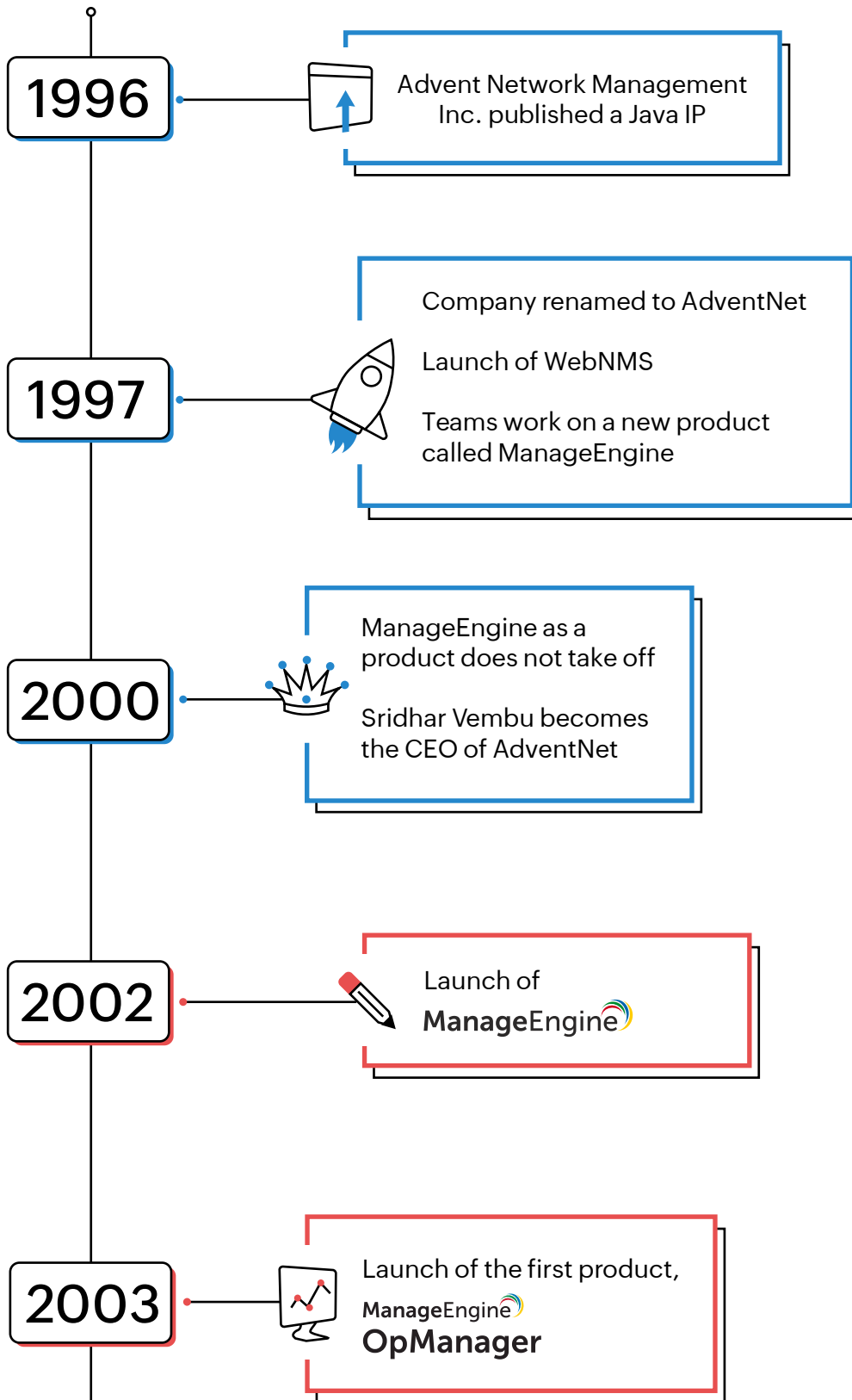


**Marketing:** It took a long time for marketing to become a focal point. In the early stages, marketing was just putting the product out there on the internet, paying for Adwords and calling it a day. It took us a minute to really understand the customer, localize our products, and work with partners.

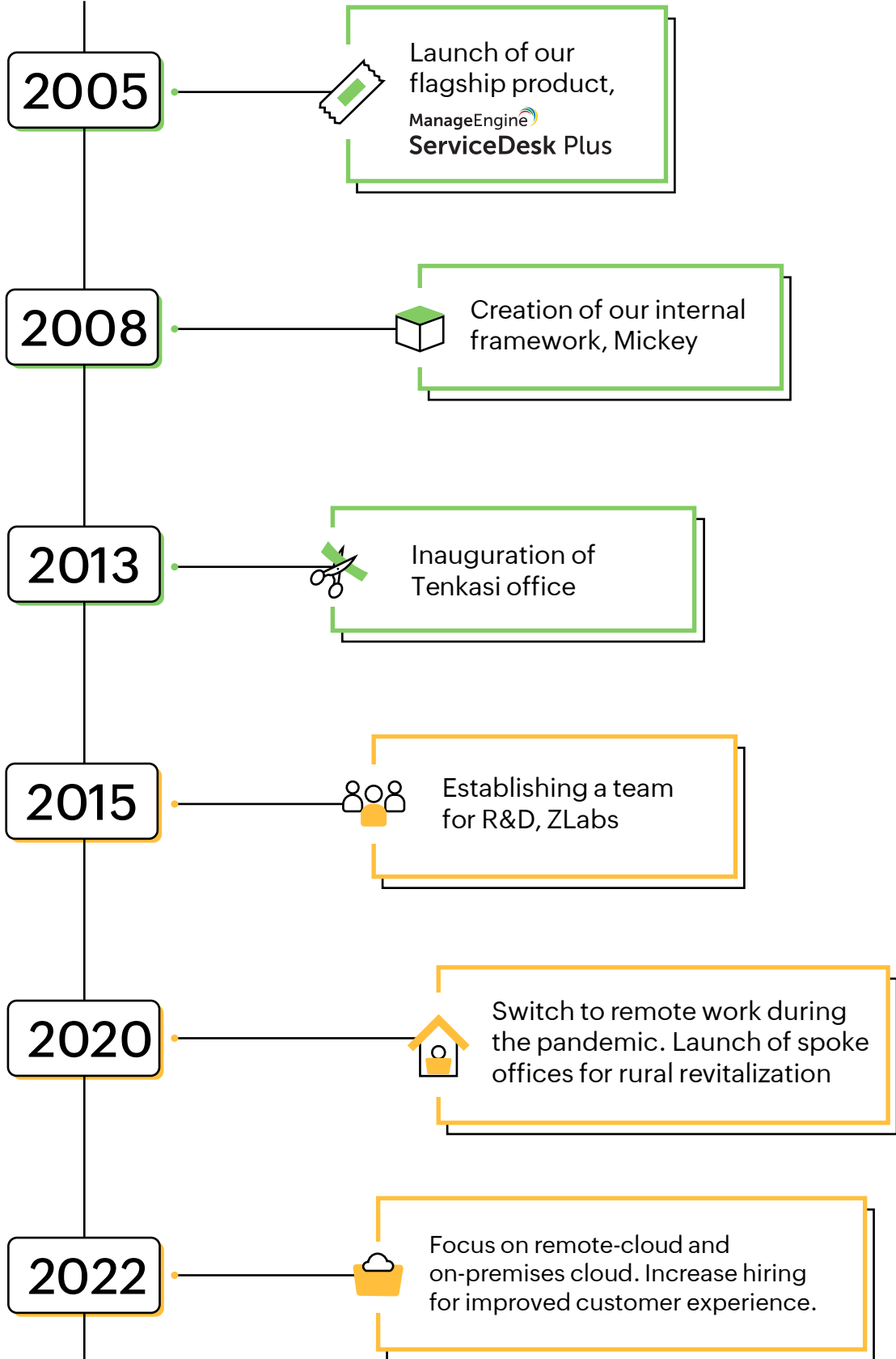
Twenty years later, we can proudly say our DNA is a blend of each aspect of business.

While we can't say for sure, delivering a personalized customer experience is taking precedence and could very well be the next level of transformation. Zoho Corp. has a business solutions team dedicated to working with customers and ensuring solutions are implemented the right way. We also have a customer education team (that's us!) to talk about how we use our own tools to streamline our IT processes. ManageEngine is also working on creating a Customer Advisory Board (CAB) shortly to facilitate customer interaction, understand industry challenges across the world and determine how ManageEngine can align its solutions to alleviate their day-to-day IT problems.

# Conclusion



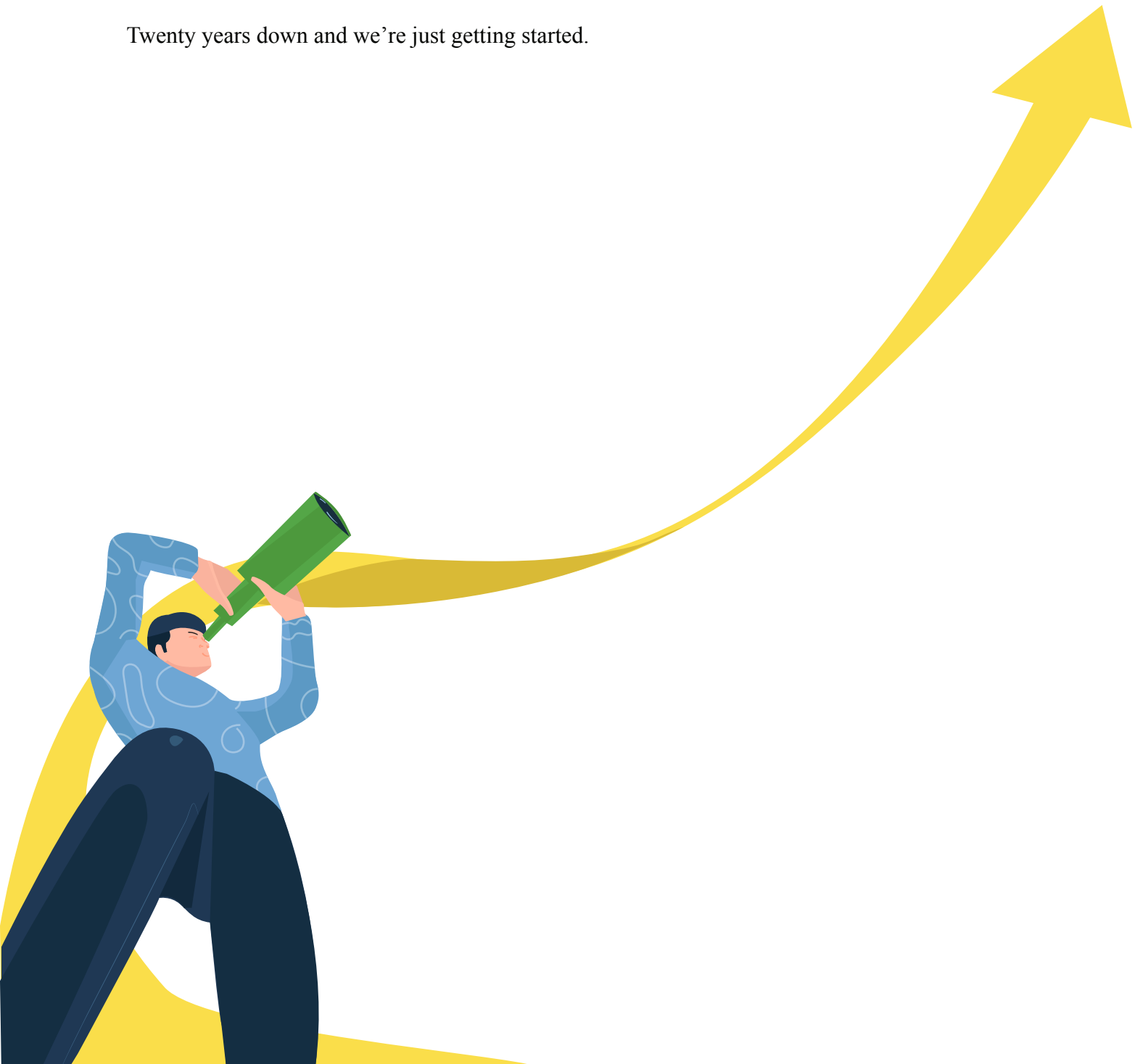
*In it for the long haul: ManageEngine's 20-year journey*



*In it for the long haul: ManageEngine's 20-year journey*

ManageEngine has had a remarkable journey. In two decades, we have carved a niche for ourselves in the global enterprise IT management space as an emerging leader and a supporter of small businesses. Millions of admins and technicians worldwide trust us and our tightly-knit suite of products to manage their IT. From one product to 120 and from ten employees to over 10,000, we've witnessed phenomenal growth and a legacy in the making. All of this was made possible by a young group of engineers who, twenty years ago, decided to come together and made their mark on the Indian IT landscape.

Twenty years down and we're just getting started.



## About ManageEngine

As the IT management division of Zoho Corporation, ManageEngine prioritizes flexible solutions that work for all businesses, regardless of size or budget. ManageEngine crafts comprehensive IT management software with a focus on making your job easier. Our 120+ award-winning products and free tools cover everything your IT needs. From network and device management to security and service desk software, we're bringing IT together for an integrated, overarching approach to optimize your IT.



### About the author

Mahanya is a content specialist here at ManageEngine. She has been a part of ManageEngine Academy since 2020, sharing in-house stories and resources for IT leaders. When she isn't creating content, she spends time with rescue dogs.