

IT firm Zoho's conference in B'luru today

TIMES NEWS NETWORK

Bengaluru: The US-focused domestic software product firm ManageEngine, the enterprise IT management division of Chennai-based Zoho, is holding its first conference in India here on Wednesday. It's targeted at chief information officers (CIOs) of its Indian customers.

"Since our sales and marketing is online, this is the one chance for CIOs to meet and discuss trends. Most small businesses carry out IT management in an ad-hoc way and we'll help them see this in a holistic fashion," said Shailesh Kumar, vice-president for engineering at ManageEngine. He added that startups and small businesses don't have the resources to learn new trends in social, mobility, analytics and cloud.