



ITServe Alliance

Empowering Local Employment

NEWSLETTER OCTOBER 2024



ABOUT ITSERVE ALLIANCE

Founded in 2010, ITServe Alliance is the largest association of Information Technology Services Organizations functioning across the United States. Established with the objective of being the collective voice of all Information Technology companies functioning with similar interests across the United States, ITServe Alliance has evolved as a resourceful and respected platform to collaborate and initiate measures in the direction of protecting common interests and ensuring collective success.



ITServe Alliance

Empowering Local Employment

ITServe Alliance, the largest association of IT Solutions & Services organizations in the United States, representing over 2300 member companies, serves as the collective voice for prestigious small and mid-sized Information Technology companies with similar interests with shared interests across the United States.

Since its establishment in 2010, ITServe Alliance has been a beacon of knowledge, skills, and awareness, empowering its members through 21 Chapters across the country. As a trusted platform, ITServe collaborates and implements measures to safeguard common interests, ensuring the protection of its member companies.

Over the years, ITServe Alliance has evolved as a resourceful and respected platform to collaborate and initiate measures in the direction of protecting common interests and ensuring collective success. It has established a name for itself as the center point of information for its members covering a variety of topics ranging from immigration, technology, economy, and many more.

ITServe Alliance has built a strong member-focused community within the IT industry where professionals and experts alike can collaborate, present new business ventures, and work together to find new ways to overcome industry obstacles.

Led by highly talented individuals, phenomenally successful entrepreneurs, and Innovators who are enthusiastic about giving back to the community as part of this BIG ITServe Family, at ITServe, we believe in developing strategic relationships with our partner organizations to work for a better technology environment by building greater understanding.

Come and join us on our journey. Let us be your voice when it comes to Information Technology.

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IN FOCUS

ITServe Alliance Organizes Brilliantly Effective Synergy 2024 In Las Vegas

Over 2,500 members of ITServe Alliance, who are heads of small and medium-sized companies of Information Technology attended the historic and brilliantly effective Synergy 2024 at the most popular Ceasar's Palace in the magical city of Las Vegas organized by the ITServe Alliance from October 29-30, 2024.

Networking, learning, and sharing of knowledge, highly acclaimed speakers, insightful workshops, collaborating, strengthening bonds, celebrating everyone's achievements and accomplishments, cultural and fun events, awards ceremony, showcasing of business booths and products, and delicious and multi-ethnic cuisine, and building meaningful relationships were some of the highlights of Synergy 2024 that bore witness to the remarkable growth of ITServe Alliance that has truly become the voice of the small and medium-sized Information Technology businesses in the United States.

In his presidential address, **Jagadeesh Mosali, National President of ITServe Alliance**, welcomed the members, leaders, chapter presidents, sponsors, and volunteers to Synergy 2024 and expressed his "sincere gratitude for your unwavering commitment, and dedication, and for investing your time and energy and resources for putting together this great event, our flagship Synergy 2024. You are the backbone of our organization, and your unwavering commitment is what propels us forward."



Jagadeesh Mosali highlighted some of the many accomplishments of ITServe in the short history of this fast-growing organization that was founded only 14 years ago. "Since its inception in 2010, our organization has grown from a small network in Dallas to a nationally recognized association of IT services companies. We have added two new Chapters with the launch of Tennessee Chapter that became the 22nd Chapter and the New York Chapter inaugurated this month which has now become the 23rd Chapter of ITServe, showcasing our growth and expansion across the nation."

Jagadeesh Mosali summarized Synergy as a unique event celebrating achievements, fostering collaboration, sharing ideas, and exploring new business opportunities, enriching IT professionals with valuable knowledge and insights.

IN FOCUS

Amar Varada, ITServe Governing Board Chair said, "Synergy 2024 is the only one-of-a-kind conference delivering innovative strategies, unique insights, and proven tactics for success, exclusively for IT service companies and individuals. The focus of Synergy 2024 has been on developing strategic relationships with our partner organizations, sponsors, and supporters to work for a better technology environment by building greater understanding."

"A very hearty and warm welcome to every one of you, especially the ITServe family, who have come from across the United States, our honored guests from India, our sponsors, well-wishers, and supporters to ITServe Alliance's flagship Synergy Conference 2024, in none other than the electric city of Las Vegas," said **Suresh Potluri, Director of Synergy 2024**. "It's been nearly a year, under my leadership, a strong, talented, and dedicated team of ITServe members was entrusted with the task of organizing this mega annual event, offering to its 2000+ CEOs, investors, CTOs, and CxOs a powerful platform for Networking, Knowledge, Innovation, Growth."

Suresh Potluri, while expressing gratitude and appreciation for the hard work and dedication of Synergy Team 2024 said, "At Synergy, you've got to network with peers, learn from experts, and discover new and exciting developments in the IT Industry. In addition, you have an opportunity to hear success stories from industry leaders, who have been through the process and have now become role models for all of us. Representing a diverse range of fields, these leaders bring fresh perspectives and groundbreaking ideas that are driving the next wave of innovation. Because in all of you here today, there is both gratitude and a deep sense of accomplishment, knowing our collective vision is alive and thriving."

Participants at Synergy 2024 were offered a platform for IT company heads to come together to hear industry leaders speak, engage in discussions with lawmakers, participate in interactive breakout sessions, and deliberate on the latest trends, challenges, and opportunities in the world of IT Staffing and Technology.

Summarizing the mission of ITServe Alliance and Synergy 2024, **Anju Vallabhaneni, President-Elect of ITServe** said, "We believe in developing strategic relationships with our partner organizations to work for a better technology environment by building greater understanding. Come and join us on our journey. Let us be your voice when it comes to Information Technology." Vallabhaneni, who will assume charge as the President of ITServe on January 1, 2025, invited all to join him and the new leadership in taking this noble organization to newer heights.



IN FOCUS

Describing the background to the launching of the first-ever Synergy Conference in 2015, **Murali Bandlapalli, Secretary of ITServe** said, "Synergy is ITServe Alliance's flagship Annual Conference, which began in 2015 with the objective of providing business owners, entrepreneurs, and executives with strategies and solutions that address the unique needs of the IT Solution & Services Industry."

Sateesh Nagilla, Treasurer of ITServe Alliance said, "ITServe Alliance's Synergy is the only one-of-a-kind conference delivering innovative strategies, unique insights, and proven tactics for success, exclusively for IT service companies and individuals. Synergy 2024 will focus on developing strategic relationships with our partner organizations, sponsors, and supporters to work for a better technology environment by building greater understanding."

Under the banner "Join – Collaborate – Accelerate," a dedicated team spearheaded by Suresh Potluri has been fervently working to elevate Synergy 2024's brand and position it as the leading IT Staffing Conference in America. Beyond being an arena for networking and knowledge sharing, Synergy 2024 offered a veritable marketplace for ideas and innovations. The event was curated to provide actionable insights and strategies that companies can directly implement, serving as a catalyst for taking one's business to the next level.



Anil Atyam, Associate Director for Synergy 2024, "Designed to cater to the specific needs of ITServe members, primarily tech entrepreneurs, Synergy 2024 hosted a plethora of crucial panel discussions. Topics will span from Immigration to CIO/CTO issues, Mergers and Acquisitions, Financial Planning, Political Action Committees, an educational session on Mastering Effective Recruiting in Staffing, and other sessions with a focus on Contracts, Legal Compliance, and Federal Contracting."

IN FOCUS

Raghu Chittimalla, Synergy Chair said, "We have been working hard to streamline the Synergy conference process, increase the brand value of our Synergy, and promote diversity to establish it as a recognized America's biggest IT Staffing conference by mainstream media. Come and be part of our journey to be the powerful voice that represents all IT businesses across the United States."



According to **Vijay Kommineni, Associate Director for Synergy 2024**, "Synergy offered a unique opportunity for IT companies and individuals in the industry to hear from renowned guest speakers and thought leaders from across the country. Participants had the opportunity to break out into start-up cubes with business leaders and investors to pitch their offerings and ideas for the chance to turn dreams into a reality."

Vinay Parachuri, Associate Director of Synergy 2024 said, "ITServe has built a strong member-focused community within the IT industry, where professionals and experts alike can collaborate, present new business ventures, and work together to find new ways to overcome industry obstacles."

"In just two days, our attendees were able to grow their peer network, partake in important industry discussions, and gain valuable knowledge to take their business to the next level. Come and experience for yourself the impact we are making when we come together and explore more about Synergy. We can't wait to see you in Puerto Rico," said **Abhishek Boyanapally, PR & Media Director of ITServe Alliance**.



IN FOCUS

Describing the mission of ITServe **Vinay Mahajan, a member of ITServe Governing Board** said, “We are the voice representing the interests of small and medium scale enterprises of IT industry, protecting our members’ interests. We give back to the community and invest in startups, which is to help the United States maintain its leadership in innovation and technology. It is about coming together, collaborating, and liberating our collective strength. It is about finding synergy, not only within our own businesses but also across our entire community.”



The Gala Dinner and Entertainment were the added attractions at the end of each packed day with activities and sessions, filling everyone’s heart, body, mind, and soul. The floor at the event was fun and entertainment-packed for the participants.

Jonita Gandhi, a Canadian playback singer of Indian descent, who has recorded songs predominantly in Hindi and almost all major Indian languages, and has become a Bollywood sensation, was on stage mesmerizing the full house at Synergy 2024. Participants were in for a great entertaining show by none other than the super-talented and multilingual singer Remee Nique, a Thai Indian artist, singer, composer, and performer, who performed at the exclusive Premier Elite Gala Nite.

With cultural events, music, dance, and sumptuous food, in addition to all the learning and sharing of knowledge, Synergy 2024 provided actionable insights and strategies that companies can directly implement, serving as a catalyst for taking businesses to the next level. Beyond being an arena for networking and knowledge sharing, Synergy 2023 has proved to be a veritable marketplace for ideas and innovations.

Jagadeesh Mosali expressed his gratitude to ITServe’s strong and dedicated Team players, who have been effectively leading ITServe to greater achievements. “Hope everyone at our flagship event has enjoyed Synergy 2024. Some of you know and some might not know the countless amount of time our “Volunteer CEOs” from the Synergy Team as well as the Board have spent to make the event successful as you have seen. Thank you all for your service and commitment to the organization and giving back to the community.”

IN FOCUS

Recognizing the Unparalleled Contributions of Our Platinum & Elite (Chairs & Members) at Synergy 2024!

Thank you to all our Platinum Members for your incredible support at Synergy 2024! Your participation added immense value to the event, making it a huge success.

A special shoutout to our Platinum Membership Chairs:

- **Srikanth Dasugari**
- **Vishnu Vanaparthi**
- **Mahender Musuku**

From exclusive lounges and premium event access to unparalleled networking opportunities, your contributions have set a high standard for future events.



A heartfelt thank you to our Elite Members for your enthusiastic participation at Synergy 2024! Your support truly amplified the energy and success of the event.

Special thanks to our Elite Membership Chairs:

- **Ravi Komatireddy**
- **Suresh Kandala**

From red-carpet welcomes to exclusive networking and premium seating, the Elite experience was one to remember.

Here's to more such memorable moments together in the future!

IN FOCUS

ProcureConnect Matchmaking Organized at ITServe's Synergy 2024

ITServe Alliance, the nation's preeminent organization that connects and empowers small and medium sized IT companies in the United States takes pride in providing ongoing training and skills to its over 2,500 member companies. One of the key objectives of this 14 year old organization is to offer education to its members on how IT leaders are transforming procurement practices to meet the challenges of today's fast-paced market.

Understanding that procurement transformation has emerged as a critical initiative for organizations seeking to stay competitive and adapt to changing market dynamics, for the first time ever, an exclusive

session on ProcureConnect Matchmaking was organized by ITServe Alliance as part of the historic Synergy 2024 at the iconic Caesars Palace in Las Vegas on October 28, 2024.



"Through the years, ITServe has evolved as a resourceful and respected platform to collaborate and initiate measures in the direction of protecting common interests and ensuring collective success," said Jagadeesh Mosali, President of ITServe. "ITServe and its members believe in developing strategic relationships with our partner organizations to work for a better technological environment by building greater understanding."

Organized exclusively for the Elite and Platinum members of ITServe, the much-anticipated event was attended by over 75 participants, who were assigned to 10 tables, with each table having 7-8 participants. Each participant had one minute to pitch their services to the group. Members had the opportunity to introduce self and provide feedback, and if one is interested in learning more about their services, they could ask them to connect with members via email, LinkedIn, or through our portal. One was not required to share contact information directly.

The Pitch Format at ProcureConnect Matchmaking offered each person 30-40 seconds to pitch, while each table session took 10 minutes with 30-40 seconds minute pitch per person + 1-minute client plus one minute switch between tables. Each Table had 8-10 participants with members rotating between tables, with one side rotating first, completing their round, and then the other side switched tables.

Discussion highlights at the ProcureConnect Matchmaking included: Streamlining procurement for enhanced operational efficiency; The role of technology in driving procurement success' Key market trends shaping procurement strategies; and, Insights from industry experts to help you stay competitive.

IN FOCUS

The Contingent Workforce panel was held from 1:30 p.m. to 2:15 p.m. The MSP/IT Services panel followed from 2:15 p.m. to 3:00 p.m. The three-hour-long ProcureConnect Matchmaking had the participants split into two sections with representatives from the Corporates on Side 1 and the Side 2 had had members from the IT Services and MSPs.

The Panelists at ProcureConnect Matchmaking included: Lysa Marcouillier, Global Compliance Leader – CW at Applied Materials; Semonie Kong, Program Manager – Global CW at Atlassian; Keisha Stephens, Director People Operations at Splunk; Franck Noel, Head Of Solution Architecture US Northeast, US Commercial at AWS; Ashish Mehra, Leader, Solutions Architecture US east, US Commercial at AWS; Karen Maarouf, VP, Global Supplier Partnership & Engagement at Agileone; Aparna Singh, Head Of Talent Acquisition at Wipro;

Danielle A Davis, Executive Director, JPMorgan Chase & Co.; Subhashini Panyam, Global Talent Acquisition Head at Hitachi Digital; Anitha Asrani, Talent Acquisition Head – Americas at LTI Mindtree; Steven Livingston, Supply Chain Manager at AGS; Natalie Javid, Head of Global Contingent Workforce at Snowflake; Robert McCrossan, Commercial Officer at Ontario Trade & Investment Office, Government of Ontario; Jag Badwal, Ontario Agent General at the Government of Ontario in Southern States of US.

The event was planned and well coordinated by Ram Nandyala, Shyam Padamati, Director of IT KeySource Inc., and Shabana Siraj, CEO of Trident Consulting. Following the session, on the evening of the 28th. There was an exclusive dinner with amazing entertainment, which was enjoyed by one and all.



Participants gained insights into procurement transformation that involves reimagining and optimizing procurement processes, technologies, and strategies to drive greater procurement efficiency, cost savings, and value across the supply chain. Overall, the forum provided members to engage with top professionals and gain the knowledge one needs to future-proof his/her procurement strategies.

Procure Connect Committee Members

Ram Nandyala, Shyam Padamati, Shabana Siraj

IN FOCUS

Why Membership with ITServe Alliance Matters

ITServe Alliance is more than a professional association; it's a dynamic community shaping the future of IT services. As a member, you join over 2,400 IT services companies working together to elevate industry standards, foster innovation, and create a collective impact that drives success.

What Membership Represents

1. Belonging to a Thriving Ecosystem:

Membership connects you to a powerful network of IT entrepreneurs and leaders dedicated to collaboration and mutual growth. It's about being part of something bigger—a community that shares your vision for success.

2. Strength in Unity:

With ITServe Alliance, you're never alone in facing industry challenges. Membership provides a platform to share ideas, address common issues, and shape solutions that benefit all members.

3. A Voice in Advocacy:

As a member, you contribute to shaping policies that impact the IT services sector. ITServe Alliance represents you at the national level, driving initiatives in areas like immigration reform and workforce policies.

4. Commitment to Progress:

Membership is an investment in learning, networking, and professional development. Whether you're attending Synergy, leveraging mentorship programs, or joining chapter meetings, ITServe Alliance helps you grow.

Join the Movement

Membership with ITServe Alliance is more than access to resources—it's a commitment to shaping the future of IT services together. Become a part of a community where innovation meets collaboration.



**Kalyan Vijai
Lakimsetty**

Director - Membership



Kiran Madari

Chair- New Membership



**Sudheer
Chinthamaneni**

Chair-Strategy
Membership



**Venkat
Krishna Kurra**

Chair- Renewals
Membership



Prasad Maganti

Chair- Renewals
Membership



Ravi Lothumalla

Co-Chair- Renewals
Membership



SPOTLIGHT

INDRA NOOYI

FORMER CEO AND CHAIRMAN
PEPSICO

Moderator: Indra Nooyi, thank you for joining us. Can you share what the United States has meant to you personally?

Indra Nooyi: "I'm eternally grateful to the U.S. because I am a product of America. Looking at all of you, I see incredible contributions to the U.S. while giving back to India. Both countries are wonderful!"



Moderator: Could you share how your upbringing shaped your career?

Indra Nooyi: "I grew up in a traditional family in Madras. My grandfather believed in my dreams and held me to high standards, teaching me to think analytically. My mother inspired confidence, competence, and excellence. I worked hard to avoid an arranged marriage, and that determination led to my first job at BCG in Chicago."

Moderator: Why did you choose PepsiCo?

Indra Nooyi: "Their CEO, Wayne Callaway, personally invited me to join, promising growth and support. It wasn't just the business—it was the people and values that mattered."

Moderator: How can CEOs create a culture where employees stay and grow?

Indra Nooyi: "Build trust and a strong reputation. View employees as assets to develop, not tools to use. This mutual respect fosters loyalty."



SPOTLIGHT

INDRA NOOYI

FORMER CEO AND CHAIRMAN
PEPSICO

Moderator: What's your perspective on children taking over family businesses?

Indra Nooyi: "Ask yourself: Are you building a dynasty or a business? Focus on building a strong company. If your children are interested and capable, they'll join; forcing them doesn't help anyone."

Moderator: What do you think of today's technological resources for entrepreneurs?

Indra Nooyi: "You're incredibly lucky. Online courses and smartphones provide endless learning opportunities. The challenge is filtering the abundance of information to focus on what matters."



Moderator: Can you elaborate on "performance with purpose"?

Indra Nooyi: "Performance and purpose go hand in hand. Encourage people to connect deeply by imagining every child as their child and every farmer as their family. This mindset reinforces commitment."

Moderator: What shifts do you foresee in IT?

Indra Nooyi: "Companies must move beyond labor arbitrage to add value. Indian IT firms will need to rethink their models, and IT professionals here should focus on being valuable partners to larger companies."



SPOTLIGHT

INDRA NOOYI

FORMER CEO AND CHAIRMAN
PEPSICO

Moderator: How should leaders approach AI integration?

Indra Nooyi: "Leaders need to understand AI's potential and human impact. Start small, retrain employees, and focus on integrating AI responsibly for both productivity and people."



Moderator: How did you handle public pressure as CEO?

Indra Nooyi: "The media attention was intense, but my focus remained on the company's success. My role was to uphold the vision and standards, which kept me grounded."

Moderator: What are the keys to revenue growth in today's dynamic market?

Indra Nooyi: "Align with the right partners and learn from bigger players. Growth today is not linear; collaboration and complementing strengths are critical."

Moderator: Looking back, how do you feel about today's tech advancements?

Indra Nooyi: "I wish we'd had AI and cloud services back then! These tools are transformative. Embrace them, but always prioritize purpose and people as you grow."



SPOTLIGHT

NARA LOKESH

HONORABLE MINISTER OF IT AND
EC GOVERNMENT
ANDHRA PRADESH

Moderator: Hon. Nara Lokesh, your vision for a "Resurgent India" has inspired many. Can you elaborate on this vision?

Nara Lokesh: "Resurgent India" is about positioning our nation as a global technology leader while ensuring inclusive growth. Andhra Pradesh is leading this transformation by establishing AI research hubs, building strong educational infrastructures, and creating policies that foster innovation. A notable initiative is the AI University in Vishakhapatnam, which will drive public-private collaboration, enabling entrepreneurs and students to innovate solutions for India and beyond.



Moderator: How do you plan to ensure this vision benefits even smaller towns and villages?

Nara Lokesh: Inclusivity is key. We aim to connect rural areas through digital platforms, enhance local education systems, and establish skill development centers. Every region must benefit from technological advancements to realize this vision fully.

Moderator: How can ITServe Alliance support Andhra Pradesh's growth as a tech hub?

Nara Lokesh: ITServe's network of experts can bring scalable, real-world solutions. The AI University, for instance, will serve as a knowledge hub where tech entrepreneurs and students can collaborate. Such partnerships amplify our vision for Andhra Pradesh as a tech hub and support India's technological advancement.



SPOTLIGHT

NARA LOKESH

HONORABLE MINISTER OF IT AND
EC GOVERNMENT
ANDHRA PRADESH

Moderator: As a leader with business and political experience, what advice would you give IT entrepreneurs?

Nara Lokesh:

1. Think Long-term: Create sustainable innovations that leave a lasting impact.
2. Foster Inclusivity: Empower talent across rural and urban areas.
3. Collaborate: Partnerships amplify the impact of technology-driven initiatives.



Moderator: How did you maintain resilience after setbacks, like the 2019 elections?

Nara Lokesh: Resilience is built over time. Losing in 2019 allowed me to reflect, reconnect with people, and reassess strategies. Listening to their concerns shaped our fresh approach, culminating in a historic win in Mangalagiri. Resilience isn't about avoiding failure; it's about learning and coming back stronger.



SPOTLIGHT

NARA LOKESH

HONORABLE MINISTER OF IT AND
EC GOVERNMENT
ANDHRA PRADESH

Moderator: Why is decentralized development important for Andhra Pradesh?

Nara Lokesh: Decentralized growth ensures balanced development. Andhra Pradesh is working to transform smaller towns into thriving hubs for sectors like manufacturing, education, and agriculture. Initiatives like improving local resources and creating skill centers are central to this vision, fostering growth across every region.

Moderator: What values from your grandfather, N.T. Rama Rao, influence your leadership?

Nara Lokesh: NTR believed in serving people, not ruling them. His humility, compassion, and focus on social justice inspire me to stay grounded, listen to the common man, and act on their concerns. These timeless values guide my leadership.



Moderator: What is your message for those shaping India's tech future?

Nara Lokesh: The future of India is bright, but it must be built collectively. Technology will drive this future, empowering individuals, creating jobs, and solving problems. Andhra Pradesh is ready to collaborate across sectors like AI, tourism, and education, building a transformative journey together.

HIGHLIGHTS

Visionaries Who Inspired the Audience at Synergy 2024

SPEAKERS LINEUP FOR SYNERGY 2024 KEYNOTE SPEAKERS - 2024



INDRA NOOYI
Former Chairman & CEO
PepsiCo



NARA LOKESH
Honorable Minister of IT & EC,
Govt. of Andhra Pradesh, India



RACHEL SKAFF
General Manager
Amazon Web Services (AWS)



CLARA SHIH
CEO
Salesforce AI



JOSHUA BROWN
CEO
Ritholtz Wealth Management

GOVERNMENT CONTRACTING PANEL



NAZERA DAWOOD



FRANCINE MORRIS



SUNDAR VAIDYANATHAN



JAY CHALLA

FINANCIAL PANEL



AMIN O KHATRI



VINEETH GOYAL



LES ROSENBLATT



THOMAS GONZALEZ

M&A PANEL



GEORGETT ANTHRAPER



DEREK BULLEN



JOHN C. LARSON



MARTIN BOROSKO



BAL JOSHI



KRANTHI PONNAM



PK RAM

LITIGATIONS AND CONTRACTS PANEL



VIJAY



RISHI AGRAWAL



PATRICK PAPALIA



JONATHAN WASDEN

PROCURECONNECT



LYSSA MARCOUILLIER



SEMONIE KONG



KEISHA STEPHENS



FRANCK NOEL



ASHISH MEHRA



DANIELLE A DAVIS



KAREN MAAROUF



APARNA SINGH



SUBHASHINI PANYAM



ANITHA ASRANI



STEVEN LIVINGSTON



NATALIE JAVID

IMMIGRATION PANEL



SHEELA MURTHY



SANTOSH SOMIREDDY



MATTHEW MINOR



BHANU B. ILINDRA



NARESH GESH



NAVDEEP MEAMBER

ITSERVE CROSS-BORDER IT INNOVATION



SHRI PRIYANK
KHARDE



K. LAKSHMINARAYANAN



B V NAIDU



SANJEEV GUPTA



JAG BADWAL



ROBERT MCCROSSAN



JAYESH RANJAN

BREAKOUT SESSIONS



ERIK THORNBORG



GIRI DEVANUR



ASHWIN BHARATH

ITSERVE AWARDS 2024

WINNERS

FASTEST GROWING COMPANY - LARGE SCALE



Ruri Software Technologies LLC



KK Associates LLC



Droisys INC

FASTEST GROWING COMPANY - MEDIUM SCALE



VRN Technologies LLC



InCom Technologies



Cloud and Things

FASTEST GROWING COMPANY - SMALL SCALE



Fixity Technologies LLC



Stratagem
Consulting LLC



Raks Group LLC

STARTUP CUBE SYNERGY 2024 TITLE WINNERS



Wear Tech
Detect - Predict - Protect



 **ev buddy.net**



COMPREGO.AI

A BIG CONGRATULATIONS TO ALL THE WINNERS

STARTUP CUBE TITLE SPONSOR

RAPIDiT

Bridging People and Technologies Together

STARTUP COMPETITION PRIZE SPONSOR

Station-S

Atlanta | Austin | Bay Area | Charlotte | Chicago | Columbus | Dallas | Detroit | DMV | Florida | Houston | Los Angeles
Maryland | Minneapolis | New England | New Jersey | New York | Philadelphia | Phoenix | Raleigh | Seattle | St. Louis | Tennessee

ITSS MEMBER BENEFIT



A PCF COMPANY



ITServe Services
Enriching Member Benefits

ITSS CAPTIVE

ITSS Launches New Member Benefit -
Captive Health Insurance
in collaboration with AIS Insurance Services – A PCF Company

Benefits of Captive Health Insurance



- **Cost Control:** more easily control insurance costs by customizing policies
- **Financial Incentives:** surplus funds may be returned to member companies
- **Risk Management:** greater transparency and control over healthcare risks
- **Long-term Stability:** provide businesses greater stability with one plan
- **Lower Renewal Cost:** reduced costs possible at every renewal cycle
- **No Change of Network:** if plans remain the same, the network also remains the same
- **Dedicated Concierge:** speedy concierge service to address inquiries from members

Contact our team at AIS for more

202-301-9356 • marketing@aisusainc.com

ITSERVE MEMBER BENEFIT



ITServe Alliance
Empowering Local Employment

SPECIAL OFFER FROM DICE

FOR NEW CUSTOMERS:

Exclusive Access: Free Dice access for 2 Months or Partner Annual Promotion.

Partner Annual Promotion: Double the value of the product at half the price (applicable for the 1st year only, non-renewable).

FOR EXISTING CUSTOMERS:

Loyalty Reward: Receive a promotional credit of up to 10% of your annual spending. This credit can be used towards any promotional products (no discounts on the original pricing).

For More Info Contact:

Siva Moopanar
+1 (847) 323-3015

Bala Shan
+1 (732) 979-3500

E-Mail: benefits@itserve.org

Atlanta | Austin | Bay Area | Charlotte | Chicago | Columbus | Dallas | Detroit | DMV | Florida | Houston | Los Angeles | Maryland
Minneapolis | New England | North Jersey | New York | Philadelphia | Phoenix | Raleigh | Seattle | St. Louis | Tennessee

OCTOBER ACTIVITIES



NATIONAL

New York Chapter Launch - In-Person held on 14th Oct

ITServe Alliance celebrates the launch of its 23rd chapter in New York! Inspiring keynotes and talks marked this milestone as we expand our footprint. Thank you to all who made it a success!

WEBINARS

ITServe Sponsor Webinar by Anil Grandhi - Virtual held on 4th Oct

The Speaker for the event was Anil Grandhi shared insights on Are you compliant with India's statutory requirements? We cover Income Tax, GST, Transfer Pricing, 24 statutory filings (monthly, quarterly, annual), audits, financials, and ROC compliance.

ITServe Webinar on Benefits by Bala Shan & Manohar Kasagani - Virtual held on 8th Oct

The Speakers for the event are Sive Moopanar, Bala Shan & Manohar Kasagani shared insights on Current Benefits from ITServe

ITServe Webinar on ITSS Launches New Member Benefits - Virtual held on 16th Oct

The Speakers for the event are Deepak Sharma and Tyzer Evans shared insights on New Member Benefits and Your blueprint for better benefits.

Synergy Grand Sponsor Honer Homes Webinar - Virtual held on 17th Oct

The Speaker for the event was Yenugu Swapna Kumar shared insights on Explore the Services and Offerings of Honer Homes.

ITServe Platinum Sponsor Webinar by Murali Talluri - Virtual held on 22nd Oct

The Speakers for the event are Murali Talluri and Jeremy Bogue shared insights on A Deep Dive into Level Funded and Fully Insured Plans.

OCTOBER MONTHLY MEETINGS UPDATES

AUSTIN CHAPTER

Austin Chapter Monthly Meeting - In-Person held on 16th Oct

The Austin Chapter Monthly Meet event created an opportunity for in-person networking, and everyone spent a memorable day together.

BAY AREA CHAPTER

Bay Area Chapter CSR Activity - In-Person held on 18th Oct

The Bay Area Chapter CSR event created an opportunity for in-person networking, and everyone spent a memorable day together & knowledge on cyber security activities

DALLAS CHAPTER

Dallas Chapter Monthly Meeting & workshop - In-Person held on 16th Oct

The Speakers for the event are Shereen El Domeiri, Brian Farlow, Todd Moore, Chand Pavathaneni & Geetha Dammanna shared insights on Featuring a session on business law litigation led, valuable immigration updates.

Dallas Chapter CSR Activity - In-Person held on 19th Oct

ITServe Alliance Dallas Chapter CSR Activity at NTFB made a significant impact, with our volunteering team contributing \$5,000 to NTFB. Thank you, team for your dedication in making this a success. We look forward to catching up soon for more impactful events.

CHICAGO CHAPTER

Chicago Chapter CSR Activity - In-Person held on 23rd Oct

The Chicago Chapter CSR event created an opportunity for in-person networking, and everyone spent a memorable day together & CSR Activity presenting the STEM scholarship to harper college.

ITSERVE OCTOBER CSR ACTIVITIES

ITServe Dallas Chapter CSR Activity

ITServe Alliance Dallas Chapter CSR Activity at NTFB made a significant impact, with our volunteering team contributing \$5,000 to NTFB. Thank you, team for your dedication in making this a success. We look forward to catching up soon for more impactful events.





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IMMIGRATION NEWS

Understanding the U.S. Employment-Based Visa Categories and Challenges for Indian Applicants

The U.S. employment-based (EB) visa system offers various pathways for professionals seeking opportunities in the country, but the process can be daunting, particularly for Indian applicants. Divided into several categories – EB1, EB2, EB3, and EB5 – these visas cater to different types of employment and skill levels, each with specific requirements and challenges.

The EB1 visa is designed for individuals with extraordinary abilities, such as highly accomplished professionals in fields like science, arts, or business, as well as outstanding professors, researchers, and multinational executives....

[Click to Know More](#)



US November Visa Bulletin: Key Updates for Indian Applicants in Family and Employment-Based Visas

The U.S. Department of State's Bureau of Consular Affairs has issued the November 2024 Visa Bulletin, providing critical updates for green card applicants. While no significant changes occurred in the employment-based visa categories compared to October's bulletin, Indian applicants in family-sponsored visa categories saw some advancements.

Key Changes for Indian Applicants

In the family-sponsored visa category, Indian applicants saw some movement in the F4 category, which applies to siblings of U.S. citizens. The Final Action cutoff dates for India moved forward by one week.....

[Click to Know More](#)

MEMBER BENEFITS

ITServe is providing excellent benefits to members. The benefits team continuously works to enhance benefits for members. Here are some Benefits below that can help:

- ADP Payroll discount of 60%
- MS Office 365 Business basic \$1.8 per month for User MS Office 365
- Business Standard \$12 per month for user
- Comprehensive Smart Pack with Fed and drug test \$72.43 from USA Facts
- No out-of-pocket fee! No retainers or hourly rates for Collection Agency

Please feel free to reach the benefits team by E-Mail: benefits@itserve.org



“SPORTS & WELLNESS” Program at ITServe Alliance

Staying FIT physically and mentally is the key to keeping pace with the fast-paced world we all live in as entrepreneurs. Being fit and healthy goes without saying to make a difference in our professional and personal lives and maintain balance.

As you all know, the pandemic has taught us the importance of being healthy and its impact on our lives, our families, the well-being of the employees, and the overall organization in general. Some of the benefits we envision through these physical activities and staying engaged will:

- Instill discipline, confidence, team bonding & building, co-existence in a fun-filled environment.
- Help to improve both mental & physical health.
- Enhance member engagement at ITServe through sporting events.
- As the saying goes, healthy minds have more and make a positive contribution to their communities.

ITServe is excited to announce a new initiative to help our members relieve some stress from day-to-day activities by introducing a sports and wellness program. The program in the inaugural year will have Badminton, Cricket, Golf, Table Tennis & Volleyball with Yoga. Complete program details will be published soon.

ITSERVE ALLIANCE - WHAT ARE YOU GETTING FOR \$1000 MEMBERSHIP FEES?

**BECAUSE OF INCREASE (\$500) IN MEMBERSHIP FEE
ITSERVE WILL NOT FUNDRAISE FOR
PAC (POLICY ADVOCACY) & CSR.**

\$300 goes to PAC (Policy Advocacy):

- » Salary to Monte Ward (Government liaison officer)
- » Salary to Jon Wasden (Litigation Attorney)
- » Challenge the upcoming immigration reform which will ELIMINATE our current consulting model.
- » Passing of HIRE ACT
- PARTIAL LIST OF PAC ACHIEVEMENTS**
- » 3 years of H1B approval
- » Removal of Neufeld Memo/Client letter/Itinerary
- » Opposed OPT/CPT third-party placements
- » H1B lottery rule change
- » Historic ITServe memo
- » Reduced 221(G) at the consulates
(Savings: Several thousands of USD)

\$200 to CSR:

STEM:

- » Support local employment via
 1. Scholarships
 2. Training &
 3. Foster startups.
- » Lawmakers are appreciating and supporting this program

NON-STEM:

- » Getting closer to local communities
- » Convey to the public about our contribution to this country
- » Get ground level support to our high skilled immigration policies
(Savings: Several thousands of USD)

ITSERVE ALLIANCE - WHAT ARE YOU GETTING FOR \$1000 MEMBERSHIP FEES?



* - Intangible benefits. We are currently working with other national brands. If you have any questions or leads please contact us via email benefits@itserve.org or call our team members.

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- Enjoy up to 12 months free* when you purchase a 401(k) plan
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Membership



For Membership Visit:

www.bit.ly/ITServeMembershipApplication

PR & MEDIA TEAM

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Governing Board Chair 2024



Jagadeesh Mosali

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Anju Vallabhaneni

President Elect



Suggestions:

Please feel free to E-Mail us at PR@itserve.org

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Chair - PR & Media
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Sridhar Reddyreddy

Chair - PR & Media
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