SEPTEMBER 2010 / RS. 100 VOLUME 01 / ISSUE 09





MEDIA FOR THE NEXT GENERATION OF CIOS

INSIGHT: The Emergence of Liquid-cooled data centre

INSIGHT: Social Media debuts on the enterprise space

INTERVIEW:

TECH TALK The security driven enterprise Pg 51

IDISASTER

A SURVIVAL GUIDE ON HOW TO MITIGATE **DISASTER AND** REBOUND FROM IT Pg.10

THE PRAGMATIC DREAMER

"The daily grind of hard work gets a person polished. Whereas an emptybellied hype leads nowhere, especially in the long-run," believes Berjes Eric Shroff, Manager-IT, Tata Services

BY JATINDER SINGH

harles Schulz, an American cartoonist, once pointed out that life was like a 10-speed bicycle. And that most of us don't learn to use all its gears.

However, you can't say the same about Berjesh Eric Shroff, Manager-IT, Tata Services. He was fortunate enough to pick up the "right gear" at the "right age". A keen traveller, Shroff dreamt of a career in aeronautical engineering—without realising that his calling lay elsewhere.

"Some time in 1984-1985, during a Christmas vacation, NICE computers conducted a course in my school. I was in Class X then. Before the course, I had wished to study aeronautical engineering. However, the lessons changed all that. It was the beginning of my love affair with computers. Programming excited my mind," he admits.

"When my father was transferred to the UK in 1986, I went on to study computers there. My journey since then, has been interesting to say the least," he adds.

Having started his career with Procter and Gamble (India), where he worked for its IT department, Shroff quickly changed direction and became a computer teacher. Soon, Lady Luck saw him travel to Canada to work as a computer programmer—both at Toronto and Vancouver. But, his parents' illnesses brought him back to his homeland.

"I returned and started working as a freelancer. During one of my assignments with Tata Services, I was offered a permanent job-to set up an IT department for the firm's Bombay House headquarters," he recollects.

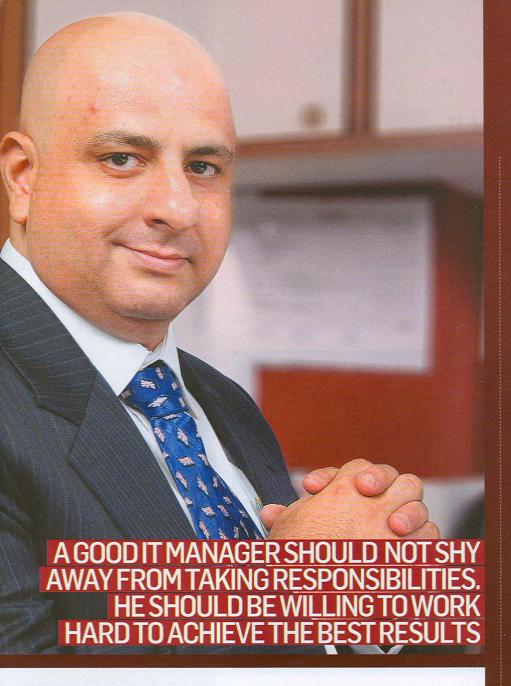
Since he had the experience of setting up an



Work hard, upgrade your skills constantly and reasearch







IT department previously for Procter & Gamble-Godrej joint venture, Shroff knew that he was the right person for the job. And hence he accepted the challenge.

Hard work, for him, is the only way to accomplishing a dream. He believes that the daily grind gets a person "polished", whereas "empty-bellied hype" leads nowhere, especially in the long run. "In these times, hype is important, especially if you wish to get noticed. But, I am terrible at it," he admits, laughing.

It is this dash of humour and his critical eye that keeps him calm, even in the most adverse of circumstances. He deeply admires his late maternal grandfather. "He grew up in a poor family in a remote Indian village with seven brothers and sisters.

His hard work and dedication led him to become India's first actuary."

But Shroff is not all work and no play. He loves to relax with a good book and admires works of authors such as Jack Canfield, Brian Tracy and Rashmi Bansal. "Reading books is like taking a vitamin pill. It instills instant energy and fuels my dream of becoming an entrepreneur one day," he admits.

Unlike others, Shroff has no qualms admitting that he is ambitious—he does dreams of having the title of a CIO one day. "It's tempting. I would either like to be a CIO, or a VP, or a Director—IT for a reputed organisation. Or, run my own IT security consultancy and training firm," he asserts.

FACT FILE

NAME BERJES ERIC SHROFF

CURRENT DESIGNATION MANAGER – INFORMATION TECHNOLOGY (IT), TATA SERVICES

CURRENT ROLE
HEAD OF IT DEPARTMENT
AND RESPONSIBLE FOR IT
SECURITY :

EXPERTISE
IT SECURITY.
NETWORKING.
WEB-BASED SOFTWARE
DEVELOPMENT

STRATEGIC IT PLANNING AND ALIGNING IT WITH BUSINESS NEEDS

PROJECT MANAGEMENT

VENDOR MANAGEMENT

WORK EXPERIENCE 1996 – PRESENT MANAGER-INFORMATION TECHNOLOGY, TATA SERVICES (INDIA)

1995 - 1996 SOFTWARE DEVELOPMENT AND IT TRAINING FOR ROYALTECH COMPUTERS IN TORONTO

1993 – 1995 CONSULTANT -MANAGEMENT SYSTEMS, PROCTER AND GAMBLE INDIA

CERTIFICATIONS
CERTIFIED INFORMATION
SYSTEMS AUDITOR (CISA)

ITIL V3ISO 27001

TSO 27001 LEAD AUDITOR