

## VENDORS' GAME PLAN



### Lessons learnt from 2001:

- ›› Don't go for steep price cuts
- ›› Don't chase volume alone at the cost of margins
- ›› Continue to invest in people and processes
- ›› Make acquisitions when assets are relatively cheap

### What is different now:

- ›› Unlike 2001, IT firms boast a diversified revenue base. Geographical spread as well as new verticals such as BPOs and consulting will hedge pricing pressures
- ›› Customers are better prepared this time