22nd STAR NITE AWARDS 2023

Friday, 17th November, 2023, Hotel Le-Meridien, New Delhi

Theme: Partner First to Partner Priority

EVENING SESSION

1542+ Attendees   25+ Cities   30+ Speakers

MORNING SESSION

"PARTNER FIRST TO PARTNER PRIORITY" HITS THE HEADLINES OF THE IT INDUSTRY

(L - R): Mr. Pradeepta Mishra, Co-Founder & Chief Architect- Data Safeguard Inc; Mr. Amod Phadke - COO & Director Contentverse & Director Computhink India ; Ms. S Mohini Ratna, Editor-VARINDIA; Col Suhail Zaidi (Retd), Director General- MAIT; Mr. Devesh Rastogi, President, FAIITA; Dr. Deepak Kumar Sahu, Editor-in-chief-VARINDIA; Mr. Alok Gupta, President- PCAIT; Ms. Lata Singh, Partner- GIC Strategic Partner Leader- IBM Consulting; Mr. Deepak Sar, Distribution & Alliance Director- Hitachi Vantara; Dr. Biswajit Mohapatra, Head of Customer Solutions Management (CSM)- AWS; Mr. Darsshan Somaiya, Head Strategic Partner & Alliance. - Hitachi Vantara; Mr. Suchit Karnik, Chief Operating Officer-RAH Infotech and Dr. Sushil K. Meher, Head IT- AIIMS

The StarNite Awards 2023, held on 17th of November at hotel- Le Meridien, New Delhi, brought together a distinguished gathering of technology leaders from across the country to celebrate the achievements of India's IT industry. The event featured insightful discussions, keynote addresses, and presentations highlighting the transformative impact of technology.

The Star Nite Awards(SNA) was opened with a welcome note by VARINDIA Chief Editor Dr. Deepak Kumar Sahu where he acknowledged the opportunities for VARs and Partners in the country . He also discussed the opportunities for partners such as rapid digitization, the aging IT infrastructure, the screenless ecosystem, and the emergence of the AI and Gen AI. He has also emphasized the dynamic and challenging landscape of the IT industry, driven by innovations such as cloud computing and artificial intelligence. The convergence of connectivity and cloud technologies was identified as a significant growth opportunity for Value Added Resellers (VARs) and Managed Service Providers (MSPs).

The morning session commenced with a traditional lamp lighting ceremony led by Dr. Deepak Kumar Sahu, Publisher-VARINDIA, and esteemed guests from the industry, including Darsshan Somaiya, Head Strategic Partner & Alliance- Hitachi Vantara; Col. Suhail Zaidi (Retd), Director General-MAIT; Deepak Sar, Distribution & Alliance Director- Hitachi Vantara; Suchit Karnik, Chief Operating Officer-RAH Infotech; Lata Singh, Partner-GIC Strategic Partner Leader- IBM Consulting; Dr. Biswajit Mohapatra, Head of Customer Solutions Management, India and South Asia-AWS; Pradeepta Mishra, Co-Founder & Chief Architect- Data Safeguard Inc.; Devesh Rastogi, President, FAIITA; Champakraj Gurjar, President- TAIT; Alok Gupta, President-PCAIT; S. Mohini Ratna, Editor-VARINDIA and many other dignitaries.

The summit kick-started with an industry address by Devesh Rastogi, President-FAIITA, who was the first speaker on the opening day of SNA. He addressed the gathering with his welcome address and the keynote address was given by Col Suhail Zaidi (Retd), Director General- MAIT on the topic "Partner First to Partner priority". He started his session emphasising on the evolution of the IT industry and channels. The core focus of his session was on elevating the customer experience from the partner's point of view.

The morning session witnessed Channel Empowerment Session, where Deepak Sar, Distribution & Alliance Director-Hitachi Vantara moderated the Panel discussion session. The panelist who joined the session were Darsshan Somaiya, Head Strategic Partner & Alliances - Hitachi Vantara; Suchit Karnik, Chief Operating Officer-RAH Infotech and Jay Sengupta, V.P.(Sales)- PC Solutions Pvt Ltd.

The Corporate Presentations featured key industry players, including Dattatray Katkar from Allied Telesis and Pradeepta Mishra from Data Safeguard Inc. shared their expertise on data security, privacy, and cloud solutions.

The first panel discussion session was held among the leaders of IT Associations. The session was moderated by Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA. The panelists joined the session were : Alok Gupta, President-PCAIT; Champak Gurjar, President – TAIT; Prashant Jain, Chairman ISODA; Navin Gupta, General Secretary- FAIITA; Praful Desai, Member- FITAG-AHMEDABAD and Puneet Singhal, President-CMDA(Delhi).

The afternoon session continued with engaging presentations by industry leaders such as Maj Gen Rajesh Arya, Sr. Consultant and Head Business Development and Training, CP Plus, Piyush Verma, Partner Account Manager, North & East India, Kaspersky; Vikas Jain, Manager - Systems Engineering, India Channel, Nutanix; Amod Phadke, COO & Director

Contentverse & Director, Computhink; Vikas Awasthi, Director, Government & PSU (India & SAARC) - Check Point and Dinesh Kumar, Sales Director-India & SAARC from SOTI.

Panel discussions with VAR community leaders added depth to the discussions on business transformation and industry trends. The First Panel discussion, moderated by Dr. Deepak Kumar Sahu, provided valuable insights into the challenges and opportunities in the IT industry. The panelists joined the session were: Anant Berry, National Distribution Manager-Red Hat India; Ganesan Arumugam, Director-Channel Sales- India & SAARC- NetApp; Kapil Sarin, Country Marketing Leader, Software-IBM India; Sanjay Chaudhary, VP-Marketing-Lentra; Nagesh Belur- CMO- I Value Group and Pawan Awasthi, Head Of Marketing- NVIDIA India.

The afternoon session unfolded with a dynamic display of insights, discussions, and accolades, captivating the audience with a spectrum of industry perspectives and innovations. The session commenced with an engaging panel discussion, moderated by Dr. Deepak Kumar Sahu, Chief Editor of VARINDIA, featuring senior leaders from the VAR community. The insightful discourse delved into the latest trends, challenges, and opportunities shaping the technology landscape. The panelists joined the session were: Gurpreet Singh, Founder and MD- Arrow PC Networks; Manasi Shah, Director- Macow infotech; Sewak Nautial, Managing Director- Spark Technologies; Vishal Bindra, CEO- ACPL Networks and Altaf Halde, Sr. V.P.-Network Intelligence Pvt. Ltd.

Following the panel discussion, the stage witnessed presentations from industry giants, Pure Storage and Fortinet. Jithesh Chembil, Head Channel -India- Pure Storage, and Rajeev Abichandani, Sr. Channel Manager - India & SAARC, Key Partners, Fortinet, shared profound insights into channel-focused business strategies, and cutting-edge approaches to

cybersecurity, respectively.

The highlight of the afternoon session was the announcement of the "Eminent VARs of the Year 2023 Awards." With 18 distinct award categories, the event celebrated excellence and innovation in the Value-Added Reseller (VAR) community.

After that Dell Technologies took the spotlight with a presentation by Amol Srivastava, Director-Channels, offering valuable insights into the channel business, marking a significant contribution to the enriching session.

The afternoon session culminated in the felicitation of Channel Chief in the Indian tech industry. S Mohini Ratna, Editor VARINDIA, provided an overview of the revolutionary impact of Channel Chiefs in bringing technology and partner ecosystems together. As the afternoon session drew to a close, attendees were invited to a short tea-break, setting the stage for the highly anticipated evening session of the 22nd VARINDIA Star Nite Awards 2023.

The evening session of the StarNite Awards 2023 witnessed a convergence of industry luminaries, thought leaders, and technology enthusiasts, marking a spectacular showcase of insights, recognitions, and visionary talks. The session commenced with an invigorating welcome address by S Mohini Ratna, Editor of VARINDIA, who set the stage for the evening by delving into the Channel Leadership Survey 2023 and providing an overview of the Indian IT Industry. Her address provided valuable context for the awards and discussions that followed.

A moment of solemnity followed with the Lamp Lighting Ceremony, presided over by Dr. Deepak Kumar Sahu, Publisher and Editor-in-chief, and joined by esteemed dignitaries, including S. N. Tripathi, Director General- IIPA, Govt. Of India; Dr. Pankaj Dikshit, CTO-GEM; Dr. Rishi Mohan Bhatnagar, President-Lava International; Sanjiv Krishen, Chairman Of the Board- IRIS Computers Ltd. ; Dr. Biswajit Mohapatra, Head of Customer Solutions Management (CSM)- AWS; Darsshan Somaiya, Partner sales Organisation- Hitachi Vantara; Ganesan Arumugam, Director- Channel Sales-India & SAARC- Netapp; Amol Srivastava, Director, Channels North- Dell Technologies India; Jithesh Chembil, Head Channel -India-Pure Storage; Rajeev Abichandani, Sr. Channel Manager - India & SAARC, Key Partners, Fortinet; Dattatray Katkar, Head of Business, India & SAARC- Allied Telesis; Amitansu Satpathy, Group Managing Director, Best

Power Equipments; Rajesh Goenka, CEO-Rashi Peripherals Ltd. and other distinguished personalities.

The highlight of the evening was the unveiling of the "Channel Policy Hand Book". This initiative celebrates corporates transparently sharing their channel-friendly policies, fostering a culture of openness and collaboration within the industry.

Rajesh Goenka, CEO- Rashi Peripherals Ltd., shared his vision for the Indian VARs and Partners, emphasizing the role of the partner ecosystem in serving the industry. The session continued with engaging moments of interaction, including a thought-provoking question-and-answer segment, where attendees had the opportunity to test their knowledge on crucial concepts in cyberspace.

S. N. Tripathi, Director General- IIPA, Govt. of India, shared his insights on protecting against the increasing cyberattacks, providing valuable guidance to the audience. Dr. Pankaj Dikshit, CTO, Govt. e-Marketplace enlightened the audience on the Government e-Marketplace (GeM) and its role in enhancing transparency, efficiency, and speed in public procurement.

A series of enlightening speeches followed, featuring industry leaders such as Dr. Rishi Mohan Bhatnagar, President - Lava International Limited and Darsshan Somaiya, Partner sales Organisation- Hitachi Vantara. The Thought Leadership roundtable provided a glimpse into the present and future technologies endorsed by their respective organizations.

The evening reached its pinnacle with the announcement of the Lifetime Achievement Award, conferred upon Sanjiv Krishen, Chairman Of the Board- IRIS Computers Ltd. A pioneer in the IT industry with over 48 years of experience, Krishen received the prestigious honor for his exceptional contributions to the sector. The session concluded with the recognition of Chief Marketing Officers (CMOs) of the year 2023-24, and Channel Leadership Survey Awards acknowledging the pivotal role they play in driving the adoption of emerging technologies.

The VARINDIA StarNite Awards 2023 promises to be a landmark event, celebrating the heroes of the IT industry and recognizing the innovative spirit of Made in India companies. The StarNite Awards 2023 provided a platform for networking, knowledge sharing, and recognition of excellence in the Indian IT industry.

DR. DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF
VARINDIA

"Data privacy is indeed crucial for businesses that handle sensitive customer information, such as Personal Identity Information (PII). With the increasing reliance on digital technologies and the growing threat of cyberattacks, it is essential to implement robust security measures to protect this valuable data from unauthorized access, theft, or misuse. By implementing various data privacy practices, businesses can minimize the risk of data breaches, protect their customers' sensitive information, and enhance their reputation as trustworthy organizations. Cyber security is one of the most pressing and challenging issues, and opportunities in today's time.

India's IT industry is huge. The Indian IT market is worth US\$235 billion, which makes it the second largest IT market in Asia after China, and the seventh largest in the world. The IT industry employs more than 4.5 million people in India. The Indian IT industry is expected to grow at a rate of 7.5% per year to reach US\$350 billion by 2025."

S MOHINI RATNA
EDITOR, VARINDIA

"In today's competitive landscape, partners are no longer just sales channels; they are strategic allies that can help businesses achieve their goals. Today's theme "Partner First To Partner Priority" is the need of the hour. Businesses need to put their partners first in order to succeed in the digital era. This means providing partners with the resources, training, and support they need to be successful. It also means working closely with partners to develop and deliver innovative solutions. Technology has revolutionized every aspect of our lives, including how we do business. From online transactions and virtual currencies to cloud computing and cybersecurity threats, the world of finance is now largely governed by cutting-edge technologies. But with this incredible progress comes with a whole new set of legal challenges that can make or break your business. With increased digitization, comes increased vulnerability to cyber threats such as data breaches and hacking attempts. With more and more sensitive information being stored and shared online, hackers have found new ways to exploit vulnerabilities in systems and steal valuable data. This not only puts a company's confidential information at risk but also damages its reputation and can result in financial losses."

CHANNEL EMPOWERMENT SESSION
HITACHI VANTARA and RAH INFOTECH

The Channel Empowerment session saw a discussion which was joined by Darsshan Somaiya, Partner sales Organisation- Hitachi Vantara; Suchit Karnik, Chief Operating Officer-RAH Infotech and Jay Sengupta, Asst. Vice President – P C Solutions. The session was moderated by Deepak Sar, Distribution & Alliance Director- Hitachi Vantara. The discussion tried to bring a 360 degree perspective on the channel-vendor equation, in which Hitachi Vantara brought together the OEM, distributor and the reseller together on the same platform.

While opening this session, Deepak Sar highlighted how in his 28 years of working with the channel has built a warm rapport with the partners. "What's the difference between a Partner first and Partner Priority? Partner Priority would mean that you are invested with the partner emotionally that you are working with. And that's exactly how a Partner Priority comes in when we are talking about the reseller market. You are not only invested from the perspective of making sure that the capability and the capacity of the partner is raised by investing emotionally, but you also build a connect."

Darsshan Somaiya talked about how partners are an important asset of the organization. "Hitachi Vantara echoes the same sentiment that VARINDIA has aligned this event with – partner priority. Our emotions are very much connected with all the partners across the country and the SAARC region. When we say emotions, both Deepak Sar and myself coined this around 40 months back that we will take interest in the people in our partner organization. We have always taken interest in the people in the OEMs but when we go a step further by connecting ourselves with the people in the partner organizations. That is the philosophy that guides Hitachi when it comes to channel - whether it is our value added distributors or value added resellers. During the pandemic we have seen how the VARs who went out in the field on behalf of OEMs, while the latter worked from home. They were the frontrunners and this is why we get emotionally involved with them and enable and empower them more with technology. For us partners are at the forefront to solve any kind of customer challenges around data, compute or back-up."

Suchit Karnik spoke about the fabric which is pulling the company into the investments that Hitachi Vantara is making. "As a distributor or as a value added distributor, we absolutely have a direct or deliberate dependency on channel partners. And we would like to always exercise that, we will always want to have our dependency directly on the Channel community. What we intend to do from a Hitachi Vantara perspective is that we want to build the capacity, skillset of the resellers by means of transferring knowledge from the OEM to the partners. This will ensure that these partners become more and more independent and they don't need that back-end support. But we are always there to help and support our partners. Capacity building will be in terms of taking technical sessions with them, taking them to our demo centres, attending seminars, and so on. This is the way we try to instill confidence in our partners. In one tagline if I have to say - We want to be Mr Dependable for them."

Jay Sengupta spoke about why P C Solutions chose to partner with Hitachi Vantara as a partner. "We are a 35 year old organization. We have 10-12 OEMs with whom we have partnered. Just 8-9 months back, we spoke to Hitachi Vantara and decided to work together. What does a partner want today? For most of the OEMs, partners are incidental; they need a partner to execute a particular transaction. What we have found with Hitachi Vantara is that they are partner sensitive – they understand what the partners' capability is technically, financially but most importantly they look at partner profitability. This is the reason why we invested in Hitachi Vantara."

(Left to Right): Praful Desai, Member- FITAG (AHMEDABAD); Prashant Jain, Chairman – ISODA; Dr Deepak Kumar Sahu, Editor-in-Chief, VARINDIA; Alok Gupta, President – PCAIT; Champak Gurjar, President –TAIT; Navin Gupta, General Secretary- FAIITA; and Puneet Singhal, President - CMDA (Delhi)

DISCUSSION ON BURNING TOPICS BY IT ASSOCIATION LEADERS

The leading IT association Heads and members came together for a session to address some of the burning topics concerning partners in the country. Joining the session as panellists were Navin Gupta, General Secretary- FAIITA; Alok Gupta, President – PCAIT; Champak Gurjar, President –TAIT; Prashant Jain, Chairman – ISODA; Praful Desai, Member- FITAG (AHMEDABAD); and Puneet Singhal, President - CMDA (Delhi).

Dr Deepak Kumar Sahu, Editor-in-Chief, VARINDIA, who moderated the session, highlighted the crucial role the IT Assciations across the country have been playing in resolving issues not only among the partners locally, but also with the Corporates and Regulators in the country. "IT Associations have been instrumental in providing a platform for partners to come together, network, and share best practices. They have also been effective in advocating for the interests of the IT industry with the government and regulators. In addition, IT Associations have played a key role in resolving disputes between partners and IT corporates. They have also helped to develop and implement industry standards and codes of conduct."

Navin Gupta spoke on issues concerning GST. "While there is good news that the govt. would soon bring some modifications to the ecommerce policy, there is also a big challenge with GST (Goods & Services Tax) which I believe everyone is facing. The implementation of the GST in India was aimed at simplifying the tax structure, enhancing transparency, and boosting economic growth. However, the journey has not been without hurdles. The challenges faced by trade in India concerning GST and other taxes highlight the need for continuous reforms and improvements -

- **Complexity of GST Compliance** - The introduction of multiple tax slabs has made GST compliance complex for businesses, especially for those dealing with products falling into different tax brackets. Regular changes in GST rates and compliance procedures also create confusion and compliance challenges for businesses, leading to operational inefficiencies.
- **IT Glitches**: Technical glitches in the GSTN portal have been a recurring issue, causing delays and hindering smooth filing of returns.
- **Cumbersome Return Filing**: The multiple forms and the intricate process of filing GST returns contribute to a significant administrative burden for businesses, particularly SMEs.
- **Delayed ITC Claims**: Businesses face difficulties in claiming Input Tax Credits due to delays in invoice matching and reconciliations, impacting cash flow and liquidity.
- **Increased Compliance** Costs: The need for specialized resources and software to navigate the complexities of GST compliance results in increased operational costs for businesses.
- **Legal Implications:** Businesses may face legal consequences due to inadvertent errors that cannot be rectified in the absence of a revised return submission mechanism.

Addressing these issues can contribute to a more business-friendly environment, fostering economic growth and ensuring the success of the GST regime. It is crucial for policymakers to consider feedback from businesses and work towards simplifying compliance procedures, reducing administrative burdens, and providing a more stable and predictable tax environment."

Alok Gupta spoke about how as the PCAIT President, he tries to look into solving partner issues. "PCAIT as an association consists of distributors, system integrators and retailers/resellers. All three of them face different challenges and we come up together as a family to address these issues, because at the end of the day we want to grow the market in a more conducive and competition-friendly way."

Champak Gurjar spoke on how he is trying to bring a difference to the partners doing business in Mumbai. "Among other things that we have done for the partners, the most recent is partnering with the Taiwan Govt. and allowing channel partners to apply for Gold Card (equivalent to Green Card in US), which will enable them to travel to Taiwan, stay there for six months and even opening an office there."

Praful Desai, among other issues, highlighted the LFR (Large Format Retail) issue. Both smaller and the big cities are faced with the issue of LFRs and FITAG tries to look into it by bringing up the matter before the vendors.

Prashant Jain pointed out how ISODA that represents the interests of the software partners of the country, tries to solve issues like software piracy, tiff with OEM & online retailers, as they keep coming.

Puneet Singhal cited that inter-partner disputes have reduced considerably. "The disputes that come to us are related to OEMs but they have also reduced. This is because they have started accepting some norms set by the OEMs."

Every individual needs to put 'Skin in the Game' to avoid cyber fraud

S. N. TRIPATHI
DIRECTOR GENERAL- IIPA, GOVT. OF INDIA

"When India is digitalizing at a speed and scale which we call population scale, we are leaving a lot of data in the open which is there for sale, re-sale, re-branding, re-packaging but that is also for the thieves and cyber fraudsters to misuse and create deep fakes. Today, we are leaders in zero cost transaction banking. One-tenth billion transactions happen on UPI every month. Had UPI been a publicly listed company, what could have been the value of shares of UPI, it could have been a trillion-dollar market. If NPCI charges only one paisa per transaction then they will get Rs 1600 crores per month as a transaction fee. We are handing over this much saving to every citizen of India when they do an UPI-based transaction. We thrive only when our customer thrives. Cybersecurity is one area where both buyer and seller get affected. When I am putting money in a bank, it is the job of the bank to keep it secure. If you put your money in a good or bad or third grade bank, it is the job of that bank to see that the money is secure all the time. Not only the bank but also the person who is supplying switches, servers etc., everybody's job is to see that the money remains safe and secure in the bank. It is not only the bank's reputation which is at stake, it is the digital landscape which is at stake in case the cyber fraudster makes more money and all of us are collectively cheated if the supplier does not take the responsibility. That is why 'Skin in the Game' for banking is as important for the suppliers and builders of technology as the bank itself."

GeM connects businesses with government buyers

DR. PANKAJ DIKSHIT
CTO, GOVERNMENT E-MARKET PLACE

"We are an e-marketplace that connects businesses with the government buyer. We have more than a lakh government buyers which procure goods and services from more than two million sellers. The GMV (Gross Merchandise Value) that we have for the last two-three years has grown exponentially. Last year we did more than two lakh crore GMV which is nearly two billion dollars and this year we have crossed it and the target is three lakh crores. We are there to enable businesses and the government to come to the electronic marketplace, the motto being inclusivity, transparency and efficiency. We are there as an electronic marketplace for you to meet, to sell and the government to buy. As of now, only a fraction of the government budget is utilized for buying products and services through the GeM portal. Going forward if the entire government machinery will start buying from GeM portal then imagine how efficient it will be. We have all kinds of products and services. We also control the ultimate beneficial owners and we promote SMEs, small industries and even the 'one district one product' kind of schemes. Going forward we hope to do much better, connect and enable more of you to sell goods and help government departments buy that."

FAIITA works in synergy with both partners and vendors to grow this industry

DEVESH RASTOGI
PRESIDENT- FAIITA

"The government of India has come up with a policy where it set up a National Traders Welfare Board on 19th July of 2023. Though it was the election agenda of the present government, but it has taken shape little late because of Covid situations. Interestingly, the Board has nine Joint Secretaries of the Govt. of India along with the channel fraternity of the IT industry. The entire representation of the IT industry will be there through us. VARINDIA will act as a vehicle through which the entire industry can get across their pain points that need to be addressed and I, being a Board member of this trader's body, will be able to help in this regard. FAIITA is a federation of close to 100 associations from all across the country covering every corner. The main role of FAIITA is to be a synergy with the IT industry and help each and every partner to prosper together with the vendors. So this federation of associations was perceived and constituted 10 years back to fight the menace of online. And that fight continues till date. With the change in the business landscape, we partners have realized that we will also have to change alongside. FAIITA has come up with a new B2C portal which is in direct competition with Amazon and Flipkart, called INDIA IT Mall. The portal is a brainchild of FAIITA and will go live in a fortnight. Every major brand like HP, Dell, Lenovo, ASUS is connected with us through this portal and I would like everyone's support as a buyer or a seller, to help us in growing this platform."

YouTube

The Indian IT industry has seen a consistent growth since 2017

COL. SUHAIL ZAIDI (RETD.)
DIRECTOR- GENERAL, MAIT

"The IT industry, which MAIT represents, depends on the growth of the domestic industry and the demand in the market apart from the various initiatives taken by the government. We believe that this sector consists of four dimensions within it – the first is the consumer electronics (laptops, smartphones), the IT peripherals (printers, scanners, keyboard), the networking & the communication equipment (router, modem, switches) and then IT components (semiconductors, chips). This industry has rapidly grown over a period of time and the present market is believed to be around $100 billion. This growth has been consistent since 2017 when the market was around $43 billion and has grown to $ 82 billion in 2022 with a CAGR of 15%. The government believes that this growth will further rise to $300 billion by 2026. Such is the potential of this IT hardware market. And when we talk about the IT hardware market, the IT software market also gets included in it. Also, exports from India has grown from $5 billion in 2017 to $15 billion in FY 2022, growing at a CAGR of 22%. Mobile manufacturing has increased and is expected to cross $100 billion in annual production from the current $30 billion. During the FY 2022-23 March-April, the export of electronic goods is recorded at $23.57 billion as compared to $15.66 billion in 2021-22, registering a substantial growth of 50.2%. So, these data implies that the IT hardware industry in the country is growing. A few years back, the software industry had seen a big boom, but the hardware industry saw a setback because of the policies back then. But now times have changed."

A glitch in network would mean a loss of business for the organization

DATTATRAY KATKAR
DIRECTOR ALLIANCE- ALLIED TELESIS

"Allied Telesis is an AI-enabled end-to-end network security company, headquartered in Tokyo. We have been operating in India from last seventeen years and has a presence in all tier I cities. There are already many OEMs present in the market and we understand that unless we bring any value addition to partners, we will lose track in this industry. In current scenario when most of the OEMs are struggling for deliveries, we can deliver the products in a much shorter timeline since we have in-house end-to-end design, develop and manufacturing capabilities. A common challenge that every CIO/CTO feels still persists is the absence of a management module or a seamless digital delivery. In today's time, if there is a network loss then it is a business loss for the organization. Because entire business is running on applications and entire applications are running on networks. So networks are like roads on which we run our cars. It thus plays a vital role in today's ecosystem of IT infrastructure for large enterprises and also the govt. vertical. We are talking today about seamless digital experience to our customers with world-class, on premise, as well as on cloud network AI technologies which brings simplicity, manageability and flexibility. No other OEM is giving that kind of a flexibility to the customer, as they would be given two management platforms and different OS. But Allied provides a single management platform. This will help partners and customers in several ways – the operational expenditure will go low, and they will relatively require less expertise to manage this whole platform."

There is a thin line between both data privacy and data security

PRADEEPTA MISHRA
CO-FOUNDER & CHIEF ARCHITECT- DATA SAFEGUARD INC.

"What is the different between data privacy and data security? While data security is about restricting unauthorised access to data – somebody who is not authorised to access a data should be prevented from accessing that data. But what is data privacy? Do you want your personal information to be made public by someone else or marketing or branding purpose, probably not? There are many data breaches happening globally, and we have seen data privacy laws coming up with the government of almost every country formulating policies and guidelines around it – like GDPR, CCPA. These laws are designed to protect privacy of personal information which is not supposed to be shared on public platforms. A recent incident of the leaking of Aadhaar data of 80 crore Indians on the dark web is a major cause of concern. So how can we protect the personal data? On 11th August, 2023, the Digital Personal Data Protection (DPDP) Act was passed and organizations have been given a period of 18 months to be compliant, failing which they will have to face a penalty. The penalty is fixed at Rs. 250 crores, irrespective of the revenue the organization is making. But the bigger question is how do Indian organizations become compliant to the DPDP Act. Many organizations are looking for consultants to guide them or mentor them of what they are supposed to do or how do they proceed to become compliant with this data privacy act. Globally we have cases where big organizations like Salesforce, Oracle, and Facebook have already paid a fine."

CP Plus's dedication providing innovative and reliable security solutions on a global scale

MAJ. GEN. RAJESH ARYA
SR. CONSULTANT AND HEAD BUSINESS DEVELOPMENT & TRAINING, CP PLUS

"With a visionary approach, CP Plus has achieved remarkable growth, expanding fivefold over the past five years and establishing itself as a household name. Over the last 15 years, the escalating demand for safety and security, fueled in part by the influence of social media and the global security landscape, has propelled CP Plus to the forefront. In response to this growing need, CP Plus strives to provide a sense of security to individuals and communities. CP Plus has experienced a surge in demand, exemplified by a substantial order of five and a half lakh security cameras from our partners. These cameras are slated for installation across India, catering to the security requirements of elections in five states over a fixed period. Demonstrating our commitment to meeting such demands, CP Plus boasts a robust manufacturing capacity of approximately 15 lakh cameras per month. In anticipation of heightened demand during the summer season, CP Plus proactively responded by establishing a cutting-edge factory with a staggering capacity of 16 lakh cameras per month. This facility now stands as the world's largest CCTV manufacturing unit outside of China. This significant leap in production capacity underscores CP Plus's dedication to providing innovative and reliable security solutions on a global scale."

Kaspersky's focus on Data Residency Solutions enhancing the efficiency of its cybersecurity framework

PIYUSH VERMA
PARTNER ACCOUNT MANAGER, NORTH & EAST INDIA- KASPERSKY

"Kaspersky's commitment goes beyond just providing access to source code; it involves a comprehensive strategy, collaboration with global entities, and a robust product line, ensuring holistic cybersecurity for diverse clientele. Our global outreach extends to safeguarding over 220,000 customers. In addition to collaborating with corporate, SMB, and consumer entities, we actively partner with global organizations like Interpol to combat cyber threats. In the realm of cybersecurity, our approach encompasses the triad of technology, people, and processes. Our product line is strategically segmented into three stages. Beginning with foundational products like Kaspersky Endpoint Security, we progress to advanced solutions such as Kaspersky Hybrid Cloud Security for workloads and Kaspersky Internet Gateway Security for network security. Our expertise extends to Endpoint Detection and Response (EDR), supported by certified professionals offering training programs ranging from penetration testing to reverse engineering and incident response. Our focus on Data Residency Solutions (DRS) and our capabilities on the network side, including Internet Gateway and email security, serve as integral components of our Holistic Detection and Response (HDR) solution. These components act as sensors, enhancing the efficacy of our cybersecurity framework."

Channel partners play a pivotal role to enhance productivity

VIKAS JAIN
MANAGER - SYSTEMS ENGINEERING, INDIA CHANNEL, NUTANIX

"Every modern company requires automation that can proactively engage machinery without relying on human intervention for data input or instructions. In the pursuit of market leadership, organizations are compelled to revamp their infrastructure, recognizing the critical role IT plays in contemporary business operations. The transformative process is indispensable for sustainable expansion; a failure to adapt hampers growth prospects. In the dynamic landscape of business, achieving growth is imperative to outpace competitors and avoid stagnation. Simultaneously, businesses are cautious about risk mitigation, preferring a measured approach to change implementation to avert potential disruptions. Striking a balance between growth and risk mitigation is crucial. Budgetary constraints present a significant challenge for organizations aspiring to grow. In the current business climate, every organization grapples with the necessity to achieve more with fewer financial resources. Additionally, the skill development of employees stands out as another hurdle. Organizations are increasingly seeking to enhance productivity within compressed timeframes. This is where channel partners play a pivotal role. In the past, infrastructure operated primarily either on-premises or remotely. However, the landscape has evolved significantly, with a multitude of new locations emerging for infrastructure deployment. The prevalence of SaaS applications, the establishment of branch offices, and the existence of local offices add layers of complexity to the contemporary business environment. This complexity presents an opportunity for channel partners, offering both technological solutions and services, to provide valuable support amid advancing business landscapes."

YouTube

Computhink celebrating Three Decades of Global Success, Innovation, and Partnership Excellence

AMOD PHADKE
COO & DIRECTOR CONTENTVERSE & DIRECTOR COMPUTHINK INDIA

"We take immense pride in our journey, having initiated our business operations in the US and Europe before expanding into India approximately three years ago. Our gratitude extends to our robust partner community, whose unwavering support has contributed significantly to our success, not only within India but on a global scale. Established globally for 30 years, our clientele has been with us since the inception of our operations. We place great emphasis on ensuring our partners receive unwavering support, fostering a mutually beneficial relationship. Our commitment to excellence is reflected in our expert-only service approach, tailoring support to specific customer requirements across various verticals. With expertise in computing and a formidable 29-year presence in the document management system sector, our success is intricately linked to the invaluable contributions of our partners and the evolving needs of our customers. The trademark of a paperless office has been our ownership for the past 29 years, a symbol of our enduring commitment to innovation. The last few years have witnessed the evolution of our products, guided by the dynamic requirements articulated by our customers. The global recognition of our enterprise version, Content Version Enterprise (CVE) 2023, has elevated us to the ranks of the top four companies globally, a source of immense pride, particularly in making a significant impact in India. In the post-COVID era, the importance of document availability, anytime and anywhere, has become evident."

The first fundamental principle in cybersecurity is comprehensive defense

VIKAS AWASTHI
DIRECTOR, GOVERNMENT & PSU (INDIA & SAARC) - CHECK POINT

"In this era, the spotlight is on the surge of new cyber attack reports in 2022, marking a progression from 2019 when large-scale attacks were first observed. Despite a reduction in the sheer number of attacks, their potential impact has increased exponentially. Notably, state-sponsored invasions are on the rise, with attacks on utilities reaching unprecedented levels in India. Additionally, the infamous occurrence of an entire country being held ransom due to ransomware underscores the critical need for robust cybersecurity strategies. The first fundamental principle in cybersecurity is comprehensive defense, closely followed by the second principle of consolidation. As the landscape involves dealing with diverse siloed solutions, there is a growing conversation about consolidating these security measures—an idea endorsed by Gartner. Collaborative information sharing emerges as the third key principle, emphasizing the importance of a united front against cyber threats. Preparing a response plan involves understanding cyber hygiene, with the realization that the human element plays a pivotal role. The second aspect is cultivating a prevention mindset, transcending mere protection to actively preventing challenges. Artificial intelligence (AI) becomes indispensable in this scenario, given the vast amounts of data involved, ensuring a faster, more efficient, and effective response. The comprehensive, consolidated, collaborative, and AI-driven approach forms the foundation of cybersecurity preparedness."

DirectFlash is the future of storage industry

JITESH CHEMBIL
HEAD CHANNEL - INDIA, PURE STORAGE

"For the last nine years we have been gaining market share, every year we have been gaining 20% of market shares from our competitors. So, why we are doing that is because we deliver outcomes. For example, we consume the lowest amount of power and space. Our equipment consumes less power which is less than your microwave oven at home. It is 10 times more reliable because you have less service visits. The system has a lot of in-built automation and ML capability and it automatically dials out and less number of service engineer visits required. Second, we give almost 50% lower TCO and are more reliable, we are more consistent from a product line perspective because we serve all the SAN, NAS and content-based storage.

The future is DirectFlash, gone are the days of discs. Today the industry is talking about flash. We started with Discs, then SSDs and today we have the flash drives. Having said that, we are almost having a three years edge compared to the SSDs which are there in the market. We have a clear prediction that by 2028 all the Discs will go to the end of life. That is where you have a clear leverage with Pure Storage. We are able to do so primarily because of our operating system and the DirectFlash module that we have which brings in the power. Now, when we talk about this kind of infrastructure getting built, whether it is a scale up or out model we have solutions on both and if it is Cloud, we have solutions available."

Dell Technologies – Truly a partner first company

AMOL SRIVASTAVA
DIRECTOR – CHANNELS, DELL TECHNOLOGIES

"At Dell, our vision is to be the preferred transformational technology vendor for our partners and distributors. We are very focused on three things, first is growing and modernizing our core business, building new market opportunities by expanding our partner ecosystem and how to make it easier to do business with Dell and also enhance your experience. In our approach of partner first strategy what we also do is we talk about the opportunities on the horizon and the incoming challenges. That is how we win every time. The five opportunities that we as an organization see are - first is challenges around the demand. It is a pain point for most of us given the current global environment. Here we have a three-pronged strategy, first is the vast and strong portfolio that Dell Technologies offer, second is the world-class supply chain management and third is a recent initiative around our partner first strategy for storage. The next opportunity that we see is around AI. Partners can leverage the Dell Partner ecosystem to grow their businesses by bringing in IPs, developing solutions around Gen AI for customers. The third opportunity is around muti-cloud. There is a shift happening from selling to servicing and we have the tools that enable you to help the customer's journey from the ground to the cloud with our superior storage software and again from cloud to the ground by getting the cloud stacks on on-prem. Fourth is collaboration. We have launched a project called Project Harmony. Here we are enabling partners to integrate Dell services along with your brand and innovate to complement each other. Fifth is Dell's Asset Recovery Services where partners can take advantage and help customers with sustainability challenges. Sustainability and product stewardship have been at the core for Dell in everything that we do."

Fortinet's vision is consolidation of products

RAJEEV ABICHANDANI
SR. CHANNEL MANAGER - INDIA & SAARC, KEY PARTNERS, FORTINET

"The cybersecurity market in India is close to three billion dollars in 2023 and it is growing at 30% CAGR. The opportunity in this space is humongous. If you see our feet on the street, it is more than 200 sales guys and it will be fair to say that we are the number one peer play cybersecurity company in India. We have more than 800 engineers in Bangalore and Pune and are working on Make in India solutions. We are a 100% channel centric company or a channel first company. We are known for next-generation firewalls.

But for us more than 200 people, the biggest workforce in the cybersecurity industry in India, Firewall is not enough. For us when you have sold a firewall, it's like a foot on the door already. Our concept of selling a firewall is converging security and network together, simplified operation, less complexity and more importantly underpinned by a single OS. We are the only vendor who does not charge a license for SD-WAN, it is built into the firewall. When we sell a firewall, we have the ability to control a lot many adjacencies or security gears in the customer environment. The vision of the company is consolidation of products. Cybersecurity is the most segmented solution in the industry, we have more than 200 vendors in India and they are all thriving. After COVID things have changed, customers are looking to consolidate their security solutions and build platforms. They are consolidating into two or three platforms."

Rashi Peripherals aims to penetrate in 850 districts of India

RAJESH GOENKA
CEO, RASHI PERIPHERALS

"Rashi Peripherals is a 33-year old company. We were incepted in the year 1989. Today, our pride is our infrastructure which is unprecedented in the country. Currently we have 50 city physical presence in terms of branch offices, warehouses and service centres. Our endeavour to expand and penetrate into smaller towns and cities continues. So very soon two or three locations will be added to our presence. Contrary to the general thinking that with GST you do not need many warehouses and offices, we continue to expand our operations and our backbone is SAP. We have also implemented the CRM of SAP and because of this, with the wide variety of business that we have with 50 locations, we are very efficiently managing the entire ecosystem.

Rashi Peripherals is a pure channel company. At Rashi more than 90% of the business happens through channels. We work with our channel partners, we support them in pre-sales, post-sales tech support and we also create some channel financing schemes both in-house and third-party. Our objective always is to strengthen channel partners to expand the presence. Our vision is - we want IT products to be made available in each of the 850 districts of India. Today, we are directly present or making our IT products available in almost 625 districts. So, there are 200 districts probably where IT products are not reaching or there is a possibility that the demand is very low. But that is the challenge that we have. The way mobile phones have penetrated every nook and corner of the country, we together need to bring IT products to each of these 850 districts of India. I look forward to you creating this digital revolution in the country."

YouTube in f

SOTI empowering success through its Partner Program Journey

DINESH KUMAR
SALES DIRECTOR-INDIA & SAARC- SOTI

"I take immense pride in the journey we have undertaken to establish a partner program, viewing it through the lens of a meticulous process. Typically, there are eight key ingredients integrated into the recipe for success. Beyond the well-known components contributing to success, the emotional aspect of belonging, shared goals, mutual engagement, common values, and a shared destiny elevate a partner program to a higher level. This emotional connection forms the essence of a partner's priority, and it's precisely what defines our partner program at SOTI. Our program seamlessly transcends regional frameworks, and being responsible for the Indian sector, we tailor specific programs, delving into the nuances of partner belonging, engagement, and success. The crux of a successful partner journey lies in a shared vision, where common aspirations pave the way for collective achievements. Introducing SOTI, our current standing is a testament to a remarkable 30-year journey. Our commitment to excellence is evident in the numerous accolades, including a five-star rating for our MDM solution across Windows, iOS, Linux, and more. SOTI caters to a broad spectrum of industries, ranging from BFSI to smart cities and healthcare, supporting devices on all major operating systems. As India stands at the threshold of technological adoption across various verticals, including the imminent 5G revolution, our focus on healthcare, mission-critical devices, and supply chain logistics is unwavering. The future promises a dynamic landscape where SOTI will continue to be at the forefront, driving innovation and excellence in the ever-evolving realm of technology."

Mr Sanjiv Krishen, Chairman Of the Board- IRIS Computers Ltd. honored with the

"LIFETIME ACHIEVEMENT AWARD"

by Shri SN Tripathi, Director General - IIPA, Govt of India (Left) and Dr Deepak Kumar Sahu, Editor-in-chief, VARINDIA

Channel Chief in Indian technology Industry

Channels remain an integral part of the business in driving market growth, especially in today's world where experience and personalization are paramount. Customers expect tailored solutions and seamless interactions, and channel partners can play a crucial role in delivering these expectations.

Undoubtedly, Channel and the alliance's leaders are responsible for the growth. VARINDIA's initiative to identify and celebrate the 'Channel Chief of Indian Tech Industry' is commendable as it recognizes the crucial role of channel leaders in shaping and implementing effective partner programs that contribute significantly to the success of tech companies in India.

Channel Chiefs are exemplary in their professional achievements, have an influential standing in the industry and have done phenomenal work for the betterment of the channel partner community and help drive future growth and innovation.

Mr. Anil Sethi, Vice President & General Manager-Channels, Dell Technologies bags the award for CHANNEL CHIEF OF INDIA. Mr Amol Srivastava receiving the award on his behalf from Dr. Deepak Kumar Sahu, Editor-in -chief, VARINDIA and Ms. S Mohini Ratna, Editor-VARINDIA

(L - R): ANANT BERRY, DISTRIBUTION MANAGER, RED HAT INDIA; PAWAN AWASTHI, HEAD OF MARKETING- NVIDIA INDIA; NAGESH BELUR, CMO- IVALUE GROUP; GANESAN ARUMUGAM, DIRECTOR-CHANNEL SALES- INDIA N & SAARC- NETAPP; SANJAY CHAUDHARY, VP-MARKETING- LENTRA; KAPIL SARIN, COUNTRY MARKETING LEADER, SOFTWARE- IBM INDIA

The First Panel discussion session with VAR community leaders added depth to the discussions on business transformation and industry trends. The panel discussion was moderated by Dr. Deepak Kumar Sahu, Editor-in-chief- VARINDIA. The panelists joined the session were: Anant Berry, National Distribution Manager- Red Hat India; Ganesan Arumugam, Director-Channel Sales- India & SAARC- NetApp; Kapil Sarin, Country Marketing Leader, Software- IBM India; Sanjay Chaudhary, VP-Marketing- Lentra; Nagesh Belur- CMO- I Value Group and Pawan Awasthi, Head Of Marketing- NVIDIA India.

DR. DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF- VARINDIA

Businesses are increasingly embracing digital transformation to gain competitive world and meet the evolving demands of customers. Digital transformation encompasses a wide range of initiatives from adopting new technologies and process to revamping and that business models. The digital transformation market is expected to reach 3.2 trillion by 2025.

ANANT BERRY
DISTRIBUTION MANAGER, RED HAT INDIA

What sets us apart from other OEMs is our commitment to the concept of partnership, encapsulated in our motto "customer first, partner always." Partners, to us, form the vital backbone of our organization. In our global presentations and interactions with partners, we distinguish ourselves by customizing solutions according to their unique needs. Unlike other OEMs, we recognize the diverse requirements of ISV partners, ensuring tailored programs that align with their specific focus areas, whether it is services, subscriptions, or cutting-edge technologies like automation. Our proactive approach positions us ahead of the curve in meeting the evolving needs of our partners.

GANESAN ARUMUGAM, DIRECTOR-CHANNEL
SALES- INDIA N & SAARC- NETAPP

In the competitive landscape, technological upgrades are now integral, spanning mobility data to seamless transactions. Even small enterprises adopt these advancements, with cloud technology simplifying infrastructure concerns. This tech integration serves as a vital differentiator, meeting customer demands for swift service delivery and enhanced agility. Businesses leverage analytics to interpret data efficiently. The adoption of technology is not a passing trend but a strategic imperative, fundamentally reshaping operations and market positioning in the pursuit of success.

KAPIL SARIN, COUNTRY MARKETING
LEADER, SOFTWARE- IBM INDIA

The escalating importance of skills as a valuable resource adds another layer of complexity. The strategic retention and acquisition of skilled talent emerge as pivotal tasks. Small businesses, in particular, encounter additional hurdles encompassing funding constraints, cash flow management, and the imperative need for operational efficiency and heightened productivity. Effective productivity, a key determinant of success, hinges on possessing robust insights into the specific customer segments being targeted. In this context, the pivotal role of data cannot be overstated. The ability to harness and analyze data becomes crucial, acting as a backbone in navigating these multifaceted challenges and achieving sustainable business growth.

SANJAY CHAUDHARY
VP-MARKETING- LENTRA

Despite the recent surge, a mere 10% of Indians currently have access to formal credit, leaving a staggering 1 billion people excluded from the financial ecosystem. Similarly, only 14 SMEs out of 100 have credit access, reflecting a notable $15 billion USD credit gap. Cumbersome processes within existing financial institutions contribute to this disparity, rooted in legacy technology. A solution lies in a comprehensive digital transformation. Over the past four years, our digital cloud has processed nearly $1 billion USD, averaging 3 million loans monthly. Success, measured by seamless partner experiences and increased loan processing capacity for banks and NBFCs, hinges on facilitating a win-win-win scenario for all stakeholders.

NAGESH BELUR
CMO- IVALUE GROUP

A collaborative approach now holds greater relevance than opportunistic strategies. In marketing, our focus lies in crafting complementary solution narratives rather than isolated stories. This approach adds substantial value to customers and audiences. Similarly, within the value-added reseller community, understanding and addressing customer needs through complementing solution stories can provide a competitive edge. Emphasizing collaboration, be it through OEM alliances or transparent communication within the channel partner community, is integral for success in this dynamic market.

PAWAN AWASTHI
HEAD OF MARKETING- NVIDIA INDIA

Nvidia's comprehensive business model revolves around our active involvement in technological development. We spearhead innovation, meticulously designing various systems. The entire business cycle seamlessly unfolds through collaboration with our partner ecosystem, commencing with OEMs and extending to motherboard manufacturers, and beyond. In the contemporary landscape, AI stands out as the prevailing buzzword. Innovation is centered around AI, creating a level playing field for all partners who are technologically abreast and well-connected within the ecosystem, brands, and user networks. This connectivity provides a distinct advantage, positioning those who are technologically updated at the forefront of reaching out to potential customers.

(L - R) : Manasi Saha, Founder, Macaws Infotech, Gurpreet Singh, Managing Director, Arrow PC Network, Sewak Nautiyal, Managing Director, Spark Technologies, Altaf Halde, Sr. Vice President, Global Sales & Marketing, Network Intelligence, Vishal Bindra, CEO, ACPL Systems and Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA

The second Panel Discussion session commenced with an engaging discussion, moderated by Dr. Deepak Kumar Sahu, Chief Editor of VARINDIA, featuring senior leaders from the VAR community. The insightful discourse delved into the latest trends, challenges, and opportunities shaping the technology landscape. The panellists joined the session were: Gurpreet Singh, Founder and MD- Arrow PC Networks; Manasi Shah, Director- Macow infotech; Sewak Nautial, Managing Director- Spark Technologies; Vishal Bindra, CEO- ACPL Networks and Altaf Halde, Sr. V.P.-Network Intelligence Pvt. Ltd.

GURPREET SINGH
MANAGING DIRECTOR, ARROW PC NETWORK

At Arrow PC Network we are very clear, as an OEM you may have great products, solutions etc. but what is the partner program and exactly what is there for me that is the most important thing for me when I am talking to any of the OEMs. If they have good partner programs and if they are taking care of my customers also, we will definitely go with them. Normally the criteria is that whichever area of solution the OEM is in like the top three or five, we will prefer that but we will look at the other things also.

MANASI SAHA
FOUNDER, MACAWS INFOTECH

I have seen a change in the way we have started as partners first but now it is partner preferred. Earlier we used to bring the product to the customer, give the demonstration and then implement it. At the same time, we used to enjoy a good percentage. But slowly and gradually this Hash model has taken place, the partners or the OEMs now are much more concentrating on approaching the customers directly. If they are approaching the customers along with their partners then the percentage is less and at the same time the engagement from the partner point of view becomes less.

SEWAK NAUTIYAL
MANAGING DIRECTOR, SPARK TECHNOLOGIES

We are a Value-added Distributor and the partnership comes from two formats, one is with the OEMs and the other is our customers like System Integrators and resellers. I believe in one thing, if they need me, I need them too. Can we add some good quality of value in their businesses? If we can add then the partnership will grow. Apart from that we have to keep growing our company to the next level and then automatically the partnership will sustain. For us, more than 90% partnerships continue with our OEMs for the last two decades. I believe the partnership means in the long term, they should need me and I should need them.

VISHAL BINDRA
CEO, ACPL SYSTEMS

We take a very simple stand from the partnership perspective. First, as we work with large enterprises the time of the product that is the total addressable market should be large. As ACPL we take a very small stand that we need to focus on services so it is clear saying that we will go with top level brands in the market. We build very strong service skills around it and then will go to our enterprises, so that is our methodology. The bottom line is very clear, we will partner with only those OEMs where our profitability is predictable and manageable.

ALTAF HALDE
SR. VICE PRESIDENT, GLOBAL SALES & MARKETING, NETWORK INTELLIGENCE

I had an opportunity to be on both sides as a vendor and a partner as well. It is upto us as an organization to have our own identity so that irrespective of whatever the OEM wants or whatever is happening, the customer is someone who trusts us on our service capabilities then the customer will not go away.

CMOs of The Year 2023-24

ANUPAM SAH
GM-MARKETING - ADITYA INFOTECH PVT. LTD.

NIDHI HOLA
COUNTRY MARKETING DIRECTOR-
DELL TECHNOLOGIES

MAYA CULAS
MARKETING DIRECTOR - HITACHI VANTARA

RAJESH GOENKA
CHIEF EXECUTIVE OFFICER- RASHI
PERIPHERALS LIMITED

NAVED CHAUDHARY
HEAD OF MARKETING AND PUBLIC
RELATIONS-INGRAM MICRO INDIA LTD.

NAGESH BELUR
CMO- IVALUE GROUP

PRASENJIT ROY
SR. EXECUTIVE VICE PRESIDENT & CMO-
NTT GLOBAL DATACENTRES INDIA

PAWAAN AWASTI
HEAD CONSUMER MARKETING - NVIDIA INDIA

RISHI PRASAD
MARKETING TEAM LEAD -SOUTH ASIA-
SEAGATE TECHNOLOGY

ANJALI GUPTA
HEAD OF MARKETING- SIFY TECHNOLOGIES LTD.

ARVIND SAXENA
HEAD MARKETING & CORPORATE
COMMUNICATIONS-NEC CORPORATION INDIA

Eminent VARs of India 2023-24

CATEGORY	ORGANISATION NAME	CATEGORY	ORGANISATION NAME
Best Solution & Service Partner	Black Box Ltd.	Best Information Security Partner	Aujas Cybersecurity Ltd.
Best Solution & Service Partner	Noventiq India	Best Information Security Partner	Secure Network Solutions
Best Solution & Service Partner	NTT Data		India Pvt. Ltd.
Best Solution & Service Partner	Team Computers Pvt. Ltd.		
		Best Infrastructure Partner	Frontier Business Systems Pvt. Ltd.
Best Sub-Distributor	Comnet Vision India Pvt. Ltd.	Best Infrastructure Partner	Bluecom Infotech Pvt. Ltd.
Best Sub-Distributor	Elcom Trading Company Pvt. Ltd		
Best Sub-Distributor	Krishna Agencies Pvt. Ltd.	Best IT Service Partner	Futurenet Technologies India Pvt. Ltd.
Best Sub-Distributor	Miracle Tech Distributors Pvt. Ltd.	Best IT Service Partner	LDS Infotech Pvt. Ltd.
Best Sub-Distributor	Metrobit Networks Pvt. Ltd.	Best IT Service Partner	SHRO Systems Pvt. Ltd.
Best Sub-Distributor	Sound Solutions		
		Best Networking Partner	ABC Systems Pvt. Ltd.
Best VAD	Inflow Technologies Pvt. Ltd.	Best Networking Partner	E Square System &
Best VAD	iValue Infosolutions Pvt. Ltd.		Technologies Pvt. Ltd.
Best VAD	RAH Infotech Pvt. Ltd.	Best Networking Partner	GO IP Global Services
Best VAD	Rashi Peripherals Ltd.	Best Networking Partner	Magnamious Systems Pvt. Ltd.
Best VAD	Crayon Software Experts India Pvt. Ltd.	Best Networking Partner	Sanghvi Infotech Pvt. Ltd.
		Best Networking Partner	Spark Technologies Pvt. Ltd.
Best Cloud Solution Partner	Pentacle IT Solutions Pvt. Ltd.		
Best Cloud Solution Partner	Pentagon System & Services Pvt. Ltd.	Best Security Solution Partner	Adit Microsys Pvt. Ltd.
Best Cloud Solution Partner	Progression Infonet Pvt. Ltd.	Best Security Solution Partner	Essen Vision Software Pvt. Ltd.
Best Cloud Solution Partner	Quadrasystems.net India Pvt. Ltd.	Best Security Solution Partner	JNR Management Resources Pvt. Ltd.
Best Cloud Solution Partner	Shivaami Cloud Services Pvt. Ltd.	Best Security Solution Partner	Kamtron Systems Pvt. Ltd.
Best Cloud Solution Partner	Techgyan	Best Security Solution Partner	Macaws Infotech
Best Cloud Solution Partner	Umbrella Infocare - a		
	Noventiq Company	Best System Integrator	ACMA Computers Ltd.
		Best System Integrator	Arrow PC Network Pvt. Ltd.
Best Cloud Solution Partner	Thoughtsol Infotech Pvt Ltd	Best System Integrator	Cache Infotech Pvt. Ltd.
		Best System Integrator	Corporate Infotech Pvt. Ltd. (CIPL)
Best Digital Transformation Partner	Bloom Electronics Pvt. Ltd.	Best System Integrator	Futuresoft Solutions Pvt. Ltd.
Best Digital Transformation Partner	Bahwan CyberTek Pvt. Ltd.	Best System Integrator	Galaxy Office Automation Pvt. Ltd.
Best Digital Transformation Partner	Vayam Technologies Ltd.	Best System Integrator	Iris Waves
Best Digital Transformation Partner	Progressive Infotech Pvt. Ltd.	Best System Integrator	Orchids Network & Systems
Best Digital Transformation Partner	Netcon Technologies India Pvt. Ltd.		India Pvt. Ltd.
		Best System Integrator	Orbit Techsol India Pvt. Ltd.
Best Solution Partner	Agmatel India Pvt. Ltd.	Best System Integrator	Orient Technologies Pvt. Ltd.
Best Solution Partner	Elegant Business Solutions Pvt. Ltd.	Best System Integrator	Printlink Computer &
Best Solution Partner	Embee Software Pvt. Ltd.		Communication Pvt. Ltd.
Best Solution Partner	Hitachi Systems India Pvt. Ltd.	Best System Integrator	Proactive Data Systems Pvt. Ltd.
Best Solution Partner	Insight Business Machines Pvt. Ltd.	Best System Integrator	Softcell Technologies Global Pvt. Ltd.
Best Solution Partner	Inspira Enterprise India Ltd.	Best System Integrator	Targus Technologies Pvt. Ltd.
Best Solution Partner	PC Solutions Pvt. Ltd.	Best System Integrator	Niveshan Technologies India Pvt. Ltd.
Best Solution Partner	Symmetrix Computer Systems Pvt. Ltd.	Best System Integrator	Intensity Global Technologies Pvt. Ltd.
Best Solution Partner	Value Point Systems Pvt. Ltd.		
Best Solution Partner	Wysetek Systems	Best VAD - IT Security	Acceron Infosol Pvt Ltd.
	Technologists Pvt. Ltd.	Best VAD - IT Security	BD Software Distribution Pvt. Ltd.
		Best VAD - Network Security	eCAPS Computers India Pvt. Ltd.
Best Retailer	Computer Land	Best VAD - Network Security	Netpoleon India
Best Retailer	SSDN TECH INDIA		
Best Retailer	Odyssey Computer Services Pvt. Ltd.	Best MSP Partner	Ashtech Infotech (India) Pvt. Ltd.
Best Retailer	Lalani Infotech Ltd.	Best MSP Partner	Binary Systems Pvt. Ltd.
Best Collaboration Partner	Business Octane Solutions Pvt. Ltd.	Best MSP Partner	Dev Information Technology Ltd.
Best Collaboration Partner	Gurusons Communications Pvt. Ltd.	Best MSP Partner	Intec Infonet Pvt. Ltd.
Best Distributor	Ingram Micro India	Best MSP Partner	Lauren Information
Best Distributor	Savex Technologies Pvt. Ltd.		Technologies Pvt. Ltd.
		Best MSP Partner	Locuz Enterprise Solutions Ltd.
NO. 1 IT DISTRIBUTOR IN INDIA	**Redington Ltd.**	Best MSP Partner	Network Intelligence Pvt. Ltd.
		Best MSP Partner	Network Techlab (I) Pvt. Ltd.
Best Sub-Distributor - Software	Softmart Solutions	Best MSP Partner	Presto Infosolutions Pvt. Ltd.
Best Sub-Distributor - Software	Unistal Systems Pvt. Ltd.	Best MSP Partner	Raksha Technologies Pvt. Ltd.
Best Sub-Distributor - Software	E Soft Solutions Inc.	Best MSP Partner	Sonata Information Technology Ltd.
		Best MSP Partner	TEG Global Infrastructures Pvt. Ltd.
Best Information Security Partner	ACPL Systems Pvt. Ltd.	Best MSP Partner	VDA Infosolutions Pvt. Ltd.
		Best MSP Partner	Velocis Systems Pvt. Ltd.

VARINDIA Star Nite Awards (CLS 2023)

COMPANY	CATEGORY
HP INDIA SALES PVT. LTD.	BEST NOTE BOOK (Enterprise)
HP INDIA SALES PVT. LTD.	BEST INKJET and LASER PRINTER (SINGLE & MFP)
HEWLETT PACKARD ENTERPRISE	HYPER CONVERGED INFRASTRUCTURE SOLUTIONS
HEWLETT PACKARD ENTERPRISE	END TO END TECHNOLOGY SOLUTION COMPANY
HPE ARUBA NETWORKING	BEST NETWORKING SOLUTION COMPANY
NETAPP INDIA PVT. LTD.	CLOUD INFRASTRUCTURE SOLUTIONS COMPANY
CANON INDIA PVT. LTD.	BEST PHOTO COPIER
DELL TECHNOLOGIES	BEST X 86 SERVER
DELL TECHNOLOGIES	STORAGE SOLUTION COMPANY
DELL TECHNOLOGIES	CHANNEL FAVOURITE COMPANY
D-LINK INDIA LIMITED	BEST NETWORKING COMPANY- SMB
COMMSCOPE SOLUTIONS INDIA PVT. LTD.	BEST STRUCTURE CABLING COMPANY
CHECK POINT SOFTWARE TECHNOLOGIES LTD.	BEST DATA SECURITY COMPANY
SOPHOS TECHNOLOGIES PVT. LTD.	BEST NEXTGEN FIREWALL
CISCO SYSTEMS INDIA PRIVATE LIMITED	BEST SECURITY SOLUTION COMPANY
KASPERSKY	BEST END POINT SECURITY PROTECTION COMPANY
APC By Schneider Electric	POWER MANAGEMENT SOLUTION COMPANY
HITACHI VANTARA	BEST ENTERPRISE STORAGE
LENOVO INDIA PVT. LTD.	BEST NOTE BOOK– SME
WESTERN DIGITAL (UK) LTD.	BEST FLASH and SSD DRIVE
SEAGATE TECHNOLOGY HDD (I) PVT. LTD.	BEST HARD DISK DRIVE
INTEL TECHNOLOGY INDIA PVT. LTD.	BEST PROCESSOR
ORACLE INDIA PVT. LTD.	BEST BUSINESS APPLICATION SOLUTION COMPANY
FORTINET TECHNOLOGIES INDIA PVT. LTD.	BEST ENTERPRISE FIREWALL COMPANY
REDHAT INDIA PVT. LTD.	BEST OPEN SOURCE INFRASTRUCTURE SOLUTION COMPANY
NTT GLOBAL DATA CENTERS INDIA	BEST DATA CENTER IN INDIA
ACER INDIA PVT. LTD.	BEST LAPTOP- ENTRY LEVEL
VEEAM SOFTWARE	BEST BACK-UP & RECOVERY SOFTWARE
NUTANIX TECHNOLOGIES INDIA PVT LTD	BEST HYPER CONVERGED SOLUTION COMPANY
PALO ALTO NETWORKS	BEST COMPANY INTO CYBER SECURITY
COMMVAULT SYSTEMS INDIA PVT. LTD.	BEST DATA PROTECTION & MANAGEMENT SOLUTION COMPANY
AMD INDIA PVT. LTD.	BEST PROCESSOR FOR COMMERCIAL LAPTOPS
TP-LINK INDIA PVT. LTD.	BEST WIRELESS ACCESS POINT - MANAGED NETWORKS FOR SMB
MICROSOFT CORPORATION (INDIA) PVT. LTD.	BEST CLOUD COMPANY FOR PROVIDING ENTERPRISE CLASS CLOUD
AMAZON WEB SERVICES (AWS)	BEST DIGITAL NATIVE COMPANY
POLYCAB INDIA LTD.	MAKE IN INDIA - COMPREHENSIVE PASSIVE NETWORKING BRAND
ADITYA INFOTECH PVT. LTD.	BEST IN CCTV SECURITY SOLUTION COMPANY
ZSCALER SOFTECH INDIA PVT. LTD.	BEST SASE SOLUTION PROVIDER
THALES INDIA PVT. LTD.	BEST IoT CYBERSECURITY SOLUTION
BENQ INDIA	BEST PROJECTOR
OPENTEXT INDIA	BEST INFORMATION MANAGEMENT SOLUTION COMPANY
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THOUGHT LEADERSHIP ROUNDTABLE

(Pics from L To R): Dr. Deepak Kumar Sahu, Editor-in-Chief – VARINDIA; Dr. Rishi Mohan Bhatnagar, President-Lava International; Darsshan Somaiya, Partner Sales Organisation- Hitachi Vantara

The Thought Leadership roundtable provided a glimpse into the present and future technologies endorsed by their respective organizations. The session was chaired by Dr. Deepak Kumar Sahu, Editor-in-chief – VARINDIA. The roundtable featured industry leaders such as Dr. Rishi Mohan Bhatnagar, President - Lava International Limited and Darsshan Somaiya, Partner sales Organisation- Hitachi Vantara.

DR. RISHI MOHAN BHATNAGAR
PRESIDENT-LAVA INTERNATIONAL

"Lava stands out as the sole Indian company to withstand the onslaught of Chinese competitors from 2017-2018, a period that saw many Indian electronic manufacturers succumb. Our survival was not only a testament to our dedicated team but also rooted in a strategic realization. Recognizing the thin margins in the feature phone market, where a mere 50 rupees could tip the scales, we embarked on a journey to redesign 100% of our feature phones under the PLI schemes. By sourcing approximately 10% of components locally, we aim to contribute to building a self-sufficient ecosystem. Our commitment to self-reliance extends beyond manufacturing to encompass the entire ecosystem. We are diligently reducing reliance on Chinese components, even the molds, and exploring ways to enhance the local manufacturing of crucial components. This endeavor aligns with our belief that Indian brands should evolve beyond mere assembly and actively contribute to building a robust component ecosystem.

Moreover, we are fervently partnering with educational institutions, particularly with initiatives like the Bharat Operating System developed by IIT Madras. First, we have to design in India so that we can control the technology. Second, as Indian brands we need to see how we can help in creating the component ecosystem Otherwise we'll continue to become an assembler. Third, partner with the educational institutions what has been indigenously built and how can we commercialize it. By bridging the gap between academia and industry, we aim to commercialize indigenous innovations. In essence, our vision encompasses not just designing in India but also fostering a self-sufficient component ecosystem, ensuring that Indian brands play a pivotal role in technological advancements and innovation."

DARSSHAN SOMAIYA
PARTNER SALES ORGANISATION- HITACHI VANTARA

"India has witnessed an unprecedented surge in data, navigating various challenges along the way. Fortunately, the expertise of Indian software professionals has effectively managed this data deluge. The advent of digitization in 2015 marked a pivotal moment, with currency transactions increasingly transitioning to digital formats. In this landscape, Hitachi Vantara stands out with a unique value proposition, drawing on over 50 years of global experience and a significant presence in India. As custodians of customer data across industries, we specialize in managing unstructured data, including object data.

Today, the origin of data extends from edge devices like phones and laptops, evolving into diverse forms such as file data. In sectors like finance or healthcare, the need for rapid access to unstructured data, such as medical reports, is crucial. Hitachi Vantara excels in enhancing organizational efficiency by facilitating seamless access to such unstructured data. The integration of old data on-premise and application data in the cloud necessitates a hybrid cloud approach. Hitachi Vantara empowers a vast network of resellers to craft hybrid cloud solutions, addressing the ongoing data explosion effectively. Through this, we ensure that data interactions between on-premise and cloud-based applications are not only streamlined but also secure, supporting organizations in adapting to the evolving data landscape."

DR. DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF – VARINDIA

"Today, IT system is generating more and more data and there is no clear opportunity to use AI to analyze and potentially prioritize the worst amount of data. The thought leadership roundtable spots vibrant discussions around the opportunities that lie ahead for the tech ecosystem in India and the role of technology plays in fostering innovation and growth. With this comes a great opportunity for the partners' growth. Thought Leaders will explore the current trends and challenges that will drive technology disruption, create opportunities from crisis."

S MOHINI RATNA
EDITOR, VARINDIA

While delivering 'Vote of Thanks' Mohini said, "We were honoured to have the entire IT corporate, VAR fraternity and leaders of IT Associations from across the country in the 22nd edition of Varindia StarNite awards 2023. Your thoughts have enlightened our minds and it is an inspiration. I express my heartfelt thanks to all the sponsors, who have always been supportive of our initiatives and encouraged us to strive for excellence. This event would have not been possible to organize without their support. Last but not least a big thank you to each one of you who made this event memorable for all of us. I would like to thank all of you present here for making the time to be with us today and helping us make this event a grand success."

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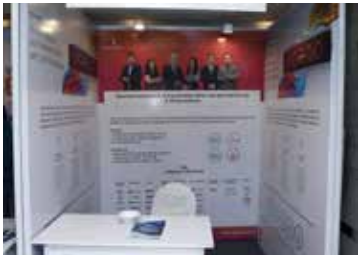**BEST POWER EQUIPMENTS**

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