EIITF

13th EASTERN INDIA INFORMATION TECHNOLOGY FAIR 2024

VARINDIA

Enhancing Access and Connectivity

Friday, 13th September 2024 | Hotel Raajkutir, Kolkata, India

India's ascent as a data powerhouse is indeed remarkable, fueled by a convergence of factors such as robust governmental IT initiatives, a burgeoning economy, and the surging demands of the IT sector and global capability centers (GCC). The digital revolution sweeping across the nation encompasses a wide array of sectors including social media, e-commerce, digital transactions, online gaming, and streaming services. This transformation underscores India's rapid emergence as a global hub for cloud computing and data centers.

The proliferation of data centers serves as the backbone of this digital revolution, providing the infrastructure necessary to support the growing demands of businesses and consumers alike. As India continues to embrace cloud technologies, it positions itself strategically to tap into the global cloud market, fostering innovation and driving economic growth.

India is racing towards its goal of becoming a digital-first economy, Cloud computing is playing a major role in India's digital transformation journey. The Indian government has been a strong supporter of cloud computing, and has taken a number of steps to promote its adoption.

VARINDIA brings the 13th edition of EIITF 2024, an event where partners and Technologists will address their views on how to enhance Access and connectivity in the AI-Driven World .

Enhancing Access and Connectivity

Enhancing access and connectivity is crucial for ensuring that the benefits of India's digital transformation are felt by all segments of society.

The rapid expansion in India will further enhance access and connectivity across the country, unlocking the full potential of its digital economy and driving inclusive growth and development.

Technology continues to evolve at a rapid pace

Artificial intelligence (AI) and the innovations surrounding it have significantly altered the way that industries, consumers, and businesses operate nowadays. Governments and organizations around the world are investing in and focusing heavily on AI. Data is the basic building block for any AI system.

India, with over 700 million internet subscribers, generates massive amounts of data daily. These put India at the forefront of the AI revolution, where the commitment to using AI for the common good while addressing privacy and ethical concerns can be addressed suitably.

India's Digital Public Infrastructure (DPI) initiative is a prime example of such pioneering efforts. Opportunities for empowering society through AI in India are numerous, ranging from agriculture, railways, education, healthcare, finance, energy, and other sectors where it impacts the masses across the nation.

The EIITF event is aims to bring together security leaders from various organizations across the region. It is an unique platform for VARs and Tech professionals to gain actionable insights and guidance from industry experts.

The conference focuses on providing objective information and fostering idea exchange among attendees. The event will feature presentations, panel discussions, and networking opportunities to facilitate knowledge dissemination and peer networking.

13th edition of EIITF is focus on bringing newer opportunities for the VARs.

AI and The Future of work :

The use of AI in many sectors of business
has grown exponentially
AI is having a profound impact on businesses.

Data Centre's Strengthening India's Digital Revolution

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▶ Data centers play a crucial role in strengthening India's digital revolution by providing the infrastructure necessary to support the growing demands of businesses, government agencies, and consumers in the digital age.

▶ Data centers play a foundational role in India's digital revolution by providing the essential infrastructure and services needed to support the country's rapidly expanding digital economy and enable businesses and organizations to thrive in the digital age.

EIITF is unique in the sense that it provides an interactive platform for vendors, media and CIO/CTO & CDOs for exchange of best practices and ideas and formulates strategy to address common IT issues.

CIO/CTO/CISO from Five different segments including BFSI, Healthcare & Pharma, Energy, Mining and Manufacturing, etc. to attend the evening session.

Everything today is driven by data
Our businesses depend on it.

VARINDIA

87%
more remote working

24/7
customer expectations

Source: Citi

Digitalization
is the strategic priority

"Whether it's cloud or APIs or AIs, we have passed the point where we question whether these technologies are right or wrong for us. These are now basic requirements."

Source: JP Morgan

Why to Participate in 13th EIITF

- ▶ The event is creating a platform for empowering VARs for greater impact with SMEs ,where they could get benefited.

- ▶ Data-driven marketing is the process of collecting insights by analyzing first-party or third-party data and market trends, then translating these insights into actionable decisions driven by the numbers.

- ▶ The goal of data-driven marketing is to improve marketing processes and strategies, identify key trends and the unique needs of customers by leveraging data to gain deeper customer insights.

- ▶ Corporate Honchos, 50 Top Solution Partners (Tier II and Tier III), System Integrators, VARs and 50 CIO/CTO/CISO to attend 13th EIITF.

Previous year event

Thank You