

PRESENTED BY



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Director, Sales, Enterprise,
India & SAARC – CommScope



MR. PRINCE DHAWAN

AGM, Sales and BD
NTT-Netmagic



MR. VIJAY SETHI

CIO, Head Of Human
Resources And CST,
Hero Motorcorp Ltd.



MR. ANIL SETHI

VP & GM (Channels)
Dell Technologies



MR. JAI DAGA

VP-Technology
Sony Pictures Networks Ltd.



MS. LATA SINGH

Executive Director
IBM Partner Eco-system & CSI



MS. PUNEET KAUR KOHLI

CTO, Universal Sampo
General Insurance



MR. RISHI MEHTA

Technology Expert
Silicon Valley



MR. KRUNAL PATEL

Business Head, India &
South Asia, TeamViewer



MR. RAJEEV ABICHANDANI

Channels Business Lead -
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MR. SUNIL SHARMA

Managing Director Sales
Sophos India & SAARC



MR. PRADEEP K NAIR

Country Channel Head
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MR. SANJAY ZADOO

Country Manager, Channel
Business, Vertiv Energy India



MR. SANJEEV MEHTANI

Country Manager – Sales
Acer India



MR. RAUNAK JAGASIA

Director
Savex Technologies Pvt. Ltd.



MR. RANJAN CHOPRA

CEO & MD
Team Computers



MR. TARUN SETH

Managing Director
Hitachi Systems Micro Clinic



MR. AJAY SAWANT

M.D.
Orient Technologies



MR. ATUL GAUR

Director
Savex Technologies Pvt. Ltd.



MR. VISHAL BINDRA

CEO
ACPL Systems Pvt. Ltd



MR. AJAY SEHGAL

EVP- Enterprise Business
(Channels & SOHO
Business), Vodafone Idea
Ltd.), Vodafone Idea Ltd.



MR. ANUPAM NAGAR

Sr. Director, Channel &
Alliances- Hitachi Vantara

The VARINDIA Star Nite Awards turned 19th edition this year. The event recognizes the CMO (Chief Marketing Officers) the performance of various IT Vendors (Hardware and Software, Networking, Peripherals, etc).The awards function is held every year. This annual felicitation happens on the basis of a stringent selection procedure. VARINDIA considers different parameters including Price Performance, Product availability, Pre- and Post-service support, Training and Certification, Marketing Communication, Brand Building and Vendor-Partner relationship for deciding the winners. This event acts as a benchmark for product positioning in the Indian market.

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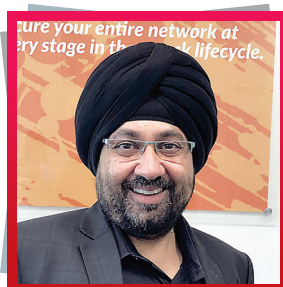
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MR. PANKAJ DESSAI
Country Manager- Channel &
SMB, AMD India



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MR. ASHIS GUHA
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MS PRARTHANA GUPTA
CEO
Cache Digitech



MR. ANIL JAGASIA
Chairman
Savex Technologies



MR. BHAVESH MEHTA
CTO & Founder
Acuutech



MR. JAYANT GORADIA
MD
Savex Technologies



MR. SHIVIN SHARMA
Commercial & Partner
Business India & SAARC,
Checkpoint Software



MR. NAGARAJAN C
VP, Product
Vembu Technologies



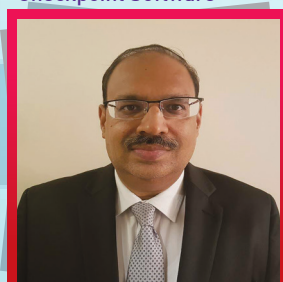
MR. NILESH MISTRY
GM, Partner Ecosystem,
Yotta Inf



MR. PANKAJ GAUBA
Regional VP, SEA & India
Tableau Software



MS. MARGIE GRADWOHL
Sr. Director Partner
Marketing, AirSlate



MR. AJAY MITTAL
Chief Digital Officer
IBM India/SA



DR. DEEPAK KUMAR SAHU
Publisher & Chief Editor
VARINDIA



MS. S MOHINI RATNA
Editor
VARINDIA



CHANNEL EMPOWERMENT SESSION

ChannelFirst
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PANDEMIC FAST-TRACKED THE DIGITAL TRANSFORMATION

Digital transformation is enabled with technology along with the strategy, leadership and culture drives the business transformation and innovation. Digital Transformation is integration of digital technology bringing in fundamental changes to know how your business functions and how you deliver value to your users. The most common measures are Customer Experience, Workplace Transformation, Cyber Security and Digital Ready Platforms. On this backdrop VARINDIA has organized its 19th STARNITE AWARDS 2020 virtually due to the current scenario. Industry leaders have graced the event with their invaluable viewpoints.

The event started with a virtual Lamp Lighting ceremony, followed by a welcome speech by Dr. Deepak Kumar Sahu, Editor-in-chief- VARINDIA. Welcoming everyone, Deepak said, "Due to the pandemic, we all are able to meet each other on real-time though not physically but yes, it is possible digitally. I would say, it is an opportunity for the OEMs to showcase their capabilities and strength of techno diversity. Technology has made some huge strides on the diversity front in the last few years. Digital transformation should be

focused on the holistic wellbeing of the organization, and its extended ecosystem. In an increasingly messaging cluttered world where businesses are clamouring for attention and 'Born Digital' Start-ups are redefining the rules of business, Organizations are forced to transform digitally before the market dynamics decimate their existence."

Then it is followed by the exciting sessions on the Channel Empowerment Session by Savex Technologies along with Six OEMs and they are Accutech, Airlate, Checkpoint Software, Tableau Software, Vembu

Technologies and Yotta Infrastructure. The leadership from SAVEX Technologies has presented the key facts and roadmap in the Partner Empowerment Session.

In the Partner Empowerment Session, Anil Jagasia, Chairman, Savex Technologies, said, "Savex has been in IT for the last 34 years, and has always made sure that those who are associated with us have hardly seen any failure. COVID has hit us hard putting many lives to stake. Savex, along with its partners, managed to help the needy. During lockdown, technology has gained as Work From Home; Learn From Home has become a new normal. Change is the only constant.

We have to identify the newer technologies like machine learning, RPA or AI and adapt them too. All I would say is adapt, and we shall all shine bright in this industry where the sun never sets."



ANIL JAGASIA
Chairman, Savex
Technologies



JAYANT GORADIA,
MD,
Savex Technologies

Jayant Goradia, MD, Savex Technologies, commented, "Savex is the most trusted player in the IT & telecom distribution in India. Savex is the answer to being an atma nirbhar in IT and telecom distribution landscape. Savex is not just a distributor offering supply, chain and credit services but much more. It is also a leading player in eCommerce as operator of brand stores for our vendors. We have built an MIS interface through which the partners have access to their business data in the Savex system. We have developed mobile apps through which our sales team can now key in your orders and into our ERP for executions. We will extend this to our partners to directly place orders. We use robotic process automation to improve productivity of a backend operation. Besides doing B2C business, we also cater to BYOD and Online to Offline operations where our partners participate."

Speaking on how the Hardware and Software enterprise advancements is happening in the Industry, Raunak Jagasia, Director, Savex Technologies, said, "India will grow from \$2 trillion to \$5 trillion economy. This will bring a great opportunity for all in next decades. India is uniquely positioned as one of the youngest economies. We are in a time where we have great access to the capital and we have some interesting and exciting companies coming out of India. IT now has become a central of business too. Even banks are planning to put data centers- this discussion is as fresh as hot cakes. India is adopting cutting edge technologies. India is going app first, mobile first, thus giving IT channel chance to provide big opportunities to customers. Digital Transformation of every channel is the key. Every company, during COVID, has under gone digital transformation. COVID has created big opportunities for the IT sector."



RAUNAK JAGASIA
Director,
Savex Technologies

Atul Gaur, Director, Savex Technologies further elaborated, "Digital Transformation is being talked about everywhere. If you see from my perspective, our industry is divided into three parts- good, better, best. Good part is Service- Services give us high margin, friendliness with the end customer and are very interesting for all of us. Better is the recurring revenues- higher values, we all know the valuations of the companies which are into recurring revenues and best are Customized services with recurring revenues. You can add your services, whatever you are, vendors are offering you, maybe we are offering you what I think you can customize. That's where the real value would come and further because nobody can replicate that as well. Savex offers all three under one roof like cherry on a cake."



ATUL GAUR
Director,
Savex Technologies



SAURABH NAIK
Director
Savex Technology

Saurabh Naik, Director Savex Technology, added, "The first news of the pandemic in February rang a warning bell in our minds, and we knew it was going to impact us as well. We worked on it to face it and before the national lockdown was announced, we were all ready with our strategy. We had a few staff working from home, and still to the point. Our IT team worked in the background to develop apps for the sales team. We also worked on omnichannel solutions for some of our partners. We integrate offline stores with online media. Pandemic is a lesson and opportunity for all the IT fraternity to go out and reach out to thousands of customers and investigate if they are prepared for digital transformation."



MARGIE GRADWOHL
Sr. Director Partner,
Air Slate

In the next session, Margie Gradwohl, Sr. Director Partner, Air Slate, stated, "SignNow, legally binding e-signature solution that helps to simplify and digitize all paper-based processes. This helps to drive productivity, save paper and keep data secure. Pandemic made more people to work from home, thus increasing software purchasing and it has really catalysed digital transformation. You can approve documents on any device and second sign now allows users to have multiple signature options so they can type to sign, draw to sign or upload an image of their signature. SignNow offers the ability to eliminate paper by digitizing document workflows, which in turn saves company's time and money. The companies might be able to afford the paper costs of printing. All it can be said is the ability to electronically sign a document is great and being able to do that from a mobile device is even better."



BHAVESH MEHTA
CTO & Founder-
Acuutech

Bhavesh Mehta, CTO & Founder- Acuutech, said, "Most of the things that Accutech delivers today is as a service and truly what we would like to do is through partnership with Savex we would like to bring this experience to all of the reseller community in India, where we can show you the secret source and ingredient, how to actually make money, creating an as a service portfolio. So, on the platform perspective, Acuutech has actually got an integrated platform where you are able to scope solutions using hyper-convergence. So most of our platform is designed around Microsoft technologies so what you hear from Azure Stack HCI, so we have the scoping solution to build the Azure Stack HCI solution rapidly, and more importantly we have the orchestration platform that allows you to build HCI at breakneck speed. Acuutech has not invented anything new, but we have effectively created the orchestration platform on top of windows that allows you to build HCI reliably and dependably."



NAGARAJAN C
VP, Product,
Vembu Technologies

Nagarajan C, VP, Product, Vembu Technologies, perceived, "Vembu Technologies offers backup solutions across over 100 countries, so we have more than 60,000 plus customers and 4000 plus channel partners across the world. We provide agentless backup solutions for VMware virtual machines as well as Hyper V virtual machines and agent-based backup solutions for Windows servers and workstations. Also, you will be able to backup specific files and folders or specific applications like exchange SQL SharePoint and active directory or MySQL by using our file application backups.

Along with this, we are also offering a backup solution for Amazon Web Services. Also, if you would like to backup for office 365, email, or the SharePoint Online, or OneDrive data, you will be able to backup with our product. So we are also going to release a backup solution for G Suite."

**SHIVIN SHARMA**Commercial & Partner Business India
& SAARC - Check Point Software

Commenting on the partner support, Shivin Sharma, Commercial & Partner Business India & SAARC - Check Point Software, said, "Channel is central to our business. We work with channel partners and strategize with them to deliver better customer experience, meet the enterprise secure cybersecurity needs and this growing trend among other buyers who also look for products online, and we work closely with our channel partner network to reach all customers spanning all platforms. We continue to witness deal registrations growth by our channel partners year on year. This growth is not just limited numbers but the deal sizes, the increase in the number of deal registration is definitely a leading indicator of our channel vibrancy. This growth is not just happening in India, it is across the globe and happening year by year. This growth is not just happening in India, it's across the globe, and has continued to bloom and develop."

After that, Pankaj Gauba, Regional Vice President, SEA & India- Tableau Software, commented, "At Tableau in India, we have a sales team, which covers enterprise, mid-market, general business, SMBs that is the classical pyramid that you see from most vendors. So we serve almost the entire spectrum of the market. The sales team is supported by a pre-sales team. We have Customer Success Managers for some of our large customers where we ensure that they embrace the technology, adopt it and grow the footprint of our technology within their organization. We have Partner Managers to take care of our partners. We already have a strong partner business in the country. We have a renewal sales team which works with the partners to drive the renewals because we are a subscription model. We have a framework called Tableau Partner Network, which was launched early this year, we will be bringing it to India sometime in 2021, which is our partner program. We invest in partner marketing funds and partner readiness to ensure the partners who come on board are enabled and are able to serve the customers as good as what we would do."

**PANKAJ GAUBA**Regional VP, SEA & India-
Tableau Software**NILESH MISTRY**GM, Partner Ecosystem India, Yotta
Infrastructure Solutions LLP

The last speaker of this session Nilesh Mistry, GM, Partner Ecosystem India, Yotta Infrastructure Solutions LLP, commented, "We have made an engagement model for the partner ecosystem. This engagement model is typically going across connecting with the partners, going to the customers and building a recurring structure which is very important today. So typically, when you do one-time sale in any product or any software services, you do not get the customer for life, you have to do every transaction. In the case of Yotta, what we have built up is a dual flexible model where a partner can also be engaged in the front-end billing. On the support side also, we have done a very unique value proposition where wherever we are billing it to the partner, the support part can be given directly to the customer also in case if the partner wishes or in case if he wants to add his managed services or his services or bundles and services along with it, he can give it across to the customer as a total service. So retention of the customer is there with the partner for year on year."

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VAR SYMPOSIUM

TOPIC: DIGITAL TRANSFORMATION BRINGS OPPORTUNITY FOR THE PARTNERS.

PANEL DISCUSSION - 1

With this the event moved on to the most interesting panel discussion session -I. Eminent panellists from the Industry and corporate worlds in the country discussed on how digital transformation brings opportunity for the Partners.

The session was moderated by Dr. Deepak Kumar Sahu, Editor-in-chief- VARINDIA and the panelists are Vijay Sethi, CIO, CHRO and Head of CSR- Hero MotoCorp Ltd., Jai Daga, VP-Technology- Sony Pictures Networks Ltd., Lata Singh, Executive Director (IBM Partner Eco-system)- IBM India, Puneet Kaur Kohli, CTO- Universal Sompo General Insurance and Rishi Mehta, Advisor-Digital Transformation, Welspun USA.



Discussing about the digital transformation, **VIJAY SETHI, CIO, CHRO AND HEAD OF CSR- HERO MOTOCORP LTD.**, said, "In today's time Digital Transformation has become mandatory for all the organizations for not just the growth of the business but for the survival also. Everybody's expectations from the organizations, products, services have changed so much that if organizations do not use digital technologies to transform them digitally then organizations will not exist. So that is where companies have to work.

The second part is cloud planning. When I talk about digital transformation, cloud, mobile these are some of the basic fundamental foundations of any digital transformation. So, you can't really be doing a huge sort of analytics, AI or IoT solutions without having clouds. So companies today as part of the first step of digital transformation are working on cloud first strategy, a mobile first strategy. Digital transformation is something which each organization needs to do and cloud planning has to be a mandatory part of entire digital transformation."

PUNEET KAUR KOHLI, CTO- UNIVERSAL SOMPO GENERAL INSURANCE, commented, "Cloud first and mobile first will be the first prerogative for an organization, especially to lead the digital organization specially to lead the digital transformation, because if one has to be competitive in the market, the go to market strategy has to be good and also the product lines that business wants today, so it is a co-creation model, where it is not only about the technology which plays a big role, it is like vice versa. It is a combination of business and IT collaboratively delivering a product and it has to be within 72 hours or three to four working days a product has to be live, then cloud is becoming a technology where you can on your basis can scale up scale or down campaigns, any type of workloads, whatever be the size in and times out in and scale out it is all because of cloud technologies. So adaptation to cloud is something which is the need of the hour. Apart from that digital transformation especially with regard to financial services I can see that the myth that people had like digital transformation that cloud is somewhere not secured."



Further discussing about the same, **LATA SINGH, EXECUTIVE DIRECTOR - PARTNER ECOSYSTEM & CSI - INDIA/SOUTH ASIA REGION, IBM INDIA**, added, "Digital transformation is obviously fuelled by the adoption of cloud and therefore cloud planning has to be a key to it, not just the cloud part of it but the entire technology areas of IoT, AI and the others that the organizations are adopting, a critical piece of that entire digital journey that organizations are doing is the architecture and that is where the cloud planning falls into the architecture side. What are you deploying now, what are you building now, will it last for future, will you be able to keep that architecture from where you are building it to can you deploy it as you move forward, can you keep your own key, do you want to have control over the critical data? So, I would say digital transformation is fuelled by cloud adoption and therefore cloud becomes an integral part of how you plan your cloud - is it private, hybrid or public cloud and that has to be the architecture that defines your strategy for moving forward."

JAI DAGA, VP-TECHNOLOGY- SONY PICTURES NETWORKS LTD. depicted, "Digital Transformation is here and now. Especially in the entertainment industry, earlier it has been like a traditional way, weather it is infra, real estate, technology. So, it was more confined to it. But now things have changed. Digital transformation has taken a lot of pace. Cloud adoption has also increased. Obviously, there are apprehensions still. One of the areas where cloud may be lacking is to cater to this kind of industry where it is not only storage but bandwidth hungry also. The time to market is very fast. So that is one of the reasons which needs to be fasttracked on the cloud side. The mindset of this industry has changed a lot in this pandemic wherein you can remotely work from anywhere. You can have your infrastructure and applications anywhere, but you have to make sure that the delivery happens on a very fast pace."



RISHI MEHTA, ADVISOR-DIGITAL TRANSFORMATION, WELSPUN USA, pointed out, "Digital transformation was always there even if it was at a basic level 10 years ago, people had to grapple with the tools, and now it is going through a very sophisticated journey. I think it is coming because of our customers. I will say, look at what is happening even in the pandemic and COVID around the world. Our customers have not stopped from asking us the services whether they are shopping online, subscribe to the movies or other services rather I would say some services have even gone up more than the previous times. The best way to deliver is our service, product, technology companies have to become very agile in how they deliver the services. Digital transformation is still the mantra to adopt and the pace has become even more rapid."

THE AFTERNOON SESSION WAS NAMED VAR SYMPOSIUM. THERE ARE HUNDREDS OF TECHNOLOGY EXPERTS AND LEADERS HAVE PARTICIPATED IN THE 19TH ANNUAL VAR SYMPOSIUM. IT IS THE PLACE TO SHARE GREAT IDEAS WITH INDUSTRY LEADERS AND AMONG THE PEERS. DURING THIS SESSION WE HAD SIX CORPORATES WHO HAVE SHARED THEIR EXPERIENCE AND BEST PRACTICES ON HOW THEY ARE ADDRESSING THE PARTNER ECO-SYSTEM AS WELL AS THE INDUSTRY.

Presenting further, **PRADEEP K NAIR, Country Channel Head, Aruba India**, pointed out, "We are a three-billion-dollar company, with a motto of "Customer first, customer last." Currently in 2020, we have enhanced the portfolio with a new acquisition of Silver Peak and built our SD wan capabilities and enhanced it on to the premise as well. This is the 18 years of journey as Aruba. As HPE networking, we are very proud to say that we are the only OEM that could sustain our existence in the Gartner Magic Quadrant continuously without a breakage for almost 15 years.

As HPE in the networking domain we are there from 2000 onwards, however from 2015 we moved into the leadership quadrant and could hold on to that position, we do our capability as well as the vision. So, both on the execution capability as well as the vision on the networking front was present all the time, enhanced and ultimately, we could always be the leader in the Magic Quadrant."



The first speaker of this session, **KRUNAL PATEL, Director, TeamViewer**, commented, "Digital Workplaces is just not giving computer and laptop to employees. It is much beyond that, it has a lot of other co-relations in the way how we work, how employees remain productive, even if they are working from anywhere. The new realities of the business have actually changed the way we work, and also how workplaces are organized. The modern workplace has to be connected. There has to be sufficient connectivity between employees, customers, suppliers in any device, in any format howsoever remote, he or she is. Connectivity becomes the primary requirement; collaboration is not only giving the video conferencing software but also setting a very conducive environment ecosystem for employees to collaborate. Manage employees, manage infrastructure, manage hardware and maintain around the productivity, maintenance of security maintenance of infrastructure are to be done. Modern workplaces are going to be a little more complex while it will not be compounded into the four walls. It will require a much wider application of technology to achieve the modern workplaces which is employee friendly and boost the employee productivity."



RAJEEV ABICHANDANI, Channels Business Lead - India & SAARC, Fortinet, said, "2020 has been a milestone year for Fortinet technologies. We are celebrating our 20th anniversary this year & it is just getting started. With a lot of pride, I can say that Fortinet is the # 1 cybersecurity company in the world.

The year 2020 also brought in unprecedented challenges in each of our lives. We were hit by the pandemic in first quarter of this year. The situation can best be described as an inversion of the status quo. Until march 2020, the majority of employees did their jobs within the confines of an corporate offices in a controlled network environment. But today most of us are Working from home with no idea when we can return to pre-pandemic normal. In the immediate onset of the pandemic, CISOs and IT teams rushed to support home systems, stand up new VPN servers (on premises or in the cloud) and dramatically expanding MFA. During this time an unprecedented number of unprotected users and devices were online, giving a perfect storm of opportunity for

the cybercriminals. And these devices don't even need to be attacked directly, since they are all connected to the single home network and have multiple avenues of attack that can be exploited with the ultimate goal of finding a way back into a corporate network and its valuable resources. With Fortinet Security Fabric – Which is the most advanced framework provides full protection across the entire digital infrastructure & under this umbrella we have more than 30 products seamlessly connecting to each other simplifying operations & driving automation.



NISHANT SHARMA, National Manager, Channels (India & SAARC), Sophos India, added, "We are going through our designated time and similarly the cybersecurity landscape is changing quite fast, every day. From a perspective of customer, we have commissioned an independent survey with IT managers across 26 countries across six continents. Almost 51% of the customers agreed that they were coming by ransomware last year and it is definitely expected this numbers to grow in the coming years. This pandemic has been an average cause for a ransomware attack where the customer data is getting compromised. Data is getting increased; they are paying ransom to the cyber criminals to get their data back. Cloud adoption is increasing significantly so as the attacks, almost 71% of customers agree that they suffered an incident on their cloud instances, so that is also alarming. We have launched a new partner program for the partners, which we call it as a so forth MSP program, the Managed Service Partner program."



SANJAY ZADOO, Country Manager, Channel Business- Vertiv Energy India

When it comes to any decision about critical IT infrastructure Vertiv is the most interesting solution. Not only that, we also promised partners a good ROI, support in terms of deploying solutions and really good service capabilities to make it very easy and profitable. Vertiv as a global organization caters to more than 70% of Fortune 500 companies, in the sales term as \$4.3 B with 20,000 employees and 28 manufacturing sites, a lot of emphasis and investments into R&D. So, we are operational in 51 countries. We also have various offerings in the Department of thermal power management or anything which is related to IT and infrastructure.



PANKAJ DESSAI , Country Manager – Channel & SMB , Commercial BU , AMD India

Like many others, AMD has adopted working and learning from home and finding ways of balance between our personal and professional lives. 2020 is a significant year for AMD's commercial business in India. Partners have a key role in bringing our technologies in the market. We saw growing demand for our latest generation products, both in commercial PC and Data Centre business. AMD is building the best quality high performance computer and graphic product to help accelerate the next generation companies. There has never been a better time to be in the semiconductor industry, and we are ready for the next 15 years with high performance computing and graphic products that will transform our lives. From technology standpoint, AMD is the only technology company designing and manufacturing both high performance computing and graphics products.



IN THE NEXT SESSION WE HAVE SEEN HOW THE PARTNER ECO-SYSTEM IS WORKING HARD TO BRING ALL THE TECHNOLOGY ECO-SYSTEM WORKS AND UNDERSTAND FROM THE VAR COMMUNITY, ON THEIR VISION ON DIGITAL TRANSFORMATION.

DR. DEEPAK KUMAR SAHU, EDITOR-IN-CHIEF- VARINDIA MODERATED THE PANEL DISCUSSION SESSION-2 ON KEY CHALLENGES AND OPPORTUNITIES IN DIGITAL TRANSFORMATION.

GLOBAL BUSINESS ENVIRONMENT HAS WITNESSED MASSIVE CHANGES, SCALE AND SPEED TO MATCH TECHNOLOGIES. IN THE PAST FEW MONTHS, WE HAVE WITNESSED A RAPID ACCELERATION OF THREE MAJOR FORCES, THAT IS, GLOBALIZATION DIGITALIZATION AND CORPORATE CONSOLIDATION, WITH CONSUMER HABITS SHIFTING TO ONLINE CONSUMPTION."

ASHIS GUHA, CEO, RAH Infotech, said," The transformation is object oriented. Technology will be a very important player in any transformation that you are really looking at. The transformative strategy should play a very important role, ensuring that customer experience is enhanced, optimize resources, overall business processes are streamlined and revenue should increase at bottom line.

We are the ones who are sitting between the OEMs and partners or customers. It makes our job even more difficult because you are just not catering to one person but to multiple people in the market. Our focus and value is all around data management and security."



Discussing further, **ATUL GAUR, Director- Savex Technologies Pvt. Ltd,** said, "Digital Transformation essentially should make life simpler, faster, efficient, and should give delight to customers, even employees. One should look at what is good to have, and what is essential because you have limited amounts of funds and want to make the most of it, so you have to decide which are the areas you really want to invest.

With COVID coming in things are becoming faster, people are wanting to invest more to reach out to their customers as they are now using video tools for the same. Analytics is becoming very important not only at CEO level but also at the bottom level or operational level. Live statistics being available to the same size as well, to see how they are performing. All these things are very critical and important for businesses to transform."



Delving deep into the topic, **VISHAL BINDRA, CEO, ACPL Systems Pvt. Ltd.**, said, “Nowadays we want to work from everywhere, we want to ensure that all our branches are connected as we will be at home and be able to work. Now, everybody is supposed to sit at home and we are pretty ready. Over the period of time, we learned that we could actually bring a lot of second tier, third tier city employees to really come on board and be able to deliver everything for them on demand was very necessary for us. We are not a digital transformation company, we actually are a layer which is looking forward at what people are going to do as transformation, and then sit over it to ensure that we can look at secured experience. Recently a very interesting thing that I came up with is that, a lot of our customers are talking about being able to work from home with a look at zero trust. We were ready to showcase all of that zero trust security issues and this is how we have integrated different technologies and this is what we are able to achieve.”



RANJAN CHOPRA, CEO & MD, Team Computers, added, “I will say digital transformation is a mindset. Four years before we created a mobile app for attendance, books, work from anywhere, anytime especially for our female employees. My team was not ready at that time but I insisted them to take necessary steps. Then we build centres for operational analytics. App modernization is another key point in this digitalization. We have to keep the apps updated every time. We have updated our all apps and done the same for our customers. Lastly, automation will keep people motivated as they gain their free times from daily chores by using automation.”



According to **TARUN SETH, Managing Director, Hitachi Systems Micro Clinic**, “As our Prime Minister comes in saying ‘Sab ka saath, sab ka bhikash’, I think it is the digital transformation. It is that you can help people from anywhere and everywhere, and people can get what they want.

People are scared today that the jobs will go by automation which is not okay, if not they are doing a redundant job. System needs people who can think differently, who can act differently and who can do multiple things. Digital transformation was always there and we thought it would take three to four years to mature, but COVID is elevated, and what we thought will happen in 2024 happened in 2020.”



Discussing on the topic, **PRARTHANA GUPTA, CEO, Cache Technologies**, said,” My definition of digital transformation is how fast information can be used, how fast delivery can happen or how fast you can use the service. I might have been busy for more than one year on a project on safe city where the entire project is using digital transformation. We are doing a great job there and we are actually designing the entire thing: how fast the information can be used to the police officer and how quickly they can take the action and how we can reduce the crime of Delhi. Digital transformation has increased the use of analytics on how we can use facial recognition systems to catch the criminals. I have learned a lot about transformation during this lock down period.”



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 **Bitdefender**

 **Acronis**

 **Crayon**



DIGITAL TRANSFORMATION

FINDS ITS COURSE DURING PANDEMIC

Celebrating the 21st year of existence in the IT industry, VARINDIA successfully concluded its 19th edition of Star Nite Awards. For the last 21 years VARINDIA has been dedicatedly serving the VAR fraternity in India. The importance of the ICT industry has been best understood by us during the pandemic times. With the theme, "Post Pandemic to bring Fast Track Digital Transformation", the Star Nite Awards brings forth the importance of digital transformation and how this pandemic has accelerated the pace of transformation which would have taken place a few years later. The pandemic has also exposed the readiness of the organizations in terms of their IT infrastructure. Along with this, cyber security has become a major cause of concern as many people are working remotely from their homes which is not a protected environment which enterprises have, keeping the data at stake.

We thank all the partners for their strong and continuous support. We have sponsors in the categories of Gold, Networking, Cyber Security, Innovation Partner and Supporting partners from various IT associations in the Country, and they are FAIITA, PCAIT, ISODA, ASIRT and TAIT.

The 19th VARINDIA Star Nite Awards started with the welcome note of S. Mohini Ratna, Editor, VARINDIA. According to her, "Technology landscape continues to rapidly shift, disruption continues, but new opportunities continue to emerge. Digital twins represent the culmination of modernized cores, advanced cognitive models, embedded sensors, and more—a recipe that is in itself a trend, even as it builds on evolving individual technologies.

This is the 19th edition of the Star Nite Awards and with every passing year the status and grandeur of the event keeps getting more and more popular. The theme of this year's event is "Post pandemic brings Fast Track Digital Transformation". This event is dedicated to the VARS of the Indian ICT Industry.

NEW SOCIAL AND MOBILE TECHNOLOGIES HAVE DRAMATICALLY CHANGED THE WAY WE INTERACT AND ENGAGE WITH THE WORLD, BRINGING NEW AND UNFORESEEN SECURITY CHALLENGES. WITH THE GROWING POWER OF ARTIFICIAL INTELLIGENCE (AI), IT IS GOING TO CHANGE THE WORLD OF PERCEPTION, AS MANY ARE TRYING TO REINVENT THE POWER OF SUPER AI. TECHNOLOGIES ARE DESTINED TO GROW OBSOLETE EVER MORE QUICKLY INCREASING PRESSURE ON ORGANIZATIONS TO BALANCE BOTH THE NEED TO MAINTAIN A COMPETITIVE EDGE AND MANAGE BUDGETS.

DIGITAL TRANSFORMATION IS A PRIORITY FOR BUSINESSES. CUSTOMERS AND EMPLOYEES ARE MORE DEMANDING, ECOSYSTEMS ARE EVOLVING, AND THE ESTABLISHED RULES OF BUSINESS ECONOMICS AND DECISION MAKING ARE SHIFTING. THESE CHANGES ARE OPENING UP NEW OPPORTUNITIES THROUGH TRANSFORMING COSTS, IMPROVING CUSTOMER EXPERIENCES, MAKING OPERATIONAL EFFICIENCIES AND CREATING WHOLE NEW BUSINESS MODELS."

KEY NOTE SPEAKERS



"VI IS DESIGNED TO HELP ITS CUSTOMERS MOVE AHEAD IN THEIR LIFE FOR A BETTER TODAY AND A BRIGHTER TOMORROW"

AJAY SEHGAL

EVP- Enterprise Business (Channels & SOHO Business), Vodafone Idea

"We are now Vi business. So, Vi as a brand is a collaboration of India's two loved and trusted brands, which is Vodafone and Idea. Vi is built to be strong, ever dependable, agile, intuitive and in tune with our customer needs. Vi is designed to help our customers move ahead in their life for a better today and a brighter tomorrow. So Vi as a brand is powered by GIGAnet - a network of the future. So GIGAnet is the largest spectrum holding, superior coverage across towns and villages. It is India's largest massive MIMO radio deployment which is helping all our customers to get better networks in each and every nook and corner of the country."

AFTER COVID, DIGITAL TRANSFORMATION BECOMES AN ESSENTIAL COMPONENT OF CLIENT'S BUSINESS

AJAY MITTAL

Chief Digital Officer- IBM India and South Asia

"We are all aware that one of the things that the pandemic created as a situation is against an earlier scenario where the digital transformation was primarily driven by an innovation focused approach where clients are only looking at how they could differentiate themselves, relative to their competitors within their industry and truly looking at purely from an ROI perspective. What the COVID impact has done is clients have started looking at digital transformation as an essential component of their business and something that they believe truly will help them sustain their business in the world moving forward, even for exceptional situations like COVID that they have currently seen."





“WE ARE CONTINUOUSLY INVESTING INTO RESEARCH AND DEVELOPMENT TO SEE THAT WE ARE COMING UP WITH THE NEW OFFERINGS”

ANIL SETHI
VP & General Manager (Channels), Dell Technologies

We have been a technology leader and an innovator in world-class enterprise. Why do we say that? The reason is that it is a powerful offering that we have, which is an edge to cloud which is supported by 34,000 people.

It is very critical because this is the number which helps you gain the customer experience and customer satisfaction. That is what actually translates into the business. Today, we are serving 98% of 500 Fortune companies. So practically it means that every large customer experience is dealt in some form or the other. We have 27,000 plus patents and that is a big investment we do with our research and development. We do almost \$5 billion or \$4 billion each year that is a massive investment with any technology company.

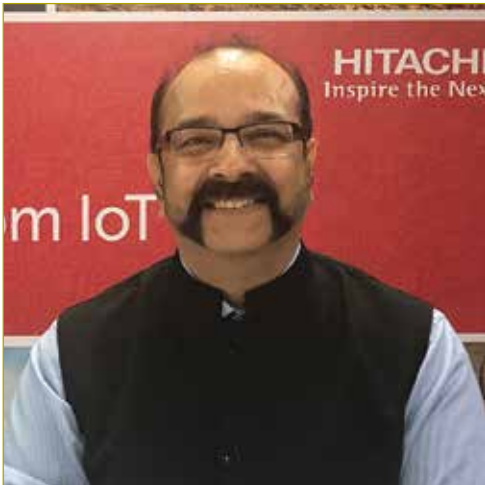
We currently are present into 180 countries. So to sum it up, what is important is to see how we are positioned and what is the big presence we have, the number of customers that we deal with. The most important is that we are continuously investing into research and development to see that we are coming up with the new offerings as this transformation age which we are in and that is what helps customers to meet their IT needs.

“TO HELP ORGANIZATION ACHIEVE TRANSFORMATION GOALS AND BECOME MORE INNOVATIVE, AGILE AND COMPETITIVE, WE CREATED A PORTFOLIO OF DIGITAL INFRASTRUCTURE SOLUTIONS”

ANUPAN NAGAR
Sr. Director, Channel & Alliances, Hitachi Vantara

“So in response to COVID and in the post COVID world organizations are pursuing major digital transformation initiatives to boost innovation and keep pace with customers changing operations and demand. However, CIOs and CTOs of our customers face a number of key challenges and barriers to transformation that span people, processes and technology, often lacking in house transformation capabilities in one or more of these areas. COVID has shown them glaring gaps in their plans and I know many of the partners are involved with them in resolving some of the issues that they have faced in the recent past.

Now from our side to help organizations achieve their transformation goals and become more innovative, agile and competitive, we have created a portfolio of digital infrastructure solutions that our partners can take to these customers. These solutions bring together all the capabilities needed to deliver a successful digital transformation from filling transformation and technology skills gaps to designing and deploying an agile infrastructure that optimizes efficiency, automates time consuming processes and unlock the business value of our customer’s data assets. By augmenting our customer’s transformation capabilities through our partners, we at Hitachi Vantara empowers them to accelerate data driven innovation and create new products and business models faster and compete more effectively in the data economy accepting the new normal.”



TECH TALK SESSION

SMBS TOO LOOKING FOR ENTERPRISE LEVEL SECURITY SERVICES

SUNIL SHARMA
Managing Director (Sales), Sophos

“Cyber security is one of the biggest aspects which even SMBs want to utilize in their network area because they are also facing similar kind of cyber-attacks like enterprise players. Though not strong enough in terms of economic situations, SMBs want those kinds of services. As partners, it is your duty and responsibility to provide them those services, and we as vendors, are equally responsible to support you. As SMB customers do not have the kind of security budget enterprise customers have, what needs to be done is becoming an MSP of Sophos, providing them services based on the opex model, which is absolutely fine with them. On a monthly basis, billing can be provided to them, and the partners can provide and manage their security services. So that is the way you can change and provide them an enterprise class of security and they can also enjoy those benefits that enterprise customers can. So, please, take this opportunity to make a good amount of revenue, at the same time, do good service to your SMB class of customers who can be prevented from cyber criminals.”



LOCKDOWN IN OTHER WAY, CREATED OPPORTUNITIES

J N MYLARA

Director, Sales, Enterprise, India & SAARC, CommScope

“Lockdown has put before all many challenges. But these challenges have created an opportunity for us. The strength of CommScope has always been - our ability to service and support our customers at a higher standard with well class products. Being a leader in an infra connectivity space, CommScope continues to prioritize the large scale infrastructure and the data center offerings to our customers where we show our values to deep understanding customers businesses, with our design and customized solutions, which is best suited for their specific needs. We completely understand that our channel ecosystem is looking to evolve very quickly in this new normal. We at CommScope have invested very heavily in digital initiatives that allow our channel programs to stay flexible and adaptable so that we can serve our partners and customers better.”



NTT NETMAGIC BRINGS A NEW OPPORTUNITY FOR THOSE NOT ASSOCIATED WITH IT



PRINCE DHAWAN

AGM, Sales and BD, NTT-Netmagic

“NTT is into data centre, cloud and security for more than 20 years. Partners and NTT work together in colocation-Customers, can colocate with NTT, where we provide space, power and connectivity.

Cloud comes next, NTT has three flavours of cloud- private, public and hybrid. Due to pandemic, every CIO is behind reducing cloud mandate wrecking charges. Compared to the market price, NTT has a much lower price. NTT is ready to welcome new associates as well.

The third opportunity comes as security- since maximum are working WFH, security is a common worry bothering the companies. NTT has all security services as a service option.

The best part is, NTT does not have a distribution model. NTT works on one opportunity with one partner rule.”

DIGITAL IS NOW JUST THE ACCEPTED WAY OF THE OPERATING AND DOING BUSINESS

DIPESH KAURA

General Manager (South Asia), Kaspersky

“Digital technology has fundamentally changed two things: the dynamics of the markets and the speed required to remain competitive. It is now open to all that digital technology has transformed the way we are doing business today. It is no secret that many more changes lies ahead. Almost every year, a new digital technology arrives and disrupts the status quo and opens new operational vistas for enterprises. From the cloud to mobile to social media innovations that have already changed the world to new advances like virtual reality, AI, quantum computing that will arise ahead and continue to reshape how we work and live.

Today, many enterprises have gone digital to the core. Digital has transformed the ways in which customers today discover by engaging with products, teams and services. However, the digital transformation of industry and enterprises also bring with it major challenges. One of the most pressing is cybersecurity. As the world becomes increasingly connected and technology more sophisticated, the threat landscape becomes more complex.”



XDR IS THE NEW REALITY, THE NEED OF THE HOUR



HARPREET BHATIA

Director, Channels & Strategic Alliances (India & SAARC), Palo Alto Networks

“Cortex comprises XDR, which is an endpoint solution suite, which comprises EPP, EDR, and the XDR capability which brings in network and cloud data as well. The second piece is the XO platform- stands for extended security operations automation and response platform that help organizations across the globe to automate their security operations center making them more productive.

XDR as it stands Extended Detection and Response is the need of the hour. The industry has been running with legacy antivirus for far too long. All these anti viruses are endpoint solutions depending upon signature based databases. It results in an attack which is any compromise running in an organization, dependent upon the database being updated.

Cortex has XDO, XDR, and IR services; here all are aimed at making the customer having to look at a lesser number of incidents, having to analyse fewer amounts of data, also having a reduced MTTR.”

“PALO ALTO IS KNOWN AS PIONEER IN NEXT GENERATION FIREWALL TECHNOLOGY”

BIKRAMDEEP TAMBAR

Cortex Sales Head – India, Palo Alto Networks

“Palo Alto has been known to you as a pioneer in next generation firewall technology. But over the years, it has expanded its portfolio on the cloud security domain and endpoint security and stock automation. We have rebranded ourselves on the network security portfolio as Strata, cloud portfolio as Prisma and end point and stock automation as Cortex portfolio. We invite all our partners to engage with us on the Cortex XDR and XOR platforms to build services, let business and increase your profitability”.



“SECURITY IS ALL ABOUT CONFIDENTIALITY, AVAILABILITY, INTEGRITY”

VALAN SIVA SUBRAMANIAN

Manager, Systems Engineering, Fortinet

“Fortinet is into cyber security. Security is all about confidentiality, availability, integrity. Securing data is all about ensuring these three components. Traditional way is whenever there is an issue; the company sees a solution for it. As the businesses grow the organisations need to have their data secure. In this current epidemic, customers have started adopting cloud in a very bigger way. These days the data is scattered. So when it has to be protected, one should know where the information is and what needs to be protected. Security driven web is another aspect- security at access layers, security at the cloud and security at network layer. Fortinet's approach towards this is we have Fortinet security fabric offering, which is all over providing broad security coverage and

integrated approach.”

The role of Chief Marketing Officer (CMO) is believed to be most critical for technology companies in driving early adoption of emerging technologies. Realising the same, VARINDIA has recognized 10 CMOs for their hard work and understanding towards emerging technologies. The awards are chosen by the voting mechanism for their marketing programmes and their innovative approach in changing times and killer strategies that brought about raging success for their respective organizations.

CHIEF MARKETING OFFICERS OF THE YEAR 2020



GOVINDARAJ AVASARALA
Head Enterprise Marketing, Vodafone Idea



RISHI PRASAD
Marketing Team Lead for South Asia & Surveillance Lead (Asia Pacific), Seagate Technology



RITU GUPTA
Director (Marketing), Dell Technologies



PRASENJIT ROY
Sn. Executive VP and CMO, NTT - NETMAGIC



NIKHIL SHARMA
Marketing Lead (India & Saarc), Veeam Software



RAJESH GOENKA
Director (Sales & Marketing), RP tech



JAGANNATH CHELLIAH
Director (Marketing), Western Digital



ABHIJEET MUKHERJEE
Head Marketing, Crayon Software



DIPTI SINGH
Head – Marketing & Communications, Vertiv Energy India



NIKHIL DUDWADKAR
Head of Marketing (India & South Asia), Kaspersky Lab

WINNERS OF VARINDIA STARNITE AWARDS 2020

<u>Video Conferencing Infrastructure Solution Company -</u>	<u>POLY</u>	<u>Best Work Force Collaboration</u>	
<u>Best Business Application Solution Company -</u>	<u>ORACLE INDIA</u>	<u>Solution Company -</u>	
<u>Best Note Book- Consumer -</u>	<u>DELL India</u>		<u>Citrix Systems India</u>
<u>Best Structure Cabling Company -</u>	<u>CommScope Solutions India</u>	<u>Best Enterprise Solution Company -</u>	
<u>Best Note Book- Enterprise, Best Inkjet Printer (Single & MFP),</u>			<u>TeamViewer India</u>
<u>Best Laser Printer (Single & MFP), Channel Favourite Company -</u>		<u>Best Data Center in India -</u>	<u>NTT- Netmagic</u>
	<u>HP Inc.</u>	<u>Best Smartwatch for Health-</u>	<u>FITBIT India</u>
<u>Best A3 copier AND Imaging Solution Company -</u>	<u>Canon India</u>	<u>Best Hyper Converged Solution Company -</u>	
<u>End to End Technology Solution Company, Best X86 Server,</u>		<u>Nutanix Technologies India</u>	
<u>Storage Solution Company -</u>	<u>DELL Technologies</u>	<u>The Futuristic Company Into Channel -</u>	
<u>Best Networking Solution Company and Best Unified</u>		<u>Lenovo Global Technology (I)</u>	
<u>Communication Solution Company -</u>	<u>Cisco Systems India</u>	<u>Best Databack-up and Recovery Software -</u>	
<u>Best Hyper-converged Infrastructure Solution Company -</u>	<u>HPE</u>	<u>Veeam Software</u>	
<u>Best Wired and Wireless Infrastructure Provider -</u>	<u>ARUBA</u>	<u>Best End Point Security Solutions -</u>	
<u>Best Inktank Printer and Best Projector -</u>	<u>Epson India</u>	<u>Kaspersky Lab</u>	
<u>Best Networking Switch Company -</u>	<u>D-link India</u>	<u>Best Company Into Cyber Security -</u>	
<u>Best Processor -</u>	<u>Intel Corporation</u>	<u>Palo Alto Networks</u>	
<u>Best Company Into Infrastructure Solutions -</u>	<u>Vertiv Energy India</u>		
<u>Best Operating System -</u>	<u>Microsoft Corporation (India)</u>		
<u>Best Power Management Solution Company -</u>	<u>APC by Schneider</u>		
<u>Best Next Generation Firewall -</u>	<u>Sophos Technologies</u>		
<u>Best Technology Services Company -</u>	<u>IBM India</u>		
<u>Best Note Book -SME -</u>	<u>Lenovo India</u>		
<u>Best Internal and External Hard Disk Drive -</u>	<u>Seagate Technology</u>		
<u>Best Data Security Company -</u>	<u>Check Point Software Technologies</u>		
<u>The Best FLASH Drive- SSD -</u>	<u>Western Digital (UK) (SANDISK)</u>		
<u>BEST IT Brand -</u>	<u>ACER India</u>		
<u>Best LED Monitors -</u>	<u>LG Electronics India</u>		
<u>Best Open Source Infrastructure Solution Company-</u>	<u>Red Hat India</u>		
<u>Best Innovator in Cloud Technology -</u>	<u>VMWare Software India</u>		
<u>Best Enterprise Network Firewall -</u>	<u>Fortinet Inc.</u>		
<u>Best Enterprise Storage Vendor -</u>	<u>Hitachi Vantara India</u>		
<u>Best Company into RPA Solutions -</u>	<u>UiPath</u>		
<u>Best DDOS Vendor -</u>	<u>Radware India</u>		
<u>Best Cloud Transformation Player-</u>	<u>Crayon Software Experts India</u>		
<u>Best Graphics Card -</u>	<u>NVIDIA Graphics Card</u>		



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[D-link India](#)

Emerging VAD of the Year
[BD SOFT](#)