

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 MYLARAH

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 collocate 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

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



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& Collaboration**

ZOOM Video Communications

**Best Structure Cabling Vendor
D-link India**

**Emerging VAD of the Year
BD SOFT**