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PM Modi launches e-RUPI digital payment platform

Prime Minister Narendra Modi launched e-RUPI, an electronic voucher that promotes digital payment. “Today the country is giving a new dimension to digital governance,” said PM Modi during the virtual launch. “e-RUPI voucher is going to play a huge role in making DBT more effective in digital transactions in the country,” he added.

It is a QR code or SMS string-based e-Voucher, which is delivered to the mobile of the beneficiaries. The users of this seamless one-time payment mechanism will be able to redeem the voucher without a card, digital payments app or internet banking access, at the service provider, the official statement said.

The instrument has been developed by the National Payments Corporation of India on its UPI platform, in collaboration with the Department of Financial Services, Ministry of Health and Family Welfare and National Health Authority.

Lenovo expands local manufacturing portfolio in India to meet customer demand

Lenovo is significantly expanding its local manufacturing portfolio in India, with a range of initiatives that will help meet increasing customer demand. Lenovo’s in-house PC manufacturing plant, in Puducherry, has been expanded to include a third manufacturing line. Meanwhile, the company has also launched local manufacturing of its tablet computers, in partnership with Wingtech Technology, at a plant in Tirupati, Andhra Pradesh. In addition, smartphones for Motorola (a Lenovo group company) are now locally manufactured in partnership with Dixon Technologies at Noida, Uttar Pradesh.
The next disruptors in providing the broadband services will be among Starlink, OneWeb and Amazon in India.

In addition to British start-up Methera Global Communications and early entrants like HughesNet, Iridium, Eutelsat, Viasat, O3b Networks are a few who are eyeing this market. Tata Group-backed Nelco is also in talks with Canadian firm Telesat to create a JV to launch satellite communications services in India and globally in the coming days. Telesat’s Light-speed satellite services may be launched in India by 2024 by a JV between Tata’s Nelco & Telesat.

The Satcom industry is at its nascent stage in India but has the potential to revolutionise connectivity in unconnected areas where terrestrial mobile or fibre can’t reach.

Good internet connection has become a basic need in such an unprecedented scenario where working and studying from home became the new normal. The satellite communications (satcom) market is expected to hit $46.5 billion by 2028, from a projected $25.33 billion in 2021, according to Fortune Insights.

Nearly 75% of India’s rural population do not have access to broadband since many locations go without cellular or fibre connectivity, according to the estimates of the Broadband India Forum (BIF), which represents OneWeb, Hughes, Amazon, Google, Facebook, Microsoft and Qualcomm.

Hence, there is demand for powerful next-generation satellite systems, which are being touted as a viable alternative to connect the unconnected. Satellite broadband connectivity will cover even remote areas where telecom towers or fibre connections are hard to reach.

Currently, in India satellite communications are permitted primarily in the B2B sector and not the B2C sector. The last mile connectivity from the VSAT (Point of interconnection to the Satellite) is through either a wired or wireless connection. B2C is allowed under special licenses for disaster recovery and emergency operations.

The competition is getting intensified who will be the first to grab the market share and the leaders are not the ordinary entrepreneurs but they are none-other than, Sunil Mittal backed OneWeb, Elon Musk’s SpaceX and Jeff Bezos’s Amazon have ambitious plans to explore the untapped potential of the Indian satcom market.

The DoT had called a meeting with global satellite companies to discuss a holistic roadmap for locally manufacturing satellite communications gears and ways to create an enabling regulatory regime for global low earth orbit (LEO) satellite constellation operators to establish in-country gateways in India.

OneWeb, a venture between Bharti Global and the UK government, is on track to offer full global coverage in 2022 with an LEO constellation of 648 satellites. It expects to start offering services in India from May 2022.

SpaceX has been working with the Indian industrial sector for a long time, buying steel and steel-tubing for many of its rockets. It is now committed to manufacturing hardware and satellite components and components of (satellite broadband) networks in India. Elon Musk’s Starlink has already launched more than 1,600 satellites into orbit.

Jeff Bezos-led Amazon has recently acquired Facebook’s satellite internet team with over a dozen experts. The deal will give a boost to Amazon’s $10 billion effort to develop low-earth orbit (LEO) satellites. The Project Kuiper is looking to enter the country’s nascent broadband starting next year.

Hughes Communications India, the local arm of US satellite, maker of Hughes Network Systems, is also ready to invest in a $500 million satellite and pump in $300 million more on ground-level gear to deliver such connectivity.

Tata group’s Nelco is reportedly in final talks with Canadian firm Telesat to bring its Lightspeed satellite broadband internet services in India. Both the companies plan to ready their satellite broadband services by 2024 in India and globally. Tata and Telesat are also working on ways to make their services affordable to users. It has been reported that Telesat’s global plan for satellite broadband services include an investment of almost $5 billion for a constellation of around 298 LEO satellites.

Satellite broadband can potentially open-up relatively new markets, while bringing new competitive value propositions to demanding customers in already-existing urban markets in terms of better quality of service.

Last year, Finance Minister Nirmala Sitharaman said the government would create a level-playing field for private satellite builders, satellite launchers and space-based service providers under its new space communication policy, which would bring in a predictable regulatory regime.

Once the ‘Open Space’ policy is fully operational, satellite broadband services can be a $500 million-plus near-term market opportunity, the Satcom Industry Association (SIA-India) says. At present, satellite broadband services in India are a primarily B2B play with a market size of roughly $100 million.

Going forward, Satellite broadband is a key connectivity solution – for banks with numerous branches in remote areas where mobile coverage and wired internet are unreliable or even small and medium enterprises operating in far-flung regions.

Finally, the year 2022 will be Satellite broadband to be the next big thing in India.
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CRAYON SOFTWARE EXPERTS INDIA ASSURES THAT BUSINESSES GET THE BEST GUIDANCE IN THEIR DIGITAL TRANSFORMATION JOURNEY

VIKAS BHONSLLE
CEO, CRAYON SOFTWARE
Sophos stops ransomware.
THE AFTERMATH OF THE PANDEMIC

After the last eighteen months’ traumatic events, there is some silver lining seen in the world devastated by the pandemic. Most likely we would be back to normal and twine to one another: “Happy days are here again”. First there is a sharp drop in the number of cases worldwide in the last couple of months. One can still argue that in some places there still are threats like some parts of Africa, some areas of Britain and back home in India, particularly in Kerala. However, I think despite these negatives we are going to beat this pandemic quite soon.

It is time for all of us to take stock of the post-Covid-19 scene and make plans for the future. The economic losses are huge, companies have closed down or drastically downsized their business. The lockdowns significantly adversely affected people’s livelihood. The world is still reeling under the damage.

They say, necessity is the mother of invention. I have written in this column how World Wars 1 and 2 had helped inventions and innovations in medical science, aerospace, defence production, construction of housing and building infrastructure, etc. Similarly, the pandemic had winners and losers. The main winners are technologies that helped contactless transactions, such as e-retail, technology like Financial services, e-governance, and technology based medical services and a host of such industries. They will continue to grow even after the pandemic since people have realized across the world the advantages of such digital platforms. All over the world there is a rise in the trade of electronics equipment. Life is going to be more digitalised, smarter, dependent on emerging technologies and virtual work and meetings. The travel and hospitality sector are among the worst hit areas. We have to consider how we can help rehabilitate the victims to get back to normalcy. What could be the way out?

I feel that the pandemic has brought us together in the crisis, a sort of international brotherhood for meeting basic requirements of people who need assistance to meet their basic requirements. I am sure that a new army is evolving worldwide, taking recruits from all cross sections of professionals and expertise, in order to develop a new ecosystem to survive this crisis and prevent future calamities. I am talking about how people who lost their livelihood should be rehabilitated when the absorption of people in the manufacturing sector will be considerably reduced and intake in the services sectors like tourism, hospitality and travel will take time since these sectors would take time to revive.

My suggestion to all governments is to create more avenues of employment in the food processing sector. This sector is the most developed in the developed countries. That is not the case with developing countries. For instance, millions of people became unemployed in Africa in the aftermath of Covid-19. When employment will pick up, which is still speculated, Could large food chains in Europe and the US set up processing centers in various countries in Africa, from where they draw the raw materials? There are many examples. Let us take Cocoa. Countries in Africa like Ivory Coast are the world’s largest producers of Cocoa, which are exported to various countries in Europe and the US, where chocolate companies are mostly situated. Can they do the first round and second round of processing in the country of origin rather than taking them in the raw form? It will have many advantages. One, it can create more employment since a lot of work is involved before these goods get fully processed, they should be taken to ports for shipment. The supply chains that have to be created from the farm to processing centers and then to ports for exports can create thousands of gainful employment. Besides, it will give a boost to the home country since processed cocoa can fetch more revenue from exports rather than sending in the raw form. Can you believe that Nigeria, which is the largest producer of oil in Africa, is exporting almost 90% of the oil in the crude form and imports 90% of its oil (refined) requirements from other countries, at higher prices than it exports crude. That is because of a lack of domestic refining capacities.

These examples can be extrapolated in many situations, say for instance cashew nuts. Ivory Coast also produces a lot of cashew nuts. They export them in the raw form to various countries including India. The cashew processing centers Kollam in Kerala, where there are so many cashew processing companies, are getting their raw cashew nuts from Ivory Coast. Setting up processing centers in cashew growing areas in Ivory Coast can have a lot of beneficial effects there similar to that of Cocoa.

Let me now take another example, a lesser known fact. The Chinese mostly get the rare earths from Africa, be it for the production of batteries using lithium or cadmium for manufacture of spare parts for electric vehicles. Could the Chinese do the processing of these rare earths in the country of origin, creating gainful employment? I have taken Africa as a typical example. It can be anywhere in the world. Processing centers can be located anywhere in the world. It can be even in India. A different example could be manufacture of parts and components needed for electronic goods. The pandemic has not affected the electronics hardware segment.

Rather, it had boosted the demand for such goods. But a sizable quantity of components that go into a device, say a mobile phone, are imported and assembled here. Even semiconductors and sensors are being imported into the country. These are made of rare earths, which are mined from countries like Africa and Latin America. Can global companies like Intel, Samsung, Qualcomm etc make these components in India using imported raw materials since India is one of their major markets? This can not only create gainful employment but also make India emerge as a hardware manufacturing hub. Importantly, the Government of India is providing a number of incentives and capital subsidies for relocating such manufacturing processes to India. It is time that some of the global IT companies look at the possibility of setting up such units in the country.

I have been a votary of self-employment. That is also the reason that I left a lucrative regular job to set up something on my own. Pandemic disruptions could be leveraged to give critical push to encourage people especially youngsters to set up something of their own. A lot of people who lost their job during the pandemic can be absorbed in self driven enterprises. I feel that it provides great opportunities for such work. Look at the proliferation of App based businesses that have sprung up during the pandemic. I am not talking about hi-fi jobs. Even some of the not so well educated have set their App based businesses. I know of a fisherman, who does door to door supply after getting orders through Apps. The latest that I heard was that a person who engaged in clothes ironing is taking orders through Apps, picks up clothes and irons them and supplies them at the doorstep. With great transformation taking place in the IT space and eventual toll out of 5G and developments that are taking place in cloud computing, I can foresee these sectors making great efforts in these directions. I can go to the extent of advocating professionals employed with a company to partly devote their time for these ventures, by informing the management, to take up such activities, which will help them to rough up bad patches of time, if they lose their employment by any chance. One need not be a computer expert for doing such things. The new platforms that have emerged would help one to upload content instantly. The content can be on anything; travelogues, personal experiences, culinary interests and what have you. It can fetch handsome returns also, if it is relished by the readers.

I can tell you a new ecosystem is emerging, we have to be patient and brave, “we shall overcome”, indeed.
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ALE COMMITTED TO DELIVERING DIGITAL AGE NETWORKING AND COMMUNICATIONS SOLUTIONS

RESILIENCE AND AGILITY THROUGH IT SIMPLICITY

In the wake of the pandemic, Alcatel Lucent Enterprise (ALE) has pivoted its marketing mix to focus less on traditional physical face-to-face events in the current landscape. Its strategy spans across raising brand awareness in key go-to-markets and creating demand through vertical and account-based marketing to drive pipeline with its partner ecosystem.

To support and leverage its existing customers, ALE runs a green clinic program for its key verticals - Government, Healthcare, Transportation, Education & Commercial. This program initiates fresh outreach to its install base, where it evaluates pain-points and suggests new converged solution offerings from ALE. It has also instituted Vertical Marketing Programs aimed at the key industries to educate customers and prospects about new ALE offerings.

Furthermore, ALE has initiated multiple partner programs this year. Jointly driven with the key VAD’s & DR’s, these programs take a collective approach to reach the end customer and prospect base. With these programs, key partner accounts have been identified and engaged with integrated marketing tactics. For example, ALE introduced the Build2Win Channel rewards program for its APAC network of partners. This Build2Win program strengthens engagement and supports its partners, while offering an opportunity to recognize and reward the champions within the ALE partner ecosystem.

ACCELERATING DIGITAL TRANSFORMATION

ALE is uniquely placed to handle the challenges of remote work. This is the reason why the pandemic did not affect the way it operates. In fact, it has helped to accelerate areas of transformation such as upskilling the team.

ALE has been using its own communication and collaboration platform Rainbow to manage its internal communications even before the pandemic. As such, it was able to seamlessly transition to work from different physical locations.

The Rainbow platform has been key for ALE in engaging with colleagues globally. It allows teams to have centralized discussions that facilitate communication despite the distance, keeping essential communications open across teams in challenging times.

ALE is also taking this time to ensure that the company is well placed and coming back stronger to help businesses to restore and thrive with its solutions.

CREATING CUSTOMER EXPERIENCE

ALE has always focused on helping its customers make everything connect by delivering digital age networking, communications and cloud solutions that are tailored for their success. This continues to be its objective this year.

ALE continues to help customers identify pain points and overcome communication and networking challenges. This year, it has helped many customers bridge digital gaps with technology, and successfully supported them in their transition to distributed operations.

By providing their employees with online collaboration tools and business telephony applications, ALE has been able to foster inter-employee communication and collaboration despite physical distances.

COMPLEMENTING DIGITAL INDIA

When the pandemic hit, millions of Indian citizens were forced to work remotely, creating an unprecedented surge in network traffic. India’s cross-country network coverage was unprepared for the new normal. The Digital India initiative is meant to strengthen India’s mobile and terrestrial network infrastructure and support the country’s small businesses that were hit hard by the said network challenges.

As part of the Digital Village program to connect every rural village, ALE has helped in this effort by connecting about 7,000 villages thus far. It has also customised its smart city solutions for some cities, with ruggedized network switches and access points carrying critical and sensitive data to the monitoring centre.

Additionally, ALE played a significant role in supporting many of India’s metro operators, enabling them to integrate IoT applications and connect standalone systems into their network. ALE’s solutions are also now available on the GeM, the India Government e-Marketplace for public procurement in the government.
POWERSTORE FROM DELL TECHNOLOGIES
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To address the challenges of the data era, where organizations must capitalize on the myriad of data sources available in order to achieve competitive advantage, Dell Technologies launched PowerStore, its revolutionary storage appliance. Since its launch, PowerStore has received industry accolades and acclaim², and with systems in over 50 countries and a sales pipeline over $2Bn, it is also achieving significant sales success.

PowerStore has proven itself to be highly differentiated in the all-flash market, delivering significant performance, architectural and program advantages versus every competitor in terms of:

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IN AN EXCLUSIVE INTERACTION WITH THE GLOBAL AND THE INDIAN CHANNEL CHIEF OF DELL TECHNOLOGIES

DELL ENABLES PARTNERS WITH PROGRAMS TO CONTINUE ON THEIR GROWTH TRAJECTORY

After re-joining Dell 10 months ago ROLA DAGHER, GLOBAL CHANNEL CHIEF, DELL TECHNOLOGIES feels it is an honour for her to lead the entire global channel organisation as an amazing team across the globe. In Q1 Dell’s revenue through the channel was up by 14% year over year globally. The revenue for the channel through the client business was up by 21% year over year and it is across all regions in all partner tiers. The server business was up by 12% year on year. The growth across all partner tiers and especially through distribution has been great.

Enhanced GTM to attract more growth post spin-off VMware
In response to this Rola said, “Dell and VMware’s relationship has never been stronger. We have agreed on a unique differentiated commercial agreement that is going to provide our partners and our customers’ great benefits between our companies. By spinning off VMware we expect to drive additional growth and opportunities through Dell and that would be marking tons of value for our stakeholders. So there are zero changes that we are seeing right now and business as usual. Already we announced to our partners in the last quarter at Dell Technology World, a lot of programs that are actually going to give our partners more benefits through VMware, through our incentive programs.”

To redefine or refresh the partner program
On the planning of redefining or refreshing partner programs Rola commented, “There will be no changes in terms of the programs that we have announced at the beginning of the year. There will be an enhancement to what we do every day. In order to continue to be predictable we are remaining strong with the existing programs. For the first half and the second half of FY23 there will be announcements of changes and enhancements to the new programs. But it is all about ensuring that we remain strong and ensuring that we are listening to our partners and executing and strengthening our programs that we have in place today.”

Ensuring the channel community to continue on growth path
Through the unprecedented time Dell had ensured the growth for its channel partners, keeping this in mind Rola said, “We have been working extremely closely with all of our partners across the globe especially in countries like India to understand the struggles that the country has faced to put in place measurements in programs. Unfortunately in every crisis there is always an opportunity for us to do better and that is what we showed as Dell Technologies - how in the crisis we have empowered our partners, inspired them and we got out of their way so that they could go out and make an impact on our customers and communities.”

DELL’S CHANNEL BUSINESS CONTINUES TO BE THE KEY PILLAR OF INDIA’S SUCCESS

ANIL SETHI, VP & GM CHANNELS, INDIA, DELL TECHNOLOGIES has been driving Dell’s channel business growth by implementing unique GTM models that work with the DNA of Dell.

Prior to Dell, Anil has worked in various organizations across infrastructure, software and services domains in various geographies and in different capacities - both in customers as well as partners facing roles.

To redefine or refresh the partner program
In this context Anil said, “Channel continues to be the key pillar of India’s success and when I talk about better numbers to give you perspective – to put everything into perspective, the revenue growth in the country has been extremely strong and that is also reflecting in the market shares. That brought us up with the three to four percent year on year growth in the channel revenue. Our client business was high at double digit growth and same was with storage. The distribution business and sell through was extremely strong which was almost like 80% year on year growth in Q1. There are a couple of things that we have always focused on in India, that is we call it the TMT and we respect the time of the partner that they invest into the business at Dell Technologies.”

Partnership with Equinox
On the future roadmap of the company with Equinox, Anil pointed out, “This gives one of the biggest flexibility which comes to the customer is to use public cloud and hybrid cloud, and that is shaping the market. That is how the market is shifting to hybrid cloud. This also would help us completely change and shift this conversation from speed and leads to experience and outcomes. The customer and the partner get a great benefit out of the offerings.”

Readiness of Partners from a post-sale service point of view
Delving deep about the readiness of the partners, Anil said, “We started this exercise about a year back when we got our partners to take their skills and capabilities and what investments we make into services. We made a list out of the whole India system and we have selected some set of partners there, and out of our mettle partners there was a criteria setup and they had to qualify for that. Today, we have many of our partners which are completely authorized to support the entire portfolio.”
A BIG THANK YOU TO ALL THE PARTICIPANTS AND HEARTIEST CONGRATULATIONS TO THE WINNERS.
CEO SPEAK

CRAYON SOFTWARE EXPERTS INDIA ASSURES THAT BUSINESSES GET THE BEST GUIDANCE IN THEIR DIGITAL TRANSFORMATION JOURNEY

IN A CHAT WITH VARINDIA, VIKAS BHONSLLE, CEO, CRAYON SOFTWARE EXPERTS INDIA DISCUSSES ABOUT ITS DIGITAL AND CLOUD TRANSFORMATION JOURNEY IN INDIA, HOW COVID IS IMPACTING BUSINESSES AND CRAYON DEALING WITH THE SITUATION, MARKETING STRATEGIES POST PANDEMIC AND MUCH MORE

Tell us about your journey in India as a Digital & Cloud Transformation player?

Digital transformation is our core business. We at Crayon Software Experts India are helping our customers to build the commercial and technical foundation for a successful and secure cloud-first digitized business journey. We are considerably new in the Indian market, which has but only worked to our advantage. Being new to the game, we have understood pretty well that clients today do not simply want great sounding technologies but what they want are the best solutions that will solve their problems quickly and at speed. With that in mind, we had set our goals to help companies move and innovate faster, modernize ageing infrastructure, scale globally, get better insights from their data and restructure organizational models to create better customer experiences.

In the last several years, we have been developing and diversifying our cloud services offerings. We understand the nuances of migrating digital assets to the cloud and the best measures for achieving transformational results. We are helping customers to achieve impressive cost savings, while building scalable infrastructure.

Even though everyone understands the need for digitisation today, yet companies struggle with the implementation, what do you say about that?

It happens because companies are clueless about where to start. In most legacy companies, digitization can be a complete shift to what they have known all their lives. In this situation, companies must invest in a team that is young and is not risk-averse. The attitude must be of a go-getter rather than trying to play safe and not take any risk at all. To take no new step towards digitization is the biggest risk of becoming obsolete in the future.

How is COVID-19 impacting the business? How is Crayon dealing with the situation?

COVID has led to the restructuring of business models, business processes and offerings. It is time for organizations to get innovative but also cost-effective. We at Crayon did experience a loss of speed to our usual momentum. However, being a digital transformation company, it was also the time for us to reach out to our customers and partners with the best possible business solutions. We initiated partner meets, events, industry-led initiatives and our regular activities, whatever we could manage in a strict online mode, to keep the conversation going. I am grateful for the ardent support of our customers, partners and colleagues during this phase. It further strengthened our resolution to be together and not to give up.

How do you think businesses should now approach their marketing strategies post the pandemic? What has been your strategy for the same?

The corporate industry is usually perceived as strictly profit-oriented. However, this is one of the best times for businesses to alter that notion and promote a more human-centric messaging. It should be echoing in their marketing strategies as well. Fortunately, with our Norwegian roots, Crayon Software Experts India is already focused on being people-centric from the very beginning. We focus on taking the right message to our partners and customers, especially during the pandemic. Even though everyone is in the state of urgency to go digital overnight, any digital change and adaptation at any scale will be a huge investment on part of the organization, both financially and resourcefully. We are assuring that businesses get the best guidance throughout this transition.

Our go-to-market-strategies these times had seen many initiatives like Webinars, Virtual Customer Round Table’s, Media Led Initiatives, Virtual Partner Round Tables, Content Curation, Digital Campaigns, Partners CRT’s, PR & Corporate Communication, Promos, Sales Enablement Tools, Crayon Thought Leadership Interviews, JGTM with OEMs, lot of Social Media Marketing, Media Visibility being rolled out.

We now also have a complete revamped global website that reflects minimalism and a simplified user experience, with more clarity to the flow of information shared.

We were also adjudged as the Leader in the 2021 Gartner Magic Quadrant for Software Asset Management (SAM) Managed Services. It is the second consecutive year that Crayon was a Leader in a Gartner Magic Quadrant SAM report, and the second time, Crayon has occupied two of the Global Leader positions.

What are the major things that companies who are pushing towards digital transformation post-pandemic should know?

Few key aspects are important for organizations to consider while transiting to a digital-only infrastructure. As I mentioned earlier, there will be considerable financial implications to any investment made. There must be a well-laid financial plan in which businesses calculate how much they want to allocate and what they seek from getting digitized.

This will also help them understand their priorities and what they can hold back on. Abruptly taken decisions must be avoided at all costs. Their plan must take into consideration both their long-term, short-term goals and visions. They must allocate digital transformation funds to react appropriately to changing scenarios. Thus, it is advisable to choose carefully before investing in any of the digital tools.
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EVERY ADDITIONAL DEVICE THAT IS GETTING SOLD IS BRINGING IN A LOT OF ALLIED OPPORTUNITIES FOR EVERY DOMAIN IN IT

Tell us a little about yourself and Bluecom Infotech Private Limited.

I am an engineering graduate from Mumbai and consider myself what we call a ‘first generation entrepreneur’. Bluecom was born in the year 2005 as a small time system integration company and since the time of its inception, it has been a roller coaster of a journey and I have enjoyed it thoroughly. The company has been associated as a sales partner with Lenovo from day one and later was appointed as a Service Partner for Mumbai in the year 2008. I have always been a strong believer in the philosophy of karma. This has helped me learn from the tough times and emerge as a winner in most situations.

Briefly explain your business model. What are the key verticals and drivers for your business growth?

The Bluecom business model is divided into 3 verticals. First, Value Added Distribution (VAD) where we distribute the entire commercial portfolio of Lenovo products to the channels. For example, Laptops, Desksops, Visula, Peripherals, Services, Servers, Storage, and Tablets.

Second, we sell System Integration (SI) portfolio such as: End points, Servers, Storage, Networking, Security, Power Solutions, Softwares, Services to various corporations. We have a large team in this vertical in order to address end-to-end needs and expectations of these companies.

Third, we also have a dedicated team exclusively working in the Government Business (GB) vertical, with a very strong participation on the GEM portal. We recently bagged a very big project (worth INR 40 crores) from the Government of Maharashtra.

What were some of the challenges that were overcome by your organization due to the COVID pandemic?

I am a strong believer in the philosophy that one who sees an opportunity in a challenge will always come out the winner. This COVID pandemic definitely posed some challenges. During the first lockdown most of our staff moved to their native places and for those who were in Mumbai, it was not easy to commute. Though most of our staff had the option of working from home, we still required some manforce on the ground to receive and dispatch materials. I would personally pick up and drop my employees in my own vehicle. We also faced issues with procuring and moving materials, which we resolved by using our personal transportation. Fortunately the IT industry has done really well during the lockdown and has aided us to pick up our business after the initial struggle. We added a few fast moving devices during this time, which has resulted in business growth. I am very proud to have a team who worked tirelessly during the lockdown period, and because of that Bluecom is seeing almost a 100% growth over the pre-pandemic time.

How have you as an SMB fared in sales in the last year and what is your long-term strategy?

If we compare the pre pandemic FY19-20 period with the current FY 21-22 period we are faring quite well with almost 100% revenue growth. The digitisation that would have taken 10 years has happened in the last one year which is an exciting thing for the IT community. Every additional device that is getting sold is bringing in a lot of allied opportunities for every domain in IT and hence it is an exciting time for the entire fraternity.

Some of the Lenovo devices that have seen a high demand during the pandemic are - entry level devices like ThinkBook and V series. There has also been a huge demand for ThinkPad and Tablets in the market. So much so that this stock demand could not be met by other companies, except Lenovo. Before the pandemic lockdown situation, Bluecom would struggle to procure and sell a few hundred units. And now with the help of Lenovo, we have already received over 40,000 units. We are expanding and building our overall capacity to be able to grab the opportunities which are available to us.

What kind of services and solutions do you provide your customers?

Bluecom Infotech is a hardware system integration company and our core strength lies in integrating solutions and services around those hardwares.

In our association with the Government of Maharashtra, we have provided end-to-end educational content solutions along with the devices. This includes MDM, remote access software, and complete educational content software. Additionally, Lenovo has recently started focusing exclusively on driving services and solutions around their hardware business, which has greatly benefited our customers. Particularly services from Lenovo like Device as a Service, Premier Support, Lifecycle warranty and protection have seen a positive response from our customers.

Are you seeing any trends that are causing customers to shift to another brand or product? What is the most preferred customer brand in your view?

There are few established IT brand names in India and Lenovo is one of the most trusted and established ones among them. Due to the pandemic, there has been a huge supply shortage across the IT brands. Lenovo, with its sheer intent to ensure that the demand was met, worked with their channel partners during this time and was seen as one of the highest contributors of devices in the market.

For PC and Servers our territory is Mumbai and for Lenovo Tablets we are responsible for the entire Maharashtra. During the lockdown when there was need and when it mattered the most Lenovo along with their channel partners were there to fulfill the needs and requirement of the market. Hence, according to me the one who stood by us when it mattered, is the most preferred, and that is LENOVO.

BIRENTRA YADAV
MANAGING DIRECTOR
BLUECOM INFOTECH PVT. LTD.
FenexaTechnology is a leading and globally accepted IT Solution Provider and currently at the forefront of Digital Transformation & Emerging Technologies to serve the customers across the world. The founders of the company have been in the IT & Financial inclusion industry for more than 20 years.

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Tech Mahindra boosts its collaboration with Microsoft

Tech Mahindra has expanded its collaboration with Microsoft to strengthen hybrid cloud capabilities. The collaboration aims to leverage Microsoft Azure Stack HCI, a new hyperconverged infrastructure (HCI) solution to accelerate hybrid cloud transformation, consolidate virtualized workloads and build enterprise resilience.

The integration with Azure enables Tech Mahindra to maximize value from on-premise investments while seamlessly maintaining business continuity, securing resources, and unlocking new business scenarios for enterprises. As an Azure Stack portfolio partner, Tech Mahindra seamlessly connects to Azure for hybrid cloud scenarios across data centers, remote offices, cloud, and edge locations. Through this collaboration, Tech Mahindra aims to drive innovation and agility for its customers by aligning their goals and future product development in the Azure Stack HCI space.

MeitY empanels Oracle as the cloud infrastructure solutions provider

Oracle announced that it has been named by the Ministry of Electronics & Information Technology, Government of India (MeitY) has empanelled it as the cloud infrastructure solution provider. As a result, governments and other public sector entities in India will now be able to take advantage of Oracle’s second-generation cloud technologies and move their workloads, including Oracle workloads, to Oracle Cloud Infrastructure (OCI), helping accelerate the country’s ambition of becoming a 100 percent digitally empowered society and knowledge economy.

Governments of Bihar, Chhattisgarh, Delhi, Haryana, Jharkhand, Karnataka, Maharashtra, Meghalaya, Orissa, Rajasthan, Telangana, Uttar Pradesh, West Bengal and those from more than 29 states and union territories already utilize Oracle solutions. Customers include their various departments like commercial taxes, power (meter data management), social justice (courts), urban local bodies, health, locomotive works and more.

Sophos Acquires Refactr to Optimize Managed Threat Response (MTR) and Extended Detection and Response (XDR)

Sophos, a global leader in next-generation cybersecurity, today announced that it has acquired Refactr, which develops and markets a versatile DevSecOps automation platform that bridges the gap between DevOps and cybersecurity. Based in Bellevue, Washington, Refactr launched in 2017 and is privately held.

As DevOps and security teams continue to adopt “IT-as-Code” approaches to managing their environments, Refactr’s ability to automate any of these processes enables teams to scale. For example, with Refactr’s platform, DevOps teams can augment existing continuous integration, continuous delivery and continuous deployment (CI/CD) workflows, and cybersecurity teams can leverage the platform’s visual drag and drop builder. Refactr has leading customers in both the private and government/public sectors, including the Center for Internet Security and the U.S. Air Force’s Platform One.

Sophos is optimizing Refactr’s DevSecOps automation platform to add Security Orchestration Automation and Response (SOAR) capabilities to its Managed Threat Response (MTR) and Extended Detection and Response (XDR) solutions. The SOAR capabilities will also help automate Sophos’ Adaptive Cybersecurity Ecosystem, which underpins all of Sophos’ product solutions, services, threat intelligence, and data lake.

Check Point Software’s Mid-Year Security Report Reveals a 29% Increase in Cyber-attacks

Check Point Research (CPR), the Threat Intelligence arm of Check Point Software Technologies has released its ‘Cyber Attack Trends: 2021 Mid-Year Report’, which shows how cyber-criminals have continued to exploit the global shift to hybrid working and target organizations across all sectors, including government, healthcare and critical infrastructure.

Organizations have experienced a 29% increase in cyber-attacks globally. The EMEA region showed the highest growth with 36%, followed by the Americas with an increase of 34% with APAC witnessing a 13% growth in attacks. This year has also seen a new “Triple Extortion” ransomware technique emerge. While there have been successful international operations targeting cybercrime, such as the take-down of the notorious Emotet botnet, threat actors launched sophisticated attacks which exploited organizations’ supply chains to cause widespread disruption.

Red Hat inks strategic partnership with Nutanix to Deliver Open Hybrid Multicloud Solutions

Red Hat and Nutanix have announced a strategic partnership to enable a powerful solution for building, scaling and managing cloud-native applications on-premises and in hybrid clouds. The collaboration brings together industry-leading technologies, enabling installation, interoperability and management of Red Hat OpenShift and Red Hat Enterprise Linux with Nutanix Cloud Platform, including Nutanix AOS and AHV.

Key elements of the partnership include:

- Red Hat OpenShift as the preferred choice for enterprise full stack Kubernetes on Nutanix Cloud Platform. Customers looking to run Red Hat Enterprise Linux and Red Hat OpenShift on hyperconverged infrastructure (HCI) will be able to use an industry-leading cloud platform from Nutanix, which includes both Nutanix AOS and AHV.
- Nutanix Cloud Platform is now a preferred choice for HCI for Red Hat Enterprise Linux and Red Hat OpenShift. This will enable customers to deploy virtualized and containerized workloads on a hyperconverged infrastructure, building on the combined benefits of Red Hat’s open hybrid cloud technologies and Nutanix’s hyperconverged offerings.

Norton buys Avast for over $8 billion

US cyber security giant NortonLifeLock and Avast has signed for a deal worth more than $8 billion to address the growing concern on the ransomware. All credit to the continued pandemic, which has fuelled the online activity. It is a huge step forward for consumer cyber safety and will ultimately enable us to achieve our vision to protect and empower people to live their digital lives safely”, Norton chief executive Vincent Pilette said in a joint statement.

Avast, which was founded in the Czech Republic, has been creating software for consumers and small businesses for 11 years, and acquired AVG five years ago. At the same time, Norton antivirus has existed in various forms since 1991, and has remained a popular option for consumers for 30 years.

Ondrej Vlcek, chief executive of London-listed Avast, said that amid increasing global cyber threats, the tie-up would allow for “enhanced solutions and services, with improved capabilities”.

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**Intel introduces ‘AI for All’ initiative in partnership with CBSE**

Intel has collaborated with the Central Board of Secondary Education (CBSE) to launch the ‘AI For All’ initiative, aimed at creating a basic understanding of artificial intelligence (AI) for people in India.

Based on Intel’s ‘AI for Citizens’ programme, ‘AI for All’ is a 4-hour, self-paced learning programme that demystifies AI in an inclusive manner. The programme aims to introduce AI to one million citizens in its first year.

“AI has the power to drive faster economic growth, address population-scale challenges and benefit the lives and livelihoods of people. The AI For All initiative based on Intel’s AI For Citizens program aims to make India AI-ready by building awareness and appreciation of AI among everyone,” Shweta Khurana, Director - the Asia Pacific and Japan, Global Partnerships and Initiatives at Intel, said.

**HP Inc. acquires Teradici to enhance remote computing software capabilities**

HP Inc. announced a definitive agreement to acquire Teradici Corporation, a global innovator in remote computing software, that allows users to securely access high-performance computing from any PC, Chromebook, or tablet. The acquisition will enhance HP’s capabilities in the Personal Systems category by delivering new compute models and services tailored for hybrid work.

As hybrid work becomes the norm, 67% of the workforce is expected to work remotely at least three days a week. Teradici’s cutting-edge technology has long been at the forefront of secure, high-performance virtual computing,” said Alex Cho, president, Personal Systems, HP Inc. “Their world-class talent, industry-leading IP, and strong integrations with all major public cloud providers will expand HP’s capabilities in the Personal Systems category by delivering new compute models and services tailored for hybrid work.

**Kingston Technology partners with Aruba. it to support technological requirements**

Kingston Technology partnered Europe’s Data Centre operator, Aruba.it to support their technological requirements and to enable them to continue offering the hosting and mailing services to their ever-growing customer base. Kingston’s Data Center SSDs and Server DRAMs are being used to bring out the most compelling performance for Aruba.it.

Talking about the services provided by Kingston Technology, Diego Parasecoli, Manager of the Technical Operations Division of Aruba.it said, “We are able to use Kingston as part of our proposition because they match our customer’s requirements for quality and reliability. Our future goals are to continue maintaining the expansion and the growth of our services. Kingston is helping us do this by producing reliable memory and SSDs that utilize the hardware architecture that major producers (OEMs) are continuing to develop and bring onto the market.”

Giving the best service to their customers is one of the most important aims for Aruba. They depend on the high level of support and flexibility from their hardware suppliers. It is a key for Aruba to have a reliable memory manufacturer who they count on as an expert in their own field. A partner that has extensive product knowledge, 24-7 technical support services, high quality products and fundamental for Aruba is the quick response service levels. Reliability and compatibility aspects are fundamental for their DC performance, but most critical aspect is the scalability this allows them to respond to the needs and requirements of their clients on demand.

**NI collaborates with Seagate to improve Data storage and transfer services**

NI and Seagate Technology Holdings have announced a new collaboration to enhance data storage and transfer services, including a first-of-its-kind advanced driver-assistance systems (ADAS) record offering. The announcement was made during NI Connect, the test and measurement company’s premiere digital event for engineers.

The new ADAS record offering combines NI’s high performance in-vehicle data logging systems with Seagate’s data transfer and edge storage services, enabling original equipment manufacturers (OEMs) and suppliers to efficiently leverage data to ensure the safety and reliability of the next generation of autonomous vehicles.

The latest autonomous vehicles require more real road data than ever before, making efficient data storage all the more important. With this innovative ADAS record offering, OEMs and suppliers can modernize their data storage strategy from self-managed to storage as a service (StaaS), leading to reduced costs and efficient storage. The offering combines NI’s Data Record System AD in-vehicle data logger for ADAS and autonomous vehicles with Seagate’s Lyve Mobile edge storage and data transfer service.

**Kaspersky joins forces with Airtel to make online journeys more secure**

Kaspersky has partnered with Bharti Airtel (“Airtel”) to ensure instant security for internet users in India.

The collaboration between the two companies will allow Airtel customers to purchase Kaspersky Total Security solution directly from the Airtel Thanks app in a matter of few clicks. What’s more! Airtel customers also enjoy exclusive deals on these advanced solutions from Kaspersky.

Airtel customers simply need to download the latest version of Airtel Thanks app > Go to ‘Shop’ section > Go to lifestyle offers > Click on the Kaspersky banner and get started. Airtel Thanks also enables seamless payments through cards, net banking andUPI.

**Savex Technologies becomes National Distributor of Bose in India**

Savex announce its partnership with Bose as its national distributor in India. The partnership aims to leverage Savex’s large distribution network across India. Savex has been appointed by Bose as a non-exclusive distributor of the products with a right to select and appoint Authorized Resellers for the products in the territory.

Savex will support Bose in developing LFRs, exclusive & multi brand retailers and etaliers to market and promote products and services to customers.

Jayant Goradia, Managing Director at Savex Technologies said, “We are glad to collaborate with Bose – a leading Consumer Audio Luxury Brand, best known for home audio systems and popular noise-cancelling headphones. Partners have always been central to our business growth strategy and as we look forward to expand our reach, address the burgeoning market opportunities and accelerate business growth, this strategic partnership will enable us to provide Bose exquisite products to our partner ecosystem to meet new and constantly changing customer expectations, ultimately supporting our mutual customers.”

**Bharti Airtel partners with Kaspersky to provide customers with total internet security solution**

Bharti Airtel, a leading telecommunications service provider, has partnered with Kaspersky Lab, a global leader in cyber security, to provide its customers with a comprehensive solution that ensures protection against evolving cyber threats.

**Click on the Kaspersky banner and get started. Airtel Thanks also enables seamless payments through cards, net banking and UPI.**

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Hyper Local fulfilment & delivery services.

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Adobe announces new document services APIs

Adobe has announced exciting new APIs – Adobe PDF Extract API and Adobe Document Generation API – to quickly unlock all the intelligence inside the PDFs and programmatically generate documents with dynamic data.

Adobe has been putting nearly three decades of PDF expertise and leadership to work by building and growing Adobe Document Services, the cloud-based APIs and SDKs designed for developers to seamlessly build new and innovative document solutions. There have been countless PDFs created over the last several decades, with an estimated 2.5 trillion PDFs created every year. Last year, Adobe introduced Liquid Mode, which uses Adobe Sensei, the AI and machine learning platform, to understand the structure of PDF. The new Adobe PDF Extract API builds on Liquid Mode. It’s a cloud API that analyzes the structure from both scanned and native PDFs and extracts all elements of a PDF including text, table data, and images, with an understanding of relative positioning and reading order across columns and page breaks.

NTT offers Private 5G Network-as-a-Service Platform

NTT announced the launch of NTT’s Private 5G platform (P5G), the first globally available private LTE/5G Network-as-a-Service platform. With a complete end-to-end stack of services that goes beyond the network, NTT P5G helps Chief Information Officers and Chief Digital Officers leverage the benefits of private 5G to solve business problems and innovate to keep pace with the future of enterprise.

NTT P5G leverages design thinking principles to integrate security, control and privacy by design, providing performance and cost benefits with a clear ROI. Running on a cloud-native architecture, the platform can be delivered via cloud, on-premises, or at the edge. The platform is pre-integrated with leading network and software partners, allowing enterprises to secure, scale and segment their network flexibly. With patent-pending MicroSlicing technology, NTT P5G allows mission-critical apps to leverage the advantages of private 5G.

Western Digital adds to its Purple Pro product line

Western Digital Corp. announced the expansion of the WD Purple family with the WD Purple Pro product line for a new generation of advanced AI-enabled recorders and back-end servers.

Jaganathan Chelliah, Director - Marketing, India, Western Digital, said, “With the addition of WD Purple Pro product line, our WD Purple portfolio of smart video storage products are well positioned to harness the capabilities of Artificial Intelligence. Unlike the traditional CCTV cameras, smart CCTV cameras today capture and transfers multiple video streams for AI based real time and batch analytics. Our WD Purple Pro HDDs with All frames AI tech has the capability to handle intense workload and enable users to derive deep insights.”

Enhanced AI Frame AI technology enabling video streams from up to 64 HD cameras to be recorded concurrently, while simultaneously handling up to an additional 32 AI streams for AI functions, whether cameras are directly connected to advanced recorders or to cloud-based servers.

High performance and workload capability, supporting up to 550TB a year workload rating, provides for the additional demands of AI functionality, including pattern matching and object/event recognition, while writing a multitude of video streams.

HCL Technologies brings DRYiCE AEX, an AI-driven and automation-powered Digital Workplace solution

HCL Technologies has launched DRYiCE Software’s ‘AI-Driven and Automation-Powered Employee Experience’ (AEX), an end-to-end digital workplace solution that transforms employee experience and fosters productivity while optimizing costs through artificial intelligence (AI), automation, and self-help capabilities.

Enterprises have faced unprecedented workplace productivity and employee experience degradation due to remote working during the COVID-19 pandemic. In the early stages, these enterprises reacted to workplace-transformation by deploying a myriad of solutions to rapidly get work-from-home initiatives off the ground. However, these solutions addressed only parts of workplace issues and required significant integration and customization efforts.

Fortinet Unveils High Performance NGFW with Integrated ZTNA and Ransomware Protection

Fortinet announced the FortiGate 3500F Next-Generation Firewall (NGFW) to protect organizations with hybrid data centers against the ever-growing threat landscape and ransomware attacks. FortiGate 3500F offers some of the industry’s highest performance numbers, including TLS1.3, with automated threat protection post decryption. Additionally, FortiGate 3500F is built with zero trust network access (ZTNA) capabilities, further delivering consistent security and seamless user experience to any user at any location with its security-driven networking approach.

Rajesh Maurya, Regional Vice President, India & SAARC at Fortinet said, “Adding to our industry-leading NGFW portfolio, FortiGate 3500F offers high performance and integrated networking and security at hyperscale for hybrid data centers. With the FortiGate 3500F, Fortinet is the only vendor that natively integrates access proxy capabilities in its NGFWs to turn on zero trust network access. Additionally, FortiGate 3500F further enables organizations to protect against evolving threats and rising ransomware attacks, delivering the industry’s highest security compute rating of 6x for performance compared to competitors - including TLS1.3 - to deliver consistent end-to-end security.”

EIZVIZ announces its C1HC Smart Home Camera

EIZVIZ has launched its C1HC camera, which is a compact sized indoor wireless smart security camera. C1HC packs essential functionalities like 12 metre (40 foot) night vision, two way talk and simple installation making it an ideal choice to protect homes, shops, etc.

C1HC provides video resolution of 1082p giving crystal clear images throughout the day. C1HC camera has 2 infrared illuminators to light up the area for up to 12 meters (40 feet) even during low light conditions or night time, so users can see everything clearly in live stream and recorded footage. The camera has a wide angle lens of 108 degrees (diagonal), which helps to cover most of the indoor area.

With a combination of C1HC and EZVIZ App, one can receive real time notifications on their phone as soon as the C1HC detects any motions happening including those that happen in the dark helping users to get all the details going on at home.
Mobilize Your Data

JOIN THE DATA CLOUD

Snowflake delivers the Data Cloud - A global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Snowflake’s platform is the engine that powers and provides access to the Data Cloud, creating a solution for data warehousing, data lakes, data engineering, data science, data application development, and data sharing. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. Snowflake.com.
Juniper Networks announces its Cloud Workload Protection

The company is thrilled to announce Juniper Cloud Workload Protection to automatically defend application workloads in any cloud or on-premises data center environment against application exploits as they happen, including the Open Web Application Security Project (OWASP) Top 10 and memory-based attacks. Juniper Cloud Workload Protection is a lightweight software agent that controls application execution and monitors the application’s behavior and context – what it’s supposed to do against what’s happening in real-time. Vulnerability remediation is done automatically without admin intervention. Juniper Cloud Workload Protection ensures that production applications always have a safety net against vulnerability exploits, keeping business-critical services connected and protected. This new Juniper product provides the following critical capabilities:

LG intros its Gram 2021 laptop range powered by 11th-generation Intel Core processors

LG has come up with its LG Gram 2021 range of laptops in India. The range has three models - the LG Gram 17 (17Z90P), LG Gram 16 (16Z90P), and the LG Gram 14 (14Z90P). The new range of laptops are powered by 11th-generation Intel Core processors and have 16:10 aspect ratio to deliver a bigger screen area over traditional 16:9 displays. The new laptops continue to carry the legacy of the LG Gram family, offering a compact design with minimal bezels and lightweight chassis. The new laptop range will be available in India with a starting price of Rs. 74,999. The LG Gram 14 will arrive in a single Core i5 and 8GB RAM configuration at Rs. 74,999, while the LG Gram 16 will be available in two variants priced at Rs. 82,499 (Core i5, 8GB RAM) and Rs. 99,499 (Core i7, 16GB RAM). The LG Gram 17 will also be available in two configurations, priced at Rs. 85,999 (Core i5, 8GB RAM) and Rs. 1,06,999 (Core i7, 16GB RAM).

The laptops will be online through online as well as offline channel in the country. Amazon is already teasing the launch, along with a pre-booking offer under which customers would receive a Rs. 500 Amazon Pay cashback for booking the laptops in advance.

Cisco introduces hybrid to be the option for every employee to work

Cisco Systems is working towards a fully hybrid work model for all its 75,000 global employees to rethink their own workforces. The employees have adapted well to the work-from-home directive that came about as a result of the COVID-19 pandemic in 2020. Jeetu Patel, SVP Cisco said that their emphasis is going to be on providing the utmost level of flexibility and ensure that people feel like they have an equal voice to the meeting, regardless of their location or geography, and make sure their well-being is being thought about as a high priority, rather than just productivity.

The hybrid work model will require employees to have secure access and collaboration solutions from any location. Cisco has been on its mission to make its popular Cisco Webex collaboration platform more inclusive for remote meeting participants and those returning to the office. Cisco rolled out more than 800 new Webex features and capabilities since last September, many of which are tackling the problem associated with meeting attendees working from home or from a location outside of the office feeling like an outsider in the meeting. Cisco’s focus on technology will help companies bridge the divide between employees in the office and those in remote locations, said Joe Berger, senior director of Cisco partner World Wide Technology’s (WWT) digital workspace practice.

Vertiv Introduces Industry’s Most Expansive Digital IT Management Platform for Enterprise

Vertiv has introduced the VertivTM Avocent® ADX Ecosystem, a next-generation IT management platform that meets the ever-changing needs of the data center. The Avocent ADX Ecosystem is a building block of devices and software designed for today’s more complex, hybrid network architectures and to meet the demands of remote workforces, and will be available in all world regions in 2021.

Building on the Avocent foundation and thought leadership that customers have trusted for years, the new Avocent ADX Ecosystem is designed for use in enterprise, edge, cloud, and colocation environments. It supports a secure and robust remote work experience by allowing workers to access and control data quickly and seamlessly, such as required by advanced engineering and design, video editing, and other high resolution streaming applications. The Avocent ADX Ecosystem includes the fastest and most feature-rich 4K KVM on a single device with the most expansive management of IT devices in the market.

Google unveils new Google Meet standalone web app

Google has unveiled a new web application Google Meet web, which has all the features as Google Meet on the web. Any device with Google Chrome browser version 73 and up will support the Google Meet web app.

It would be available to all Google Workspace customers, as well as G Suite Basic and personal Google Accounts users. You no longer have to type the URL or go to Gmail to start a meeting on Google Meet, you can simply download the application on your laptop, computer or MacBook and use it. Google’s announcement comes weeks after Zoom announced its own PWA.

About its new progressive web app, Google said, “We’ve launched a new Google Meet standalone web app. This Progressive Web Application (PWA) has all the same features as Google Meet on the web, but as a standalone app it’s easier to find and use, and it streamlines your workflow by eliminating the need to switch between tabs.

VMware boosts SaaS Innovations on its Horizon Platform

VMware has announced new capabilities to make it easier for IT to manage Horizon deployments wherever they may be, on-premises or in the cloud.

Shankar Iyer, Senior Vice President and General Manager, End-User Computing, VMware, says, “Apps are moving to the cloud and employees are accessing them from everywhere, creating a more complex environment for IT to manage. VMware Horizon is a modern platform built to reduce this complexity, increase management efficiency, and improve employee productivity – regardless of whether the desktop and application workloads are on-premises, in the cloud, or a hybrid of both.”

VMware Horizon is part of the VMware Workspace ONE platform and many customers are leveraging these solutions to unify management of devices, apps and desktops across multiple clouds. VMware Anywhere Workspace is an integrated solution that enables employees to work from anywhere with more secure, frictionless experiences. It brings together VMware Workspace ONE with VMware Carbon Black Cloud and VMware SASE.
Advanced Malware Protection

Why malware sandboxing should be part of your security strategy.

vmray.com/why-malware-sandboxing
Airtel joins hands with Google Cloud and Cisco to launch ‘Airtel Office Internet’

Bharti Airtel ("Airtel") announced the launch of ‘Airtel Office Internet’ - a unified enterprise grade solution for the emerging digital connectivity needs of small businesses, SOHOs and early stage tech start-ups.

According to Ajay Chitkara, Director & CEO – Airtel Business: “The pandemic has accelerated the digital transformation journeys of businesses of all sizes. Emerging businesses are looking for trusted partners to help them in their journeys by eliminating the complexity of managing multiple relationships. Airtel Office Internet is yet another innovation from Airtel in this direction. It brings together Airtel’s network and world-class partner ecosystem to bring to market tailor made solutions for India’s unique needs.”

Airtel Office Internet is built on these insights and brings together secure high speed data connectivity, conferencing and business productivity tools as a unified solution with one plan and one bill.

FTTH broadband with symmetric speeds up to 1 Gbps along with unlimited local/STD calling.

The superfast and reliable connectivity comes with built-in enterprise grade security from Cisco and Kaspersky to block malicious and unwanted domains, viruses, crypto-lockers and attacks.

Worldwide 5G Network Infrastructure

Revenue to Grow 39% in 2021: Gartner

Worldwide 5G network infrastructure revenue is on pace to grow 39% to total $19.4 billion in 2021, up from $13.7 billion in 2020, according to the latest forecast by Gartner, Inc.

Communications service providers (CSPs) in mature markets accelerated 5G development in 2020 and 2021 with 5G representing 39% of total wireless infrastructure revenue this year. “The COVID-19 pandemic spiked demand for optimised and ultrafast broadband connectivity to support work-from-home and bandwidth-hungry applications, such as streaming video, online gaming and social media applications,” said Michael Porowski, senior principal research analyst at Gartner.

5G is the fastest growing segment in the wireless network infrastructure market (see Table 1). Of the segments that comprise wireless infrastructure in this forecast, the only significant opportunity for investment growth is in 5G. Investment in legacy wireless infrastructure has declined as non-5G small cells is poised to decline as CSPs move to 5G small cells.

Jio Fiber intros ‘Camera on Mobile’ feature, allows users to make video calls from TV using smartphone camera

The users of Jio Fibre can now enjoy video calls from their TVs without requiring an external camera or webcam. The new feature is named ‘Camera on Mobile’ and is available through the JioJoin app (previously named JioCall) available for Android and iOS devices.

‘Camera on Mobile’ allows users to use their phone camera as an input device for video calls. It enables video-calling through the JioFiberVoice that is bundled with Jio Fiber service to offer calling support to broadband users. Customers can also use the JioJoin app on their mobile devices to make voice calls using their landline number.

For last few months the ‘Camera on Mobile’ feature has been in testing and it has now been rolled out to both Android and iOS users.

To start making video calls on TV using the camera of mobile device, user needs to first configure the 10-digit Jio Fiber number on the JioJoin app. This will allow the app to virtually make user’s phone as a companion device for the Jio Fiber connection.

Telangana Government dedicates 3000+ public Wi-Fi hotspots to citizens of Hyderabad, powered by ACT Fibernet

In its efforts towards further accelerating ‘Digital Telangana’, Government of Telangana commemorated 3000+ public Wi-Fi hotspots in Hyderabad as part of the Hy-Fi project in collaboration with ACT Fibernet. Launched in the presence of K. T. Rama Rao, Minister for Municipal Administration & Urban Development, Industries, and IT & Commerce, Govt. of Telangana, Jayesh Rajan, Principal Secretary of the Industries & Commerce (I&FC) and Information Technology (IT) Departments of the Telangana government, Bala Malladi, Chief Executive Officer, Atria Convergence Technologies Ltd and other dignitaries, and officials.

With this launch, Hyderabad becomes one of the first cities in India to deploy public wi-fi network at such a large scale.

Each of the 3000 Wi-Fi hotspots are powered by ACT SmartFiber Technology, which will ensure superfast and safe internet experience. This technology enables users with smooth, seamless connectivity for video content, including calling, streaming, and ultra-fast file transfers on ACT’s Gigabit-enabled network at scale. With implementation of the SmartFiber technology, a study by InMobi in April 2021 has concluded that in addition to being the largest ISP in Hyderabad, ACT is also the fastest service provider in Hyderabad, and the best broadband for streaming.

Vi enhances its Enterprise Postpaid Plans to cater to Hybrid working world

Keeping this in mind, Vi Business, the enterprise arm of VIL, announced a range of new postpaid plans for its corporate customers. The upgraded plans will be bundled with a range of exclusive benefits.

Vi Business’ New Corporate Postpaid Plans: Business Plus

Vi Business Plus plans will enable corporate customers to strike the right balance between business objectives and employee preferences as in this increasingly hybrid working world.

Vi Corporate customers can now choose from the wide range of plans with bundled benefits. Existing Vi Business Corporate customers will be upgraded to the new Business Plus Plans, as applicable, from their subsequent billing cycles.

The upgraded plans offer the following benefits:

- Mobile security, no matter where-ever one access
- Employee safety by getting real-time updates on the location of field staff through Location Tracking Solutions
- Endless entertainment with Vi Movies & TV and Disney+ Hotstar VIP (1 year).
Modern Data Protection
Simple, Flexible, Reliable.
Your Single Backup and Data Management Platform for Cloud, Virtual, Physical

Learn more: veeam.com
Digital technology has transformed nearly every aspect of life, starting from travel, work, shopping, entertainment, and most of all in the coming days, it may turn into Hybrid. The pandemic has highlighted the need for digitization, improving quality of life supported by remote-working capabilities. As a result, governments around the world have dramatically scaled their digital transformation initiatives, with a focus on public health and education indicators such as public health and education.

As the session started, Rishi Mehta, Advisor: AirVine Scientific Inc said, “We are on this journey across different enterprise verticals where we are taking our workloads from on-prem to the cloud. Going from on-prem to the cloud you get massive scale as a result of efficiencies from compute, storage, all those attributes that we were able to get from the cloud. Moving to cloud we all have even re-architect our applications to make their microservices capable, so that you could leverage on the cloud architectures. As we are doing more automation, more and more devices are entering our enterprise space, there is a lot more data generated. As a result of that, in some applications, not only do we need to consume this data quickly and reliably, but we need to make some very quick decisions as well.”

On the current scenario, Dr. Pavan Duggal, Expert in cyberlaw and e-commerce law commented, “The coming of COVID-19 is not just a public health emergency that we are experiencing. It is one of the biggest and irreversible moments of the 21st century, the coming of COVID-19 has actually seen massive adoption of not just electronic format, but also has seen tremendous advancements in cybercrime modules, cyber security breaches and now the golden age of cyber crime has begun. This golden age of cybercrime is going to be with us for a long period of time for the next many decades. So in a scenario like this, we have to be prepared for the new normal. When I look at the global scenario, I find this is an emergence of a big trend.”

Deepak Sar, Distribution & Alliance Director- Hitachi Vantara, said, “Digital transformation is no longer a project, today it is a business requirement. The world we live in today is a world of edge to core to multi-cloud. These are the realities of today as the kind of data stored now starts right from the edge to the core to multi-cloud. Digital transformation has to happen across all businesses. Digital transformation stems from the need for business transformation. It will help you to transform your business for tomorrow. Organizations are trying to convert their business spaces into smart spaces. They are trying to change the way their business models are currently working.”

Secondly, India’s fintech market is the world’s fastest growing – 67 percent of the new age and 25 start-ups into cutting-edge technologies such as Artificial Intelligence and Machine Learning across different domains. As the session started, Rishi Mehta, Advisor: AirVine Scientific Inc said, “We are on this journey across different enterprise verticals where we are taking our workloads from on-prem to the cloud. Going from on-prem to the cloud you get massive scale as a result of efficiencies from compute, storage, all those attributes that we were able to get from the cloud. Moving to cloud we all have even re-architect our applications to make their microservices capable, so that you could leverage on the cloud architectures. As we are doing more automation, more and more devices are entering our enterprise space, there is a lot more data generated. As a result of that, in some applications, not only do we need to consume this data quickly and reliably, but we need to make some very quick decisions as well.”

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That the Pandemic Fast-Tracked the Importance of Data and Security

Currently every aspect of life, starting from travel, to the events are converted into Digital and one. Digital has become imperative. The digitally enabled citizen-centric services to contactless city operations and focus on.

Worlds fastest growing - 67 percent of the one have been set up in the last five years, in companies have their India headquartered financial hubs. The digital payments sector in the internet and e-commerce segments transformation for India Inc.

In his welcoming note, Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA & Group Publications said, “Today’s entire session is centred on how to Accelerate Business Transformation. I would say, it is a strategic method of getting your organization from where you are now to where you will need to be in the future. The sudden need to accelerate digital customer solutions, workforce productivity and collaboration tools, and global supply chain transformation has reframed what is possible, reset expectations around what’s needed, and revealed the choke points in an environment where businesses need to continue to adapt to change. I am sure there will be various take-aways from this event.”
Puneet Gupta, VP & MD- NetApp India/SAARC, commented, “Digital transformation is not something very new. It was widely discussed for the last four, five or six years, but it really got accelerated with the pandemic as it became an issue of survival. Now it became a necessity rather than like a must have. A lot of companies have clearly survived and survived by joining this bandwagon of digital transformation, aligning their businesses, more and more to it. As I joined NetApp during the pandemic, I realized that even though the physical world was completely shut during the pandemic, we still conducted business due to the fact that the company was so digitally ready at that time. Even for a day we didn’t feel as if that moving from physical to the digital world is really hurting the ability to go out and execute. Digital transformation is something that is important to each one of you.”

Malay Upadhyay, Sales Engineering - Sophos India, said, “Sophos Adaptive Cybersecurity Ecosystem is a broad cybersecurity system built to optimize, prevent, detect and respond. It leverages automation and analysts to continuously improve protection. It is designed for the new reality of interconnected businesses, and the shifting cyber attack landscape. Let’s now take a look at the business and attack shift that it is designed to deal with. The landscape in which cybersecurity operates is constantly evolving and there have been significant shifts in both the business environment and the nature of attacking. In the constant search for ways to improve productivity and efficiency, organizations have created a very interconnected supply chain, along with infrastructure and technology to support it.”

Speaking on how to lead innovation in data era, Amit Luthra- Director & GM, (Data Centre Solutions)- Dell Technologies, said, “What is the relationship between social technology and autonomous vehicles for an example, is there any commonality amongst each of these are either of these technologies displayed on the slide. Now the good news is that there is one common thread underneath all these technologies, and that thread is data. Every technology that we are dealing with is involved in the data ecosystem. It is either producing data, moving, managing, storing or it is analyzing and getting insights from the data. This is going to become even more important as time goes by, because this ecosystem is expanding at an unprecedented rate. We predict that by 2025 the amount of data produced will exceed 163 zettabytes. This is several orders of magnitude larger than the data produced in fact last year, and trust me it’s exponentially growing. Data is not an expense in fact data is an asset and that is why we call this a data era.”

Amarish Karnik, Director Channel Sales, Alliances & Cloud and Service Provider (India & SAARC), Veeam Software, commented, “For Veeam, the last 18 months were really exciting. First is that we have crossed more than a billion dollar, $1.1 billion run rate revenue, which we are doing. More important is while doing this run rate revenue it is coming from 400,000 customers who are using Veeam and that is a significant value for us. Second is $1.1 billion is coming from 82% of the Fortune 500 companies who are using Veeam. They will use the traditional legacy backup, but for the modern workload or the virtualized workload they started using Veeam, that is a big achievement for us. The company was born in 2008, and achieving this is really creditable.”

S Mohini Ratna, Editor, VARINDIA, said, “Digital transformation is all about realizing new possibilities for businesses. The most successful technology shifts are embraced from the bottom up as well as the top down. Digital transformation is like many other big change projects. It’s all about winning the hearts and minds of the people who will actually enter the data or use the system. It needs to be managed on a human scale. Infotech Forum is a knowledge Forum; here we discuss and deliberate about the digital technologies, meetings and tools to understand the easy ways to help you to have better access to the knowledge that can significantly alter the entire value chain.”
Rajesh Kumar- VP-Marketing (India & SAARC), UiPath India, said, “The logic of personalization is obviously undeniable. Various types of personalization like right segment, industry or persona can be done. It helps the customer or recipient or audience to get something relevant, which saves their time, energy and awards nuisance, by that logic it becomes actionable, and also develops empathy and trust and relationship with your brand. We all are in B2B business, the higher you go in the organization, the less time they have. More and more new technologies are coming, which allow you to do this more easily at a larger scale, and personalize what you want to do in many ways.”

Kaustubh Patki- Head Marketing India, Micro Focus India, commented, “Post-Covid we have seen a huge amount of investment that is happening from marketers to digital marketing. Earlier when we had to track the customers’ behavior and see what his requirements used to depend on third party cookies, and so on, so forth. But with the advances in technology, we have marketing automation platforms, which have AI and analytics built in, which helps us personalize content to the right persona at the right platform. So technology has been a huge enabler. And this is really helping bridge the gap between the customers and the organization. But at the same time, marketers have to keep in mind not to overdo this personalization, because it can reach a level of annoyance.”

Whereas Srihari Gopinath, Sr. Director Marketing, Aruba APJ said, “When your outreach is personalized, and you can give that insight back to your colleagues in sales, you can close the loop with your sales and your colleagues in channel, who eventually have to pursue those leads and opportunities that become very valuable. In reference to several tools and technologies that are today available, I think the pandemic has forced everybody in the organization to become more digitally savvy. In all these years that I have been working in B2B ID sales and marketing, the kind of questions that we get from sales nowadays and their ability to absorb what marketing gives back to them today, has probably been a revelation. Unfortunate situations have forced this, but it is just an observation. That is another aspect to this whole personalization, why it’s important for marketers, and fortunately, all of us are in the B2B space.”

Ankesh Kumar, General Manager (Marketing), Schneider Electric India, commented, “From marketers’ point of view, personalization was always there. The way we position ourselves against products and targets are the same, what has changed is digitization. That is a key thing which we are also learning. Marketing used to be broadcast, sometimes it used to line up to CIOs, sometimes to influencers or channel partners with similar types of communication, similar types of tools. Because of digitization we know whom to speak and what. Recently the persona based marketing and sales came and using AI, ML, algorithms etc.”

According to A L Jagannath, Head of Marketing, ThoughtWorks Technologies, “We have seen from mass marketing one channel, one newspaper ad and trying to address this broad segment categorized. Now there is segmentation, micro segmentation which are pretty much localized and target individuals. At that point in time, we always thought about how I could identify my persona. We always used to wonder how to reach that guy, technology gives you the possibilities of reaching that defining individual with the product that he wants. After the CIO, CTO Marketing Officers are the second largest consumers of IT in terms of spend. So, it is our responsibility to ensure and invest in the right technologies, competencies to reach customers.”
Preeti Kanwar, CIO & CISO, NEC India, said, “The ways the roles of CIO, CISO and Digital officers have changed in the past two years are really amazing. The target was what CIOs had to run the operations, data centers etc. and now in addition to that we have the target to run the business while our workforce is working from home. So it is a different kind of target. NEC being the Japanese, we were not this much equipped to work from home. Within a very short span of time we had to move our complete workforce in order to make sure that they work from home. So the expectation is that the business should continue in all situations whether a person is working from home or anywhere.”

Vijay Sethi, Chairman (Advisory Board), MentorKart, debated, “Transformation to me means to change the shape or look of somebody which means how people looked at a CIO a couple of years back and the way corporate look at CIO is very different and that is where the entire role of CIO has transformed or is transforming depending on the organization. One of the key things which really has changed over the last few years and with COVID will change even faster is that the role of CIO is going beyond just the IP piece and getting more as a business strategist helping drive the business because what COVID has showed organizations that without IT or technology the business cannot survive. The role of CIO today is transforming from just someone who is ensuring that the lights are kept on to beyond attestable transformation that is happening.”

Dr. Sushil Kumar Meher, CIO Dept. of Computer Facility – AIIMS pointed out, “AIIMS, New Delhi works in a different way as compared to the other organizations. It is a healthcare service provider as well as a research institute and also provides high level medical education. During the pandemic the culture has been changed. Earlier we had tried our best to make virtual treatment as the culture but that was not possible due to lack of acceptance among doctors. But today the culture has changed and now doctors are asking for technology and we did not take much time to switch over to a virtual environment. Within a short period of time we have developed an in-house application and provided them the service, on the other hand patients were not ready to take virtual consultation but right now they are ready to accept it. Earlier we had a roadmap on how to roll out the IT activities in AIIMS and that has been changed and made a new roadmap on how to achieve a virtual environment.”

According to Dr. Rajeev Papneja, Chief Growth Officer, ESDS Software Solution, “I remember the 90s when I went to the US and that was the first time I understood what a CIO is and I had not heard of it in India. But, these were the people keeping the lights on more or less responsible to make sure that the systems function as per the business requirement. By the end of 90s they were more or less looking into new or cost effective technologies, ERP is to be considered for the organization, putting them in place, cost cutting remained one of the focus areas. And every time I hear that the CIO role is now more or less obsolete, it just comes back with more force and impact. Today’s CIO is equivalent to a CEO actually in this digital world, if you see from Information Officer it became an Innovation Officer in the last decade, because last decade was more of an innovation driven technology decade.”

Alok Sharma, Country Manager - Channels (India & SAARC), Autodesk, said, “There are four key steps that an organization needs to take in order to successfully undergo digital transformation. First, they have to think ahead and create a strategic digital roadmap that is integrated into their overall business plan. Second is to choose digital tools that integrate easily, whether it is selecting a construction site to be in office, or having different stakeholders in the design, build and make lifecycle. Third, when we talk about digital transformation it is to effectively manage events, whenever we are challenging the status quo or planning any kind of transformation, there is an element of risk, so you need to effectively manage that risk. And finally, how do customers use data connected products and services to standard customer relationships, at the end of the day, all of us are in business because of our customers.”
Kamal Dhamija, CISO, Trident India, said, “Being a CISO it is important that you have to make a balance between the IT services, and security. It should not be like a business need not to survive but you have to focus on security. One always needs to balance between these two. Whenever you are making any kind of payments specifically to any vendor you have to be double sure about the security. Also validate from the vendor if you have received any e-mail requesting for payment account change.”

According to Dipesh Kaura, General Manager (South Asia), Kaspersky, “In every six or seven months a new tool is coming up to solve some of the other problems of cyber security. At the end we will have a museum of tools leading the complexities in figuring out what is the right problem and what to use. As a culture organizations need to imbibe the responsibility of being cyber aware and organizations should take steps to prep their people. As a CISO I will primarily do one cyber security exercise every six months to understand the sensitivity. It is very difficult for cybersecurity experts to block everything. From the moment they start blocking there comes so much resistance from the end users.”

Biswajit Mohapatra, Partner, Global Delivery Leader, IBM India, commented, “The pandemic brought unprecedented challenges, at the same time created unique opportunities for all of us. We have become more intelligent, more inter-connected and more instrumented today. The entire business paradigm has started shifting. There is an evolution of a new business model and new type of work culture and the need of building restless talent. As everything is moving online, security has become the most critical foundation. All the steps of hardening the existing system, deploying in the hybrid or multi-cloud model, managing risk and compliance and automating governance processes play critical roles in protecting critical infrastructure. All these play a critical role when you put cyber security strategies in your business strategy.”

Whereas, Harnath Babu, Partner & CIO, KPMG, said, “In a legacy organization or a born digital organization technology has become an integral fabric and data has obviously become the most important asset. The role of cyber security needs to be redesigned as we create digital enterprises. Organizations when they look at digital transformation experience it is about re-looking the deployed technology and securing the overall architecture. It is like not limiting to one application but overall security architecture to be relooked at from a security perspective. Cybersecurity has to be integrated into overall enterprise risk management, rather than running a standalone initiative. One also needs to prepare the team with the knowledge for prevention, security, and product development.”

Dr. Harold D’costa, CEO, Intelligent Quotient, debated, “Cyber space is still not a well guarded space. When we talk about building up or integrating cyber security with business strategy, data is very important for an organization. In today’s scenario no organization would have their data to be restored across without having any security. Customers have become very cautious about it, and they are asking the organization about compliances, security practices they follow. If the organization has a proper cybersecurity practice in place, which ensures that any legal issues will not come, if there is any breach which takes place and no particular loss to the organization can happen, only then they become conscious that yes, this is the organization that we will do business with.”
EVERY YEAR VARINDIA CONDUCTS AN ANNUAL SURVEY ON THE PERFORMANCE OF THE OEMS IN THE INDUSTRY, CONSIDERING PRODUCT PERFORMANCE, R & D SUPPORT, ON-TIME AVAILABILITY AND MOST IMPORTANTLY POST-SALES SUPPORT. 50 VENDORS HAVE GAINED UNIQUE CONFIDENCE OF THE CONSUMERS IN THEIR RESPECTIVE AREAS AND HAVE BEEN POSITIONED AS THE TOP 50 MOST ADMIREDBRANDS IN INDIA BY VARINDIA. THIS TESTIMONIAL REFLECTS THE OVERALL PERFORMANCE IN THE INDIAN MARKET, WHERE HUNDREDS OF TECHNOLOGY BRANDS WERE EVALUATED FIRST BY THE INDUSTRY LEADERS AND THEN BY OUR EDITORIAL TEAM. THE LISTED VENDORS ARE AS BELOW:
1. ACER INDIA PVT. LTD.
2. ALCATEL LUCENT ENTERPRISE, INDIA
3. AMD INDIA PVT. LTD.
4. ARUBA NETWORKS - A HEWLETT PACKARD COMPANY
5. AUTODESK INDIA LIMITED
6. AXIS COMMUNICATIONS PVT. LTD.
7. CADYCE
8. CHECK POINT SOFTWARE TECHNOLOGIES INDIA PVT. LTD.
9. COMMSCOPE INDIA PRIVATE LIMITED
10. COMMVAULT SYSTEMS INDIA PVT. LTD.
11. CP PLUS INDIA PRIVATE LIMITED
12. CTRLs DATA CENTERS LTD.
13. D-LINK INDIA LIMITED
14. EDS SYSTEMS SOLUTIONS PVT. LTD.
15. FORTINET TECHNOLOGIES INDIA PVT. LTD.
16. PRAMA HIKVISION INDIA PVT. LTD.
17. HITACHI VANTARA INDIA PVT. LTD.
18. HEWLETT PACKARD ENTERPRISE
19. HUAWEI TELECOMMUNICATIONS (I) CO PVT. LTD.
20. IVALUE INFOSOLUTIONS PVT LTD.
21. GN AUDIA INDIA PVT. LTD. (JABRA)
22. KASPERSKY LAB
23. LG ELECTRONICS INDIA PVT. LTD.
24. NEC CORPORATION INDIA PVT. LTD.
25. NETAPP INDIA LTD.
26. NTT LTD. INDIA
27. NUTANIX TECHNOLOGIES INDIA PVT. LTD.
28. NVIDIA GRAPHICS PVT. LTD.
29. ORACLE INDIA PVT. LTD.
30. PALOALTO NETWORKS INDIA PVT. LTD.
31. PLANTRONICS COMMUNICATIONS INDIA PVT. LTD.
32. QUALCOMM INDIA PVT. LTD.
33. R&M INDIA PVT. LTD.
34. REDHAT INDIA PVT. LTD.
35. SAS INDIA PVT. LTD.
36. SAVEX TECHNOLOGIES PVT. LTD.
37. SCHNEIDER ELECTRIC INDIA PVT. LTD.
38. SEAGATE TECHNOLOGY HDD INDIA PVT. LTD.
39. SONICWALL TECHNOLOGY SYSTEMS INDIA PVT. LTD.
40. SOPHOS TECHNOLOGIES PVT. LTD.
41. SUPERTRON ELECTRONICS INDIA PVT. LTD.
42. TEAMVIEWER INDIA PVT. LTD.
43. TECH DATA ADVANCED SOLUTIONS (INDIA) PVT. LTD.
44. THALES INDIA PVT. LTD.
45. UIPATH ROBOTIC PROCESS AUTOMATION INDIA PVT. LTD.
46. VEEAM SOFTWARE PVT. LTD.
47. VERTIV ENERGY PVT. LTD.
48. VIEWSONIC TECHNOLOGIES INDIA PVT. LTD.
49. VMWARE SOFTWARE INDIA PVT. LTD.
50. WESTERN DIGITAL (UK) LTD.

A lucky draw during the 19th edition of Infotech Forum was done. The winners were chosen depending upon the attendance of the entire event and participated in the Q & A session and maximum Tweets. The criteria of winning the gift coupons were

1. The winners of Rs. 3,000 (5 persons) are
   - Mr. Subroto Panda, CIO - Anand and Anand
   - Mr. Abhijeet Mukherjee, Head of Marketing - Crayon Software Experts
   - Mr. Nikhil Budwanikar, Head of Marketing - Kaspersky
   - Mr. Bibhas Sen Choudhuri, AGM-IT-Neotia Healthcare Initiative
   - Mr. Venkatesh Bobu, President & Head - IT, Coffee Day Global Ltd (Cafe Coffee Day) INDIA
2. The three winners who have won Rs. 5,000 are
   - Dr. Chitraranjan Kesari, CIO - AHUJA HIVE (Fosun Group)
   - Dr. Harald Dcosta, President - Cyber Security Corporation
   - Ms. Meetali Sharma, Head - Risk, Compliance & Information Security - SOG Software India
3. The winner with 90% attendance and overall participation in the event is none other than Mr. Chandra Mouli, Chief Information & Technology Officer - Sankara Nethralaya to receive a gift voucher of Rs.10,000/-
4. Finally, it is time to announce the winner of the bumper prize and the winner is Dr. Sushil Kumar Meher, CIO Dept. of Computer Facility - AIIMS, Delhi
   (The gift is Rs.10,000, along a gift hamper from VARINDIA)
Sharing insights on security and cloud services, Vijay Muthu, Public Cloud Security Sales, Fortinet Technologies India, commented, “The digital transformation conundrum is basically to solve the question of where to start your digital transformation journey. At one end of the spectrum you have organizations of all sizes trying to digitally transform, digitally reinvent themselves to survive the new normal. They are using Cloud as the main driver for this business transformation. So much so that today you can confidently say that a cloud transformation is a necessary precursor for any digital transformation exercise in an organization. A recent finding found that the journey to the cloud is not that easy for our customers. Companies reported that about 74% of them move the apps to the cloud, and then move them back to the on-premise. We call this the bi-directional cloud hybrid. It is because customers are moving to the cloud but they also are choosing the way to interact with the cloud, and many are choosing to give up that journey and get back to the safety of on-premises.”

In the fire-side chat Vikas Bhonsle, Chief Executive Officer, Crayon Software Experts India, said, “In many ways it has become a crowded market where everyone is talking about the same kind of services. Hence making a differentiation to be able to be successful is very important. The work that we do with ISV through the ISV Incubation Center which is all about educating, activating and enabling the ISV is a big area of differentiation. We make ISV solutions available on different clouds, we help them to go to market, sell, and we absolutely understand the technology needs of the ISVs, and we work with more than 200 of these ISVs today. We have invested in our own platforms, Cloud-iQ is one of them which is our automation and provisioning platform for cloud which works for all kinds of cloud providers is a definite point of differentiation.”

After this, Gaurav Chawla, Business Development Manager, VMRay, in his presentation said, “Today, as we all know, most of the customers have already deployed, different kinds of sandboxing solutions, but still we are facing the challenges, the ransomware attacks, different kinds of malware intrusion into the network, and it is happening because till now we have to accept the fact that Sandbox has always been considered as one of the good to have but not a must to have technology. VMRay focuses on the deep level analysis and we ensure to provide maximum information based on the malware submitted to us and which basically helps the malware analyst or the incident response team to focus on the required content, not to focus on any other not required information.”

The event ended with happy notes along with a vote of thanks from the editor. S Mohini Ratna, Editor, VARINDIA, said, “A very Good evening to all, I feel honoured and privileged to get the opportunity to propose the vote of thanks on this special day. On behalf of VARINDIA, I convey my regards and hearty thanks to our esteemed guests who took out time from their busy schedules and were present here. I also like to thank all the honourable delegates whose presence has made this event a grand success. I extend our heartiest thanks to all the sponsors who have supported us whole heartedly. Words are not enough to tell you how this event is going to help us in shaping the industry. Hope this evening has enlightened you with the ongoing industry happenings and gave you the image of a future prospect. Thank You very much for being such a lovely audience. We will meet soon personally when the situation is conducive and with a positive thought I bid goodbye.”
Women, in equal terms with men, are creative and helping find solutions to the biggest challenges. VAR India, a sharp believer of women empowerment, has felicitated “Women Leadership In Technology Sales/Marketing in India” in the Infotech Forum 2021.
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BRICS Business Forum & Trade Fair 2021 to unleash a new era of cooperation and partnerships between BRICS nations

Ministry of Commerce and Industries in collaboration with Federation of Indian Chambers of Commerce and Industry (FICCI) are organising BRICS Business Forum 2021 & BRICS Trade Fair 2021 to be held from August 16-18, 2021 on a virtual platform.

The BRICS Business Forum 2021 & BRICS Trade Fair 2021 is being organised in the run up to the BRICS Political Summit planned for September 2021. The BRICS Business Forum, one of the key events organised by the BRICS Business Council, offers a platform for members of the BRICS Business Community to discuss and deliberate on key economic cooperation areas and make recommendations on intra-BRICS trade and industry issues.

The BRICS Business Forum 2021 & BRICS Trade Fair 2021 is going to be the most prestigious and the largest platform for the BRICS companies to meet and network with counterpart businesses from Brazil, Russia, India, China and South Africa.

Shri Amit Yadav, Director General Foreign Trade, Government of India said, “The virtual edition of BRICS Trade Fair is one step in this direction to enhance trade amongst the BRICS nations and forge new alliances. The virtual Exhibition Centre will host exhibitors from across the BRICS nations, wherein they will showcase their products and capabilities, project their achievements, and engage in discussions to advance their business prospects.”

This year, due to the COVID-19 pandemic, the BRICS Business Forum will be held via videoconference with a theme of ‘Strengthening BRICS Business Connect for Sustainable Growth and Development’ from August 16-18, 2021.

2nd IEEE International Conference on Range Technology

The 2nd Institute of Electrical and Electronics Engineers (IEEE) International Conference on Range Technology (ICRT-2021) is being held virtually on August 25, 2021. The conference has been organised by Integrated Test Range (ITR) Chandipur, a laboratory of Defence Research and Development Organisation (DRDO). It was inaugurated by Secretary, Department of Defence R&D and Chairman DRDO Dr G Satheesh Reddy. The event will host speakers from across the globe, who will present their technological achievements in multiple subjects related to Test and Evaluation of defence systems.

In his address, Dr G Satheesh Reddy highlighted the importance of embracing recent developments in Range Technology to meet the future challenges in Test and Evaluation. He emphasised on the importance of the conference in exploring current trends in Range Technology and Range Instrumentation, which are essential elements of a world class Test Range. The DRDO Chairman lauded the effort of ITR for organising an event of such scale amidst restrictions due to COVID-19 pandemic.

The conference will be a very effective platform for all the Range Technology enthusiasts to interact with each other and stay updated with recent developments in relevant fields. More than 250 technical articles were submitted by experts on the relevant subjects, out of which 122 articles have been selected by a specialised technical committee. The technical presentation will be done in four parallel sessions during August 05-06, 2021. A virtual industrial exhibition is also being held in which more than 25 industries and organisations from India and abroad will display their products and technologies.

Accenture hosts Applied Intelligence Hackathon

Accenture conducted a two-month long Applied Intelligence Hackathon across India. The AI Hackathon, initiated on June 1, 2021, saw over 3500 registrations from engineering colleges and business school students as well as working professionals in India above the age of 18 years.

Centred on the theme of “Responsible impact with AI, to make the world a better place”, the challenge focused on two critical topics for registered teams to respond to using AI including Pandemic related support capabilities and Mobilizing crowd-fund. It aimed at encouraging participants to dive into the depths of AI and develop tools, apps, bots and other advanced solutions to address and solve these real-world problems.

The winners for the challenge were chosen from among nine shortlisted teams who virtually presented their ideas to a jury panel comprising of Accenture leaders during the grand finale, organized as part of Applied Intelligence Week (scheduled between July 26–30, 2021). The winners were selected based on innovativeness of the solution, business applicability and the underlying AI application as part of the solution.

The winners are:

Winner: Awarded to the team Artificial Mind from GH Raisoni College of Engineering for creating a real-time online platform with the help of AI to cultivate data from various sources and provide relevant information which can be sliced and diced as per the user’s requirements to help the society in its fight against COVID-19

First Runner-up: Awarded to the teams Hat Static and Co-War from Indian Institute of Technology, Kharagpur (IIT-K) and Gayatri Vidya Parishad College of Engineering for Women, respectively.

RP tech India finds partners optimistic about FTS roll out post COVID time

Foreign Trips Schemes popularly known as FTS is the most awaited event among the channel fraternity. FTS is considered as the biggest reward conferred to partners for their outstanding business performance. Many brands organise FTS for their partners who achieve sales targets to exotic locations. However, since the COVID-19 pandemic has hit the world, the future of FTS seems gloomy. Though many countries are now opening up their economies gradually for tourism, brands seem cautious about FTS.

However, partners are optimistic about the scheme and expect brands to explore the possibility of re-launch in 2022.

Among all the channel incentive schemes, FTS has garnered widespread popularity over the years. It is an excellent motivational tool and can be as rewarding as an advertisement. FTS also promotes healthy competition among the partners and ultimately help brands to sell more and earn more. Hence, brands also make a significant investment in FTS to attract more partners to enrol in it.

“We have managed several memorable FTS in the past, hence, we understand partners’ sentiments. It is like one big family going on a vacation, exploring new cultures, exchanging new ideas and having lots of fun. FTS is not just a token of appreciation for their business achievement, it is also a platform for them to meet and network with fellow partners across India. Brands also leverage the platform to build their image among the channel fraternity. So it is a win-win for both. However, the Corona crisis has changed the industry dynamics and hence, we should consider the present pandemic condition worldwide and strictly follow the safety guidelines for everyone’s safety”, said Rajesh Goenka, Director, Sales and Marketing, RP tech India.
USB-C KEYBOARD AND DOCKING STATION FROM CADYCE (CA-KBDS)

USB Type-C devices and cables are everywhere these days, and their popularity is reaching new heights in the tech market with each passing day. The CA-KBDS by Cadyce is a USB Type-C keyboard cum docking station that is compatible with ThunderBolt 3 port.

This sleek and subtle gadget functions as a USB Type-C Keyboard for computers and also acts as a multi-function docking station for other devices. Given CA-KBDS’s wide range of compatibility, one can now plug in multiple peripherals to computer without worrying about their platforms or hardware requirements.

With Cadyce’s CA-KBDS, the keyboard will serve as a docking station so that user don’t have to carry a multitude of devices. This premium product is an elegant mix of sturdiness, compactness, and good-looks. It is a stylish companion for devices that will serve satisfactorily for a long time and will exceed all the expectations.

We can use this keyboard dock on tablets (like iPad Pro) and Android and iOS smart phones as well.

The keyboard dock gets connected to computer or tablet with the help of a detachable USB-C cable. The product can be the best travel companion.

Features of CA-KBDS

The features listed below are responsible for making the CA-KBDS stand out from the crowd and for providing the user with unmatchable efficiency and ease of operation.

• The Display 1 VGA Channel supports output of 1920x1080@60Hz.
• The USB 3.1 Type C Host port supports 10Gbps, which ensures lighting-fast speed.
• The USB 3.1 Type C in Cadyce’s CA-KBDS supports PD charging 100W MAX (20V@5A).
• The device has a USB 3.0 Type-A port that supports 5Gbps and BC1.2 charging (5V@0.9A).
• The LAN port in Cadyce’s CA-KBDS supports 10/100/1000M. This means that the LAN port supports transfer speeds of 1GB, unlike 10/100M ports, which support a maximum transfer speed of 100Mb.
• The device has an SD3.0 (UHS-I) Card Reader that supports SDXC cards of up to 2TB and data transfer rates up to 124MB/s (SD and Micro SD use single-LUN).
• The CA-KBDS contains a 3.5mm audio jack that supports stereo audio output. The audio jack also supports microphone input.
• The device has a white Power LED that serves as a power indicator.
• Cadyce’s CA-KBDS is compatible with multiple operating systems. It is compatible with Mac OS X 10.X, Windows 8/10 (32/64 bit), and all other latest versions of Windows. Compatibility with almost all popular operating systems means that the user does not have to worry about the platform of his/her device.

The specifications of the CA-KBDS are listed below:

• The CA-KBDS has a USB-C male input.
• The output details of this device are: HDMI 4K Female x1, VGA x1, Female Gigabyte Ethernet x1, USB 3.0 ports x3, USB-C Female PD charging x1, 3.5 mm Stereo Audio/Mic port x1, SD card slot x1, Micro SD card slot x1, white Power LED indicator x1.

For optimum functioning of the keyboard and docking station, one needs to ensure that the operating temperature is in the range of 0 degrees Celsius to 45 degrees Celsius, and the humidity is between 10% to 90% RH with no condensation. The optimum storage temperature of the device is between minus 10 degrees Celsius to 70 degrees Celsius, and the humidity level should be between 10% to 90% RH with no condensation.

The dimensions of this light-weight, but the sturdy device is 288 x 148 x 18 mm. It comes with a 1-meter long USB-C cable, which serves as the icing on the cake.

Cadyce’s CA-KBDS has received CE and FCC certifications.

Where are the CA-KBDS available?

One can easily lay hands on one of these game-changing keyboard cum docking stations as they are readily available on Cadyce’s website.

To add to all its exciting features and specifications, the CA-KBDS is extremely pocket-friendly and is the undoubted leader amongst all other keyboard docking stations in its price range.
BUILDING A RESILIENT & AGILE BRAND

VMware is well-positioned to accelerate its strategy and continue driving success into FY22 and beyond by building a strong business and with its vision and strategy resonating with customers. It is shifting its focus towards consumption-based licensing or subscription-based licensing that can address the problem of liquidity as well for its customers.

VMware has been successfully helping its customers in delivering Modern Apps, Multi cloud and Anywhere workspace solutions. These solution areas are perfectly aligned with market demand.

ACCELERATING DIGITAL TRANSFORMATION

VMware is building a dynamic, global workforce of the future where its people work from any location that accelerates their productivity to deliver the most innovative solutions for its customers. The foundation of VMware’s business is grounded on its ability to run, manage, connect and protect any application on any cloud and any device.

VMware uses its products and technology to solve the most critical challenges. VMware Workspace ONE is a platform that allows its colleagues to fully access their apps and other critical work via any device, and not just a corporate one. It deploys VMware Tunnel to establish a seamless VPN-like connection that instantly recognizes colleague credentials and allows access to any internal page. The virtual VMware Horizon desktops have apps that can mimic Windows, yet do not need a laptop to operate, allowing colleagues to access all their software. Lastly, VMware’s ‘no-touch laptop provisioning process doesn’t require IT to set up the machines as laptops are shipped directly from the factory. Similar capabilities are available for smartphones, tablets and other devices.

CREATING CUSTOMER EXPERIENCE

As a tech company, VMware has seen that customers are going through the same challenges. The customer requirements have changed in the last year or two. VMware is now looking at serving a highly distributed remote workforce and making necessary changes with a new digital-first customer approach.

VMware has adapted quickly to support its customers and help them respond to the challenges without disruption. Its digital workspace solutions have been at the disposal of the customers when they needed to shift to remote work environments.

BUILDING A CYBERSECURITY DEFENSE

By providing solutions to build a digital foundation for modern IT, VMware is in a unique position to address security challenges with intrinsic security. VMware offers a cloud-native endpoint protection platform that works with the infrastructure to protect from modern attacks, reduce the impact on end-user devices and decrease management overhead associated with legacy antivirus solutions. VMware’s networking security solutions protect apps and data across multi-cloud environments by employing network security policies specific to every app and workload.

Similarly, VMware solutions give its users an easy way to manage and safeguard users, applications and endpoint devices—while delivering an exceptional user experience through digital workspaces. It also offers cloud security solutions, which offer real-time detection and response capabilities for multiple public cloud providers.

COMPLEMENTING DIGITAL INDIA

Throughout this challenging year, VMware has seen countless examples of how customers, across industries, and at different stages of digital transformation, have pivoted. These also include supporting its customers in the government(s) and public sector undertakings.

To encourage a digital-first public sector, VMware has partnered with several Smart City projects in the cities of Dehradun, Bhopal, Pimpri Chinchwad, as well as accelerating cloud for faster delivery of services in organizations such as Power Finance Corporation, National Informatics Centre, Oil India Limited and Indian Ports Association. During the last year, VMware has also supported projects in the public sector such as RailTel, Indian Oil Corporation, NABARD, Madhya Pradesh PoorvKshetra Vidyut Vitaran across the country.

VMware has helped achieve digital transformation in governance across the country by helping most state governments invest in local technology infrastructure to support their citizens digitally.

For instance, VMware helped National Informatics Centre (NIC) in its endeavor to set up the Government Cloud that has led to the provisioning of state-of-the-art scalable infrastructure, on-demand to government ministries and departments. RailTel also partnered with VMware to accelerate its digital transformation journey with a cloud setup for eOffice rollout and IT services to Indian Railways dept/ entities.
Acer Day 2021 marks the fifth edition of our annual sale and customer engagement event, to be held across 10 Asia Pacific regions, during the month of August. The sale event which features fabulous rewards, promotions, and gifts has been themed ‘Live Your World’ to encourage everybody to make the best of whatever situation they are in.

Acer Day grand prize included laptop at half price along with premium trolley bag worth Rs 7800, Acer True Wireless Earbuds Worth Rs 2499 and discount coupons through lucky draw for customers who purchased via Acer E-store. This was complimented by free 3 year warranty and 1 year accidental damage protection and other bundle offers worth up to Rs 13,999 free. Customers could also chose No Cost EMI on their purchase. Customers also free Acer True Wireless earbuds with purchase of Acer Tablets or Acer air purifiers. Adding to this From 1st August 2021 until 30 August 2021, customers who purchase Acer models from any authorized Acer retail store can avail of benefits like 3 years warranty, 1st-year accidental damage protection, no-cost EMI and bundle offers on a range of Acer laptops.

We want to tell all our fans that staying at home does not mean you have to be alone. The Acer Day theme of ‘Live Your World’ this year draws inspiration from the belief that all of us can make the best of any situation and continue to live our lives, no matter where we are and what constraints we are under. Technology has broken barriers and enabled people to stay connected even more. The message is: come celebrate with us and avail our fabulous offers.

NEW PREDATOR HELIOS 300 GAMING LAPTOP
I am also happy to announce Predator Helios 300 laptop in India equipped with 11th-generation Intel Core H-series processors with upto 4.6Ghz, 8 cores and 16 threads and Nvidia GeForce RTX 3060 GPU. Other key highlights of the latest Helios 300 laptop include QHD IPS 165Hz display, Thunderbolt 4 port, high-speed boost with PCIe Gen 4 SSD of total 1TB capacity for an exceptional sequence of high-performance gaming experience.

The Predator Helios 300 is designed for gamers who want a high-performance machine that can handle the demands of the latest AAA games and online streaming.

ACER PARTNER MEET
We also held our biggest partner meet on 14th August with 1000+ partners joining the virtual meet where Acer’s leadership team presented the business directions, opportunities for partners and new product line-up along with a detailed Q&A session between partners and Acer leaders. The meet solidifies our commitment to the partner community and lays the ground work for the big sale season coming up.
In this digital era technology is no longer an enabler but a strategic asset and provides a competitive edge to an organization. With increasing competitive business scenarios and evolving technologies, the role of a CIO is also changing. The CIOs are not only buyers of IT any more.

The role is shifting towards a strategic position. It is moving away from desktops, network management, software etc. to data centric approaches that increase the efficiency of enterprise assets, employees and vendors.

These days a CIO has to wear multiple hats of an innovator, influencer, digital officer, change agent etc. to drive business in this competitive era. A CIO is an entity within the organization which takes care of all the organizational change management requirements.

They are the growth engines of an organization. Understanding the customer needs the CIO strengthen the organization technologically to fulfil customer satisfaction which has now become a primary requirement for any organization irrespective of the industry vertical.

The COVID-19 pandemic hit last year and has affected every life and every industry segment. With this pandemic the adoption of digital transformation among the organizations have increased at a faster pace than before. This all the more has intensified the importance of a CIO as they need to take upon the challenges brought by the new normal of work from home. Every CIO chalks out their agenda depending on the organization’s requirement. So let’s know what is on their agenda for this year.
VISHWAJEET SINGH  
SR. VP & CIO, IXCHECK TECHNOLOGIES

IT is the core or backbone for any organization. It is a business enabler and 2020 has further made it visible to the entire world. Changes were bound to happen but this pandemic has fast-tracked these changes.

We are working along with the government to achieve the Digital India mission. We are currently associated with State Public Service Departments in Digitizing their critical process and already in talks with several other departments as well.

We are a part of a great nation and we have to contribute towards its growth. It can be either directly or by further strengthening our own organizations in the digital world.

JAIDEEP KHANDEJA  
CTO, ACCOMANGO

Fast track digital transformation initiatives are lacking focus on appropriate security measures and witnessed compromises in terms of ransomware or similar kinds of breaches. This needs to be balanced.

Second important thing is the variable pace of digital transformation of organizations, especially those related to public domains. Core meaning of digital transformation is still not clear to many organizations including large ones.

NASEEM HALDER  
CISO, ACKO GENERAL INSURANCE

Last year, this pandemic forced us to fast-tracked the digital transformation initiatives; I believe there is still a huge amount of work pending and need to complete it.

Last year the equations of business have been changed a lot, so tech-leaders are working hard to sync the business requirement along with data security and data privacy areas will be a high priority for the upcoming years for all organizations.

SHAILENDRA CHAUDHARY  
VP & HEAD – IT, INTERARCH BUILDING PRODUCTS

The pandemic forced organizations to boost IT investment and prioritize their digital transformation initiatives. Agenda for Digital for the year 2021.

- **Accelerated automation**
  To innovate, one has to automate. Automation is changing the daily work activities of everyone. The adoption of automation technologies — including robotics and AI-driven software.

- **Working from home to continue**
  Working from home is the new normal of remote work. Now organizations have realized that working from home is not a disastrous situation, and that it is actually a preferred setup for many employees.

- **Data Analytics**
  Investing in data analytics to transform customer experiences. The value of data analytics will be dependent on the data they are fed.

- **Modernizing legacy system**

- **Migrating application to the cloud**

These digital transformation trends demonstrate the initiative businesses are taking to digitize their customer offerings and deliver them at speed, in line with need.
Gap Analysis of the results on conveniences, challenges observed between office working mode vis-à-vis remote working mode.

What all challenges faced, how to address them in an effective and robust way, what all extra can be implemented to enhance the customer journey both external and internal.

**ANIL NAMA**
CIO, CTRLS DATACENTERS

Our agenda is aligned with Digital India initiatives. We are rolling out rated-4 hyperscale data centers spread across major cities in the country – the post operational footprint of which will be six million square feet powered by 600 MW of power. This apart, our Cloud4C cloud offering comprising of cloud managed services on hyperscalers is helping business undergo a success digital transformation through modernization of applications, databases, architecture etc. As an organization, we are fully committed and aligned with the Digital India initiatives of the Government of India.

**DR. LOPA MUDRAA BASUU**
ADVISOR, CLOUD SECURITY ALLIANCE APAC RESEARCH ADVISORY COUNCIL

Technology is the centrifugal force to drive this digitally connected world. Cyber has emerged as a major warfare with devastating impact. Connected ecosystem safety becomes paramount considering the rapidly growing complexity - Legacy system, Cloud, IoTs, OT, OTT, AI, ML, Mobile apps that in turn are contributing towards enhanced UX in the form of connected vehicles, connected medical devices, smart cities, smart homes, smart grids, smart kitchens etc. Adoption of emerging technologies is touching our lives to a great extent. It is like the sword of Damocles - along with benefits, it also introduces a new set of threats that can be fatally exploited. It is always advisable to discover your data, underlying technology and associated vulnerabilities and risks to build the required level of protection based on sensitivity of data or infrastructure. Considering this, adoption of cyber hygiene and privacy becomes very imperative.

**Kripadyuti Sarkar**
VP – IT, RUPA & COMPANY

As a Group CIO, for me “Digital India” initiative is nothing but the virtually connected society and ecosystem by virtue of technology transformation. We at RUPA, investing a lot to lead the transformation in the sector that we belong to. Following digital enablement is being business model

- Distributor & Retailer led supply chain replaced by OMNI channel supply chain where run time inventory can be visible across the PAN India for 80% of SKUs
- Digital touch point introduce in every node of supply chain to capture logistic data and increase the efficiency of the distribution
- Virtual digital Warehouse & Market place has been to generate future demand and advance order
- Implementation S4 HANA Fashion & VB to simplify business transaction and make SAP available in mobile through FIORI App
- Integrate DMS (Dealer Management System) with ONMI Channel Supply Chain and SAP so that Real time inventory SKU wise make available in unified platform
The key agenda is to further enhance functionality of mobile apps and telehealth to reach out to consumers through home care digital apps and tools to monitor them using a command center in the convenience of their homes. Also, explore ways to create a more integrated digital ecosystem with associated partners for enabling seamless e-Claims and faster insurance authorisation for our customers.

We are planning to incorporate remote digital customer inspection of our products using VR & AR. This will avoid the need for a customer to travel to our HQ for product inspections. We are integrating our ERP’s to banking sites using API’s for better traceability and collection of receivables and payables. Document Management Systems are being adopted to replace and reduce the dependence on hard-copies of paper and signatures.

Mobile enabled transactions are being deployed to encourage employees to transact from anywhere even during travel. Collaboration platforms are being strengthened and adoption is being improved. Cyber security tools are being improved to prevent breaches and compromises. Employee on-boarding and engagement through digital platforms are being seriously evaluated.

OCS is leveraging digital platforms, automation in energy management, customer experience analytics and transformational predictive maintenance services to offer an integrated solution to clients. IoT and AI are transforming the facilities management industry today. Companies are now recommending alternative mechanisms for success using simple, low-cost sensor devices to provide valuable data in real-time. This acts as a key enabler to provide smart, resilient, sustainable and productive solutions.

In the context of the global pandemic, the responsibility of FM companies in keeping people and assets safe is now more than ever. Several companies including OCS India have come up with innovations that can help in COVID risk mitigation within a workplace. Companies are now using technology for ensuring social distancing using IoT and AI. Contact-free access, attendance trackers and automatically generated digital passes for visitors are some of the ways adopted to minimise human intervention. Technologies like access control systems, automated thermal cameras for temperature screening, face mask detection using AI, room sensors to track human activity, mass compliance systems are also being widely used to ensure safety and security at the workplace.
SANDEEP JAMDAGNI  
HEAD IT, ASHIANA HOUSING

2021 is promising for the real estate industry, the market is already on the revival. We are already moving on with our digital transformation journey.

Our main initiatives will be focusing on building resilience in IT services to support business in any conditions, continuous improvements on information security posture and building InfoSec awareness programs for employees.

HARIHARAN SUBRAMANI  
VP – IT, SHRIRAM PROPERTIES

2020 has been a tough year for almost all business verticals. With that in retrospect, 2021 is certainly a year to look forward to. Our focus in 2021 will be on securing each individual in our entire workforce, and this identity centric approach, I believe, is the future. At the same time, we need to focus on testing the efficacy of our current security setup as well. In this regard, we plan on a process of CBAST, or Continuous Breach and Attack Simulation and Testing, in order to comprehensively assess the strength of our organisation’s security setup. So, all in all, our agenda would involve a continuous assessment of the security posture with comprehensive testing, and a continuous value based upgrade, keeping in mind the needs of the modern workforce.

POOJA CHATRATH  
CIO, CRYOVIVA BIOTECH

Expenditure is always related to and connected with business outcomes, and we will be needing to expand our infrastructure and other IT services for supporting the business. Our 2021 plan will focus on developing new revenue streams through digital technology. The strategy is to leverage digital technologies and channels which will lead to automation of a lot of processes which becomes convenient for our customers (internal and external both).

A SHIJU RAWTHER  
CHIEF INFORMATION & TECHNOLOGY OFFICER, CARE RATINGS

We have a defined roadmap of Data Technology Strategy, Platformization technology and security focus areas. It is based on four pillars. First pillar is the Zero Tolerance. The zero tolerance tower has focus areas of Availability, Standardization and Consolidation. This will ensure the setup is always available to the customer so that we can serve them 24*7.

Second Pillar is the Customer Experience. This tower will focus on innovations and implementing future technologies to enhance the customer experience by delivering the services through superior technology.

Information security is the third pillar in the roadmap which we are focusing on so that information security is given key importance from the design, build and operation phase. This also includes that everything under technology comes under compliance, gets audited, governed by the GRC team, and is protected always.

The fourth pillar is the Orchestration. Orchestration is to bring in more orientation, synergy and automation. This year we are working on many automation projects. We are working on robotic process automation so that manual dependency reduces. Automation will also help us achieve cost reduction while providing better customer service.
Every CxO has been a catalyst during this pandemic for digital transformation of every organization. Growth oriented organizations have been contemplating on digital initiatives which can simplify their complex processes into a simple digital journey besides having an inclusive approach where in growth of the organization, partners and vendors are taken care. Parallely reducing the risk of organizations is reduced to a considerable limit.

As a part of the Smart Governance and Digital India initiative, we are helping state governments and their departments to simplify the citizen-centric communication processes using Artificial Intelligence-based Chatbot and WhatsApp BOTs. These platforms help government departments to automate most of their essential citizen services as a part of their digital initiative. It also helps in delivering and engaging citizens across channels and devices. Drive personalized interactions across Push Notifications, In-app Messages, SMS, Email, WhatsApp, and more.

The agenda of 2021 is:
• Continue on the fast track process and find out how more processes can be digitalized
• Eliminate the unwanted processes
• Build interfaces to critical applications to eliminate silos of information and ensure that the entire organisation eliminates various islands of information sources
• Bring in accuracy in the information from various digitalization processes so that it will help the business to brings in more insights on the information that is gathered and thus help in effective and timely decision making process.
The Covid pandemic has added one more ‘necessity’ to human lives – technology. For availing healthcare to education and even access to medicine or foods and grocery – everything has a technology aspect connected to it. During the pandemic people were forced to use technology for their survival – to have their food, to get connected with their near and dear ones and even to take medical consultation. This increased the dependency on electronic gadgets which further demanded that the devices remain work-worthy for a longer period. And it demands continuous service post sales.

Though there are many after sales service players in India – of various sizes – the overall service offering has still remained as a lip-service. Despite much innovations in the areas features, utilities in an electronic gadget, for consumers, there is always the same old worry – what if the gadget gets damaged? Who will repair my device? Will it be a reliable one? Will it cost me a bomb?

This worry of the consumers shows two sides of the same coin – genuine challenge and a huge opportunity – for the market. Various studies suggest brands typically spend two-thirds of what they spend on marketing on after sales.

So far the Indian after sales market is largely unorganized and a major chunk of consumer needs are catered to by their local servicemen. However, this is fast changing as many startups have joined this arena and started offering quite lucrative and reliable services using latest technologies and by making it affordable.

MARKET DYNAMICS

As per an estimate, there are around 4 billion electronics devices in India – at home, offices and industries - at various stages of their life. These devices need an assured service when they get damaged which means there is a huge untapped opportunity.

A recent study by Counterpoint Research states that smartphone customers spend an average amount of Rs 2400 on servicing of their devices. And we have more than 800 million smartphone users!

As far as the overall market size is concerned, it has grown phenomenally in last few years on account of increasing dependency on smart devices, cheaper access to internet, growing social media consumption and ease of owning a device.

While the consumer device protection market size is expected to touch $1.1 billion in FY24, other growth drivers will be on-demand repair services estimated to be worth $1 billion, home protection and AMC services estimated to be worth $1.2 billion and brand warranty and installation services at $2 billion, which makes the overall after-sales service pie market worth $5.3 billion in FY 24 in India.

Aforeserve: Aforeserve is a companies offering after sales services to multiple products across verticals. This Noida based firm perhaps has the widest range of products to serve – from PCs, tablets, smartphones, scanners, printers, servers, networking switches, routers, STBs, ATMs and VSAT.

Some of its major customers include HPE, IBM, Dimension Data, HP, Wipro, Lenovo, RIL, Tyco, Emerson, Micromax and Tata Sky.

Headquartered at Noida, the Company works closely with customers to implement tailored service solutions through an extensive, pan India support network of service centers in 45 major cities and resident engineers across 182 regional towns.

Supported by a team of over 2600 engineers, technicians and service executives, Aforeserve handles more than 55000 service calls every month, combining industry experience with superior repair capabilities and standardized support practices to assist individual and small-scale establishments as well as complex IT environments in large organizations to install, maintain, refurbish and dispose their ICT assets in a cost-effective, efficient and viable manner.

B2X : B2X is a Munich, Germany based aftermarket player and primarily serves the tier-1 IT and communications brands. The company offers services for mobility devices, consumer electronics, home automation, urban mobility, payment solutions and digital health. Some of the prominent names in its customer list include Apple, Samsung, OnePlus, Lenovo, Google, Microsoft, Motorola, Xiaomi and Sony.

The company’s India business supports three neighbouring countries – Sri Lanka, Bangladesh and Nepal. The company has 237 frontend service locations and 12 backend repair centers. The firm employs around 900 employees to support these four markets. In these markets B2X serves customers of Apple, Samsung, Google, Microsoft...
and Xiaomi. B2X operates 27 Apple authorized service centers across India where people using Apple products receive immediate help – from software support and device diagnosis to hardware repair services for in-warranty and out-of-warranty issues.

The entire after-sales service process of B2X is automated through the B2X SMARTCARE Technology platform. B2X’s SMARTANALYTICS provides real-time visibility on all service interactions.

GoWarranty: This is one more Mumbai-based after sales service firm. This company has a unique model – they specialise in offering extended warranty besides offering repair and services. They also claim to offer cashless service. Whether it is costs of repairs, labour, transportation, or taxes, GoWarranty covers all the charges associated with repairing the device.

GoWarranty offers coverage for Mobile, Tablets, Laptops, Cameras, Air Conditioners, Washing Machines, Televisions, and Small Appliances. The company offers Go Extended Warranty for up to 9 months after purchase of the devices and gadgets. The warranty can be taken for up to four years.

HCL: HCL Care, the Support and Service division has one of the largest and most extensive service networks across the country and provides end to end support services across product categories – Laptop, Desktop, Tablet, Mobile Phones, Home Appliances and other Consumer Electronics & Durables. With proven track record of more than a decade of providing integrated end to end service support to leading brands, such as HCL, Philips, Lenovo, Blackberry, Samsung, Bajaj, Emerson, Nokia, Dell etc, HCL Care has firmly established itself as the leader in after sales service & support of consumer electronics products. HCL Care specializes in providing tailored solution to its clients across the service value chain – Call Center Support, Walk-In Service Centers, Supply Chain Management and Repair Factory. With an aim to achieve 150% district coverage across India, it continues to grow its service network extensively across India and provide the best in class services to all its esteemed customers.

HCL has a remarkable tradition of service excellence span over decades. HCL has been a preferred choice of partner for marquee brands like HCL, Philips, Lenovo, Blackberry, Samsung, Nokia, OBI, Oneplus, Xiaomi etc. HCL served its customers with an immense sense of commitment and it likes to find a similar commitment in its partners. HCL has tied up with leading OEM players in digital products to offer after sales warranty service support across India. It provides support on wide array of products – Mobile Phones, Smart Phones, Tablets, Laptop, Desktop, Printers, TV and other consumer electronics & lifestyle products.

iQor: iQor is one of the world’s biggest after market service providers. The company entered Indian space in 2015 and had announced to invest Rs 1300 crore over a period of 3 years time and create employment for more than 20,000 people. At present the firm has more than 5000 people in India and a majority of them are located in the company contact center in Noida.

iQor perhaps is the only company in India to offer end to end aftermarket services to its customers. The company boasts of clients from Oracle, Cisco, Ericsson and Apple besides almost all the handset brands including Indian smartphone players like Micromax, Karbonn, Lava and Panasonic.

OnSiteGo: This is one more new age after-sales service provider. Started business in 2010, the company claims to serve around 4.5 million customers in India and 1.2 lakh customers on a monthly basis. It works with some of the largest online and offline retailers in India like Croma, Vijay Sales, Amazon India and Ezone. The firm’s products are available at regional speciality stores like Sanket, Great Eastern, Value Plus and Viveks.

In 2019, the company started offering brand warranty services for international brands like Toshiba and Hamilton Beach and also expanded its offerings in AMC or Annual Maintenance Contract for air-conditioners and water purifiers and assured buyback for smartphones earlier this year.

Redington: Redington is one more big name in Indian after sales services market. It has set up hardware support service centres across the country with 77 owned service centres, supported by a certified franchisee network of 266 service partners, Redington provides the full spectrum of warranty and post-warranty services including solution design and consulting, technical helpdesk, field engineering support, parts warehousing, Forward and Reverse logistics, Imports and -re-exports, and asset recovery. All these centres run on a robust CRM that enable to tightly manage the end-to-end service life cycle and create a great customer experience.

The company serves some premium customers including Hewlett Packard, Toshiba, Lenovo, Fujitsu, Apple, Motorola, Huawei, Microsoft, Ricoh, Logitech, Konica among others – several of them for a decade or more – ample testimony to the consistent value delivered by its Service team, enabling these brands live up to their commitment of providing world class service to their customers across the Indian sub-continent.

Servify: The Mumbai based startup founded by Sreevathsa Prabhakar is perhaps the biggest after sales service offering company with over 9 million devices on its platform. The firm, founded little over 5 years back, is now present in over 35 countries and have acquired quite a handful of companies in the same space last year.

In April this year the company acquired Munich based WebToGo, a one-stop provider for multichannel self-care and customer experience solutions for smartphones, tablets and laptops. This acquisition will help Servify further strengthen its global footprint both in terms of technology and people. Earlier to that the company had acquired the Bangalore based gadgets repair and service company iService.

The firm offers app-based after sales services to varied brands. Servify currently works with a number of top device brands, retailers, distributors, insurers, service providers and carriers such as Amazon, AmTrust, Apple, Samsung, Croma, Godrej, Huawei, Ingram Micro, Micromax, Motorola/Lenovo, Nokia, OnePlus, OPPO, Panasonic, RealMe, Redington, Reliance Jio, Reliance Retail, Sangeetha Mobiles, Vodafone and Xiaomi, among others.

The company claims it provides Brand Authorised Protection Plans for OEMs that account for nearly 70% of smartphones sold in India. It claims to have over 900 million devices on its platform.

TVS Electronics: TVS Electronics, from the TVS Group, is one more player in the after sales market. However, unlike others, TVS Electronics does not limit itself to just services of the products, rather it repairs as well as sells the refurbished products as well. Some of its refurbished products offer warranty of equal duration as the new product.

Some of the key services that TVS Electronics offers include repair services, refurbishment services, managed services, e-auction services, and extended warranty services.

From a product perspective, the company offers services for all sort of IT products including PCs and laptops, printers etc, telecom products including smartphones and feature phones, CCTVs, ATMs and PoS machines.

Urban Company: Started as Urban Clap, the company is now changed its name to Urban Company. This is a new age service model built by this startup in 2016. The company, in an innovative model, has partnered with local mechanics and repair shops to offer after sales service to almost every electronics appliance including smartphones, ACs, TVs, washing machines and refrigerators.

Their business model was so successful and the market opportunity was so huge that it attracted investors like former Tata Group Chairman Ratan Tata. The other investors include YY Capital, Bessemer Ventures, SAIF Partners and Accel Partners.

The company claims to have over 25,000 professionals on board and present in 22 cities with more than 5 million customers in 4 countries.

Going Forward: Studies suggest revenue share from new product sales has been on decline path and margins on new equipment are typically less compared to those on after sales market. Post Covid era, experts believe, people have become more cautious in their spend and would prefer to hold on to their cash and spend on products that offer longer utility with or little open cost escalation. This means, after sales can help manufacturers offset their declining margins from new product sales.
Becoming obsolete. The traditional data centers as we know it are anywhere to successfully run their business. Changing, and companies are realizing they are migrating to the cloud. The business is predominantly cloud not leasing or building traditional data centers. While they likely won’t disappear completely, centers in India Bakshish comments, “Data centers are consolidating at a startling rate. Centers in India, industry leading ways etc. opens up about his business experience before and after COVID, future of data centers in India, industry leading ways etc.

BUSINESS EXPERIENCE BEFORE AND DURING COVID

Crisis brings people together and this pandemic has helped Druva to know the customers and recognize their demands even better. It has become a priority for customers to back up their data as a service. The company has seen more demand and conversations around data protection hence it becomes easier to convince them to adopt the various measures to protect data, since they already understand the benefits of using software as a service.

Pointing our business experience, Bakshish says, “There are several stages to cloud adoption; foundation, migration, reinvention and optimization, and no matter what stage a business is at, each comes with its own unique needs around security, privacy, and cost to ensure your organization is prepared. Druva is focused on helping clients build a solid foundation for data. Once the foundation is in place it becomes an asset. The questions and challenges our clients face while understanding newly stored data and how to monetize. These areas will become less challenging as people start to better understand the cloud and the more, we help them set that sound foundation early on.”

FUTURE OF DATA CENTERS

Delving deep about the future of data centers in India Bakshish comments, “Data centers are consolidating at a startling rate. While they likely won’t disappear completely and can help meet specific use cases, the overwhelming number of new businesses are not leasing or building traditional data centers. New companies are predominantly cloud based. And meanwhile, existing companies are migrating to the cloud. The business model for new companies’ infrastructure is changing, and companies are realizing they do not need to be in the data center business anymore to successfully run their business. The traditional data centers as we know it are becoming obsolete.”

ADOPTION OF THE CLOUD TECHNOLOGY

“The outbreak of the Covid-19 pandemic has led to a surge in businesses adopting cloud as it is a bridge to digitization and getting workforce, distribution, supply chain, etc. online. “In the last several months we have seen years’ worth of digitization take place. A natural affinity to cloud-based solutions is developing as businesses look for technology that can help them scale efficiently, minimally impact employees, improve business resilience and can be deployed easily within today’s restrictive work environment,” says Bakshish.

LEADING THE INDUSTRY

Druva enforces data governance and extract more intelligence with search and analytics to unlock the full value of customer’s data. Bakshish perceives, “Druva is the leader in cloud data protection and management; this speaks volume to our organization’s role in the industry at large. As a SaaS solution, we are ideally designed to quickly scale for changing organizational needs and with no required hardware or software, businesses can deploy our technology in as little as 15 minutes. Druva’s SaaS platform reduces costs by up to 50% by eliminating hardware and software.”

Use cases of the company’s technology that are complementing the industry at large include

- SaaS backup and recovery: Druva simplifies SaaS backup and improves data visibility for these critical SaaS applications.
- AWS backup and recovery: Druva reduces data protection complexity and manages backup and recovery requirements for AWS workloads, VMware Cloud on AWS, Oracle and SQL databases, and more.
- Hybrid backup and recovery: Druva offers data protection-as-a-service that delivers on this promise — protecting workloads wherever they live, reducing costs and complexity, and providing a future-proof architecture.
- Ransomware protection: Druva provides comprehensive data protection against ransomware attacks. It’s ransomware response and recovery capabilities empower Security Operations and IT teams to protect, detect, respond and recover faster in case of any external or internal data threats, ransomware, and malware.

- Compliance monitoring: With Druva, businesses can proactively and automatically monitor data compliance across all workloads, receive and respond to violation alerts, all from a single dashboard. Its compliance monitoring solution provides pre-built, policy templates to monitor and respond to violations of regulations like GDPR, CCPA and HIPAA
- eDiscovery & legal hold: Druva delivers an eDiscovery solution for end-user devices and SaaS apps. IT admins can locate custodian data, place legal holds, and integrate with leading eDiscovery vendors for processing at half the cost and time with pre-culled data. In-depth analysis ensures that the dataset is correct and complete.

TO CONCLUDE

In India, Druva has continued to witness rapid cloud adoption and a demand for improved business agility, helping more than 400 companies including Indigo and Adani Wilmar to move away from the investment-heavy and legacy approach to data protection. As Bakshish continues, “Druva and Redington are enabling even more Indian businesses to experience the benefits of cloud. Our partnership is focused on empowering channel partners and supporting Indian businesses in their digital transformation journey with market expertise and a leading solution designed to harness the power of the cloud. Channel partners and their customers are benefitting from Druva’s comprehensive workload coverage, ensuring data security, compliance and business continuity as Indian enterprises increasingly shift to the cloud. Leveraging Redington’s presence across India and its more than 500 SaaS channel partners and industry expertise, new and potential customers have expanded access to a wide range of preferred channel partners offering Druva Cloud Platform’s comprehensive cloud data protection solution.”
vivo rolls out Y33s with 50MP super night camera

vivo announced the launch of its ultra-slim Y33s in India. Designed to effortlessly capture your memorable moments, the vivo Y33s features a 50MP rear camera that redefines high-definition photography and takes every shot with pristine clarity. Priced at INR 17,990 for 8GB+128GB storage (expandable up to 1TB), Y33s makes switching between apps even smoother with Extended RAM 2.0 that makes use of up to 4GB idle ROM space to provide a lag free experience.

The new vivo Y33s will be available in two vibrant colour options - Mirror Black and Midday Dream. The device will be available across vivo India E-store, Amazon, Flipkart, Paytm, Tatacliq, Bajaj Finserv EMI Store and across all partner retail stores starting August 23, 2021.

Commenting on the launch, Nipun Marya, Director- Brand Strategy, vivo India said, “The all new Y33s, reaffirms vivo’s commitment of making innovative technology accessible to all consumers in the country. Y33s has been designed to provide premium and seamless experience to customers with segment-leading features like the 50MP Super Night camera, ultra slim design and powerful 5000mAh battery. We are confident that Y33s will be a perfect choice for consumers, who are looking for a comprehensive product offering that is innovative and has a perfect blend of style and performance.”

The device sports a 2.5D flat frame that is built with 8.0mm slim body to offer a distinctive and attractive look. Despite featuring a massive 5000mAh battery, the smartphone weighs a meagre 182g, making it extremely lightweight and easy-to-use with one hand. The 16.71cm (6.58”) FHD+ (2408*1080) in-cell display delivers bright colours and vivid details whereas, Eye Protection Mode helps in effectively reducing blue-light and adjusting the screen to warmer colours, relieving eye fatigue and protecting your eyesight. Y33s features a side power button and face wake feature that unlocks the phone in one seamless motion. The smartphone is available in two splendid colour options- Mirror Black and Midday Dream.

OPPO announces Next-Generation Under-Screen Camera Technology enabling full-screen experience

OPPO has unveiled its next-generation under-screen camera (USC) technology for smartphones. By combining the best in hardware innovation and OPPO’s proprietary AI algorithms, the new under-screen camera solution discreetly places the front-facing camera under the smartphone display in a way that maintains the integrity and consistency of the entire screen, both during use and while in standby. Offering the perfect balance between consistent screen quality and camera image quality, it is an under-screen camera solution with no compromises.

This new under-screen camera solution solves many technical and manufacturing-related challenges that have plagued under-screen camera technology since the beginning of its development. Breakthroughs include resolving issues such as inconsistent display quality in the screen area above the under-screen camera, poor image quality caused by obstruction of the camera by the screen, as well as issues with product reliability and lifespan. Thanks to advances in these areas, OPPO has been able to deliver an upgraded under-screen camera solution that takes end-to-end, full-screen experience to new levels.

On the display, OPPO’s next-generation under-screen camera solution introduces several new innovations in structure design and AI algorithms:

- Innovative pixel geometry: the new solution shrinks the size of each pixel without decreasing the number of pixels to ensure a 400-PPI high-quality display even in the camera area.
- Transparent wiring and new design: OPPO has replaced the traditional screen wiring with an innovative transparent wiring material. Combined with a high-precision manufacturing process that reduces the width of the wiring by 50%, these result in much finer display quality with a smoother visual experience.

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Kelly Chan appointed as new AVP Metallic Sales at Commvault APJ

Commvault (NASDAQ: CVLT), a recognized global enterprise software leader in the management of data across cloud and on-premises environments, today announced the appointment of Kelly Chan as Area Vice President for Metallic Sales for Asia Pacific and Japan (APJ).

Metallic, a Commvault venture, delivers industry-leading SaaS portfolio of proven enterprise-grade data protection solutions to better help companies protect their data with the simplicity and flexibility that SaaS enables. Kelly will be responsible for leading the growth trajectory of our Metallic business with dedicated focus to expand our Metallic footprint across APJ as customer requirements region wide shift to SaaS based priorities. She will also be integral to the overall success of Metallic’s new partnership with SoftwareONE, the #1 global Azure partner, which significantly expanded the opportunity for Commvault and Microsoft to reach more customers in APJ.

Amazon Web Services appoints Purnima Sahni Mohanty as Group Head – Communications, India

Amazon Web Services has named Purnima Sahni Mohanty as Group Head - Communications. Mohanty’s last stint was with Microsoft India as its Director - Communications. She moved on after working there for 1.9 years. According to a statement given by Microsoft India, Mohanty had left the company to pursue personal priorities.

She is a senior communications leader with outstanding expertise in reputation management across multiple industries. Mohanty has a rich experience in spearheading strategy and execution of world-class communications and corporate social responsibility programs for Fortune 100 Companies such as Saatchi & Saatchi, Alcatel, Oracle, GE, Samsung, DuPont and Microsoft. She is also a founder of women’s leadership networks and a mentor to young women professionals.

Schneider Electric designates Sachin Bhalla to head its Secure Power division in India

Schneider Electric has announced the appointment of Sachin Bhalla as the Senior VP - Marketing. He comes with over 19 years of experience in handling various leadership roles in Business Management and was earlier with Luminous Power Technologies, as the Senior VP - Marketing. He will be taking over Venkatraman Swaminathan’s role, as the former will move on to head operations in East Asia and Japan in his new role as the BVP, Secure Power in Schneider Electric Singapore. In his new role, Sachin will helm business operations for the Greater India Zone of the Secure Power Division which provides complete physical infrastructure solutions for data centers, distributed IT environments, and industrial applications through its industry leading brands APC, Uniflair Cooling, President Racks, and Luminous UPS.

Jas Sood of HPE to head the channel business in Palo Alto Networks

Hewlett Packard Enterprise Vice President Jas Sood, a HPE veteran who leads the North America storage and compute business, is taking the job as senior vice president of enterprise sales for Palo Alto Networks. Sood will report to Palo Alto Networks President of Worldwide Sales Rick Congdon. She joins the network security kingpin after working there for 1.9 years. According to a statement given by Microsoft India, Mohanty had left the company to pursue personal priorities.

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Jubilant FoodWorks names Ekhlaque Bari as CIO

Jubilant FoodWorks Ltd has named Ekhlaque Bari as Chief Information Officer. Jubilant FoodWorks is the company, having rights to develop and operate Domino’s Pizza brand in India, Sri Lanka, Bangladesh and Nepal. Its Domino’s Pizza franchise extends across a network of 1,314 restaurants in 285 cities. The company also operates Dunkin’ Donuts restaurants in India.

In his new role, Ekhlaque will lead the digital transformation initiatives and will strategically manage IT to benefit the business. Prior to this, he was EVP- CTO & Head of Analytics at Fullerton India. Ekhlaque has over 25 years of experience across BFSI, Manufacturing and Media companies. He has worked with firms like Max Life Insurance, GE, HT Media and SBI Cards.

Ekhlaque completed his B.Tech (Manufacturing Science) from IIT Kharagpur and MBA (Information Management) from SP Jain Institute of Management, Mumbai.

Ashis Guha Relinquishes CEO Position At RAH Infotech

RAH Infotech, India’s specialty technology distributor today announced that Ashis Guha has decided to relinquish the post of CEO at RAH Infotech effective August 1 to be with his family in Australia. He is stepping down from the leadership role after three successful years at the company.

Guha will continue to be on the board of Directors and he will be helping RAH in forging new alliances and mentor the workforce.

Ashok Kumar, MD, RAH Infotech stated, “On behalf of the entire Board of Directors, we are highly appreciative of Mr. Guha’s contribution in leading RAH over the past three years, during which time he achieved remarkable results and turned the company into a significant profitable player in the Indian technology distribution market, particularly in the cybersecurity and digital infrastructure segments.”
Greetings from VARINDIA!!!

Most of the organisations across the globe are expecting digital transformation to help evolve business models, the investments in these emerging technologies have gradually become a top strategic priority.

There is a global drive to accelerate the growth and development of nations through innovation and technology. In the current scenario, most of the vendors place partners at the forefront while helping customers embrace digital transformation.

Many corporates believe that success starts with the partner Network. We can’t deny the fact that Partners are staying one step ahead of their competition, and their customers, many corporates say that, their entire mode of business is through the channel. Hence, Partners’ success is very critical to the growth of the industry.

KEY HIGHLIGHTS OF SEPTEMBER 2021 ISSUE

- Channel Leadership Survey 2021-22
- 200 Eminent VARS OF INDIA
- 20 Technology companies bought revolution in India
- Top Distributors and VADs in India
- Most Influential marketing leaders in the Indian ICT Industry
- How Cyber security is a growing concern for businesses
- Chrome book is bringing revolution to computing business

There is an opportunity to place an advertisement in this special edition (22nd Anniversary Special Issue) to bring high visibility since we are publishing extra copies to reach out the prospective buyers and the same copy will also be available digitally for wider reach across the country.

The special package has been designed for the advertisers in the anniversary special issue, with the print advtg. One can avail one edm shoot to the partners database as a value addition.

Looking forward to your support to bring out this issue a success.

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