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# VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



Odisha Information Technology Fair '22

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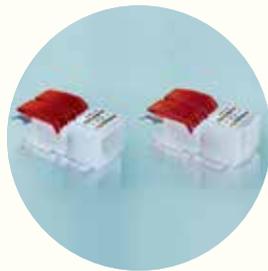
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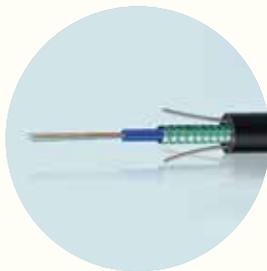
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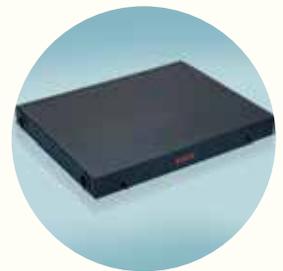
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THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



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## DATA STORAGE & BACK-UP

23PG

### India's first indigenous server 'Rudra' launched by IT Minister

The first indigenous server of India, Rudra has been launched by Minister of State for Electronics and IT Rajeev Chandrasekhar. It is developed by the Centre for Development of Advanced Computing (C-DAC) under the National Supercomputing Mission (NSM).

As per the official statement, the design of the server can be used for manufacturing classical standalone commercial servers and also as building blocks for building large supercomputing systems of tens of petaflops of computing performance.

"It is poised to demonstrate India's competency to design, develop, build and deliver as per the nation's multi-disciplinary computing needs, and has critical strategic and national importance," the statement said.

### Indian PC shipments grow 34% to a record 5.3 million in Q3 2021

PC shipments in India grew by a solid 34% year on year in Q3 2021 to a record 5.3 million units. These comprised 0.6 million desktops, 3.5 million notebooks and 1.2 million tablets, with all categories growing strongly. Notebook shipments were up by a record 31% year on year, tablets by a massive 41% and desktops by 29%. Growth was aided by overall optimism and accelerated economic recovery in India, especially among SMBs and larger enterprises.

"Despite supply chain challenges, India's PC market reported its highest shipments ever," said Canalys Research Analyst Ashweej Aithal. "Vendors have finally prioritized markets outside of North America and Western Europe, focusing more on Asia and Latin America, leading to higher shipments than normal."

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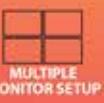
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# INDIA'S NEXT GROWTH AGENDA IS MANUFACTURING CHIPS LOCALLY

In order to drive long-term strategies for developing a sustainable semiconductors and display ecosystem, recently the Indian government has allotted INR 760 billion (>US\$10 billion) package to boost semiconductor and display manufacturing.

There is a saying, “You never want to be in a spot where another nation can control a valuable resource that your nation depends on.” And, probably it is one of the main reasons, India seems to be actively supporting the creation of a chip and display manufacturing ecosystem. In total, the government of India has committed a support of \$30 billion to position India as global hub for electronics manufacturing with semiconductors as the foundational building block.

The India Semiconductor Mission will be led by global experts in semiconductor and display industry and act as the nodal agency for efficient and smooth implementation of the schemes on Semiconductors and Display ecosystem.

The program aims to provide attractive incentive support to companies / consortia that are engaged in Silicon semiconductor fabs, display fabs, compound semiconductors / silicon photonics / sensors (including MEMS) fabs, semiconductor packaging (ATMP / OSAT), semiconductor design. Incentives worth INR 2.3 trillion (approx. US\$30.16 billion) will be available to position India as a global hub for electronics manufacturing.

Semiconductors or chipsets are used in all modern electronic devices and technologies, with a range of applications that range from electronic products and IT hardware to defense technology, industrial electronics, medical electronics, automation (workplace, healthcare, manufacturing etc.), and the Internet of Things (IoT), with this the demand for semiconductors in India is valued at over US\$10 billion.

According to the India Electronics and Semiconductor Association (IESA), semiconductor consumption in India was worth US\$21 billion in 2019, growing at the rate of 15.1 percent. Research and development in this industry, which includes electronic products and embedded systems, generated about US\$2.5 billion in revenue.

We can't deny the fact that, India lags in the establishment of semiconductor wafer fabrication (FAB) units – due to a weak ecosystem and shortage of resources as compared to more competitive bases like China and Vietnam. As the semiconductor FAB units require huge investments, gallons of water for production, uninterrupted electricity supply, high operating costs, and the need for frequent technology replacement.

As per the Ministry of Electronics and Information Technology (MeitY), R&D capabilities in very large-scale integration (VLSI) and chip design are showcased by the Centre of Excellence in Nanoelectronics at the Indian Institute of Science, Bangalore and the Indian Institute of Technology, Bombay. India is setting up commercial semiconductor wafer fab units and two consortia have initiated work in this regard. The proposed location is Greater Noida in Uttar Pradesh (about 40 kms from New Delhi) and in Prantij in Gujarat (about 50 kms) from Gandhinagar.

India currently imports 100% of its chip requirements and in order to overcome the capital intensive hurdles, the Indian government is actively seeking foreign capital to set up semiconductor manufacturing facilities in the country. Prime Minister Narendra Modi's government is working on developing a full ecosystem for the chip manufacturing industry and will start taking applications under its incentive scheme from Jan. 1.

India expects at least a dozen semiconductor manufacturers to start setting up local factories in the next 2-3 years after the South Asian nations offered incentives for the sector. The country intends to get involved in several stages of chipmaking, including silicon and display fabs and semiconductor packaging. It will start with fabrication of mature 28nm to 45nm parts and will request a road map from candidate companies for moving to more advanced production techniques over time.

The government will extend financial support of up to 50 per cent of the project cost to firms selected to set up semiconductor and display fabs in India. It will also work closely with states to establish high-tech clusters with requisite infrastructure such as land, semiconductor-grade water, high-quality power, logistics and research ecosystem to house the fabs.

As per sources, Taiwan Semiconductor Manufacturing Co. and Samsung Electronics Co., the leading producers of the world's most advanced chips, have



shown themselves willing to expand internationally with recent announcements of new fabs in the U.S. and Japan, aided by local government support.

This production-linked incentives (PLI) and capital support scheme comes at a time when industries across sectors, including the auto sector, in India are grappling with massive production cuts due to global chip shortage. India currently imports all chips to meet the demand, which is estimated to reach around \$100 billion by 2025 from \$24 billion now.

The auto sector reportedly was worst affected by the chip shortage. Around 40 per cent of the components that are used in the cars are electronic and will require a chip to function. Typically, the more features a car has, the more chips are required to control them. According to auto manufacturers, the global chip shortage is all set to impact India for the next 2- 2.5 years.

Finally, any country that does not learn to make wafers (semiconductors) will lag behind others in the days to come. Any economy that does not have control over semiconductors, quality and design and does not have a focus on talent development will not be able to move forward.

Wishing all our esteemed readers Merry Christmas and a very happy, healthy and prosperous New Year 2022.

S. Mohini Ratna  
Editor, VARINDIA  
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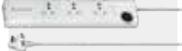
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**AALOK KUMAR,**  
 PRESIDENT AND CEO,  
 NEC CORPORATION INDIA

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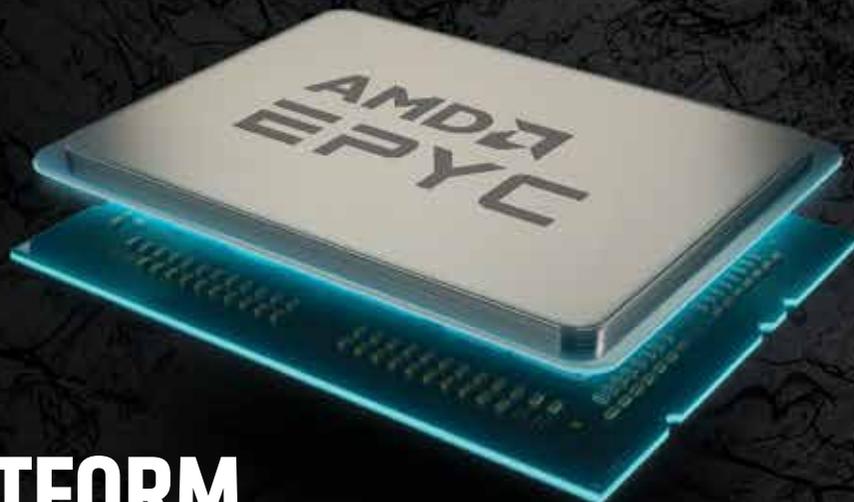
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**VINAY SINHA**  
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According to IDC's DataSphere forecast, the global data creation and replication will experience a compound annual growth rate (CAGR) of 23% over the 2020-2025 forecast period. With the accelerating volume and velocity of data, streamlining and improving database management systems and processes are critical in helping organisations extrapolate actionable insights to guide profitable, competitive business decisions.

To keep up with the influx of data, organisations are beginning to see immense value in investing in modern high-performance database solutions, not only for accelerated performance, but for cost-effective agility/scale and the latest security advancements. An effective data management infrastructure and appropriate process in place can potentially enable expedited product development, better customer experience, and greater employee productivity.

## **Accelerating Database Platform Performance with AMD EPYC™ Processors**

As mentioned above, the fact of the matter is that the speed at which a company can process transactions and convert data into action can either propel it ahead of its competitors or cause it to lag far behind. A database solution powered by the right CPU can help increase application performance, accelerating customer transactions and improving real-time business decision-making.

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With 31 records for Big Data Analytics applications as of December 2021, AMD EPYC™ Processors are high-performing options for databases and analytics platforms enabling business-critical database applications to transform data into actionable insights quickly and efficiently. In fact, AMD EPYC™ was the first server processor to support PCIe® 4.0. Supported on AMD EPYC™ 7002 & 7003 Series Processors, PCIe 4.0 provides increased bandwidth over prior generations, enabling efficient workload performance and greater computational speed.

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To summarise, with its high performance capabilities specifically for Big Data Analytics applications, leading-edge set of modern security features and x86 architecture for easy integration into your existing infrastructure, AMD EPYC™ Processors give you the ability to right-size the computing power to the workload, making it a great choice for maximizing power while minimizing cost.



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# Splunk uniquely positioned to address data related problems and encourage organizations to be data driven

Splunk aims to empower IT, DevOps and security teams to transform their organizations with data from any source and on any timescale. Splunk is known throughout the financial services community. For many years now, firms have been deploying Splunk solutions within IT departments and data centers, for IT operations, infrastructure monitoring, DevOps, and event management. Their solutions are also used for fraud detection and prevention, anti-money laundering, sanctions compliance, and insider threat detection. In a chat with VARINDIA, JYOTI PRAKASH, Regional Sales Director, India & SAARC Countries, Splunk discusses helping the FSI organizations, Splunk's growth potentials, the focus areas etc.



## The core competency into technology

Splunk is a data driven company and encourages organizations also to become data driven because they keep on hearing about Digital Transformation. The data explosion has gone up. In every organization the way they are using their data, consuming the data, the velocity and the volume both has gone up big time.

On the digital transformation Jyoti says, "Whether you look from a security lens or you look from an IT lens the problem is the majority of data is an overlap. The challenge is if you don't have enough data you will not be able to take actionable intelligence out of that and you will not be able to make the right decisions. On the other hand if you have too much data and you don't know which data to extract then there is a bigger problem. This is the basic and the most important problem that Splunk fixes. Splunk is very uniquely positioned to address and solve data related problems from the intelligence that customers get from the data they store at one single place."

## Splunk's growth potentials and the focus areas

Globally, Splunk has been very smartly and very impactfully used by FSI verticals. Those are the organizations that have got multiple and huge ranges of customers with complex infrastructure.

"The Splunk platform has been very strong, especially the impact that we have brought in with multiple global banking and insurance customers all across the globe. Even in India larger banks have a bigger impact. They carry a lot of sensitive data and that is where the infrastructure requires a very intelligent data platform. FSI is going to be a very strong focus for our side as far as Splunk strategies are concerned.

Second vertical will be IT/ITeS, IT/ITeS as they have already built enough capabilities because they have been managing a lot of Splunk customers. Thanks to the global outsourcing projects that they have been managing for a long time. They are aware of Splunk capabilities and they have been using it for their customers so it becomes a logical progression for them. The tool is so powerful why can't use it for their further internal IT enhancement as well. Right now from FSI, IT/ITeS has become the prime focus for Splunk," comments Jyoti.

## Partner and distribution ecosystem in India

Splunk follows the multi-layer channel ecosystem. They have distributors and partners in India, so normally their GTM is quite clear. It is a partner driven GTM where customers need to be much closer to their registered partners.

Jyoti explains, "Splunk is not a company who will get into a mass recruitment of partners, just to increase coverage because Splunk focuses a lot when it comes to adoption. The partner should be equipped enough to take the story of Splunk forward with the set of customers that they have and also to make sure that they are equipped to help customers to adopt Splunk over a period of time. We are very careful when it comes to building our partner ecosystem. We have recently launched our partner program, and it is quite impactful. The program is very helpful in terms of boarding the right partners and giving them the right badge. Basically, this is the program which will cover almost 1000 of distributors and a number of partners have to get registered based on the space that they want to work on."

## At Last

Splunk is an open data platform, and ingest any data that customers want. In his concluding words Jyoti points out, "Splunk is a uniform platform capability which can tag around multiple buying centers that you have. I don't think in the market you have any single platform that cuts across all the buying centers. I can quote you four buying centers like security, AI/ML, IT ops and DevOps. All four buying centers can be delivered using a single Splunk platform. Scale also becomes very important because when the data ingestion goes up you need a very solid and powerful platform which could scale up."

## Splunk- a differentiation in India market

Splunk is a very unique solution and they strongly believe that a partner who is serious in Splunk business should have the ability to invest in Splunk. They need to put enough energy and time into building the resources and capabilities within their team. The partners should also see this partnership to be beneficial for them and also for their customers.

Jyoti feels, "From India perspective Splunk has been quite programmatic when it comes to investment in India. If you see the track record of Splunk, it has been quite careful in terms of expansion because they want to be very clear that if they are getting into a region, the right support has to be there. Right support does not mean only sales coverage but what are the kinds of technical capabilities we have built not only within the Splunk team but also with the extended channel network that we have. We are also part of a lot of round table customer conferences, reaching out to large customers, and conducting workshops to make sure that our story reaches out to them. They should know what Splunk is capable of."

# Western Digital.

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# More Speed



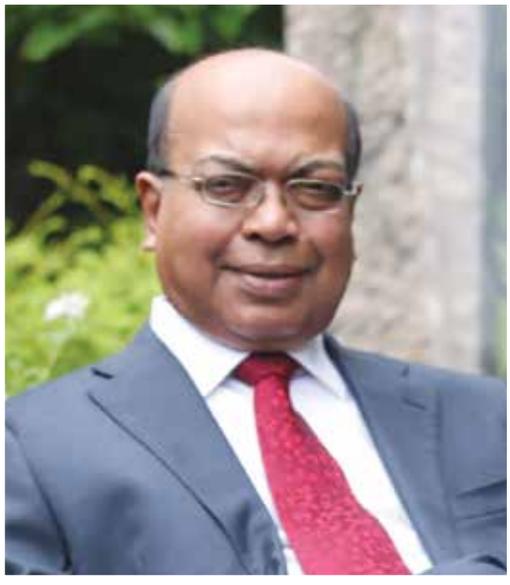
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## BACK TO BASICS: RELEVANCE OF CONUNDRUM IN PRESENT CONTEXT



**Asoke K. Laha**  
President & MD, Interra IT

Back to basics is now a cliché. I tried to know what is behind those three words. The more I thought about it, the more I got confused. Realizing that discerning the crux of the phrase would be an onerous task, I tried to relate what it meant to me. I could not find a cogent answer to explain that to my esteemed readers. On an afterthought, I took the view that it might mean different things to different people. What would that term mean to a person who loves nature in its abundant glory? His or her way of thinking could be to go back to nature and adopt nature as the supreme power. Destruction of nature and natural things would mean many things to such people. Anything that destroys nature can cause pain and disharmony in your thoughts and actions.

There can be a bunch of people, groups and still larger formations that uphold the view that nature is supreme. We have examples of Green parties calling the shots in many developed countries. They influence policy formulations and act as pressure groups. There are now international organizations, which have strong roots in some countries. It can be against felling trees, environmental destruction, construction of dams, construction of skyscrapers, building roads in ridges, construction of a railway line in an environmentally fragile location, setting up of an airport or a helipad in an area rich with vegetation etc.

There is also another group, who may hold a diametrically opposite view. For them, flora should be subordinated to fauna. They hold the view that man should have control over nature and all such things that grow on earth. They argue that everything should be seen from the development context. Development would call for man conquering nature and building habitats that support life. Their argument is that there should be a trade-off between man and nature. That trade-off has been there for millennia and they are not issues surfaced in the present or the immediate past.

Man has always been a gainer from that trade off. For instance, the industrial revolution of the 18th century, converted Lancashire into a manufacturing hub, initially for textiles and later for other manufacturing activities after the eclipse of the textiles sector. In the latter years, industrialization led to many transformations. Inventions and technologies had shaped the course of industrialization. Every stage of industrialization was characterized by induction of newer technologies. Industry has become the main pillar of growth. That led to destruction of nature to an extent, migration of people to townships for the look out of jobs and better living conditions. That choked the industrial centers. In the meantime, wealth got concentrated with a few people. Inequality had become the order and not an exception. Technology leaped and it had its impact across the board. Healthcare, manufacturing, aviation etc. gained immensely from those breakthroughs in technology. That is the positive side of the transformation.

Technology can script paradigm shifts in human behavior. It can emancipate mankind and add to its comforts. It can revolutionize the thought process and expand the bandwidth of human interfaces and expertise. The communication is now swift and quick. Whatever that is happening in the remotest part of the globe reaches one at the same time it is happening, revolutionizing everything around dissemination of news. Products are also launched in the same way. The latest films are launched through OTTs with the help of the cutting edge digital technology.

In the same breadth, we have to put up with the problems being created by fast movement of news, data and transactions. With the use of the internet, one can transfer money from anywhere to anybody. That also led to many cases of fraudulent transactions. Cumulative occurrences of such fraudulent transactions through banking sources have eroded the faith in the banking system. People are thinking or are using alternative channels of transactions such as crypto currencies, which are beyond the comprehension of the common man. The usage of such complex digital currencies increases the elements of speculation. What I am trying to drive home is the flip side of the advancements.

Another consequent issue is cyber security. The general belief is that hardly is there anything that can be kept completely privy to oneself if stored digitally. It can be hacked and privacy can be compromised. That is happening quite regularly. We often hear how hacking is done and the different clones of hacking such as ethical hacking, hacking for national security, hacking for robbery etc. Undoubtedly, data compromises could be a major challenge that is staring at mankind, which forces many to think why should we not store data in the old fashioned manner in the ledgers manually. I know of people at the highest places refusing to use a smartphone knowing fully the talk can seldom remain unto him or her. Flip side of technology can manifest in many ways and hues.

Is it not a paradox that while people are discussing the future frontiers of development and trying to align their imaginations into the expanding world of Artificial Intelligence, robotics, 3D, machine language, cloud computing etc. people are losing faith in the digital bandwidth. I am sure this would be a major concern that mankind will have to address in the future to give a proper direction to progress and development for there is a growing number of people who tend to believe that progress which does not compromise human freedom and right to live without being intimidated are vital and basic to human existence.

I know a discussion on the concept back to nature can take us to different directions and contours creating more questions and not solutions. Yet, I believe that there is a broader context in which beliefs and different shades of discussions can be surmised. Growth and development create their own conundrums, which are difficult to comprehend. Throughout millennia, mankind has been facing such problems and challenges. In the primitive times, human beings faced challenges from animals and intruding warriors. They had flagged those things as uncertainties. In the medieval times, uncertainties came in the form of wars, famines, diseases etc. In the modern times, it is manifesting in different forms and hues. One can list such challenges on the basis of self-proclaimed priorities. Should we list among the present day maladies and challenges issues like environment degradation, skewed development process, discrimination, gender inequality and importantly invasion into privacy? By addressing these issues, can we say that we are working towards achieving the basic tenets of back to basics? I cannot say in precise terms since back to basics is a difficult phrase to comprehend.



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## MSB Docs joins hands with BD Soft to help businesses with digital workflow and eSigning solution

MSB Docs, the digital workflow and eSigning solution that allows complete automation and control over paper-based document processes joins hands with BD Soft to help businesses to digitize their documentations, irrespective of its size. Apart from being available in India, the product is widespread in California and New Jersey.

MSB Docs offers an easy transition from traditional physical paperwork to digital signatures and workflows, improving ROI and efficiency by simplifying everyday processes and streamlining repetitive tasks and time-consuming work. The platform provides secure, efficient and compliant document workflow and management solutions for the life sciences and healthcare industries. With over a decade of industry experience and deep domain expertise, the software serves several industries, offering customized solutions for education and financial and legal services.

MSB Docs provides solutions that entail tamper-proofing audit trails, safe integration with cloud storage services, regulatory compliance, document collaboration with team rooms, Hybrid, Electronic, Digital & Aadhar Signature Solution and Workflow document templates in accordance to global compliance standards. MSB Docs boasts a successful clientele, including Honda, Icon plc, among many more reputed brands.

## Kyndryl and Google Cloud collaborate to accelerate digital business transformations

Kyndryl and Google Cloud announced a global, strategic partnership focused on accelerating customers' digital transformations and helping them become more advanced, data-driven, and sustainable businesses.

Kyndryl and Google Cloud will apply their expertise in data and analytics, applied artificial intelligence (AI), and infrastructure modernization to help customers gain new insights and drive business outcomes. To enable these results for customers, Kyndryl and Google Cloud will jointly prioritize and focus on digital transformation projects.

"The partnership between Google Cloud and Kyndryl represents a significant step forward as global enterprises seek to digitally transform their organizations," said Thomas Kurian, CEO of Google Cloud. "Bringing together Google Cloud's global infrastructure and leading technology in AI, machine learning, and analytics with the world's largest provider of managed services and IT services will accelerate global businesses' ability to launch new, digital businesses and deliver their most critical workloads in a cloud environment."

## Videonetics appoints Ingram Micro as its Distributor

Videonetics announced the signing of a distribution agreement with Ingram Micro.

Headquartered in the United States and representation in 59 countries, Ingram Micro has an established network of 35K+ associates and serving 170K+ customers globally. Ingram Micro will distribute Videonetics AI & DL powered Intelligent VMS, Video Analytics, Intelligent Traffic Management System and MeraFace - Facial Recognition System, through their expansive channel partners network across India. On this appointment, Avinash Trivedi, VP - Business Development of Videonetics expressed, "At Videonetics, our partners and system integrators play an instrumental role in working closely with end customers. We are delighted to engage our distribution relationship with Ingram Micro. This strategic collaboration will boost our presence in the market, by developing strong bond with channel partners & resellers and delivering our state-of-the-art unified solutions to them, hence accelerating our growth plans in India."

## India Software Market to exceed \$8.2 billion by end of 2021: IDC

According to the International Data Corporation (IDC) Worldwide Semiannual Software Tracker 1H21 (January-June), the India software market is estimated to surpass US\$8.2 billion by the end of the calendar year 2021. India software market was pegged at US\$4.0 billion in 1H21, registering a growth of 15.9% year-over-year (YoY) compared to 1H20. India accounted for a share of 18.3% of the overall Asia-Pacific excluding Japan and China (APeJC) region software market during 1H21. Microsoft, Oracle, and SAP maintained their leadership position in the India market during the first half of the year.

IDC classifies the software market into three primary categories: applications, application development and deployment (AD&D), and systems infrastructure (SI) software. Applications contributed 60.9% to the overall market revenues, followed by AD&D and SI software with shares of 21.0% and 18.1%, respectively, in 1H21.

As per IDC's current estimates, collaborative applications, engineering applications, content workflow & management applications, customer relationship management (CRM) applications, and enterprise resource management (ERM) applications are leading the software segment in terms of revenue. The collaborative applications market witnessed the highest growth of 40.1% during 1H21 followed by system and service management software and artificial intelligence platforms at 31.8% and 30.7% respectively.

## NetApp Ramps up Investment in India, Introduces Availability of NetApp Keystone

NetApp has announced that it will be furthering its focus on India by enabling its Indian entity to conduct business locally and directly

with its vibrant customer base in India via its strong partner network. This will ensure that NetApp customers are able to reap the benefits of the latest NetApp technologies without bearing import costs while also bringing in the pay as you go model that comes with

NetApp Keystone. NetApp Keystone is a program that offers a seamless hybrid cloud experience, with lesser up-front investments. This allows NetApp customers to free up their cash flow and increase financial flexibility with the right mix of payment, subscription, and usage-based services.



## RP tech India inks distribution agreement with Belden Inc.

RP tech India announced a partnership with Belden Inc., a global supplier of speciality networking solutions. Win-win for both the technology companies, this partnership strengthens RP tech's existing networking brand portfolio and offers Belden a vast reach and coverage to tap market opportunities in the networking industry in India.



RP tech will position Belden's product portfolio to Industrial and Enterprise markets through its robust channel ecosystem of solution providers and project partners. The company will focus on Power, Transport, Telecom, Data Centers, Energy business verticals and Smart Cities, Safe Cities projects to pitch Belden's solutions.

Commenting on the partnership, Rajesh Goenka, Director, Sales & Marketing, RP tech India said, "Belden is a great addition to our networking brands portfolio. We can now offer best-in-class networking solutions that address modern business needs to our customers."

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## Microsoft announces launch of Azure Availability Zones in its Central India datacenter region

Microsoft India announced the launch of Availability Zones in its Central India datacenter region, providing additional resilience options for customers' cloud applications. Azure Availability Zones allow businesses to spread their infrastructure and applications across dispersed datacenters, delivering additional protection and isolation from localized failures, which can range from mechanical or electrical issues, structure fires or flooding, or any unforeseen disaster. They also provide access to mission-critical application, data, and services to every Azure customer to support their most important workloads and processes.

Azure Availability Zones are physically and logically separated datacenters with their own independent power source, network, and cooling. If one becomes unavailable, the others ensure resiliency. They provide the scale, business continuity, and the security businesses need to run their most important applications in the cloud. The new Azure Availability Zones in Pune ensures uptime of up to 99.99%, empowering Microsoft customers in India to spread their infrastructure and applications across the data centers' locations, increasing security and accessibility.

## Barclays chooses HPE GreenLake to deliver its global private cloud platform

Hewlett Packard Enterprise announced that Barclays has selected HPE GreenLake to deliver its global private cloud platform. The bank has signed a strategic cloud partnership, in which the HPE GreenLake edge-to-cloud platform will be integral to Barclays' hybrid multi-cloud strategy and digital transformation across Barclays' global businesses. The automated and open cloud platform will host thousands of workloads and support the bank in delivering an enhanced personalized banking experience for its customers.

The HPE GreenLake edge-to-cloud platform will provide a unified on-premises cloud experience, with capacity available on demand and granular consumption-based pricing for compute, memory and storage resources, offering the resilience, scalability and efficiency necessary to meet the high standard of performance required in today's digital world.

"Today our customers expect an intelligent, contextual and personalized digital experience with seamless performance. With HPE GreenLake we're building a cloud platform that will enable the agility and operational performance needed to achieve this ambition while providing a modern economic model for private cloud," said Craig Bright, Group Chief Information Officer at Barclays.

## Yotta to come with two more data center buildings in its Greater Noida DC park

Yotta Infrastructure announced that it will commence construction of two more data centers in their Greater Noida Data Center Park in January 2022. The two buildings will have a capacity of 30 MW IT load each and will be ready to go live in January 2024. The first building in the Data Center Park, for which the construction started in January 2021, will go live for customer operations by July 2022, in a record time of less than 18 months. Once completed, it will have a capacity of 30 MW IT Load.

The Uttar Pradesh government, in October 2020, gave approvals to the company to set up a 20-acre hyperscale data center park in Greater Noida. This will be the first data center park in the region, which will consist of 6 interconnected data center buildings offering 30,000 racks capacity, powered by more than 250 MW of power. The estimated cost to set up the park is approximately INR 7,000 crore (~USD 950 million). The project will also generate direct and indirect employment in Uttar Pradesh as the company expands its team to operate and build the data centers.

## SAP 4W-Wizard selected by UN for OCHA

SAP SE announced that the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) selected SAP's 4W-Wizard tool that aims at enabling customers to realise time savings and to focus on delivering humanitarian aid during disasters.

OCHA's adoption of the SAP 4W Wizard tool in humanitarian missions across the Asia Pacific region is intended to help people in Nepal, Papua New Guinea, Vietnam, and Cambodia, as well as recent crises in the Philippines, Turkey, and South Sudan by bringing together conversational AI, data analytics, and automation.

"Every minute counts when it comes to providing fast and effective humanitarian relief. In one case, the 4W-Wizard tool from SAP helped us to reduce the time taken to process data, transforming what used to take a massive amount of effort and resources into something easy and quick to do. That makes a huge difference in our work – and by extension, to the people we support," said John Marinos, former Regional Information Management Officer for Asia Pacific-Japan at OCHA.

## Juniper Networks enhances its global Juniper Partner Advantage Program

Juniper Networks announced new enhancements to the global Juniper Partner Advantage Program (JPA). Starting January 2022, a new top-tier level of the partner program will be introduced, and a modernized engagement platform that embraces a collaborative sales approach. The JPA 2022 program updates also deliver an enriched learning experience to enable partners to quickly expand their knowledge of Juniper and maximize their business growth opportunities.

As the past year has demonstrated, networks are more important than ever before. Network operators are faced with the dual challenge of an increasingly complex environment combined with the requirement to create the best possible user experience. Juniper Networks' commitment to Experience-First Networking extends beyond innovative technologies to encompass all aspects of the organization. This experience-driven mindset extends to the partner program and its new collaborative focus, which will lead to stronger engagement and increased opportunity for Juniper partners.

## Brightcom Group Accelerates its Growth Plans and strengthens its global delivery capabilities with the Acquisition of MediaMint, a digital marketing operations company

Brightcom Group Ltd (BCG) has announced the signing of a definitive share purchase agreement to acquire 100% of Vuchi Media Private Limited, operating under the brand name of MediaMint. MediaMint is an end-to-end digital consulting and digital operations provider specializing in Ad Operations, Campaign Management, Creative Services, Data Analytics, Platform Support, Dev Ops, and more.

### Transaction Details

Brightcom Group acquired 100% of MediaMint for about Rs 566 crores in cash and stock.

- Rs 360 crores in cash to be paid at closing.
- Rs 170 crores in BCG stock.
- Rs. 36 crores to be paid in six months from closing.

MediaMint's Revenue for the FY22 March ending is expected to be Rs 187 crores.

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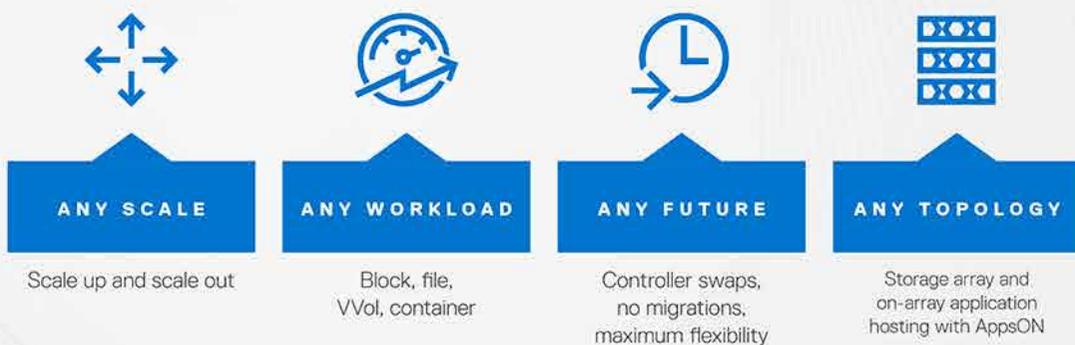
**DELL**Technologies

Innovation  
Built-in **intel.**

## POWERSTORE FROM DELL TECHNOLOGIES STAY AGILE IN A CHANGING WORLD WITH THE NEW RELEASE OF POWERSTORE

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 acclaim<sup>1</sup>, 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:



CRN Product of the Year: Best SMB External Storage hardware and The Channel Co CRN Tech Innovator Winner of the Year 2020.

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## Seagate announces new Exos Application Platform (AP) with AMD EPYC processors

Seagate Technology announced the new Exos Application Platform (AP) with a new controller featuring 2nd Gen AMD EPYC processors. The efficient, scalable, affordable end-to-end compute and storage platform delivers integrated compute and storage in a single enclosure optimising rack space utilisation, power efficiency, heat dissipation and storage density.

“Data is often discarded because the cost of keeping it is immediate, despite significant potential future payoffs,” said Ken Claffey, Senior Vice President, Systems at Seagate. “The new Exos AP with AMD EPYC processors can help IT professionals build a cost-effective data management strategy that intelligently captures, stores, and analyses data today and leverages it in the future to drive success.”

Exos AP options with the all-new AP-BV-1 controller, offer exceptional compute and storage performance in a single chassis. With dual AMD EPYC processor-based controllers, the system delivers high availability or controller partitioning, with the flexibility of a common controller slot allowing connection to additional EXOS E SAS expansion units in matched chassis. The architecture is perfectly balanced for current and future CPUs and drive capacities.

## Western Digital brings WD Blue SN570 NVMe SSD for Content Creators

Western Digital has launched a new solution for the growing community of creators around the world: the WD Blue SN570 NVMe SSD. The new internal flash drive is a powerful solution for upgrading current PCs or optimizing a custom build.

“At the heart of Western Digital lies innovation and we are very excited to add this device to the house of WD’s diverse SSD portfolio. Especially designed for content creators, this powerful new internal drive delivers up to 5X the speed of our best SATA SSDs, so creators can let their imagination flow and worry less about PC lag or load times.” says Khalid Wani, Senior Director- Sales, India, Western Digital.

Jaganathan Chelliah, Senior Director, Marketing, India & MEA, Western Digital says, “At Western Digital, we work relentlessly to introduce the best storage solutions per our varied customers’ needs. Our WD Blue SN570 NVMe SSD is built to support creative vision. This new internal drive enables creators to reliably tackle complex workloads to continue to create more and faster while maintaining low power consumption. With these drives, we are able to equip creatives with the tools they need to do their best work, wherever and whenever inspiration strikes.”

## Lenovo adds ThinkEdge SE450 server to its portfolio with AI capability

Lenovo Infrastructure Solutions Group (ISG) announces the expansion of the Lenovo ThinkEdge portfolio with the introduction of the new ThinkEdge SE450 server, delivering an artificial intelligence (AI) platform directly at the edge to accelerate business insights. The ThinkEdge SE450 advances intelligent edge capabilities with AI-ready technology that provides faster insights and leading computing performance to more environments, accelerating real-time decision making at the edge and unleashing full business potential.

“To better address challenges and capture competitive advantage from today’s Smart Normal, businesses must be able to harness real-time AI insights directly at the edge-sites. With speed and agility being top-of-mind, we are developing powerful, secure, and flexible solutions that reduce response time to market and increase value to customers,” said Sumir Bhatia, President – APAC, Lenovo ISG. “We have designed the ThinkEdge SE450 server to minimize business complexities and enhance compute power in remote locations with a wide variety of workloads. Whether it is real-time patient monitoring, diagnoses, in healthcare, or efficient traffic management systems in smart cities, or predictive maintenance on the manufacturing line, we are delivering on our promise of AI at the edge”.

## HP enables hassle-free home printing with the new HP DeskJet Ink

Strengthening its affordable home printer segment, HP Inc. has today announced the introduction of a new HP DeskJet Ink Advantage Ultra printer 4826. The plug and play print product offers a hassle-free printing experience, with security and assurance while delivering versatile performance. Its user-friendliness along with the ability to print, copy, and scan makes it an ideal choice for Gen Z and Gen X users.

The HP DeskJet Ink Advantage Ultra printer 4826 comes with two full cartridge sets, which can print 2600 (black)/1400 (color) pages. This printer offers low cost per page printing cost with minimal initial cost, resulting in a competitive total cost of ownership making it an ideal choice for home users. It also offers enhanced connectivity through dual-band Wi-Fi® with self-reset and HP Smart mobile print app with easy integration through a USB port.

## Zoom Brings in Enhanced Slide Control, Advanced Polling, Attendance Status, and Many More Features

In our latest product update, we’re providing a range of features to help you add your own personal touch to your digital events and take your customer service efforts to the next level. We’ve also extended the ability to enable automatic updates in the Zoom client so you can access the latest and greatest features from Zoom as soon as they’re available!

Here are the rest of this month’s updates:

Zoom Meetings

We’ve added new features to help you host a more frictionless meeting, engage with attendees, and get the most out of your recorded content.

Enhanced slide control

Because the presenter isn’t always the one controlling a slide show, you can now select multiple people to control the movement of slides in a presentation. With enhanced slide control, presenters no longer have to ask another attendee to move the presentation forward, streamlining the presentation experience.

Polling enhancements

Meeting and webinar hosts now have more options for creating polls, including ranked responses, matching, short and long answers, and fill in the blank, creating more opportunities for gaining feedback and insights from team members. This same functionality can be used for quizzes, creating more effective experiences for students, onboarding sessions, or lunch-and-learn events.

## New Aruba EdgeConnect Microbranch Solution Modernises the Home/Small Office Experience for Hybrid Workplaces

Aruba, a Hewlett Packard Enterprise company, today introduced its new EdgeConnect Microbranch solution, an industry-leading home office and small office networking solution for hybrid work environments that securely provides remote personnel all of the traditional services workers receive in-office via a single Wi-Fi access point (AP) – with no gateway, agent or additional hardware required at the remote site. With EdgeConnect Microbranch, IT departments can ensure the employee experience is consistent no matter where workers are located. EdgeConnect Microbranch enables this by delivering the full range of on-campus connectivity services to remote workers, accelerating troubleshooting, and maintaining corporate protections by seamlessly extending on-campus Zero Trust and Secure Access Services Edge (SASE) security frameworks to the home office/small office.

## Dell Technologies rolls out Dell EMC PowerEdge rack and tower servers

Dell Technologies introduces new Dell EMC PowerEdge building block rack servers and small footprint tower servers for customers



in India. The new servers can support business-critical and advanced workloads to help organizations innovate, adapt, and grow. Designed with office-friendly acoustics and thermals, these servers are ideal for use inside datacenters, and edge environments.

“As business models become more distributed, organizations require compute capability that meets their unique requirements and offers real-time business insights,” said Manish Gupta, Senior Director and General Manager, Infrastructure Solutions Group, Dell Technologies, India. “Our new Dell EMC PowerEdge servers are designed to meet evolving technology needs and enable businesses of all sizes to scale quickly, secure data processing and optimize costs and maximize productivity.”

## Amazon announces AWS Cloud WAN

Amazon Web Services announced AWS Cloud WAN, a managed wide area network (WAN) service that makes it faster and easier for enterprises to build, manage, and monitor a unified global network that seamlessly connects cloud and on-premises environments.

With AWS Cloud WAN, enterprises can get a complete view of their global network and use simple network policies to centrally configure and automate network management and security tasks.

David Brown, Vice President of Amazon EC2 at AWS said, “With AWS Cloud WAN, customers can simplify how they manage a WAN by using a central dashboard to unify the multiple networks they manage today, implement network policies for performance and security, easily add locations, and automate advanced network settings. AWS Cloud WAN removes the difficulty of stitching together and managing multiple third-party tools so customers can now more easily keep their networks securely connected and high performing.”

## Pure Storage extends its FlashArray portfolio with FlashArray//XL

Pure Storage announced FlashArray//XL, the newest member of the FlashArray family, designed for mission-critical, platinum tier enterprise applications - from massive databases to containerized and cloud-native apps. FlashArray//XL delivers unmatched performance



and scale with a nearly 80% improvement in IOPS.

With the pace of business only increasing, application demand can shoot up in an instant and the need for new apps to be deployed requires IT to work in hours, not months. Previously, the largest enterprises had to scale their top tier applications with legacy technology that required high management complexity, high power and energy costs, and disruptive forklift upgrades.

Now, with the new FlashArray//XL and Pure Fusion - Pure's self-service, autonomous Storage-as-Code platform - Pure continues to add enterprise-grade scale to its promise of subscription storage that easily evolves to keep IT infrastructure agile and up-to-date.

## Hikvision brings network bullet cameras with 25x optical zoom to its DeepinView range

Hikvision has announced the launch of a new addition to its signature AI-based DeepinView network camera range - the 4MP vari-focal bullet camera (iDS-2CD7A45G0-IZ(H)S(Y)). It is the first camera in the DeepinView range to incorporate 25x optical zoom capability which allows customers to monitor large spaces more cost-effectively than before. This makes it ideal for transportation hubs like airports and railway stations, highways and stadiums, as well as industrial settings like steel mills and chemical plants.

Rogers Gan, Product Manager for Network Cameras at Hikvision, says, “When we were meeting with our customers, we found that there are places where security is paramount but without the appropriate environments to install several cameras. That is always the case for open areas, for example airports and ports, and heavy industries like steel manufacturing, because power supply and network connectivity cannot be stretched to every corner of the facility. A camera that covers wider spaces and longer distances can solve this issue, providing the security necessary, even across large distances.”

## Acer India launches Aspire Vero laptop

Acer has launched its green and sustainable PC Aspire Vero in India equipped with an 11th Gen Intel Core Processor. It comes with a 30% PCR plastic chassis cutting CO2 emissions by 21% to produce that part. The Aspire Vero is a green-pioneer laptop with a thoughtful sustainable design solution that solves electronic industry problems, such as heavy energy consumption of virgin plastic, or non-upgradeability. The keyboard design is intended to emphasize eco ideals with the R and E keys standing out in yellow based on the concepts (Reduce, Reuse and Recycle).

The laptop is also powered with Intel Iris Xe Graphics for users seeking top-notch performance and productivity. The new inbuilt software, VeroSense, gives users the option of selecting a usage mode that has been optimized for energy efficiency and battery life when working on less demanding tasks.

## Fortinet Announces the First Next-Generation Firewall and Secure SD-WAN Integration in Microsoft Azure Virtual WAN

Fortinet has announced the expansion of its collaboration with Microsoft to deliver the industry's first next-generation firewall (NGFW) and Secure SD-WAN integration with Microsoft Azure Virtual WAN. Customers can now - for the first time ever from any vendor - apply advanced security policies to virtual WAN traffic and extend Secure SD-WAN into the Azure virtual WAN hub. The result is the convergence of advanced security and networking capabilities in the cloud for an even more simplified, automated, and secure cloud on-ramp and SD-WAN experience. The integration also allows enterprises to more effectively interconnect with applications and workloads running Azure with the rest of their hybrid and multi-cloud deployments.

Rajesh Maurya, Regional Vice President, India & SAARC at Fortinet said, “Partnering with Microsoft Azure gives our joint customers the best of both worlds combining Azure's secure infrastructure with Fortinet's industry-leading next-generation firewall capabilities and best-in-class Secure SD-WAN solution. The integration of FortiGate-VM extends the Fortinet Security Fabric into Azure Virtual WAN and enhances our ability to secure any application on any cloud and to secure the cloud on-ramp into, between, and within the cloud.”

## Airtel and Capgemini to collaborate on 5G-based solutions for Enterprise

Bharti Airtel and Capgemini have announced that they will collaborate on bringing 5G-based enterprise grade solutions to the India market.

Airtel and Capgemini will bring together their experience in connectivity and 5G solutioning, and System Integration (SI) capabilities, to co-innovate a range of India-focused use cases. Capgemini's 5G Lab, situated within its Mumbai campus, and Airtel's 5G Lab in Manesar will be the development hubs.

Two 5G use cases have already been deployed by Capgemini at Airtel's 5G Lab. These are focused on Smart Health and Immersive Remote Assistance for Field Operations and Maintenance. These use case solutions leverage computer vision, video analytics, augmented reality and AI/ML technologies.

Ananth Chandramouli, Managing Director of the India Business Unit, Capgemini said: "Our partnership with Airtel is truly a game changer for both of us and has the potential to disrupt the market dynamics. Through this partnership, our focus will be on enabling enterprises to leverage the benefits of 5G technology and identifying exciting new use cases to fuel innovation, revolutionize business models and accelerate digital transformation."

## D-Link rolls out AI enabled Router in India

D-Link makes available its all-new R15 EAGLE PRO AI AX1500 Smart Router in India. The all new R15 EAGLE PRO AI Router combines the latest Wi-Fi 6 technology with artificial intelligence to offer incredible Wi-Fi coverage and speed - delivering a continuously optimizing and improving network, ideal for home users and small offices.

D-Link R15 AI Router is packed with cutting-edge AI features to keep everyone connected, no matter what they're doing online. This advanced series of Router from D-Link brings AI-enhanced capabilities to optimize the Wi-Fi, keeping network performance at peak all throughout, and allowing users to experience the convenience of AI powered Wi-Fi Network.

The R15 Eagle PRO AI Router is one of its kind with a host of AI enabled features. The built-in AI Wi-Fi Optimizer continuously scans for the Wi-Fi channel with the least interference to always offer the best connection. At the same time, the AI Traffic Optimizer prioritizes the most critical internet usage for optimal online experience and stability. AI Parental Control allows parents to be completely in charge of their children's online activity like internet Pause / start, website filtering, managing multiple profiles, internet access scheduling, bedtime scheduling etc. Thereby ensuring kids online safety is always prioritized. This Router also features the AI Mesh Optimizer, which strengthens the connection between mesh nodes to deliver seamless and reliable Wi-Fi.

## VIAVI deploys Geolocation Capabilities to Ericsson Intelligent Automation Platform

Viavi Solutions has announced to collaborate with Ericsson to bring geolocation capabilities to the recently-launched Ericsson Intelligent Automation Platform. The collaboration will see VIAVI becoming one of the earliest independent software vendors to contribute its solution to run on the new service management and orchestration (SMO) platform.

The NITRO Mobility geolocation capability from VIAVI will be available as an rApp - a modular radio network application leveraging the non-real-time RAN Intelligent Controller (Non-RT RIC) capability of the SMO platform. NITRO Mobility is the leading platform for intelligence, assurance and optimization based on geolocated, app-aware insight. The solution has been deployed by many Tier 1 operators globally, including one who used it to transform its RAN planning and "green" its network by reducing energy consumption.

## Vi offers 'Voice Over Wi-Fi' (VoWiFi) calling in Punjab

Vi has rolled out Voice Over WiFi (VoWiFi) calling service for pre-paid and post-paid customers in Punjab circle. The service is now available for Vi customers in Chandigarh, Ludhiana, Jalandhar, Amritsar, Patiala, Bhatinda, amongst others.

Vi VoWiFi calling service provides seamless and extended indoor coverage on all broadband networks. Get superior call quality with no call drops at home or office while connected to a WiFi

Vi pre-paid and post-paid customers in Punjab circle can now undertake VoWiFi calling at no extra charge.

VoWiFi calling service can be activated on the smartphone absolutely free of cost by following these simple steps:

- Check if the smartphone supports Wi-Fi calling ([www.myvi.in/vi-wifi-calling](http://www.myvi.in/vi-wifi-calling))
- Have a Vi 4G Sim with active VoLTE, calling service
- Get on to a Wi-Fi network, and switch on Wi-Fi calling on the device

## Act Fibernet to deliver seamless internet experience with ACT SmartFiber Technology

ACT Fibernet has introduced ACT SmartFiber technology - a revolutionary broadband technology that will set the benchmark in the industry. ACT SmartFiber technology, is more than just "fiber", this innovative and next-generation technology is a combination of the company's technical expertise, mapping of traffic patterns and consumer usage knowledge to provide a truly smart internet experience, be it streaming, gaming, WFH, online education etc. This service is applicable to all existing broadband plans and is provided to all customers across all its cities of operation at no additional cost.

With more than 2 million users and a decade of providing high-speed fiber services, ACT Fibernet analysed real-time traffic patterns and internet performance from users in its innovation labs and continuously worked to improve traffic flows, data centers, last-mile connectivity, and in-home experience. ACT SmartFiber technology is hence a combination of intelligence and technology that optimises the performance real-time and is optimised for speed, streaming, video calling and gaming usages to provide exceptional internet use.

## Eurotech Technologies launches BestNet Fiber Optic Terminal Boxes

Eurotech Technologies has introduced a wide range of BestNet fiber optic terminal boxes. Available in 2 and 4 core, the wall mounted boxes are ideal to extend FTTH network direct to the desktop. The light weight fiber terminal boxes feature a compact design and perfect for cable distribution and terminal connection for diverse optical fiber systems (FTTH).

Delivering seamless connectivity the weather-proof fiber termination boxes are well suited for junction, splicing and protection of fiber optic cables and pigtail. BestNet Fiber optic terminal boxes are widely used in FTTH access networks, wired telephone network systems, broadband network systems, CATV Networks and Local Area Networks.

Anuj Jain, Managing Director, Eurotech Technologies, said, "As the need to deliver fibre-to-the-home (FTTH) and fibre-to-anything (FTTX) increasingly becoming apparent, BestNet fiber optic terminal boxes delivers flexibility & agility, crucial for in-building connectivity."



## "With new opportunities knocking at our door, we are well equipped to take a leap by adding products, solutions and services in line with the industry growth"



In a chat with VARINDIA, **VIBHOR AGARWAL**, Marketing Director, Supertron Electronics discusses the business model, the YOY growth, customer trends and their preferred brands, opportunities in SMB business etc.

### Please give us a little brief about yourself and the company.

I am an Engineering Graduate with an MBA and approximately 3 decades of experience in the IT & Services Industry. I have been associated with Supertron for almost 17 years now and am managing the overall sales and distribution of the organization under the capacity of Director Sales & Marketing.

Supertron Electronics has a distribution expertise of over 28 years in India. We distribute IT Hardware and Solutions & Services to our customers. With 36 branch offices, 19 Satellite branches and a reach of more than 750 cities across India, we currently service over 10000+ partners. Our overall revenue is around USD 620+ Million and we are aligned with over 30+ brands that have distribution rights within India.

Our ethical business practices and hunger for more business has enabled us to become a preferred distribution partner for all the brands we currently partnered with. We focus on both the consumer and commercial segments:

In the commercial space, we are into enterprise solutions in security, storage, data centre, cloud, AV Integration, networking and security surveillance etc. We also indulge in B2B volume business with the government, corporate and enterprise customers.

### Briefly explain your business model and what drives your YOY growth. Why would your customers select you over your competitors?

We work as closely as an extended arm with our vendors to ensure that we add value to our relationship and eventually to business. In recent times, the segments that have been seeing a high demand are, PC, servers, storage,

networking, gaming, solutions around work from home/learn from home, security, AI and Machine Learning. With new opportunities knocking at our door, we are well equipped to take a leap by adding products, solutions and services in line with the industry growth. We aim to expand our reach and our services to partner all across India with the help of digital innovation. All our policies revolve around customer satisfaction, which is key to getting preferred over the competition.

### What is the most preferred brand/product by your customer and do they opt for any additional services? Have you seen any customer trends in the last few months?

The most preferred brand by our customers is Lenovo because of how stable their products are, along with being rich in features and backed with Lenovo Service Support. During the pandemic period we saw a drastic increase in demand for laptops for WFH scenarios. The reason we were able to successfully fulfill our customer demands was only due to the exclusive support we received from the Lenovo team. With companies shifting to a remote working environment, clients were looking for more service offerings along with the laptop. Lenovo services portfolio was perfect for our clients. Services like Lenovo Premier Support and Onsite Installation along with extended warranty support were the game changer in these times. We also saw an increase in demand for multiple allied solutions with Lenovo Think Servers, ThinkPad, ThinkCentre & ThinkStation products.

### How have you supported customers to ensure that the IT workforce runs smoothly during the pandemic and how will that change now that offices are reopening?

During the time of the pandemic we faced a huge challenge with stock movements due to the country wide lockdown. Since there was a pile up of demand in the consumer and corporate segments due to the recent Work From Home / Learn From Home situation, we continued to service our channel fraternity by taking special approvals and filling their IT demands.

We also provided Lenovo Device Intelligence (LDI) Solutions to some customers. This solution benefited their IT Administration teams to be proactive in their ability to support their end-users and monitor device trends as well as forecast hardware or software issues in advance.

### What opportunities can you foresee for the SMB business? Do you think it will be product driven or would a combined offering with various services provide opportunity for business expansion?

The digitisation of Indian SMB and MSME sectors has been a top priority for the government for decades. There is a lack of awareness among the sector regarding the value creation of digitalisation to their business, which has hindered the adoption of digital tools and products.

With the outbreak of Covid-19 in India and the rise in social distancing measures, the need for an online presence has become important. Additionally, the adoption of digital tools such as remote workplace management systems, digital payments and enterprise tech applications have also gained priority. This has forced SMBs in India to quickly move past the long-standing reluctance towards digitisation and open newer opportunities.

Customers today prefer a one stop solution for everything. Product, solution and services integration is going to be the next generation offering and customers will have a better experience with integrated solutions for their technology needs.

### How was your digital transformation journey and how has it aided your employees and customers?

Customer experience is an important aspect of digital transformation. We are determined to give our partners an experience which would help them get all the information about their business at their fingertips. We are working with our partners to empower them and enable them to monitor their business with us. We are also working on ways to implement digital transformation which eventually help our partner to keep updated with flow of information, new products and technology.

## Videonetics appoints Ingram Micro as its Distributor

Videonetics announced the signing of a distribution agreement with Ingram Micro.

Headquartered in the United States and representation in 59 countries, Ingram Micro has an established network of 35K+ associates and serving 170K+ customers globally. Ingram Micro will distribute Videonetics AI & DL powered Intelligent VMS, Video Analytics, Intelligent Traffic Management System and MeraFace – Facial Recognition System, through their expansive channel partners network across India.

On this appointment, Avinash Trivedi, VP – Business Development of Videonetics expressed, “At Videonetics, our partners and system integrators play an instrumental role in working closely with end customers. We are delighted to engage our distribution relationship with Ingram Micro. This strategic collaboration will boost our presence in the market, by developing strong bond with channel partners & resellers and delivering our state-of-the-art unified solutions to them, hence accelerating our growth plans in India.

Jayant Gundewar, Executive Director and Head of Advanced Solutions business at Ingram Micro India said, “Ingram Micro is pleased to add Videonetics as one of the fastest-growing Indian companies in the security system portfolio. Videonetics is committed to delivering flexible, cost-efficient and reliable AI based video management solutions & analytics to meet the complex needs of surveillance industry. With this strategic and technological integration, we will deliver holistic solutions to our partners for achieving optimal outcomes and to expand market reach”.

## Lenovo comes up with "Lenovo 360" global channel framework

Lenovo unveils “Lenovo 360”, a global channel partner framework designed to provide easier access to the entire Lenovo portfolio across devices, infrastructure, services and solutions. The new Lenovo 360 framework comes at a time as many small businesses and large enterprises alike are increasingly moving toward the “Everything-as-a-Service” consumption model. Lenovo 360 helps partners capitalize service-led and solutions-based opportunity with their customers and drive additional revenue streams.

Designed in collaboration with Lenovo channel partners, Lenovo 360 brings together the core elements of people, programs, and tools. The framework details more unified global channel team structures and introduces eight solutions enabling greater workforce productivity and collaboration, infrastructure flexibility, sustainability improvements, and industry-specific solutions to address common business challenges. Rebate accelerator programs like the “Better Together” and “TruScale Accelerator” initiatives

offer partners the opportunity to increase earnings up to 30% or more on sales across Lenovo’s portfolio of products and solutions, and sales through as-a-Service.

Launching officially in January 2022, Lenovo 360 follows the company’s reorganization of three core business units in April 2021; Intelligent Devices Group, the core PC and IoT business, Infrastructure Solutions Group and a new Solutions and Services Group focused on verticals and services. Aligning partners’ need to easily expand their sales footprint, the framework helps partners to expand their Lenovo offerings.



## Sunil Kukreja to head as the President, AIT

Sunil Kukreja has elected as the president of the Association for Information Technology, Bengaluru, fondly called as AIT.

Sunil said on his appointment, AIT has provided me with so many positive opportunities allowing me to create wonderful relationships with creative, passionate and innovative members of our association and our senior business leaders are a source of inspiration to me as they have always kept the association motivated moving in the right direction.

From where I sit, the road ahead is promising as the pandemic is likely to diminish unfolding new opportunities as we are seeing rapid growth in the IT industry.

This year we will be celebrating our silver jubilee and I recall the 25 years of excellent reforms, programs and events conducted by my seniors to build AIT as one of the top 10 associations in the country, Sunil said, “We also have an excellent committee which is focussed on all the above and is also trying extremely hard to buy AIT’s own office as a part of the 25th year celebrations. Finally, I wish to say that I have always felt a special connection with our members because we are often trying to solve the same problems and obstacles plaguing the industry.”

## ASIRT organizes its 96th Techday with Savex Technologies’ Uniserved

The Association of System Integrators & Retailers in Technology held their 96th Techday with Uniserved – a Savex Technologies group firm – showcasing their Managed Enterprise Crowdsourcing platform for technology skill requirements of various organizations. During the ASIRT Cricket Premier League – ACPL 3.0 Auction



of registered Players, Members cheered on each player's bids, exhibiting sportsmanship and culminating in balanced teams for each of the eight Member Team Owners.

Secretary Nilesh Kadakia called new President Sanjay Ruparel on stage after the New Board was introduced. Ruparel gave an overview of ASIRT and its activities, emphasizing the new look of the ASIRT quarterly newsletter, PULSE, which will feature Techday Sponsors, ASIRT events, Member achievements and accolades, New Memberships, Consortium updates, Quiz, Articles contributed by Members and external Authors, Inner Wheel – Members' Spouses related activities, and more. He encouraged that all ASIRTers tag and like ASIRT's presence on each Social Media site, assisting in the organization's synergy.

Ashish Katkamwar, CEO of Uniserved, an 8-year-old company that is now part of Savex Technologies' stable, was then invited to exhibit their offering as Technology Aggregators. Ashish commended ASIRT for its legacy and wished it continued success to achieve an objective of next 200 monthly Techdays. Ashish went on to say that they can deliver any technology in the globe, on any domain, and that this may assist SI Partners generate more money from both services and products by enhancing their capabilities through the Uniserved platform, for both existing and new customer engagements. He further said that they had effectively catered to Digital India projects in around 640 districts across India, mostly through a Partner-driven strategy.



# DATA STORAGE & BACK-UP

## WHAT IS THE RIGHT STORAGE AND BACK-UP PLAN FOR YOUR ENTERPRISE?

The cloud is among the components of technology that help with almost every aspect of transformation we are talking about today. Collaboration becomes possible because cloud computing eliminates the downtime associated with transmitting files to team members. Many organizations struggle with Enterprise Data Management, especially if they failed to put policies and systems in place years ago. Today, many companies feel lost in a veritable sea of data, both old and new, and have no idea how to even begin to organize, manage, and securely store their constantly changing assets.

Unfortunately, when data is stored in an inaccurate, uncoordinated, or unorganized manner a wide swath of problems can arise for organizations. Businesses and organizations realize three things quickly during their daily operations: any computer system can crash; anyone can make errors; and disasters seem to happen when you least expect it or are least prepared for it. Hence, data backup and recovery are essential parts of running a successful business.

It's important for businesses to plan ahead and put data backup systems into place in case the worst happens, well before it happens. Successful data backup systems are accomplished by using an offsite server or separate drives to store your massive amounts of information. Without putting these systems in place, data recovery becomes difficult resulting in loss of information when the worst happens.

## ORACLE'S OFFERINGS ARE ALIGNED TO OFFER STORAGE, BACKUP AND SECURITY OPTION AT EVERY LEVEL

**SRIKANTH DORANADULA**  
VP -HYBRID CLOUD SYSTEMS, ORACLE INDIA

Data has become an economic factor of production and working capital of the modern digital organization. Gaining value from such data continues to pose challenges to organisations and the best way to address this growing concern is by taking advantage of cloud infrastructure and business applications that are built-in with AI and ML capabilities.

As companies become more focused on bringing their hidden data economies into the light and increasing their return on data capital, they will increasingly look for technologies that reduce the time, cost, effort, and risk of creating proprietary data assets and using them in new ways. Oracle's converged database is one of the most important technologies in making this possible.

Recognizing the contemporary landscape, Oracle's offerings are aligned to offer storage, backup and security options at every level. Oracle, with its forty plus years of serving customers across the board, has a proven track record of securely managing the world's most mission-critical data. Oracle's storage products come with high application performance and protects crucial on-premises customer data against cyberattacks and prevents failures. The diverse features of Oracle Storage along with Oracle Autonomous Database helps organizations increase database performance along with ensuring the protection of customer data.

Companies' most critical information needs to be instantly protected and rapidly and reliably recovered in the event of an outage, regardless of the cause – be it human error, system failure, cyberattack, or disaster. Here's where Oracle's Zero Data Loss Recovery Appliance solution comes into play – to eliminate data loss and accelerate recovery across the enterprise.



## HPE CONTINUES TO REMAIN AN INNOVATION LEADER IN ENTERPRISE STORAGE

**KAMAL KASHYAP**  
DIRECTOR, INDIA – STORAGE, HPE INDIA

As enterprises seek to become more data-driven and accelerate transformation, they face both data management and data infrastructure complexities which can result in time wastage, higher costs, and greater risks. Organizations need an IT architecture that embraces data, cloud, and AI to create a new data experience. We see an acceleration for digital transformation now and it's at the intersection of data, cloud, and AI. But as there is more data now than ever before, there are more threats to that data, more demands to utilize the data, and more data infrastructure to manage that data.

HPE has always been an innovation leader in enterprise storage. In 2021, we decided to move the transformative pivot from being a leader in enterprise storage to becoming the leader in data management. Recently, HPE unveiled a data services platform that delivers on our Unified DataOps vision for a new data experience that brings a cloud operations model to wherever data resides and unifies data operations. This new data services platform, available through HPE GreenLake, consists of three new innovations that simplify data operations from edge to cloud. Some additional examples from our portfolio of solution offerings include Hyperconverged Infrastructure Solutions for every workload, from business-critical apps to distributed edge; The HPE Apollo 4000 family; and HPE StoreOnce Catalyst. Additionally Zerto, a Hewlett Packard Enterprise company, drives agility and security across your organization with comprehensive ransomware protection, disaster recovery, and data protection as a service for any app, any cloud, and any recovery Service Level Agreement (SLA).



## THE SOLUTION TO ADDRESSING DATA MANAGEMENT CHALLENGES IS DATAOPS

**SAMEER BHATIA**  
COUNTRY MANAGER, INDIA & SAARC, SEAGATE TECHNOLOGY

According to Seagate's 2020 Rethink Data report, only 33% of data available to business in India is leveraged and enterprise data is projected to grow further at a 45.2% annual rate in 2022. This is worrisome as, given how businesses will have to simultaneously cope with changing architectural needs like edge and cloud. A key solution to these challenges is associated with how businesses see their stored data. Ideally, it should be looked at as a whole —as if through a single pane of glass as it goes beyond data democratization and into storage unification. The biggest solution to these data management challenges is DataOps — the discipline connecting data creators with data consumers. The challenge is deploying DataOps to interconnect data in motion while enabling a real-time aggregated view of all data, and address security issues as well.

Seagate's Lyve is an edge-to-cloud mass storage platform — built to capture the unstructured data explosion, reducing IT cost with unrivalled cost per petabyte. It is built on a predictable as-a-service consumption model, with backup and recovery solutions for mixed storage environments. Seagate's systems are seamlessly integrated end-to-end systems solutions with industry-leading capacity, firmware and multi-core capabilities. The newly announced Exos CORVAULT is an intelligent self-healing and high-density block storage, combining key innovations like Advanced Distributed Autonomic Protection Technology (ADAPT) and Autonomous Drive Regeneration (ADR) that minimises e-waste, downtime, and human intervention. The latest 20TB drives, Exos X20 and IronWolf Pro, are ramped to answer mass data growth.



## F5 SOLUTIONS OFFER SIMPLIFIED SERVICE DELIVERY ACROSS PHYSICAL, VIRTUAL, AND CLOUD INFRASTRUCTURES

**DHANANJAY GANJOO**  
MANAGING DIRECTOR, F5



As businesses aim to achieve better performance for their applications and users, their technology solutions need to be supported elsewhere other than just a centralized data center or public cloud. Most times, it is not workable to transmit all data to the cloud as it does not make economic sense. Also, sometimes, regulatory requirements may prevent organizations from moving data to the cloud—especially if it is hosted in a different country. There is a gap in the API gateway deployments, and this is because security comes as a strap-on, not as DNA to most organizations.

Today, 86% of all online pages are exposed to cybercrimes, hence it is imperative for businesses to protect sensitive data with the help of data governance initiatives to entrust the safeguarding of data of millions of customers. Data Governance (DG) programs help reduce security risks by locating critical data, identifying data owners, and assessing risk to critical data.

At F5, our software solutions offer simplified service delivery across physical, virtual, and cloud infrastructures. We believe in evolving and recognizing the key trends by implementing multiple layers of security and cloud adoption methods to minimize data vulnerability to cyberattacks. With our latest Threat Stack solution, businesses can build in security observability in each layer of cloud infrastructure, deploy at speed and scale without disrupting the pace of app deployment, and collect, analyze and alert on observed behaviors with context.

## YOTTA'S DATA PRESERVATION AS-A-SERVICE PROVIDES A RELIABLE DATA PRESERVATION SOLUTION

**SASHISHEKHAR PANDA**  
VP & HEAD – FEDERATED CLOUD & MANAGED INFRA SERVICES, YOTTA



The complexities associated with managing high data volumes, data security, shortage of skilled professionals and inconsistent processes and systems are some of the top data management challenges faced by enterprises. Most of these come with running a captive, on-premises datacenter. These challenges, coupled with cost and manageability issues, distract IT teams from their core focus on business innovation, which often also impacts revenues.

However, the bulk of these issues can be easily tackled by outsourcing data management to a managed services provider (MSP) which not only helps IT teams reduce costs, but also enables them to focus on their core job of monitoring and maintaining enterprise applications and data. Yotta has partnered with Commvault to offer Yotta Safe, our endpoint backup and recovery solution as-a-service that combines advanced features like end-to-end encryption, ransomware protection, auto-discovery, geo-locate and remote wipe, and self-service dashboards to manage the endpoint backup environment.

Yotta's data preservation as-a-service provides a reliable data preservation solution. For this, we have joined forces with a Norwegian innovator – Piql – to offer a long-term information preservation solution that keeps your data available to you for up to 1,000 years. Yotta's complete data management portfolio is backed by guaranteed SLAs and a highly secure, compliant and fault-tolerant Tier IV datacenter that ensures protection as well as unlocks the unrealised value of data to the fullest.

## DATA HAS GRAVITY AND THUS THERE ARE MANY COMPLEXITIES AROUND IT

**RAMANUJAM KOMANDURI**  
COUNTRY MANAGER, PURE STORAGE INDIA



Everyone has by now heard about the axiom that Data is the New Oil or the New Gold and that's because data is one of the most important resources for any company. But data has gravity and thus there are complexities with how you store it, manage it, move it around, analyse it, protect it and so on. Pure made the first step 12 years ago by being one of the first to bring all-flash storage systems into enterprise mission-critical environments. Our next moves will be towards delivering storage as code. The virtualisation and abstraction of compute and networking over the last two decades have created tremendous flexibility for operators and developers. It is time we bring the same agility to storage.

If the last two years of the global pandemic has taught us anything, it is the importance of business continuity and resiliency and this includes having a strategy to bring your systems and data back online quickly in the event of a natural disaster or a cyber attack. This is a matter of survival for any company. Pure has an extremely innovative technology called SafeMode technology that protects backup data and metadata by creating a secure copy. Ransomware can't eradicate, modify, or encrypt SafeMode snapshots, even with admin credentials. With just a few clicks, you can restore business-critical data quickly and at scale.

## DELL PORTFOLIO IS BUILT ON THE PILLARS OF FLASH, CLOUD-ENABLED, SCALE-OUT AND SOFTWARE-DEFINED TECHNOLOGIES

**AMIT LUTHRA**

DIRECTOR & GENERAL MANAGER, STORAGE PLATFORMS & SOLUTIONS, DELL TECHNOLOGIES, INDIA



Data governance aims to foster a system of management that ensures clean, consistent, and understandable data for better and more informed business decisions. As organizations gear up for the data era, their insights from good data governance have become the 'secret sauce' for market differentiation and customer-centricity. Having the proper IT infrastructure that is customized and extracts the best value from data has become integral to business success across organizations, markets, and industries.

There is no 'one-size-fits-all' approach to good data governance. At Dell Technologies, we aim to deliver seamless digital transformation for our enterprise customers. Our portfolio is built on the pillars of modern IT: flash, cloud-enabled, scale-out, and software-defined technologies enabling our customers to accomplish complex workloads with ease and agility. Dell Technologies is a hyper-converged infrastructure (HCI) leader, and our HCI solutions help organizations scale and add efficiencies as their business expands. We have witnessed rapid adoption of our HCI solutions, as they offer greater flexibility, scalability, and agility to business operations. Dell EMC VxRail HCI delivers unique automation and orchestration capabilities that allow customers to drive business outcomes across core data centers, cloud, and edge locations. Our portfolio is built on industry-leading PowerEdge servers and delivers cloud-like agility, scalability, and simplified IT management. We provide our customers with the flexibility to choose from simple appliances or rack-scale ready-made, end-to-end HCI-based solutions.

## CITRIX DESIGNS ITS SOLUTIONS TO PROVIDE CUSTOMERS WITH INSIGHTS INTO THEIR COMPUTING ENVIRONMENT

**PARAG ARORA**

VICE PRESIDENT & MANAGING DIRECTOR- SOUTH EAST ASIA, KOREA AND INDIAN SUBCONTINENT, CITRIX



Every business must plan for data governance in order to determine what actions should be taken, based on what data, in what scenarios, and with what approach. An efficient data governance framework not only saves money but also averts some critical security threats. Solutions like Citrix Analytics are designed to provide customers with insight into activities in their computing environment. It enables security administrators to choose what logs they want to monitor and take directed action based on the logged activity.

Citrix provides a superb user experience without the datacentre's legacy complexities. Servers, storage, and virtualization can all be managed by the same team that maintains desktops and apps. Issues can be resolved in minutes rather than days. And whether you increase from 500 to 50,000 users, you can expect the same linear cost and performance. Choosing the correct technologies at each layer of the stack is essential for creating a simple, secure, and performant digital workspace solution. Citrix Virtual Apps and Desktops simplifies the entire process, resulting in a better user experience, more productivity, increased business agility, lower risk, and higher ROI. Citrix solutions enable businesses to leverage the cloud in a way that's personalised to their company's specific business demands and in a way that encourages innovation, scalability, and resilience without wasting time or money.

## DATA IS AN ESSENTIAL FUEL FOR ENTERPRISES TO INNOVATE

**LATA SINGH**

DIRECTOR-PARTNER ECOSYSTEM IBM INDIA AND SOUTH ASIA



Data Governance helps in establishing trust in the data and is a critical step in the AI adoption journey. It includes asserting data ownership (data stewardship) to help address any concerns; enabling quality assessment to measure the reliability of data; and mastering the data for entity resolution and de-duplication. We believe a customer's data is their data and the insights from the data is also theirs to leverage and hence a strong data governance and policies within the organization is essential.

IBM recently announced major innovations across its storage and systems portfolio designed to improve the access to, and management of, data across increasingly complex hybrid cloud environments for greater data availability and resilience. **IBM Spectrum Fusion** is a container-native software defined storage (SDS) solution which fuses general parallel file system technology and its data protection software to give businesses and their applications a simple and less complex approach to accessing data seamlessly within the data center, at the edge and across hybrid cloud environments.

In addition, we launched **IBM Power E1080 server**, the first in a new family of servers based on the new IBM Power10 processor, designed specifically for hybrid cloud environments. To help clients improve their security posture in the hybrid/multicloud era we have developed **IBM Cloud Pak for Security** which is built on Red Hat OpenShift to provide a connected set of capabilities which cuts across all major portions of the threat management lifecycle.

## ATCS HELPS IN BUILDING RESILIENCE IN TERMS OF SECURITY, BUSINESS CONTINUITY AND DATA MANAGEMENT

**MUKUL GUPTA**

CISO, ADVANCED TECHNOLOGY CONSULTING SERVICE

“Data is the new oil, and the organizations making fortunes out of mining, storing and processing the same are either making data driven business decisions for themselves or for their clients. The process is repetitive, where data is collected, retained and used.

It is a well-known fact that one cannot manage [that includes protection] what they might not be able to measure. They can't measure until it is defined what to measure. This holds true for the data management framework of any organization as well. Hence, planning for data management considering data as an asset, in the same way we do for any of our assets is now the need of the hour.

Data management cycles starting from capturing till its secure destruction needs to be defined with appropriate levels of treatments applied, depending on the value of the data in question. With frameworks such as GDPR, Privacy Laws etc, data governance is the core component of any such frameworks.

ATCS does not offer solutions for storage, backup and security to enterprises as a direct service, however, these may be bundled with our core services to the customers. ATCS utilizes the services of already established players such as Microsoft, Netskope, SOPHOS and Altaro to name a few. We also support our clients in building resilience in terms of security, business continuity and data management as partners in technology.”



## DATA MANAGEMENT IS NOT A CHOICE BUT THE FUEL TO RUN BUSINESS

**SANJEEV SINHA**

PRESIDENT - IT DIGITAL TRANSFORMATION, INDIA POWER CORPORATION

“This low employee efficiency is largely due to poor quality of data. In my view, the loss is even higher than the above estimate. An organization's data assets are built on data quality. Hence, poor quality of data limits business value derived. With high adoption of data analytics in business, these issues are even more relevant. Organizations are increasingly adding data quality professionals to manage data and responsibility of quality is now with both IT and business. It is not uncommon to see a Chief Data Officer (CDO) in addition to CIO or CTO in many growing organizations.

It is well known that Data if not properly governed may result in serious data loss. Risk of data loss is more serious than it is understood. It has been observed that over 90% of companies having catastrophic data loss have either shut down or filed for bankruptcy. There is hardly any exception. Therefore, data management is not a choice. In today's digital world, data is the oil on which business runs. Hence, data management may not be restricted to data security and safety but on the quality of data. Many modern techniques like data analytics would be rendered useless if data quality is not up to the mark. My company is a power distribution company and is implementing smart meters for itself and other similar companies.”



## DATA GOVERNANCE ENSURES AVAILABILITY OF DATA IN USABLE, ACCESSIBLE AND PROTECTED FORM

**DHAVAL MANKAD**

VP-IT, Havmor Ice Cream

“With proliferation of Data, digitalization and cloud adoption, Data Management challenges are keeping IT leaders on toes, we hear a lot about Data as New Oil or Data as Capital, how to conserve them is becoming more and more challenging with hybrid / multi-cloud environments. And last year has been just a catalyst to this trend. Organizations are now more dependent on data than ever before.

Data is the first step or stage of any automation, digitization or decision-making process which is linked to timing, data loss meaning loss of time, loss of productivity apart from other more important reasons, this makes data management one of the key priorities.

The whole purpose of data governance is to ensure availability of data in usable, accessible and protected form. Data governance helps to ensure that data is usable, accessible, and protected. Effective data governance leads to better data analytics, which in turn leads to better decision making and improved operations support.

Over the last couple of years, we have been continuously working on strengthening our data management and data governance. It starts with simplifying the processes and ensuring we capture the right set of data which would become useful data. We have invested in cloud backup solutions, disaster recovery along with focus on data protection solutions from cyber threats with solutions like XDR based end point, Server protect, Email and domain security and few other cloud-based security tools on need basis.”



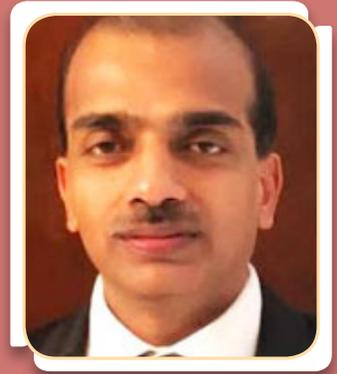
## WITH DATA GOVERNANCE, ADOPTION OF CLOUD AND NEED OF SECURITY ARE ALSO SKYROCKETING. LET'S HEAR FROM THE TECHNOLOGY LEADERS.

### POST-PANDEMIC THERE IS A HUGE GAP BETWEEN THE BEFORE AND AFTER DEMAND

**VIJAY GOEL**  
DIRECTOR, MIRACLE TECH DISTRIBUTORS

#### KEY TRENDS OF THE CURRENT ENVIRONMENT

In this current environment, the movement and the risk factors were there and people witnessed it. Everyone is concerned for their safety as well as for their near and dear ones. The concept of work from home went through a lot and even education has come inside the house. The entire theme or the entire way of working has been changed. We cannot compare anything because everyone has witnessed this sort of tragedy or environment for the first time. The entire thing has changed.



#### GROWTH OF MARKET IN THE POST-PANDEMIC SITUATION

As soon as the pandemic started all the corporate as well as the consumers were keen to get the laptops and all for the work from home to complete whatever the things were there and there was a huge demand, three times. It is going down drastically and presently it is not even stable, a little bit downward. Even the supply concerns are there because of the chipset shortage and logistics issues. There's a huge gap between the pandemic demand and present demand and I don't see that it will gear up in the near future. As things are opening up, people are eager to go to offices and educational institutes are opening. I feel that now, we will again be witnessing the old type of stable environment and things will be smoother.

### IF THERE IS CLOUD, SECURITY IS NEEDED TO SAVE DATA FROM BEING EXPOSED

**ZAKIR HUSSAIN RANGWALA**  
CEO, BD SOFTWARE DISTRIBUTION

#### KEY TRENDS OF THE CURRENT ENVIRONMENT

The entire world has been in this kind of situation and a lot of things are happening digitally where we are not in touch with various people and we are working with them indirectly, a lot of digital payments are happening. People who don't know anything about computers, they have learned about computers and mobile phones and this is a new trend which is happening. Young, old-fashioned people who stayed away from technology are now part of technology daily because everything is dependent on technology. There are a lot of new trends coming in from digital products, digital media and digital things where everything is going digital and you have to learn to work independently without seeing the other one. I expect a lot of trends will come and new things will keep on coming and evolving in this particular sector in a country like India today.



#### CLOUD ADOPTION AND SECURITY

Cloud has been growing very fast in a country like India today, especially during the pandemic when you are working from home, you are working from distance and various other offices, you need to spread out, put your data on the cloud so that your employees and customers working from home or from other region are able to access and at the same time it is dangerous if they are not having or using any security products, or the applications are not secured enough. I feel that the cloud and security products go hand-in-hand. When there is cloud, security is also needed because without that the data is exposed, can be misused and the threats are growing. A lot of hackers and people spreading ransomware are growing because a lot of people are not having a secure way of doing things because they have not been using it. When the clouds are coming in the picture, the security portfolio is also growing and I think both of these are interconnected to each other. As the cloud market grows, the security market will also grow.

### CYBERSECURITY IS BEING ADOPTED FAST BY THE INDIAN CONSUMER

**RAJNI KANT DAS**  
CEO, E-SOFT ONLINE

#### COPING UP WITH THE NEW HYBRID WORK CULTURE IN THE EVOLVING MARKET

Hybrid is a new infrastructure part where all the traditional customers are using the older version as well as they are simultaneously migrating into cloud computing. In a developing country like India, we have to cope up with the on-premise environment and cloud computing also. Because a huge amount of requirements are there and we are upgrading our resources to cope up with this and the customer is also very keen to adopt cloud technology. Hybrid is something which everybody is now moving on to.



#### GROWTH OF MARKET IN THE POST-PANDEMIC SITUATION

Market is rapidly growing because now the whole infrastructure is being controlled by IT for any domain. People are actually investing more into cloud computing and in their IT infrastructure. We are optimistic that the market will be growing more in the near future.

#### CLOUD ADOPTION AND SECURITY

The talk of the town is cybersecurity, cloud computing and artificial intelligence, something that the Indian consumer is really adopting fast. When you are putting your data into cloud or where your control is very less, because infrastructure is not in your premise, in a country like India, where people believe into owning something, this is the shift that has happened, where consumer is absolutely depending upon to the specialized person who are purely into data center services and both public and private cloud are growing rapidly because people are understanding what exactly they have to specialize in and infrastructure part should be given to some specialized people.

## CYBERSECURITY- THE MOST CRUCIAL PIECE OF THE NEW WORK CULTURE

**SHIVANI SHARMA**  
AVP-MARKETING, EMBEE SOFTWARE



### GROWTH OF MARKET IN THE POST-PANDEMIC SITUATION

The market is definitely growing. Those who have been on-premise are feeling that cloud is the right route for them. Cloud security, cloud-based collaboration and cloud-based communication have been on top of the charts. Microsoft Teams has grown tremendously over the market and dominated the market and data and AI is something that is picking up really fast because the data footprint is increasing with increased usage of digital more and more. I strongly feel that cloud-based communication, collaboration, and cloud security, and data and AI is something that's going to be a trend going forward.

### CLOUD ADOPTION AND SECURITY

Cloud adoption and security have to go hand in hand because with the rise in remote working, we saw how so many people took that cloud route. But whatever the missing piece was security. We saw so many cyberattacks and new ransomware trends coming up so fast. It looked like they were a step ahead. It is very important to secure your data. The public cloud providers in the market are very robust in terms of security. But again, it is always recommended to be extra vigilant when it comes to your own business data. Cybersecurity is the most crucial piece of the coming work trends.

## CYBERSECURITY IS OF PRIME IMPORTANCE TO BE MONETIZED BY PARTNERS

**TUSHAR PAREKH**  
DIRECTOR, SILICON NETSECURE



### COPING UP WITH THE NEW HYBRID WORK CULTURE

With the post pandemic scenario, hybrid working is here to stay. People are looking at working from anywhere. The beauty of the solution is that when we are talking about hybrid working, people have started hiring from tier two cities and tier three cities as well, where you can get manpower which can work from anywhere at a lower cost as well as you are able to get more people available easily across all locations. I think hybrid working is here to stay in the post pandemic scenario and we are looking at this going up fairly well.

### CLOUD ADOPTION AND SECURITY

Hybrid works in two ways. One is the work from home as well as when we talk about hybrid setup for corporates there is on premise as well as cloud setup which are again called hybrid working. That is an area which is going to expand exponentially, as well as when we talk about cyber security specifically. Another area that is a major focus area for a lot of partners, I would recommend all partners to actually take it up and monetize that, because when people are working from anywhere, whether they are working from home or whether they are working from outside, security is a prime risk, for most of the corporates and multinationals as well. That is a major area where I feel that cybersecurity is of prime importance and partners who can actually leverage it should monetize on that and make the best out of it

## IF THE COMPANIES WANT TO SCALE UP, THEY NEED TO BE ON THE CLOUD

**AJAY C BHAYANI**  
DIRECTOR, AMBISURE TECHNOLOGIES



### GROWTH OF MARKET IN THE POST-PANDEMIC SITUATION

From the security angle, we mainly deal in cybersecurity solutions and for us anything which is on internet, on the IT network, we have to secure that and when the pandemic set in and when you are talking about some last one and a half year, the security requirements have tremendously increased because the concerns for the companies today and during the pandemic was that we need to secure data when the person is at their home, because they don't have that next generation firewalls, the VPN and other stuff. That is where we definitely had a pretty hectic schedule. Today also, though, we have gone into the hybrid work culture, the requirement is still stagnant and is continuously increasing, but now the mid side segments and the small medium enterprises have understood that it is the time they need to adapt to this hybrid culture because they cannot have everything on premise, they need to be dispersed, they need to have more agility in their work and doing that they cannot compromise their security. We have been doing a lot of security awareness. We have been training people from the cybersecurity requirements perspective, what can be the right cybersecurity work culture, what will be the right cybersecurity hygiene and that's what we have been doing.

### CLOUD ADOPTION AND SECURITY

When you see cloud adoption, the problem with the cloud service provider is that they will give you the complete platform and is as good as your IT platform which is on premise, but they are not responsible for the security and that is when we come into picture. The companies who have shifted to cloud, we provided them with the next gen security services. We need to make sure that if the product or an IT setup is on the cloud, are the configurations being right or not. The pandemic is something which is here to stay for at least three-four years more. If the companies have to scale up as much as possible, they need to be on the cloud. They need to adhere to the security compliances, they need to have a continuous monitoring activity so that their cloud is secure enough and their services and businesses are secured enough because it is no longer an IT issue, the cloud has become a business issue as well.

## HYBRID HAS BECOME THE NEW MANTRA IN TODAY'S WORK SCENARIO

**MANOJ SINGH**

SENIOR VICE PRESIDENT, PROGILITY TECHNOLOGIES



### COPING UP WITH THE NEW HYBRID WORK CULTURE

All of us started learning how to work in a hybrid environment. Earlier, it used to happen that wherever and whenever we are going every time all work dependency was in the office only, but with the recent times, probably with the core times we have learned that there has to be an environment where we can work in the office as well as at the home or any place wherever we are. There is a lot of technology which has come up and they have enabled us to do so.

### GROWTH OF MARKET IN THE POST-PANDEMIC SITUATION

This demand is going to continue for some more time. One of the great reasons is; it is a new learning for us also. The dependency on the work environment is not that you need to be in the office to work or something. The best thing is, this particular technology has enabled us to do it in such a fashion that sitting anywhere we can work and we can give the right output to it. I think it is going to stay for quite some period or probably it will continue because we have learnt this.

### CLOUD ADOPTION AND SECURITY

Cloud is not new; it has been here in the industry for quite some time. The adoption was not there because of a lot of security reasons. As far as India is concerned or we Indians are concerned, we are always skeptical on some of the security parameters whether in terms of data security or our own security, our social networking or whatever it is. Cloud, in this pandemic, has raised their bar. We also understand now that even with the cloud, we can have the right security and the data is secure even on the cloud also. The continuous adoption of new policies, security, everything, I believe it is working out well and in future I am sure that cloud is going to emerge like anything. There are a lot of applications on the cloud which are there whether it is WhatsApp, Snapchat, there are a lot of applications which are already in the cloud and we are extensively using it. I am sure it is going to continue.

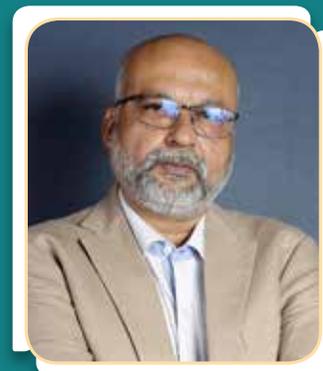
### KEY TRENDS OF THE CURRENT ENVIRONMENT

If you look at the working environment, the hybrid is the key or is the mantra in today's scenario where the dependency on the office is pretty low, I believe that for all the entrepreneurs, the real estate, which is killing costs for everybody is going to reduce to that extent, but I'm sure with the cloud coming in, we will all be ready to adopt the way we are working in the new environment.

## IN EVERY SITUATION CLOUD WITHOUT SECURITY CANNOT SURVIVE

**PRASHANT JAIN**

DIRECTOR, JNR MANAGEMENT RESOURCES



### COPING UP WITH THE NEW HYBRID WORK CULTURE

One needs to be agile in taking business to the next level. We are already in the process of making organizations grow from traditional ways of doing business to hybrid ways of doing business or even work from home. We have made organizations do away with paper signing and making them on digital platforms, no paper invoice at all. It is all digital automation; digital signage solutions are what we have been doing.

### KEY TRENDS OF THE CURRENT ENVIRONMENT

Organizations need to be matured enough to take steps to digitally transform them whether it is an on prem business or work from home business or hybrid business, they should keep on doing business. Business must never stop, that is the sustainability one business can have.

### GROWTH OF MARKET IN THE POST-PANDEMIC SITUATION

Demand is increasing like crazy. There are a lot of pent-up demand as well as revenge demands depending upon the kind of industry one might be looking at. Demand is always increasing.

### CLOUD ADOPTION AND SECURITY

Without security, the cloud would probably be useless. Cloud is a new phenomenon, but security, whether it was cloud or otherwise, has always been there and will always be there. Cloud without security will never survive. Security will always be there.

## SECURITY, PRODUCTIVITY TOOLS, SAAS APPLICATION ARE THE KEY TRENDS

**JITEN MEHTA**

DIRECTOR, MAGNAMIOUS SYSTEMS



### KEY TRENDS OF THE CURRENT ENVIRONMENT

Pandemic has taught us a lot. The whole digital transformation is the biggest key trend, but everybody knows it is a general term. One of the biggest key trends now is security. Without security, nothing works because of the work from home. Work from Home has multiple definitions, either work from home or work for home. Everybody is doing the dual duty, so I would consider work from home is also one of the key trends currently and security, productivity tools, SaaS application are another trend, which one should look at it.

“For the past 70 years, NEC Corporation India has been a long-standing partner to the Indian Government and businesses. We truly live by our purpose, 'Orchestrating a Brighter World,' to bring about a positive change in the lives of our customers, partners, and a billion Indians.”



**AALOK KUMAR,**  
PRESIDENT AND CEO,  
NEC CORPORATION INDIA

### What has been NEC India's core brand promise?

As a global business that has withstood the test of time, 121 years to be precise, each member of the NEC Group encompasses uncompromising integrity and, under the motto of "Better Products, Better Services," strives to create transformation through innovation. For the past 70 years, NEC Corporation India has been a long-standing partner to the Indian Government and businesses. We truly live by our purpose, 'Orchestrating a Brighter World,' to bring about a positive change in the lives of our customers, partners, and a billion Indians.

Our teams have been working relentlessly to bring in innovation that has touched lives of many Indians in some way or the other, to make their life safer, more secure and better. Our technological solutions have been at the core of India's infrastructural development, cutting across telecommunications, transportation, logistics, public safety, smart city, manufacturing, and many more industries.

### How has the journey been like for you at NEC Corporation India?

I joined NEC Corporation India (or NEC India) back in April 2020, at the start of the pandemic. One of my key objectives was to take care of 5000+ NECians across India and ensure business continuity despite the disruptions thrown in by the pandemic. We were one of the first organizations to have fully moved to a work from home model seamlessly. Anticipating the needs of the market, we encouraged the teams to focus on building relevant solutions, up skill to meet future demands and put a razor-sharp focus on R&D. As a result, our team's unwavering optimism, strategic thinking, and meaningful endeavours helped NEC lead from the front during the pandemic, bringing about a seamless collaboration among different business units and functions. We converted the challenges posed by the Covid-19 pandemic into an opportunity by strategically aligning business goals with the

organization's purpose, thereby launching a suite of innovative offerings that proved to be a boon for end consumers in the turbulent times. As an organization that has always sought to resolve real-life problems through its technology solutions, our teams were committed to enable and empower authorities and businesses to tackle the pandemic.

With proven expertise in analytics platform solutions, big data, biometrics, logistics, contactless solutions etc., we recalibrated our teams and modus operandi to help with the cause. Despite being a tough year due to the pandemic, unlike most organizations, at NEC Corporation India we went ahead to not only give bonuses, promotions and increments to employees but invested in their future as well.

This has also helped us to not only retain the best of talent but helped upskill company-wide talent. India has emerged as a strategic market for NEC globally and therefore, with the 'India Go Big' initiative, we aim to make NEC India a global hub for innovation and solutions delivery. Our vast pool of engineering and technology talent catering to businesses across sectors like aviation, travel, manufacturing, logistics, public safety, etc., not only contributes significantly to the country's digital transformation but also meets the requirements of projects implemented in other geographies. We are focused on investing in our people, live our purpose & work collaboratively with our partners to make this world a brighter place.

As a people-first organization, we are committed to building an open culture with transparency, meritocracy, and diversity at the center. By protecting the rich legacy and amalgamating it with contemporary practices, we aim to build an organization that is a perfect testament of Indo-Japanese excellence.

**NEC Corporation India has empowered India with several transformative interventions for the past 70 years. Can you tell us about some of them?**

For the past 70 years, NEC Corporation India has been a frontrunner in the digital transformation of the country. Our technological solutions have brought about a seismic shift across industries such as telecommunications, transportation, logistics, retail, citizen services, manufacturing etc., thereby ensuring that there is a little bit of NEC in every Indian's pocket.

From ensuring digital inclusion through building the Aadhaar card program, which is the world's first multi-modal biometric authentication program to implementing touchless boarding across four airports (Varanasi, Kolkata, Pune & Vijayawada), NEC has been touching the lives of billions of Indians. On the logistics front, we have been working on bringing required visibility and transparency for the players through our joint venture with Government of India. It has proven to be a game-changer for the logistics industry and has received international attention from experts. Similarly on the smart transportation front, in an ongoing project in Ahmedabad, NEC has brought the city bus transport system onto its platform for contactless ticketing. Furthermore, sitting in the control room, traffic authorities can see the status of all the 300 buses plying in the city, seamlessly controlled through the unique surveillance technology that has ensured better efficiency, traffic planning, scheduling, and a lot more. In some of the major deployments to ensure connectivity in far flung areas, our team has successfully completed the flagship optical submarine cable system connecting Chennai and the Andaman & Nicobar Islands and the same was inaugurated by the honorable Prime Minister last year.

### **Tell us more about how NEC is infusing next-gen technologies for citizens safety and security with smart cities initiatives?**

NEC has been working closely with the Government of India (GoI) on their vision for the flagship smart cities initiative to promote cities that provide core infrastructure, clean and sustainable environment. To this end, NEC's expertise and ability to customize solutions have proved beneficial. We believe, with the right technology mix and solution expertise, safety and convenience can go hand in hand, hence leading to a smart and secure society. We are extremely proud of our world-leading biometrics technology. Combined with AI, video analytics and system integration capabilities, this technology skillset has enabled us to tailor convenience-sensitive solutions for varied security scenarios and public safety challenges across India. Integrated Command and Control Centre (ICCC) gives access to the brains of the cities by interconnecting the embedded sensors around city surveillance and city management. NEC India has successfully implemented large and complex ICT smart city transformation projects in cities like Trivandrum, Meerut, Saharanpur, Gurugram, Ahmedabad, Surat, Pune, Hubli-Dharwad and Kalyan Dombivali.

Whether it's about implementing advanced surveillance, city governance and traffic management solutions or enabling smart and secure public transportation systems or deploying smart parking for citizens, smart water & waste management for households, NEC is at the forefront of making smart cities in India a reality. Known for bringing solutions that address real-life problems, we came up with solutions to help cities fight against COVID.

NEC has also been working with leading State Police Departments of Karnataka, Kerala and Navi Mumbai to deploy law enforcement solution powered by our Automatic Fingerprint Identification System (AFIS) for criminal investigation in these cities. In fact, NEC's solution has helped Kerala State Police crack 675 criminal cases in a year, highest record ever by any Indian State Police.

### **What has been NEC's brand awakening post-restructuring amidst the pandemic? What steps have been taken to strengthen the brand journey so far?**

NEC Corporation India brings a unique amalgamation of its native culture with Indian ethos. One of the primary reasons NEC's trust quotient has increased exponentially amongst our customers and partners is because of our focus on solving real-life problems with the deployment of best in class technology and at the right cost.

We have been able to deliver a number of marquee projects because of our agile approach and problem-solving capabilities coupled with the highly driven tech talent. However, we realize that NEC's accomplishments and the role the company has played in India's digital transformation remains understated.

Therefore, to augment our positioning amongst our partners, customers and people, we decided to rebrand to NEC Corporation India and highlight our focused approach and commitment to the Indian market. To this end, we rolled out a digital-first campaign titled 'NEC Makes it Happen', that brings alive the tangible and intangible benefits we have been delivering to each and every Indian through our technological disruptions.

In line with this, we are working tirelessly towards delivering creative storytelling through an integrated marketing strategy, which brings together all facets of marketing like SEO, ORM, Paid Search, Affiliate Marketing, Social Media, PR, Influencers, etc. and helping strengthen our overall value proposition. Our robust marketing automation engine helps us in personalized marketing. Our teams are connected with significant innovation delivered in the country, and the campaign very well encapsulates the contribution of NEC. With the reflection of the team's impact on society, customers and stakeholders, we have aspired to start a movement to spread awareness

about India's development, overcoming challenges, particularly pandemic-induced uncertainties. Our core proposition as a brand has always been towards fostering transparency through effective communication with our customers, partners, prospects, analysts, and investors. Also, we have initiated employer and talent branding and internal branding initiatives to drive our brand culture and ethos into every person associated with the organization. Further, as part of our rebranding activities, we developed and crystallized a robust brand architecture reflected in all our internal and external communications. I am extremely delighted that each NECian is our brand ambassador and takes pride in our brand purpose, i.e., revamping our customer's and end-users lives.



### What is NEC's play in the telecom sector?

Earlier this year, NEC Corporation was recognized as a Visionary in the Gartner Magic Quadrant for 5G Network Infrastructure which is a testament of the cutting edge work we are doing in the 5G space with our ORAN capabilities. Understanding the potential of RAN technology and how every RAN is going to be an open RAN in the next few years, worldwide companies have started envisioning us as a significant 5G supplier that can meet telco's needs end-to-end. NEC's ambition is to be a large and leading telecom equipment maker globally. In the Indian context, we expect that ORAN will be a challenger technology in India, especially for high-speed 5G networks.

It can possibly also change the entire landscape of how the infrastructure is operated and maintained in the country. A couple of Indian telecom operators are looking to adopt the new technology to take the marquee position in the Indian telecom market, and we are working closely with the Indian telecom operators to explore the possibility of commercially deploying OpenRAN technology for their 5G networks. We hope to make a significant contribution in India's 5G story. The set-up of the first 5G Open Radio Access Networks (ORAN) Laboratory in Chennai is a part of NEC's 'In India-For India and From India-For global' strategy.

The lab will not only support the global market but also Indian customers. As India gears up for 5G, this facility can support in the execution of customer-specific 5G systems integration. It will complement the operations of NEC's Center of Excellence in the UK. It will also work with NEC's team in Japan to leverage the knowledge and best practices across geographies.

### Some of the major telecom milestones are as follows:

**June 2020:** Inked a deal with Rakuten Mobile, to jointly develop the containerized standalone (SA) 5G core network (5GC)

**September 2020:** NEC unveils expanded lineup of 5G base stations using O-RAN specifications

**October 2020:** NEC received a 64.5 billion yen (\$560 million) investment from Japanese telecoms company Nippon Telegraph and Telephone (NTT)

**October 2020:** DoCoMo & NEC expanded multi-vendor interop with new 5G base stations

**November 2020:** Altiostar and NEC demonstrated front haul at India's first O-RAN Alliance plugfest hosted by Bharti Airtel

**December 2020:** Set up of Open RAN laboratory in India as a complement to CoE in the U.K to accelerate the development of the 5G open ecosystem

**May 2021:** Rakuten Mobile and NEC Partner to Promote Open RAN in Global Telecom Market

**September 2021:** NEC launches iPASOLINK EX Advanced, E-band wireless transport solutions in India

### How do you see NEC India Global Development Centre (GDC) becoming a global nerve centre for Innovation?

NEC India Global Development Center (GDC) is committed to the mission of 'Accelerating India and Powering Global,' and stands as the proud innovation partner for all NEC companies around the globe, empowering them to navigate through a

change of unprecedented magnitude by providing path-breaking solutions.

GDC leverages its key strengths – technology & innovation, infrastructure, competent talent pool with multilingual capabilities and high-quality processes to provide predictable and quicker time to market solutions through its Global Delivery Model. It acts as a technology hub for cutting-edge software development & platforms, engineering & instrumentation, customized industrial solutions and managed services. Our GDC enables customers to navigate their digital transformation journey aligned to their business objectives thus helping them gain a competitive edge.

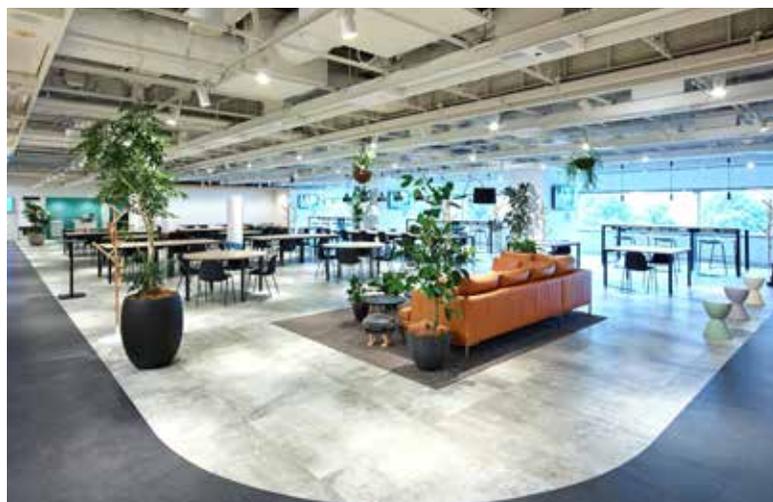
Our GDC enables customers to navigate their digital transformation journey aligned to their business objectives thus helping them gain a competitive edge.

Additionally, our top notch talent based in India is powering projects from here to solve most complex problems around the globe through the work being done by our GDC.

Whether it is about leading the global connectivity revolution by powering the 5G infrastructure for Rakuten in Japan, enhancing passenger experience for the world's largest airline alliance through innovative biometric solutions or enriching in-store experience for 10,000+ stores worldwide of world's largest retail convenience store through smart retail automation solution, GDC has always aimed at offering holistic services to its clients to meet their present technology demands while preparing them for future tech disruptions.

NEC has a vast talent pool of engineers and researchers in the field of AI, ML, IoT, data science, robotics, block-chain etc. Our 'India Go Big' initiative aptly defines the unique scale of growth that India offers.

India is one of the few countries in the world that provides a dual opportunity of having the finest pool of engineers and technocrats in the world, and secondly, it offers a vast and growing landscape pregnant with opportunities.



The 'Digital India' initiative of the Indian government provides an incredible playing field to utilize and implement NEC's goals. NEC recognizes the strategic growth opportunity India presents both from a talent perspective as well as business perspective and therefore we are committed to stay invested in India.

From an investment perspective, the emphasis and focus Japan has for India is massive. NEC Corporation India has good support from the global team and looks at India as a strategic market with multiple growth opportunities.

Our mission is to create more products and solutions in India leveraging Japan's technical know-how to deliver "Made in Japan" quality solutions out of India.

That will be a true win for our talented employee pool. In line with this vision, we are in the process of creating Global Centers of Excellence (COE's) in India across multiple domains. Furthermore, we are strengthening the R&D lab in Bangalore – one of the 8 in the world – with more investments in newer areas.



### **How has NEC India strategically driven innovations in the past 121 years?**

NEC India has led several turnkey projects for the Indian Government and businesses at the back of the cutting edge technology and understanding of the ecosystem. One of our key value propositions has been to add to the sense of reliability that Japanese brands evoke with their unfailing technological solutions and quality assurance, whether it is in hardware or in software. Therefore, the NEC vision powers the ability to create an ambiance for creating more productive solutions in India by leveraging the Japanese technical know-how. NEC has more than 49,000 patents to its credit, and we are exploring localization and deployment of as many in India.

We believe we are strategically placed to drive innovation in the country. Bringing the best of Indo-Japanese expertise and the bilateral relationship between the countries, NEC will continue to empower the Indian Government and businesses to deliver a far-reaching impact through their solutions.



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# ODISHA'S E-GOVERNANCE IS KEEPING PEOPLE AT FOREFRONT

Odisha Chief Minister Naveen Patnaik addressing the valedictory session of the regional conference on 'Replication of Good Governance Practices' organized at the convention centre in Lok Seva Bhawan, has emphasized the significance of his government's initiative 'Mo Sarkar' in good governance.

Highlighting the initiative, he said it was rolled out for citizens who visit different offices for various services, seek their feedback and to instill professionalism among government officials. The spirit behind Mo Sarkar is that in a democracy the citizens are supreme and their satisfaction of government service delivery must be taken seriously and used as a benchmark for initiating change.

Stating that good governance is a pro-people approach to all interventions, the Chief Minister said Odisha has initiated a number of good governance practices and various e-governance projects including Odisha One Portal and Odisha Right to Public Services Act to provide services to people within the stipulated time frame. E-Jana Sunani has also been rolled out to cater to the grievances of citizens anytime and anywhere.



## NEVA APP IS ABLE TO UPDATE THE ENTIRE DISCUSSIONS OF ASSEMBLY IN A CHIP

**DR. SURJYA NARAYAN PATRO**  
SPEAKER, ODISHA LEGISLATIVE ASSEMBLY

### HOW YOUR ASSEMBLY HAS GEARED TOWARDS THE DIGITIZATION?

We have changed the way of administration and also procedure inside Vidhan Sabha. We have gone paperwork to paperless work. The staffs who are working on in different hard files have completely stopped. The file work is done through computer. In Vidhan Sabha we have an application called NEVA (National E-Vidhan Sabha Application) which was adopted by Rajya Sabha. If you download the NEVA app in your android mobile you can find out all the Ministers, their birthdays, their functioning, their contact numbers and you can directly keep in touch with them. Our MLS when they asked questions, they will give the answers, which are given by department. The answer will be uploaded on the NEVA app. Then the finance and the budget is also uploaded in the NEVA app. If people download the NEVA, he can find the records, what is happening in the Assembly every day.

### HOW ARE YOU EMPOWERING THE MLS OR THE PEOPLE ASSOCIATED IN THE ASSEMBLY FOR THIS PROCEDURE GONE FOR THE DIGITIZATION?

So far our staff is concern he have provided everyone with laptop and asked them to put the questions or take the answer. Of course there are a number of panel who are not associated with this new system of computer. For them we have put the system to write the answers to us.

### DOES ODISHA AS A STATE MOVE AHEAD WITH THE DIGITIZATION?

After the development of IT everything has been changed and digitized. Now Odisha government and the assembly are working very

### ODISHA GOVERNMENT HAS IMPLEMENTED 'MO SARKAR' HERE EVERY OFFICERS INTERFACE CHIEF MINISTER AND SECRETARIES ALL MINISTER HAVE TO CALL AND TAKE THE GRIEVANCE OF THE PUBLIC, WHAT IS YOUR TAKE?

There are many people who are uneducated and staying in the villages. There is a huge gap between the people and the government many times so there is a generation gap.

To bridge that generation gap the 'Mo Sarkar' is there. 'Mo Sarkar' is a concept by which officers go to the villagers, sit together with the people and request them to put forth the demands to officials so that the headquarter will know what is the people's requirement and what is their answer.



## CITIZENS OF ODISHA ARE ABLE TO REGISTERED IN THE 'MO SARKAR' RECORDS

### SHRI. TUSHARKANTI BEHERA

MINISTER OF STATE (INDEPENDENT CHARGE), E & IT,  
SPORTS & YOUTH SERVICES, GOVERNMENT OF ODISHA

#### ODISHA IS PROGRESSING AHEAD TOWARDS DIGITAL TRANSFORMATION. HOW DID IT COME TO YOUR MIND AND HOW IT IS IMPACTING THE GOVERNMENT SYSTEM?

Our honorable CM Naveen Patnaik decided to implement the 'Mo Sarkar' yojana, and that involves all officials, all government and private stakeholders and also the citizens. First of all we have to take into consideration of the devices' grievances, then all kinds of applications, which involve the implementation of grassroot projects and other government initiatives so that they can complaint the grievances directly to the officials through 'Mo Sarkar' and also how the government official behave to the ordinary citizens that can be registered in the 'Mo Sarkar' records. So ministers, officials, IAS officers are assigned to call directly to the people and take the grievances so that the e-grievances can be sorted out in a positive way. Apart from that, basically medical facilities in home department police stations and how people are behaved by the higher authorities that can be also monitored in the 'Mo Sarkar' program.

#### HOW THIS HAS BEEN CONCEPTUALIZED TO REACH TO THE CORE OF THE CITIZEN IN THE STATE?

CM Naveen Patnaik at first interacting with people directly, so he implemented the 'Mo Sarkar' yojana. In the chat bot we can connect people directly and apart from that the government is established by the people by the citizen of its state, so by the taxpayers' money and by their concern we have come to power that is the main thing.

#### EXPLAIN THE TECHNOLOGY ROBUSTNESS IN THE SYSTEM?

The technology behind it is multifaceted so here we implemented all the emerging technologies for working behind the screen like artificial intelligence, blockchain and other things so that the people's grievances can be addressed directly, as well as the complaint should be ticketed to the appropriate officer.

#### WHAT ARE THE KEY ADVANTAGES?

I would say since citizen centric services have gone to a higher class, so, the government is responsible for addressing all the concerns of the people and citizens. Now, people are happy and also the problem is reduced in efficient manner.

#### HOW MANY DEPARTMENTS ARE BEING CONNECTED TO THE 'MO SARKAR'?

Now, more than 22 departments have been integrated into 'Mo Sarkar'. The plan is to spread out to all departments in state governments.

#### WHAT ARE THE KEY BENEFITS THAT ODISHA HAS BEEN ACHIEVED SO FAR?

The revenue department, the caste and residence certificates are given and also in sports department as well. The citizen centric services are delivered at doorsteps; the utility services are also done in Odisha one portal. Other things like Mo Seva Kendra and some key services are implemented in Odisha one portal. So citizens are getting benefited directly from the state government sites.

#### DO YOU FIND ANY BOTTLENECK IN THIS PROJECT?

There are some bottlenecks because to facilitate all this kind of stuff, we need large number of human resources and due to implementation of technology or on the 5G chatter,



technology is the one key component, but still, we need more resources to redress all these kind of problems,

#### HOW YOU ARE ATTRACTING THE IT INVESTMENTS IN ODISHA?

We have implemented our policies like the policies and BPO, IT and ESDM policies, just one month before it got cabinet approval. So, now our key consultants are promoting the state policies so that we can get business opportunities, investment proposals in a large number and due to Covid-19 some of the things got delayed, but I hope in the coming years, many companies will come to Odisha to invest in IT.

#### WHAT IS YOUR VISION FOR IT TO PLACE IN THE STATE?

Just trying to get the company's investment in Odisha would not solve the problem, we have to create the proper infrastructure that is the IT ecosystem in which we should be as vibrant as Bangalore or Chennai or Hyderabad. So that is that is the key vision right now to establish Bhubaneswar, as well as other tier three cities to be a destination for IT professionals.

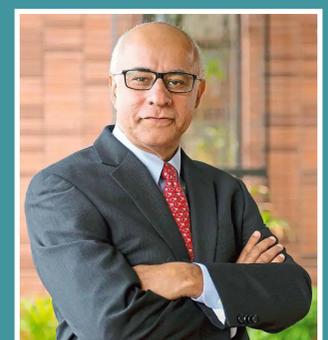
## AFTER T-HUB, O-HUB IS BRINGING REVOLUTION

### SHRI. SUBROTO BAGCHI

CHAIRMAN, ODISHA SKILL DEVELOPMENT AUTHORITY BHUBANESWAR

"Within five kilometers of any wall, you have outstanding additional institutions; you have the medical science, IIT, C V Raman University, the whole clan of skill development centers. If you look at 360 degree you will find that the one skill center is now in Bhubaneswar which has been set up an outlay of 1200 corers. Today in the evening our honorable CM Naveen Patnaik is going to inaugurate O-Hub, O-Hub is the next big thing.

It is going to be a place where we will celebrate the gigs and nerds of microbes that create innovation, so it will be the platform for innovation. Believe that the eco-systemic view of innovation, adaption there is no other place like Odisha to be here. The market is very aware and very supportive of Indian tech capability. And what has happened in the last 20 odd years is that there was such a rush of trying to be IT companies or IT enabled companies or IT in the engine kind of companies but it is the dust has kind of settled down and the touch of companies today which are listed and each of them have very impressive market capitalization. India is now home to 63 unicorns. What people don't know is four unicorns out of the 63 unicorns are actually from Odisha."





# HYBRID WORK SPACE

## THE NEW-AGE WORKPLACE - ENHANCING EMPLOYEE AND CUSTOMER EXPERIENCE

With the pandemic restrictions easing up, the road ahead remains digital. Employees now work from anywhere. The Remote work arrangement is expected to stay for some time or employees will at least have the option of a hybrid work culture – switching between working from office and remote working. While remote work offers flexibility to workers it also adds a layer of complexity to operations.

Paper-based processes, though dwindling, remain essential in any office whether for audit preparations or closing documents. Having a distributed workforce throws a spanner in the works, causing a disconnected employee and customer experience across the entire end-to-end workflow. The path forward for delivering paperless systems is through digital transformation and moving to the cloud. This can enhance the flexibility and scalability of business operations by providing easy access and retrieval of critical data and information, protecting business-critical information and streamlining workflows with the help of integrated tools. They can also help deploy personalised, customised and empathetic end-user experiences quickly and seamlessly in a distributed digital world which is extremely tough to do on a traditional platform.

As organisations look into the future, they must be able to engage the “everywhere talent” and “everywhere customer”. It means accessing new and diverse talent pools and converging traditional commerce with

e-commerce. It is needless to say that the post-pandemic workspace is going to look diverse. In such a scenario creating a phygital office that connects the physical and digital world will make employees feel safe at work while also enhancing their productivity and the overall business profitability. Through its futuristic digital toolset, the new-age concept aims to emerge as a differentiator by bridging the gap between physical and remote presence.

**Looking into 2022, employers have a powerful opportunity to combine the best of remote work and in-office experiences in a way that benefits the organisation, its employees and customers. More and more companies are exploring new organisational structures that will support the weight of their goals and simultaneously address their employee needs. The future of work will see employers leading with empathy and understanding that the future of work is interlinked with the future of the employees.**

Some of the challenges around remote work include employee’s motivation, effectively driving collaboration and open communication across teams, and ensuring employees personal and professional lives remain balanced. Business leaders should therefore focus on building a strategy to ensure that employees are clear about the organisations as well as their own goals, focusing on an inclusive atmosphere with mental wellness as a key priority.

## QUICK ACCESS TO DATA AND APPLICATION IS THE KEY TO CONTINUE REMOTE WORKING

**TEJAS SHAH**

Deputy Director IT . Shri Vile Parle Kelavani Mandal



### REMOTE WORK – KEY TRENDS & CHALLENGES

Apart from regular VPN access, other common platforms widely used are collaboration tools like Teams, Zoom providing remote access to our internal systems is one of the challenges to many organizations. Quick access to data and application is one of the major requirements to continue remote working. Also other common areas adopted is mail access anywhere and anytime on any device for regular communication.

### DELIVERING PAPERLESS SYSTEMS

Once of the known and used systems at many places called Document Management System – DMS. Many companies still have a traditional approach to maintain papers for any future reference. Many systems have been evolved like DMS wherein one can fully scan the file/ documents and update in systems with index keyboards. For any future references, the company can directly search via keyboard and retrieve results. Online like Bill Claim , Investment Declaration , Agreement Sign-off are other major areas wherein paperless systems can be implemented to save man hours productivity and for prompt user experience.

### STRATEGIES FOR BUSINESS PROFITABILITY

As per my view, one of the key factors to consider is Adaption to change and Keep you/company updated with latest features and services. Taking this point always keeps the internal workforce involved and in turn will help the business to gain and sustain in the market.

### FUTURE OF WORK AND WORKFORCE

Looking at the current scenario, I still believe that future work will be all digital. All the services / products will be available online either via application or Web portal. We should always keep challenging tasks for our entire workforce, apart from regular nurturing for self-development; other motivational factors would be to give liberty and confidence to take decisions till closure.

Regular growth on financial perks will be base to keep the employees know that results of hard work always pays in any form.

## A STRONG GOVERNANCE MODEL OVER DATA PULL-PUSH ACTIVITY IS NEEDED

**YOGESH DADKE**

IT Leader - Global Control & Compliance, Adient Technologies



### REMOTE WORK – KEY TRENDS & CHALLENGES

Most important and primary point of impact for any enterprise architecture is a weak gateway – and we all know at home – the router's password; the broadband connection is the weakest link in terms of password protection. To address it we adapted a few cyber education sessions with our end users: with emphasis that your one wrong move can impact the business; giving a clear message that you are the business data custodians. The buck does not stop only at CISO it is at you all. We have created an internal virtual help desk to enhance some support (of course without taking home network asset ownership). For commercial comfort for end users we have provided some monthly stimulus for home internet (cover some % of the internet bill). We have also provisioned and distributed approximately 6000 odd compute platforms for the users.

### DELIVERING PAPERLESS SYSTEMS

The drive to go paperless from on boarding to off boarding is an ongoing activity. The end user experience and delight is a parameter which we have set and with scale.

### TO MODERNIZE SUPPORT WE HAVE DEPLOYED

- Chatbots : for customer support ; AI based helpdesk helped us in bring the smile at end users even during the distress moments
- Cultural diversity : program initiatives : we specially put more emphasis on it to bring the excellent cohesive approach from employees; enhance the employee bonding
- Use of AI to bring the paradigm shift in experience for Service levels
- Monthly Recognize and appreciation programs

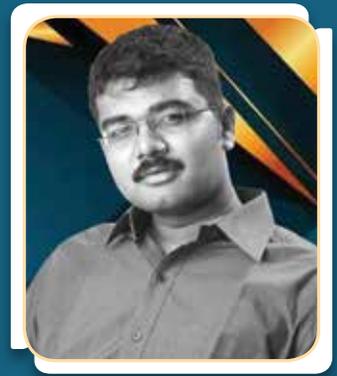
### FUTURE OF WORK AND WORKFORCE

Future workforce is reality for today, such as an example from novels – the pizza is needed right now with all toppings; not tomorrow. That means the enterprise security modules need to be in place not just at your organization perimeter also it should cover all inbound traffic. A strong governance model over data pull-push activity is needed. The future for the workforce surely will be a hybrid model and it will be as challenging as today's work from home. The collaboration innovations will play a great role in employee retention strategy, which is also one of the KPI's for us.

## REMOTE WORKING AND MOBILITY ELEVATES THE “PAPER-FREE” INITIATIVE ACROSS ALL COMPANIES

**DHANANJAY CHANDRASHEKHAR ROKDE**

Chief Information Security Officer, the Multi-Commodity Exchange of India



### REMOTE WORK – KEY TRENDS & CHALLENGES

Globally, practices starting from headhunting to candidate selection and interviews, to on boarding are being successfully performed remotely. Activities post candidate selection is also performed online. Employee IT access is also provided digitally enabled (along with policy enforcement) across scenarios depending on the scenario adopted by the organisation Bring your Own Device (BYOD) / Mobility / company provided hardware.

### DELIVERING PAPERLESS SYSTEMS

Remote working and mobility have definitely boosted the “paper-free” initiative across all companies. Dozens of copies of paper print outs are required right at employee inception. Thanks to remote working these have been converted into digital contracts. Apart from a few statutory documents there is very little scan & print.

Procurement, taxation, accounting have also reduced paper usage to a great extent unknowingly as a result of remote working and investment in digitisation. All vendors, and 3rd parties have started honouring electronically signed contracts, invoices and tax / GST receipts.

The paper-free experience reduces the 30-40% time of logistics, adds efficiency and helps to inculcate the digital signatures into the ecosystem. People don't have to travel to & fro just pick up or drop a document.

### STRATEGIES FOR BUSINESS PROFITABILITY

The workforce has now become more resilient to the pandemic, and more used to the new-norm of remote working. IT & HR play a very vital role in keeping the engagement levels high. Some of the ways to ensure that there is no drop in engagement of profitability are –

1. Fixed leadership meetings – This way the workforce never lose sight of the target. Since the leadership is physically accessible it is easy for them to get distracted
2. Continuous IT Improvement / Townhalls – IT needs to demonstrate value (however small) to all stakeholders, to show continuous improvement. IT townhalls need to be focussed on taking note of previous complaints, turning them around. IT should provide a transparent picture of projects and short-term plans that are under execution.

### FUTURE OF WORK AND WORKFORCE

1. Remote work is here to stay – Keep your teams prepared. While some companies may have resumed office – They still should maintain a Plan “B” & Plan “C”
2. Keep your employees charged up and motivated – Attrition is a HUGE challenge in such times. Ensure that due attention is given to each employee, from every department.

## FREEDOM TO WORK IS THE KEY STRATEGY FOR BUSINESS PROFITABILITY

**JAIDEEP KHANDUJA**

CTO, AccioMango



### REMOTE WORK – KEY TRENDS & CHALLENGES

The key trends, drivers, and challenges around remote work are accessibility, availability, Security, and connectivity.

### DELIVERING PAPERLESS SYSTEMS

Automation is not fully successful if UX is not taken care of well. Well defined processes are easier to automate if those are translated properly in coding.

### STRATEGIES FOR BUSINESS PROFITABILITY

Freedom to work is the key strategy. Avoid micro level monitoring and guidance. Trust fully upon the workforce. Exception handling has to be perfect. Have a good feedback and suggestion mechanism in place. Empower with accountability.

### FUTURE OF WORK AND WORKFORCE

We have seen even without physical peripherals people work, and it has worked better. So, office spaces will be cut to half. It will be shared workspaces. Visit the office only when required. Work from home as much as possible. Accountability and performance will matter most, may it be from anywhere. This work from anywhere may not apply to certain roles.

## SECURITY IS A MAJOR CHALLENGE TO MANAGE AND MAINTAIN APPLICATIONS ON THE CLOUD

**CHITRANJAN KESARI**  
CIO, Ahuja Hive



### REMOTE WORK – KEY TRENDS & CHALLENGES

As per our company prospective, we also adopted work from home culture during lock down and we have recently started working from the office. The adoption of remote work had been already growing at a fast pace in the last few years and the Covid pandemic lockdown restrictions worldwide ended up accelerating its adoption with work from home policies set in record time across companies of all types and industries all over the world. As being industry leaders in real estate and construction we started looking for cloud adoption and during this period we moved some of our apps on cloud and SaaS based. After all, we found that security is a major challenge to manage and maintain applications on the cloud.

### DELIVERING PAPERLESS SYSTEMS

We are using our own developed apps for paperless concepts. All approvals done on that app and we successfully say that we adopted during lock down and this good work continues till date. Somehow we say that the internal office is paperless, only we print Govt. related papers and all. Due to this our productivity increased and reduced printing cost and all.

### STRATEGIES FOR BUSINESS PROFITABILITY

We also grow during this period. We have done daily, weekly and monthly meetings during this period on our app. We are closely involved and meet with our users to understand their pain points and all. We have created our own apps for health related issues and everybody working on that app for their daily health status and all. During this period we have implemented SaaS based applications. So our monitoring and involving all users is tremendous. Even during this period we have done the award function and all users are quite happy for the same.

### FUTURE OF WORK AND WORKFORCE

Work from home is going to continue, this is given an opportunity to reduce running costs and reduce some traveling time and pollution and all. This is going to help employees and employers both. This is possible due to tech initiatives done for companies. We can say, this is the future look of the office, some are at home and some are in the office.

## 'THE FUTURE WORKPLACE WOULD BE A TRULY INCLUSIVE HETEROGENEOUS WORKPLACE'

**DR. LOPA MUDRAA BASUU**  
Advisor, APAC Research Advisory Council for Cloud Security Alliance



### REMOTE WORK – KEY TRENDS & CHALLENGES

Remote work has become an integrated part of operational strategy irrespective of industry sectors to ensure effective business continuity and sustainability in a cost-efficient way. It has become a necessity of a connected digital world supported by a huge remote workforce over virtual platforms. With this change, industry evidences an increased use of – cloud, collaborative platforms, meaningful audio-visual interactions, virtual onboarding & team building, growing need of cybersecurity & data protection. On One hand it enables the organizations to address resource crunch in niche skill areas, increase productivity, work time flexibility while on the other, it throws the challenges like – unrealistic expectation from technology, tech capability over estimation, emerging technology risks, sectorial compliance, digital inequality, digital power concentration. Protecting data & managing data localization requirements are the biggest challenges of this transformational verge.

### DELIVERING PAPERLESS SYSTEMS

One needs to have a clear strategy in place to adopt and drive paperless systems aligned with business requirements to enhance the end-user experience. Striking a balance between technology risks and opportunities is the key. Smartness, Security, Speed and Simplicity are the key differentiators. Managing & refreshing virtual workspaces without interruption and enabling effective collaboration are critical without compromising the security. Above all, choosing the apt technology and platform based on the business need & vision is of paramount importance. Customization too is an important key to success.

### STRATEGIES FOR BUSINESS PROFITABILITY

Cultural change adoption strategy supported by soft skill enhancement programs aligned with virtual workspace work culture will play the key role in this changing workplace. Focus needs to shift from time monitoring to time bound quality deliverables. Enabling digital support ecosystems including man-war to empower the employees without compromising on ease of use and Security are critical success factors to keep the workforce engaged and drive a profitable business.

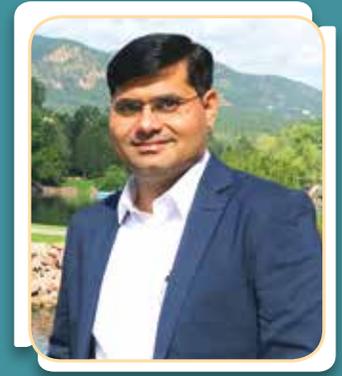
### FUTURE OF WORK AND WORKFORCE

The future workplace would be a truly inclusive heterogeneous (both virtual & physical) workplace supported by highly skilled, distributed workforce including remote, on premise & gig. Emerging technology adoption will increase exponentially to reduce human errors whereas human capabilities will be invested in strategic, tactical & innovative activities. Risk will increase manifolds and remote forensic investigation will be the biggest challenge.

## CONTINUOUS ENGAGEMENT WITH EMPLOYEES KEEPS MOTIVATED

**AVNEESH VATS**

Head-IT, Convergence Energy Services



### REMOTE WORK – KEY TRENDS & CHALLENGES

Despite the flexibility of remote working, some industries are still working from the office, while implementing variations. This is not only helping in business continuity but also preventing spread of COVID-19.

A major aspect of remote working is to provide collaboration tools. We have adopted some measures like setting up virtual private network (VPN) secured applications including shared folders, email, and e-Office, a digital solution to access and exchange of documents, and SAP, along with other office collaboration and meeting tools like Microsoft Teams.

### DELIVERING PAPERLESS SYSTEMS

Digital has become a way of working now. It is treated differently across sectors and industries. Every organization seeks to transform using various digital technologies. There is a need for every organization to not only embrace technology, but to position themselves and harness it as a tool to aid their strategic transformation.

### STRATEGIES FOR BUSINESS PROFITABILITY

We believe in continuous engagement with our employees that keeps us motivated. Here, managers play a very important role to mentor the team and ensure their professional growth. We conduct regular team meetings virtually to discuss the ongoing tasks and support each other as required.

We are organizing regular open houses for a free flow discussion between the management and employees. These discussions help in bringing unique ideas to boost productivity. We also have workplace training sessions, which have become an active part of our professional life and resulted in a great way for employee engagement. In addition, we have a dedicated training and development centre (EKC) for various training sessions. We are in the process of adopting a cloud-based Learning Management System (LMS) to help employees in self-learning and other training. The programme runs on need analysis of a particular employee, which allows them to focus on specific learning-based tasks.

### FUTURE OF WORK AND WORKFORCE

Moving to remote working comes with challenges too. We have observed that cyber security has emerged as one of the biggest threats for remote working. Organisations will need to look at digital innovation across the dimensions of people, process, data, and technology. Companies should have an existing data protection policy and a robust IT system with the necessary safeguards, including anti-virus protection and secured VPN & firewalls against cyber threats installed on the devices. This will restrict sharing of information through social media or any other platform.

## REMOTE WORKERS ARE HAPPIER AND MORE PRODUCTIVE THAN IN-OFFICE STAFFS

**AJAY YADAV**

Head- IT & SAP, SBL



### REMOTE WORK – KEY TRENDS & CHALLENGES

The adoption of work from home policies sets in record time across group companies all over locations. Office technology is usually business-grade and quick. But users' remote internet hook-up (or Voice/Data signals) may not be as reliable, and that can be a problem. Many remote workers have suffered and failed trying to work from different locations where phone coverage and internet speeds cannot meet the requirements of the job.

### DELIVERING PAPERLESS SYSTEMS

Tools like Trello, Milanote, and Miro can take the place of the office whiteboard, allowing multiple team members to contribute and update it, keeping a remote team informed of project progress. Evernote's file-sharing ability allows remote teams to share notes and documents easily i.e not require any Hard Copy. DMS implementation with Authorization level, sharing logs and Indexing keeps all relevant documents in place and accessible with Security.

### STRATEGIES FOR BUSINESS PROFITABILITY

Tools like Time Doctor, Timely and Remote One allow executives to track their time and keep to a timeline, and for those tasked with ensuring staff productivity, employee monitoring software like Monitask allows time tracking, internet activity monitoring and more.

### FUTURE OF WORK AND WORKFORCE

No matter what the challenges, take heart: Research shows that remote workers are happier and more productive than their in-office counterparts. They report lower stress levels and their carbon footprint is smaller with no commute.

People can be choosy now about who they work for, where they work, and how they work. It's time for employers to step up with strategies and technologies that make work rewarding, fulfilling and exciting with hybrid models.

# EMPLOYEE ENGAGEMENT INCLUDES THE DEGREE OF COMMITMENT OF EMPLOYEES TOWARDS THE BUSINESS

**PIYUSH SOMANI**  
Managing Director & Chairman,  
ESDS Software Solution



## REMOTE WORK – KEY TRENDS & CHALLENGES

During the lockdown in response to the COVID-19 pandemic, ESDS had taken certain interim measures. The spread of COVID-19 caused ESDS to modify its business practices (including employee travel, employee work locations, and physical participation in meetings, events, and conferences). ESDS may take further actions as required by government authorities or that we determine are in the best interests of its employees, customers, partners, and suppliers.

All of our employees worked remotely, and ESDS Data Centers and services continued to operate.

## DELIVERING PAPERLESS SYSTEMS

Even after several decades of the advent of computers, developing a paperless workspace may prove as a challenging goal for the business. In any business, the legal requirements are typically paper-based. To go paperless, CEOs must consider and address all forms of security, accuracy, accessibility, and compliance-associated issues.

With the advancement of technology & time, modern-day paperless technologies have evolved. For such concerns, our IPAS ERP has been developed as a solution for governance and planning of budgets for a state. Our SaaS offerings also include cyber attacks prevention and detection software, loan origination platforms that provide comprehensive customer information analysis to reduce credit and operational risks for loans, tracking of loans, disbursement, recovery and documentation, end to end healthcare management systems, agricultural technology ecosystems, through which farmers are connected to stakeholders, mobile-enabled end-to-end education management system, and digitization and archival of documents software.

## STRATEGIES FOR BUSINESS PROFITABILITY

We believe that employee engagement is not just restricted to whether an employee likes his job or not. It also includes the degree of commitment of employees towards the business and success. To be engaged, an employee must be driven to work hard for a common purpose consistent with the Company's vision. Engaged employees must understand their work's objectives.

For any business to succeed and flourish, one of the indispensable factors can be understanding and knowledge on how to engage their employees. If a CEO can sense the level of passion in his organization, it is our belief that he can stay ahead of his competitors.

Every business leader needs to work to ensure that his employees work with pride and dedicate themselves to overall growth. Leaders must oversee all the aspects of why and what is driving their employees to do the work.

## FUTURE OF WORK AND WORKFORCE

The past months have been disruptive and unprecedented times. It has indeed been a challenging time. This disruption of business processes was backed by the fact that the employees couldn't be close to their workplaces. However, in such unprecedented times, we witnessed a bright side. This was in terms of the development taking place in how enterprises are working.

As per the IT spending survey, more than 65% of India's enterprises have realized the benefits of opting for Cloud in terms of acquiring new clients, serving the existing customer base and achieving good profitability. ~81% of corporate organizations have adopted Cloud services in the wake of the pandemic, with the implementation of work from home culture. We need to understand that the present-day digital workplace is not just restricted to hardware; it involves the amalgamation of digital, physical, and human workspaces.

We believe that empowering peers in the workplace can play a major role in boosting employees' confidence by inspiring them to succeed at their respective jobs. This sense of empowerment could be in various forms, such as - providing a sense of trust, words of encouragement, or even providing employees with constructive feedback.

A CEO must recognize and acknowledge the efforts of their employees & nurture their talent for driving the organization's overall success. Also, to improve the organization's working culture, a CEO must attempt to create an environment that gives the employees freedom and responsibility to perform their jobs as they want.

## THE POST-PANDEMIC WORKSPACE IS CREATING A PHYGITAL OFFICE

**DIPESH KAURA**

GM of Kaspersky South Asia, Kaspersky

### REMOTE WORK – KEY TRENDS & CHALLENGES

Working from home which was in the past considered to be a perk offered by organizations, today seems to have become a norm for most business. Some of the trends, growth drivers and challenges that have evolved around the remote work culture that have been adopted by organizations include -

- Hybrid Models Taking Center Stage
- Greater adoption Of Cloud-Based HR Technology
- Improved Cybersecurity
- Remote functioning will affect performance management

### DELIVERING PAPERLESS SYSTEMS

Presently many organizations and employees worldwide are transitioning from physical documents to electronic document management systems with the hopes of constructing a paperless office. With the advanced tech readily obtainable many organizations are breaking free from their paper dependency.

With easy access to online tools, there are several ways by which organizations are taking the paperless route -

- Making use of note-taking apps in meetings
- Taking benefit of mobile apps to capture business cards
- Making use of cloud-sharing and instant messaging apps to cut down on printed memos,

Workforces more than ever before have been functioning remotely, but some still prefer the conventional structure of a physical workspace. This has resulted in the emergence of hybrid or “phy-gital” workplace: one that supports both remote and on-site employees.



## AGILITY, AVAILABILITY, CONNECTIVITY, SECURITY ARE KEY DRIVERS IN THE DISTRIBUTED WORK SCENARIO

**SAMEER BHATIA**

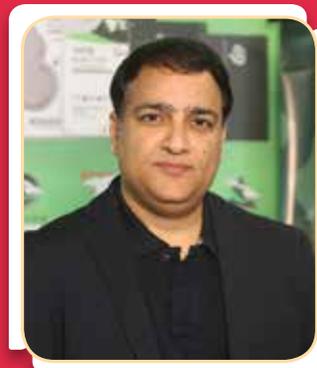
Country Manager, India & SAARC - Seagate Technology

Owing to the massive digital push that the world experienced, one thing is clear that a flexible hybrid work model is here to stay, offering much-needed flexibility and tremendous potential for businesses and employees to deliver more.

Seagate sees four key drivers that enable the critical data flows and business operations, while keeping employees productive and safe – Agility, Availability, Connectivity and Security.

While digital tools, data storage and data management have gained tremendous importance in the new normal, working from home has also brought attention to the cyber threat issues. For the businesses to protect their data from the vulnerabilities, it is essential to store data on encrypted drives.

As businesses embrace distributed deployment models, focus on data encryption and hierarchical storage – in flight and at rest – is likely to increase. Object storage will be the de-facto standard for capacity storage for quick augmentation, displacement and scaling of data. Seagate’s Rethink Data report also indicated that data growth and data sprawl are on the rise; the amount of new data created each year is growing at a CAGR of about 26%. By 2025, 44% of data created in core and edge will be driven by analytics, AI, deep learning, and IoT devices.



## ORGANIZATIONS RE-EVALUATING, RE-EXAMINING AND RECODING TALENT MANAGEMENT IN TODAY’S DISTRIBUTED WORKFORCE

**RAJESH GUPTA**

Director, Country Manager - Sales at Micron Technology

The pandemic changed things more rapidly than anything ever did before. The changing playing field for businesses presented new challenges, and almost overnight, organizations were expected to future-proof the organization for the new world of work. In integrating work, workplace and the workforce, the need for Mobility (ability to move right talent to critical roles), learning agility and ability to build capability faster and organizational change in terms of enabling improved collaboration with new ways of working, emerged as key trends for the HR function.

Building a sustainable talent marketplace along with providing employees with the right set of opportunities to grow and thrive within the organization is crucial for driving business profitability and at the same time is helping the companies to future-proof their workforce. The Covid-19 pandemic has also highlighted the significance of data, AI, and digital technologies and accelerated the future of work to NOW! The best companies in the world, those outpacing all others in profitability, revenue growth, and innovation are extremely confident in the need to reinvent HR. It is extremely important for organizations to help re-evaluate, re-examine and recode talent management in today’s scheme of distributed workforce.



## THE FUTURE OF WORK LOOKS HYBRID

**PUNEET GUPTA**

Managing Director, NetApp India Marketing and Services

For most organizations, one of the biggest drivers of remote working has been acceptance. Large-scale remote working was a concept alien to most organizations and when mandated by the impact of the COVID-19 pandemic, there was an initial resistance. However, with time the pandemic taught companies to be flexible and agile in the true sense of the term. Today, employee experience is a crucial element of business plans, and at the core of this, are leaders who are working actively to deploy tools that both meet their business objectives, and help the workforce achieve their goals from home.

In the current digitalized environment, companies have been quick to and continue to adopt Virtual Desktop Infrastructure (VDI) management tools, security resources and fully managed cloud desktops, to transform remote workplaces. With remote working, there was also a realization that processes involving paperwork were costly and inefficient. Advancements in technology have made paperless systems a reality, and this is no longer a challenge rather a norm.

Organizations will see employing a mix of work from home and office, with very few roles having to fully work from office. NetApp is evolving into a flexible hybrid work model that allows us to deliver on our strategy in helping more organizations put their data to work, while further building a winning employee experience.



## THE FUTURE OF WORK WILL CONTINUE TO EVOLVE BASED ON THE NEEDS

**SANKALP SAXENA**

SVP and MD-Operations, India - Nutanix

The pandemic has compelled IT leaders and businesses to shift to new ways of working and reconsider how they operate, innovate and empower employees working from home. In this post pandemic world, many organisations are still attempting to figure out what their future hybrid work model will look like.

### KEY TRENDS OF A FUTURE WORKPLACE

Organisations are continuing to look for solutions that provide a single, portable, and secure online digital identity for each team member, allowing expanded access to corporate systems, information, data, and applications across business entities. Online collaboration tools have become increasingly sophisticated since the pandemic, and hybrid multicloud infrastructures have largely supported this. A great strategy for business has been the shift to 'Everything as a Service' model, which means that every organisation can figure out what works for them, and also stay flexible to the needs of their people without expensive vendor lock-ins.

The future of work will no doubt continue to evolve based on the needs of clients, employers and employees. Regardless of how it evolves, hybrid multicloud will remain a great asset for empowering and engaging the workforce while providing flexibility, security and efficiency throughout the business.



## THE HYBRID WORK MODEL HAS THE POTENTIAL TO ATTRACT TALENT BEYOND CITIES

**RAHUL JAIN**

Senior Principal – People Team, Sabre Bengaluru Global Capability Centre

### THE KEY TRENDS WHICH WILL DOMINATE THE FUTURE WORKSPACE ARE –

- **Inclusivity** - Now more than ever, organisations embrace people and their WFH situation (this means being okay with sharing the backdrop of their homes, kids being on the camera).
- **Experience** - Organisations are making sure to equip employees with best-in-class infrastructure
- **Flexibility** - Organisations are providing flexibility to employees to choose where they want to work from - at office with flexible days/timings, from home within the same city, remotely from a different city

The future of work will be a hybrid model (office and remote) depending on the role. Here the employee will have the power to choose flexibility and benefits according to the choice they opt for.

- An employee working at an office may have different challenges in work life and may get total rewards according to his/her cost of living expenses.
- An employee working remotely may have the benefit / flexibility being offered, and the total rewards may be viewed accordingly.

The hybrid model may also attract talent attraction beyond cities and move to cross country attraction, depending on the need of the role, and the talent availability for the desired skills. It will also warrant countries and respective governments to come up with relaxed norms on taxation and other associated laws.



## REMOTE/HOME OFFICES ENSURE BETTER WORK AND LIFE BALANCE

**VINEET MAHAJAN**

Director-India Business – Unilumin

Organizations understand that with the adoption of technologies like Video calls, Video conferencing (VC) systems, Zoom/ MS Teams/VC263/Webex meets, daily physical presence at the office is not mandatory, visiting the office once or twice a week will serve the purpose. So a hybrid model will definitely be seen in future as something which saves time and money for the organisations as well as better work life balance for the employees.

The strategies to keep the distributed workforce engaged while also driving business profitability at the same time are -

- Morning online interaction at a stipulated time or morning conference with all workforce of a department by a department head.
- Time to time reporting to see that business objectives are properly understood and results being reviewed.
- Online training/goals meetings to have all the employees on the same page.

With the exponential scale improvement in telecom and Wi-Fi networks, we see expanded usage of VC platforms like Zoom/ MS teams/ Webex which can be easily accessed by the workforce through browsers over mobile handsets. We also foresee sharing work desks at the office or virtual offices soon. This will save money and space for organizations as well. Remote/home offices therefore enable flexible work timings which also ensures better work life balance.



## EMPLOYERS COMBINING THE BEST OF REMOTE WORK AND IN-OFFICE EXPERIENCES

**ATUL EDLABADKAR**

Vice President R&D – Genesys

The pandemic has created a workplace of the future focused on flexibility, inclusion, and empathy. In this new normal, one area where companies are incessantly striving to innovate is human capital and in recognising that in today's environment, the digital presence of a company may make or break an employee's experience, and in turn the company success.

Being a global cloud leader in customer experience orchestration, Genesys has adapted to this new working environment and provides its employees all the technology and personalised support they need to be most productive and drive collaboration, innovation, and a culture of empathy and inclusion.

The mantra for business success lies in an employee-first strategy that focuses on building an engaged, inclusive, and resilient workforce. To succeed, companies should ensure that their employee engagement strategy sits at the centre of business profitability, encompassing both innovation and CX. As we look at 2022, more and more companies are exploring new organisational structures that will support the weight of their goals and simultaneously address their employee needs. The future of work will see employers leading with empathy and understanding that the future of work is interlinked with the future of the employees.



## ORGANIZATIONS SHOULD SEE THAT THE HYBRID MODEL WORKS PRODUCTIVELY AND SUSTAINABLY

**PRIYADARSHI BHATTACHARYA**

Head HR Bangalore - Swiss Re

Organisations are defining what the 'new -normal' look like for their own operations. Most organizations are now going hybrid, or as some might call it the 'best-of-both-worlds'. The challenge in the short to medium term would be to ensure that the hybrid model works productively and sustainably. Employees who have shifted back to their hometowns or joined remotely would now be encouraged to move to their base locations.

Swiss Re believes in a way of working together that enables every one of us to feel and perform our best, whatever challenges life sends our way. This means building on tools and practices that have served us well, such as the "Own the Way You Work" approach. In addition, we also recognise the important role that our offices play, as places that can nurture our culture and collaborative spirit.

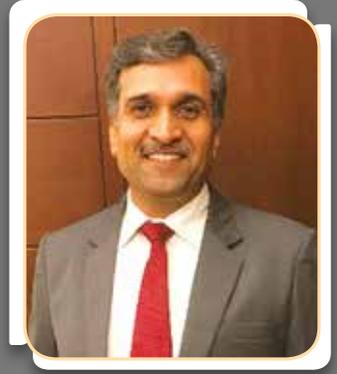
The future of work is not very different from our current experiences, as Swiss Re has established approaches towards an agile and flexible way of working before the pandemic. We remain committed to our hybrid working model and are confident that our principles will help foster even greater trust and transparency, deliver real choice and flexibility when it comes to where and how employees work, and ensure Swiss Re continues to perform over the long term.



## “A STRONG AND INCLUSIVE WORKING CULTURE WHERE ONE VALUES THEIR EMPLOYEES CONTINUES TO BE FOUNDATION OF ANY BUSINESS ACTIVITY”

**SOAMI BHATIA**

Director, Gurusons Communications



### REMOTE WORK – KEY TRENDS & CHALLENGES

In this new normal world, organisations are increasingly adopting a hybrid working model. Organisations are working towards evolving to newer ways to keep the workforce engaged in this virtual world, which poses multiple challenges like limited face to face interactions - impacting team bonding, no work life balance as the line between personal and professional life is getting blurred. Boundaries between work and mid-day breaks are not visible and informal team connects have taken a hit.

### DELIVERING PAPERLESS SYSTEMS

Adoption of newer technologies such as Secure Document Management Solutions and Unified Communications Solutions will help the processes to be automated and hence not only deliver paperless systems but also increase secure and effective communications within the organisation as well as with the customers.

### STRATEGIES FOR BUSINESS PROFITABILITY

A strong and inclusive working culture where one values their employees continues to be the foundation of any business activity. With WFH and employees not meeting face to face, engaging the workforce has become even more important in today's time. Virtual video interactions with casual conversations are critical to build a sense of belongingness among evolving teams. In these tough times, just enquiring about the well-being of the employee and his family, by the management team, goes a long way in building the right connection. The idea is to ensure that the teams stay connected virtually if not physically. In an organisation, where the employees feel as connected to the company as the leadership, profitability will follow. Motivation through rewards and recognitions, informal connects within teams, new and innovative ways to on-board new employees are just a few more areas that need to be looked into and will prove to be extremely effective.

### FUTURE OF WORK AND WORKFORCE

Looking at the current times, hybrid work style is definitely here to stay! However in these evolving times, there is a need to define new rules that acknowledge the WFH environment, give employees the flexibility to have work life balance and separate their personal and professional life while they continue to WFH. Sizeable savings on cost due to drop in operating costs/expenditure can be reinvested in the organisation in the form of higher payouts for individuals and more monetary rewards through recognition, keeping the workforce engaged.

## FOR BUSINESS PROFITABILITY, THE KEY IS TO KEEP THE ENTIRE WORKFORCE ENGAGED AND MOTIVATED

**SANJAY DUTTA**

Director – Sales & Alliances, ITS Technology Solution



### REMOTE WORK – KEY TRENDS & CHALLENGES

#### The Key Trends are:

- Hybrid working (WFH, office, café, Resorts / vacation workplace)
- Selective hours working
- Specific permanent WFH profiles explored
- Readiness for all kind of WFH / remote location scenarios
- Lots of people wanting to come back to office as usual
- Some people would want to WFH only

#### The drivers are:

Uncertainty for pandemic period of impact, people unwilling to travel and meet face to face, advantage of remote working

#### The challenges are:

In the absence of face-to-face conversations, communicating thoroughly, and effectively is the key to working well. Person to person usual relation building that we have been used to, specifically older people

### STRATEGIES FOR BUSINESS PROFITABILITY

The key is to keep the entire workforce engaged and motivated. Like in a physical office environment, Zoom virtual office has been setup for all with different departments for virtual office, we meet F2F virtually every day at the start of the day.

Availability of public declared Zoom office, which is a click away in office timings for customers, vendors and employees.

### FUTURE OF WORK AND WORKFORCE

The future of work describes changes in how work will get done over the next decade, influenced by technological, generational and social shifts. Need to constantly evaluate employee skills/lacking skills. In order to get ready for the future, it is important to have a clear idea of what skills your employees have now v/s what is needed to be future ready. It is a must to design new learning opportunities, recruit for the future, re-skill and transfer skills to say the least.

Newer avenues in which offices will work and interact / be available to the outside world, the newer paradigm becoming available to the world which would have taken possibly decades.

## “HYBRID WORKPLACE LIKELY TO BECOME THE NORM”

**NARINDER SINGH MANRAL**  
Founder & Managing Director, Enrich Data Services



### REMOTE WORK – KEY TRENDS & CHALLENGES

In many companies, determining what to do with the office is the focal point of a much larger discussion. The success of remote work has reimagined how corporate work gets done, as well as where the work takes place.

Company actions supporting remote work are bearing fruit.

Executives are ready to ramp up return to the office in 2021; employees say not so fast.

Hybrid workplace likely to become the norm.

### STRATEGIES FOR BUSINESS PROFITABILITY

- Set realistic and specific goals for your team
- Be clear about responsibilities. Delegate responsibilities to the right individuals and keep track of their progress
- Be flexible. Make sure you are regularly measuring employee engagement and analyzing the data to find out what works for your unique

workforce. Be open to suggestions and modify your strategy as needed.

- Uphold your company’s core values
- Provide opportunities for growth
- Don’t forget to assess.

### FUTURE OF WORK AND WORKFORCE

We see three actions for employers to consider in directing the forces of change:

**Imagine:** Imagine the possibilities of the future by leveraging industry-specific data analytics and insights to define your ambition and strategy for transforming the workforce for the future. Set goals for the future of work that reach beyond cost and efficiency to include value and meaning.

**Compose:** Analyze and redesign work, workforce, and workplace options that take advantage of the value of automation, alternative talent sources, and collaborative workplaces.

**Activate:** Align the organization, leadership, and workforce development programs to access skills, curate next-generation experiences, and engage the workforce of the future in long-term relationships and business leaders in new ways of working.

To do these things well, we, as employers, should activate the workforce and use technology in ways that generate broad and valuable benefits for our organizations and for society. We have the opportunity to create a preferred future for meaningful work for all.

## SECURE NETWORK SOLUTIONS CAUTIONS ORGANISATIONS - “DON’T FORGET THE SECURITY ASPECTS IN YOUR RAPID JOURNEY TO DIGITAL”

**N K MEHTA**  
CEO & MD, Secure Network Solutions



### REMOTE WORK – KEY TRENDS & CHALLENGES

Organizations have seen significant cost savings during the pandemic phase in terms of electricity, water, consumables, travel allowances, and maintenance. Therefore, organisations would like to continue to benefit from the remote work model provided it does not impact the business and productivity.

Key drivers are the ability to deliver customer service, improve sales without a need of expensive real estate and infrastructure. Measuring employee productivity, ensuring work from home does not become work for home, keep the employees motivated, smoothly replace face-to-face interaction and guidance using digital collaboration tools and yet show consistent year-on-year growth in business revenues are the key challenges.

While most of these are business and human resource related challenges, the significant technology challenge is “Information Security”.

### DELIVERING PAPERLESS SYSTEMS

ERP online, Cloud based Email and Office Productivity Suites, Customer Relationship Management (CRM), Meetings & Collaboration Suites, and Human Resource Management System (HRMS) are the business tools that will help to reach over 90% paperless systems. To ensure this works securely, Information Security layer to be added at every stage. Strong Multi-Factor Authentication (MFA), Single Sign-On (SSO), End-point Detection & Response (EDR), Information Rights Management (IRM), and Zero Trust Network are the key elements.

### STRATEGIES FOR BUSINESS PROFITABILITY

Online Learning Management System (LMS) plays a crucial role in regularly enhancing the skills of employees.

Regular video meetings intra and inter teams ensure continuity from physical to virtual world.

Employees should be educated to understand that three to four hours of travel time is saved from their daily routines. Help them to convert this time-saving into a healthy lifestyle (exercises, meditation, yoga) and increase productivity. Clear targets (both revenue and non-revenue) to be given to the team members and managers have to periodically monitor and guide to maintain consistent growth.

### FUTURE OF WORK AND WORKFORCE

There are certain industry verticals that can go 100% remote, while others may have to settle with a well-structured hybrid model. Of course, manufacturing will continue to remain 100% on-premise for obvious reasons.

Consistent enhancement of employee skills (digital or otherwise) and sound performance monitoring systems are required to empower the future workforce. We believe all customer facing activities will remain in-person and all back-office will go remote.

As a Cyber Security company, we must say “Don’t forget the security aspects in your rapid journey to Digital”.

## THE HYBRID WORK CULTURE OPENS OPPORTUNITIES FOR ORGANISATIONS

**PRASHANT JAIN**

Founder & CEO, JNR Management Resources



### REMOTE WORK – KEY TRENDS & CHALLENGES

The adoption of remote work had been already growing at a fast pace in the last few years and the Covid-19 pandemic lockdown restrictions worldwide ended up highly accelerating its adoption. We have made a lot of valuable IT infrastructure investments to support our team members in working from home. We try to conduct all our internal and client meetings through digital channels and use highly secured and reliable software to do that. For some job roles whose work depends on office resources like development and production servers, we ensure high uptime with zero scopes of intrusion by restricting access to a very limited number of people and using our very own offering (IT Security Services) on the servers. We have also invested heavily in cloud technologies to ensure that the work deliverables are not impacted in any way.

### STRATEGIES FOR BUSINESS PROFITABILITY

Let's unpack some widely used and effective employee engagement strategies:

- Every company has its set of core values. By consistently promoting your company's core values to the entire team, you'll create a cohesive positive work culture and encourage your employees to form an emotional connection to your organization.
- Providing employees opportunities to grow their skillset keeps them engaged.
- Regularly showing employees that you recognize and appreciate their efforts is a simple gesture that goes a long way in making them feel valued.
- Bringing employees into the fold as frequently as possible is a highly effective employee engagement strategy.

### FUTURE OF WORK AND WORKFORCE

The future of work is hybrid if not completely remote. To enable the workforce, companies are investing heavily in work from anywhere setup for employees. On one hand, it has helped companies save costs on physical infrastructure and rent among other amenities but also need to spend on hardware costs for each employee on the other hand if not done already. It also enables companies to hire talents from regions beyond their typical hiring zones and get immense value on that front. From a security standpoint, companies are investing in improving their server architecture, moving all their data repositories to the cloud, maintenance of access being done very diligently, maintaining and monitoring logs, signing up for long term contracts for IT Security Services to better prepare themselves for unforeseen circumstances.

## “DATA ANALYTICS HELPED US WITH UNDERSTANDING BUSINESS TRENDS AND HELPED IN IMPROVING PERFORMANCE AND PROFITABILITY”

**RAJIV KUMAR**

MD & CEO, Proactive Data Systems



### REMOTE WORK – KEY TRENDS & CHALLENGES

While many big technology companies like Facebook, Amazon, Twitter have told employees to work from home indefinitely, many companies also believe that there should be a mix of remote working and work from office. Though the remote working culture has been there before COVID hit the country but it was not that common. While many companies adopted it quite well and quickly with technology enhancement, others took a lot of time. Cyber security was one concern that arise with remote working and cyber security trend will continue to grow. Companies today are thinking more strategically while making investment in cyber security than before. Another challenge which was common across all sizes of companies was how to track employee performance.

### STRATEGIES FOR BUSINESS PROFITABILITY

We made strategies on departments that were affected the most during business slow down. Employee skill development was done to help them adjust with new normal. Strategies were made to retain old customers by following life cycle approach. Regular customer assessment is done to understand their business vision and objective behind purchasing a solution and help them to achieve the most of the solution. Separate customer relationship management team is made to strengthen customer relations. Data Analytics helped us with understanding business trends and helped in improving performance and profitability.

### FUTURE OF WORK AND WORKFORCE

Increase of hybrid working: While with remote working employees are able to give more time to family, find better jobs and utilize travelling time to something useful they are also missing team touch. Statistics show that hybrid culture will be new normal with many companies now and people today want best of both worlds (remote and office working).

**Data collection:** With remote working most of the organizations are deploying digital tools to collect data relating to employee productivity which includes virtual clocking, monitor usage and internal and external communications through various channels.

**Flexibility in hiring workforce:** Most of the companies are replacing full time employees with cognizant workers. Companies are also open to hiring best talent even if that involves employees working remotely.

**Redefining workplace:** With remote working, employees will visit office mostly for meetings and team building. Changes in technology will happen wherein companies will need tools to collaborate with team members, cloud storage to share and keep documents and improvement in security policies so that documents can be shared internally and externally without security leaks.

**Upskilling and reskilling of employees and business process:** Digitization of business processes will involve AI and ML which will involve hiring of skilled workers who can meet growing business demands. Training of employees needs to happen to make them aware of new tools and their usage.

## “WORKFORCE NEEDS A LOT MORE ENGAGEMENT AND EMOTIONAL SUPPORT WHEN THEY WORK FROM HOME”

**L ASHOK**

MD, Futurenet Technologies



### REMOTE WORK – KEY TRENDS & CHALLENGES

Our clients in IT/ITES, education have fully adopted WFM. The security of data and productivity of the people were the biggest challenges. We have AI / ML in some solutions to avoid impersonation. For productivity many third party solutions were added to provide visibility.

### DELIVERING PAPERLESS SYSTEMS

Digitization and digital transformation goes hand and glove with each other. Few solutions we have done during Covid-19 were in this line which have increased productivity and helped customers to save upto Rs 1.5 crores per annum.

### STRATEGIES FOR BUSINESS PROFITABILITY

Workforce needs to be motivated in many ways. Clarity in work to be delivered and flexibility will make them perform to the best. When we have a stable and competent workforce then that will drive the profitability automatically.

### FUTURE OF WORK AND WORKFORCE

I think Hybrid will be the way forward. Some critical 24x7 operations may still need to be operated from the data center. Except few critical and geo dependent roles need physical presence. Other than that others can WFM. Workforce needs a lot more engagement and emotional support when they work from home. Also organizations have to do a lot more to bring in the sense of belonging to the organizations.

## ORGANIZATIONS MUST ADOPT TECHNOLOGIES SO THAT EMPLOYEES CAN WORK FROM ANYWHERE, FROM ANY DEVICE AND WITH MAXIMUM SECURITY CONTROLS

**S.T.MUNEER AHAMED**

Managing Director, DigitalTrack Solutions



### REMOTE WORK – KEY TRENDS & CHALLENGES

#### The Key Trends:

- Flexible Work Culture is new and will stay for a while or forever.
- Remote working has been adopted by all, many were not ready, tremendous pressure on internal IT Team for enabling the same
- Employees face a lot of challenges as well in the changed scenario, with less access to everyday expectations, as was there in the office environment.

#### The Drivers and Challenges:

- Wellness of employees
- Learning and performance management
- Recognition of employees and motivation issues
- Strategic communication
- HR policies needed a big overhaul for remote users

- Isolation between leaders and employees created a lot of challenge
- Security and IT Access Requirement challenges
- Work life balance issues
- Unplugging after work is a challenge in remote work culture

### DELIVERING PAPERLESS SYSTEMS

Being paperless is a big initiative taken by numerous organizations for their internal employees as well as customers. This enables digital journey for many, and also adds to the environment we breathe in. Lots of initiatives needed to be taken up by IT, HR, Admin, Management teams for reaching near paperless status for many customers. Most organizations, including law firms, were immediately forced into a remote working environment. Hence immediate arrangement for the same had to be done by the organizations, starting from Digital Certificate Based Documents, Document Classification, Data loss Prevention techniques, IT Security Controls etc.

A successful Organization should enable the following as controls, not limited to these though.

- Remote Connection Techniques – Secure VPN
- Cloud Adoption
- IT Access Security, and Authorization
- Multifactor Authentication
- Employee Productivity Monitoring Systems
- Communication Security Including Email, Video, Collaboration Tools

### STRATEGIES FOR BUSINESS PROFITABILITY

Continuous communication, collaboration is the need of the hour. Managers and leaders should improve their communications with the employees with actionable insights. Periodic recognition and motivational activities are a must. Monitoring productivity is key, which in the long run will help in driving profitability of the organization.

### FUTURE OF WORK AND WORKFORCE

This is a volatile environment we are now in, and it is tough for assessment what future workspace is going to be like. This differs for different verticals also. However, a flexible and remote working environment is going to stay and organizations should plan for such actions well in advance. It might be a mix of remote and onsite work culture. Organizations should change themselves with technologies where employees can work from anywhere, from any device and with maximum security controls in place.

## BYOD TO BE THE DRIVER OF FUTURE WORKFORCE HIRING

**DEEPAK JADHAV**  
Director, VDA Infosolutions



### REMOTE WORK – KEY TRENDS & CHALLENGES

Most areas of operational IT are taken care of, initial hiccups also taken care of and employees are almost got used to remote work culture but few challenges with regard to IT security are still a challenge while protecting the data.

### DELIVERING PAPERLESS SYSTEMS AND ENHANCING END-USER EXPERIENCE

One cannot enhance productivity by digitising few applications as most applications are interlinked so all related applications need to be digitised so as paperless systems can be adopted easily and meaningfully, random selection of applications for paperless systems will not give any fruitful results.

### STRATEGIES FOR BUSINESS PROFITABILITY

Newer strategies to get employees engaged and motivated are required and that can be done by routine video calls with smaller groups and putting healthy competition among smaller groups to ensure the team is engaged in every aspect.

### FUTURE OF WORK AND WORKFORCE

Initially, it was difficult to change the working style/culture of the workforce from on premise to remote but new fresh hires will get oriented from day one and they will get adjusted to the culture of remote working quickly. The difficulty that most are facing while working from home is insufficient space or non-availability of a proper working desk in metro cities at home, while other cities face issues of internet connectivity, electricity etc. BYOD will be the main driver in future workforce hiring so those well equipped with their own laptop/desktop and conversant with handling applications remotely will be given weightage along with skill.

## “WORK WILL BE HYBRID AND MORE ASYNCHRONOUS THAN EVER BEFORE”

**PRASHANTH S**  
Co-Founder & Director, Quadrasystems.net



### REMOTE WORK – KEY TRENDS & CHALLENGES

Without doubt, the future of work is hybrid. Recently surveys have shown that more than 70% of the workforce wants to continue remote work in some shape or form. The current remote working scenario was forced on us by the pandemic, but it has worked well beyond everyone's expectations. There are obviously a few challenges such as productivity in certain scenarios, social interaction, security and privacy, among others. The elephant in the room that no one is talking about openly is attrition – and this is why you are seeing a sudden push by many companies to bring their workforce back to office. People feel that bonding and identification with organization values does not happen well with WFH. Remote work is a new paradigm for everyone, and the whole ecosystem has to evolve for it to reach maturity. I feel we have to embrace the best of both worlds.

### DELIVERING PAPERLESS SYSTEMS AND ENHANCING END-USER EXPERIENCE

Automation is driving massive improvements in efficiency and speed across organizations. Workflows and bots are making short work of what used to be lengthy processes, and this eliminates human errors and bottlenecks while increasing accuracy and reducing costs. There are several automation platforms on the market today. Low code / no-code platforms are helping to democratize access to tasks that once needed programming expertise, and this means that the number of developers is now higher than ever before. Automation bodes well for the employee as well as the end consumer who benefits from a great customer experience.

### STRATEGIES FOR BUSINESS PROFITABILITY

I think it is all about culture—if you have a strong, resilient culture that helps employees visualize and achieve their aspirations while being aligned to company vision, then the most important job is done. It is only when employees cannot relate their daily work to what the company wishes to achieve, or what they would like to do, the problems start. I know this is easy to say, but very, very hard to implement. But this is the only long term, durable solution that we have.

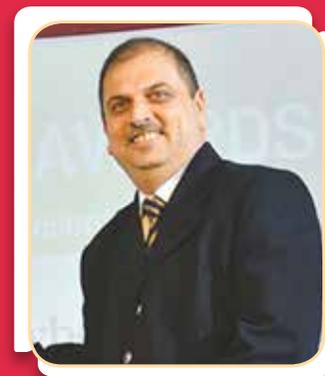
### FUTURE OF WORK AND WORKFORCE

Work will be hybrid and more asynchronous than ever before, and this will enable organizations to tap into talent anywhere in the world. We will move from time based measures to outcome based measures – and that is what will really make the difference, since time based measures of work are remnants from the early industrial revolution. And we will go beyond remote work as we see it today—just as the whole world was getting used to video calls, we now have the metaverse upon us. I mentioned earlier that 70% of people want remote work, but surprisingly, the same number also wants more social interaction. Some of this is going to be fulfilled by modern meeting experiences— newer AR and VR technologies are sure to make meetings more exciting and immersive. Employee experience initiatives will need to adapt to reflect this new reality. Offices will become more like ‘resorts’ – places where you go to interact with your co-workers. There will be fundamental changes in org structures, as middle management becomes a little less relevant in a tech driven, automated world. Work in the future will be what you do where you are, and not a place you go to. Technology advancements are augmenting human capabilities without impacting work-life balance, and bring out the best in productivity.

## REDUCED PERSONAL TOUCH FOR CUSTOMERS AND EMPLOYEE ATTRITION: KEY CHALLENGES OF REMOTE WORK

**JITEN MEHTA**

Chairman & Managing Director, Magnamious Systems



### REMOTE WORK – KEY TRENDS & CHALLENGES

One of the key technologies enterprises have adopted is Work from Home with a lot of restrictions and of course along with employee performance monitoring tools. The challenges that customer faces are personal touch are getting reduced and employee attrition has increased. Organizations moved onto cloud and invested a lot of money in cyber security and data security.

### DELIVERING PAPERLESS SYSTEMS AND ENHANCING END-USER EXPERIENCE

With Virtual Desktop and digital signature paperless systems can be delivered.

### STRATEGIES FOR BUSINESS PROFITABILITY

The strategies are:

Regular engagement and monitoring of workforces' work habits.

Giving them regular breaks for the work and personal life balance.

### FUTURE OF WORK AND WORKFORCE

It will always be a hybrid model, keep motivating the workforce with some or other incentive, soft skills and other training. Involve the family also.

## UMBRELLA INFOCARE ADOPTS PAPERLESS HR PROCESSES DURING PANDEMIC

**ARPANA JAISWAL**

HR Head, Umbrella Infocare



### REMOTE WORK – KEY TRENDS & CHALLENGES

The first quarter after we resumed remote work setup was difficult for us. Quite a lot of them were unprepared. We had to call them regularly to bring a routine and communicate to them that they had to follow the same work routine at home as they used to during their regular office shift. To regularize attendance as this is an activity tied to payroll, we sent out reminders everyday for people to check in and check out. This helped streamline attendance during remote work periods. Another big challenge was getting them to attend meetings on Teams or other meeting platforms with internal teams and customers. We persuaded them to start getting on calls and shared the steps for using Teams via email.

### DELIVERING PAPERLESS SYSTEMS

Before the pandemic lockdown, all our HR processes were paper based and were manually reviewed by our Founder Director. And it was very difficult for us to move the file system to paperless all of a sudden. We thought about it and using soft copies of employee information we had collected; we moved the file system to an online repository. We also began using the Zoho People app for HR processes, sharing files, and sending notifications. For this we uploaded all user data to Zoho.

The entire process was challenging and took us about two to three months but it's now running smoothly, and our employees can easily access information and manage their attendance as well. They can also view their appraisal feedback and increments based on reviews. We have a transparent and automated system now.

Once we adapted to online and paperless setup, all processes from issuing confirmation letters through Zoho, updates on salary, bonuses and reimbursements have been timely and effective.

### STRATEGIES FOR BUSINESS PROFITABILITY

Our approach is that when employees have a strong sense of belonging and are appreciated, it goes a long way in contributing to productivity and efficiency. During the Covid-19 pandemic, we had quite several online events to motivate and support our employees.

Most importantly, when other companies were letting employees go during the lockdown, we never let anyone go in the context of the pandemic. On the contrary, we hired actively during the pandemic, both lateral and freshers, and considerably increased our workforce. There was no change to increments and appraisals and our employees were highly satisfied with our pandemic outreach efforts according to a survey we conducted.

We believe these efforts combined with trust ensured efficiency and productivity, which drive business profitability in turn.

### FUTURE OF WORK AND WORKFORCE

Now, after our pandemic learnings, we are open to fully remote work for jobs that have less dependency on the workplace. This has widened our ability to hire good quality resources. Our plan is to achieve a strength of 500 by 2023.

We will continue to work on building trust, providing good opportunities for growth, robust training and guidance and focus on increasing our brand visibility to make Umbrella Infocare a great company to work for.

## THOUGH THE WORK-FROM-ANYWHERE MODEL TO CONTINUE BUT THE OFFICE ERA IS NOT OVER YET

**RAJESH MADAN**  
Chief Operating Officer, ABS India



### REMOTE WORK – KEY TRENDS & CHALLENGES

As the pandemic begins to ease, many companies have/are planning a hybrid combination of remote and on-site working, in which some employees are on premises, while others work from home.

The new model promises flexibility and increased productivity for individuals and for organisations as well. However the road ahead might be a bit different than what currently is visible while mixing virtual and on-site working despite its current success.

### DELIVERING PAPERLESS SYSTEMS

Going paperless can help organisations and users becoming more compliant. Paper processes expose the company to potential liability due to a lack of security or lost paperwork. On the other hand, EManaged documents possesses security measures and other features that ensure critical information is protected. We need to explain these digital features to our colleagues as well as our business partners in order to convince them.

### STRATEGIES FOR BUSINESS PROFITABILITY

The strategies are:

- Be realistic on the business goals.
- Remain clear about responsibilities and make others also clear about them.
- Be flexible, open to constructive feedback.

### FUTURE OF WORK AND WORKFORCE

COVID-19 has taught the entire world some valuable lessons that will shape the future of work and associated workforce in many ways – from finding new ways to connect virtually and still doing and managing business. The work-from-anywhere model may be here to stay, but that does not mean that the office era is over.

Majority of our employees want to return to the workplace after initial six to seven months of work from home as they were missing the in person connection and collaboration which was there in pre COVID-19 era.

## “THE FUTURE OF WORK WILL BE DEPENDENT ON SEAMLESS HUMAN-MACHINE COLLABORATIONS”

**GURPREET SINGH**  
MD, Arrow PC Network



### REMOTE WORK – KEY TRENDS & CHALLENGES

Monitoring employees and ensuring productivity is one of the biggest challenges that organizations are facing with regards to remote work. Even before the pandemic, businesses had been grappling with this challenge and had been increasingly implementing non-traditional employee monitoring tools. This trend will be accelerated by monitoring of remote workers and the collection of employee health and safety of data. Companies will start using various methods such as virtual clocking in and out, tracking work computer usage, and monitoring employee emails or internal communications/chat. In addition tracking employee engagement and well-being will also be essential and allow companies to understand the employee experience.

### DELIVERING PAPERLESS SYSTEMS AND ENHANCING END-USER EXPERIENCE

It is easy to say why transitioning to paperless systems is beneficial for companies. However, ensuring that this transition is seamless and boosts productivity is not as straightforward. In order to make a successful transition to paperless systems it is essential that your company identifies and implements the right tools and processes. Another challenge that arises is ensuring that all employees understand the new systems and adhere to them. Therefore it is essential that companies communicate the changes in an effective manner and ensure employees receive the required training.

### STRATEGIES FOR BUSINESS PROFITABILITY

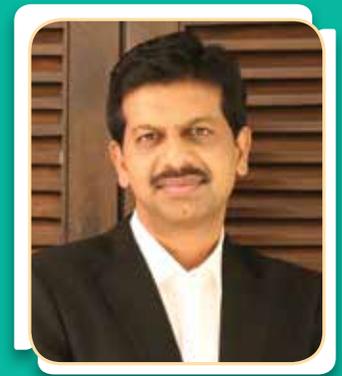
In order to be truly engaged, employees need to establish a sense of belonging to your organization. Establishing a code of values and striving to uphold them is an essential component in helping them achieve this. By having a set of values at the heart of your company culture you will be able to create a cohesive positive work culture and encourage employees to form an emotional connection to your organization.

### FUTURE OF WORK AND WORKFORCE

Although the jobs of the future will be more data-driven and machine-powered than in the past, they will still require human skills in areas such as interpretation, design, communication and problem-solving. The future of work will be dependent on seamless human-machine collaborations shifting our understanding of work from task completion to managing human relationships and solving problems. To ensure all of this happens successfully, we will have to develop the training our workforce needs to take on these new roles and assignments and to change the way we conceive of work. Organizations will have to guide their workforce through this transforming landscape and provide resources that allow employees to obtain skills that help them ensure a long and successful career.

## HYBRID WORK CULTURE: THE MOST ADOPTED ONE

**SAIRAMAN MUDALIAR**  
Director, Pentagon System & Services



### REMOTE WORK – KEY TRENDS & CHALLENGES

As the pandemic situation has come to reopener mode, the companies have started working in the hybrid culture, the most adopted one. While organisations are trying to adopt the new normal – hybrid work culture, remote working has helped them to focus more on their productivity rather than the work environment. Multiple Software solutions have eased the work operations and have focused on the performance enhancements.

### DELIVERING PAPERLESS SYSTEMS

Organisations today have the potential to modernise the workforce through digital native platforms. System Integrator organisations like us have always been adoptive and have started transforming our customers' IT operations to performance driven, seamless to keep their focus on employees engaged and productivity. By outsourcing their IT services to partners like us has reduced their cost from one time huge investments to monthly subscriptions. Cloud based Unified communications solutions have eased the remote work.

### STRATEGIES FOR BUSINESS PROFITABILITY

Diversifying the current work culture with the new normal one like recognition and appreciation. Timely training and certifications on the latest skills and its developments and most importantly allow feedback on improvement.

### FUTURE OF WORK AND WORKFORCE

As mentioned earlier, the new normal or the future of work would be the hybrid culture, employees will always want organisations to create work flexibility.

## “FLEXIBLE” – THE FUTURE OF WORK

**VIPUL DATTA**  
CEO, FutureSoft Solutions



### REMOTE WORK – KEY TRENDS & CHALLENGES

Remote work has introduced a new layer of independence and accountability within employees that has in its own way boosted productivity. The ability to work from home gives everyone a chance to work on their own terms which can create increased personal fulfilment in reaching work goals. Employees have also gained a sense of balance in work v/s private life and leveraged the trust shown by employers.

At the same time this facet of the WFH model can lead to a decline in performance if the employee needs the typical office environment to thrive. The negative outcome has been a rarity in our organization's experience but the lack of face to face interaction with colleagues, especially for new joiners, is one challenge that we wish to overcome.

### DELIVERING PAPERLESS SYSTEMS

Effective implementation of tightly integrated workflow mapped with technologies such as e-sign and digital authentication enable today's organizations to achieve improved productivity. More importantly, this productivity is attained without compromising on the compliance and accountability in absence of paper work. We have implemented a single sign on clubbed with E-sign/Digital signature to not only reduce the paperwork to near zero but also enhance our compliance and accountability standards. This has reduced multiple steps in the processes used previously and consequently enabled users to securely complete the job at hand.

### STRATEGIES FOR BUSINESS PROFITABILITY

The most important gesture for an employee in the WFH model is to feel trusted and then as a result empowered to give their best to the organization. The act of assigning a task but leaving the how, when, where entirely upon the decision making skills keeps the employee engaged with the process and outcome as the level of individual involvement increases. Another strategy is to assign well defined roles and goals for each individual. While spoon feeding the means to a goal is not needed, clearly showing the final picture and how each team member can contribute to that final picture is integral. Without the tangible setting of an office and face to face interaction a clear image for each individual is what will encourage appropriate engagement and collective achievement of goals such as profitability. To ensure our continual progression towards these goals we review our team members on predefined key parameters periodically. This acts as a go to structure for everyone to sustain performance according to organization's standard.

### FUTURE OF WORK AND WORKFORCE

The past few years have taught us a lesson about adaptability. If there is one word to describe the future of work it is; Flexible. A lot of organizations and individuals realized that success and even the ability to work depended on their capacity to adapt to the new world of working from home. While we predict that the future will be a new synergy between office and work from home life to create a hybrid work structure, we should actually focus on becoming flexible. The future workforce needs to be enabled in a way in which they can assess any obstacle, opportunity or situation to work around it in a way that serves their purpose as a professional and team player.

## HYBRID WORK MODELS ARE THE NEW IMPERATIVE

**KAUSAMBI MANJITA**  
CEO & Founder - Mason

Mason has been a fully distributed team since inception. As modern day teams and folks embrace lifestyles that allow them to work no matter where they are, the remote is the way forward for teams as they intend to scale. It does come with its own set of challenges though.

In the coming days, as teams adopt hybrid models for work, tools that enable creators and individual members to collaborate better will be a major driver for growth. And the expectation from these tools is no different from the consumer tools we use every day. They will be no-code, experience-first, and connected.

When it comes to remote work, there's a very human aspect around your team. Being able to understand what your teammates are going through in their own environment while working remotely - will be critical to productivity. After all, more than just a workplace, your company is also a tenet for your people.

A few strategies that worked for us-

- Set up casual hangouts and remote brainstorming sessions every now and then
- Encourage side projects to promote innovation at work and diversity in thinking
- Calling out the best performers and sharing kudos even in an online setting. People like being appreciated and taking the time to acknowledge and appreciate their efforts goes a long way in maintaining an engaged team.



## THE FUTURE OF WORK IS GOING TO BE DISRUPTIVE, VIBRANT AND ENERGETIC

**RAJIV BHALLA**  
Managing Director - Barco India

While many companies found it difficult to adapt to remote work at the outset, the year gone by has helped organizations to adopt a more hybrid workstyle. As a company engaged in different verticals, Barco has transitioned to the hybrid work model as it best suits our needs. One of the major trends we have noticed in the workplace is the fact that employees prefer flexibility - they want to work from the office a few days a week, while also enjoying the option of remote work when needed.

During the remote and hybrid work stages, we have taken consistent efforts to keep our employees engaged and productive. We also have an employee assistance programme, or EAP, to help the staff in tiding over all difficulties related to the hybrid workspace. Regular communication, transparency, and team building activities are also ensuring that employees remain business driven and help bolster the company.

Barco has undertaken various initiatives to empower the future workforce, starting from completely re-imagining a part of our India office premise. After a year spent working from home, our employees returned to an office which maximized the "feeling of space" and "visual connectivity" through a visual axis that connects different parts of the office together. We are taking all possible steps to create a workplace which is in line with this ethos.



## TECH MAHINDRA BELIEVES IN EMPOWERING EVERYONE TO RISE

**HARSHVENDRA SOIN**  
Global Chief People Officer & Head - Marketing, Tech Mahindra

Tech Mahindra believes in 'wellness before business' and employee wellbeing continues to be among its topmost priorities. At the onset of the global crisis, it prioritized employee health and wellbeing, adopted social distancing norms, and leveraged new technologies to ensure a seamless transition. The well-defined 'Work from Home' guidelines and 'Daily Work Management' practises were already in place to analyze employee productivity using collaboration tools and platforms.

Tech Mahindra believes in celebrating each moment and empowering everyone to Rise. It believes in keeping the conversations going and communicating with all the stakeholders, whether it is its associates, customers, or the society at large. Tech Mahindra's wellness partners and internal learning teams have conducted many virtual programs with associates on how to reduce anxiety and work around uncertainty. It is also communicating regularly with them through employee resource groups and other corporate communication channels to mentor and motivate them; be it about new business wins, customer accolades, or inspiring stories. Few of the initiatives such as appointment of a wellness officer, curating 'wellness Wednesdays', and arranging virtual coffee meets to remain connected, are simple efforts which reiterate Tech Mahindra's belief in 'Wellness before Business' and underscore its commitment towards ensuring holistic wellness of its associates.



## IT IS IMPORTANT TO ENSURE EMPLOYEE PRODUCTIVITY IN THE EVOLVING BUSINESS DYNAMIC

**SANJEEV VERMA**  
SVP – HR, CS, EHS, STT GDC India

Around 20 months ago when things had to shut down overnight, we were faced with the challenge of shifting our work to a complete remote network. More than 60% of our staff form a crucial part of DC Operations management and project function and are required to be present at data centres to allow smooth functioning.

To prevent our employees from burning out, we encourage them to maintain a healthy work life balance and take time off every month to rejuvenate and destress from work. Moreover, we actively launched virtual happy hours to enable informal catch-ups and culture building. We have also renewed focus to provide a tailored employee assistance program to address any professional or personal issues that an employee might face. Physical and mental wellbeing webinars, healthy heart etc organised from time to time.

In order to create an environment that nurtures our people to reach their highest potential, we have many up-skilling and right-skilling programmes available that offer a blend of technical and behavioural learning opportunities. On average, every employee at STT GDC India has been engaged in 32 hours of training over the last one year and the ratio of technical training vs soft skill training was 60:40. In addition to this, we have also created an HR connect program to facilitate a one-on-one conversation to understand the barriers an employee is facing and how HR can help remove those to ensure productivity.

Another key element to empower the future workforce is by creating inclusive teams spread across the country. Having a team of diverse and inclusive members is the most sought after fundamental which results in positive growth for any organization. Therefore, we are witnessing a shift in our policies which further transcends into the company's mission and vision to create a more inclusive spread workforce. We have created robust programmes for mentoring women to transition into their core roles in the data centre and we are proud that we have witnessed a 16% rise in female employees in the last three years. In fact, ours is the only local colocation service provider to have women in operational roles.



### PRODUCT OF THE MONTH

## Cadyce brings high-speed HDMI fiber cables with Ethernet

Cadyce launched their most efficient assortment of high-speed HDMI fiber cables with Ethernet – CA-HDCAB70 and CA-HDCAB100. Both these cables are a synonym of sheer excellence and quality.

Cadyce acknowledges the diligence of consumers towards eye-pleasing picture quality. Therefore, these cables are a perfect concoction of a fabulous viewing experience. They support a maximum resolution of up to 4K@60Hz with the added advantage of full HD and 3D. With resolution dynamics like these, encounter real-life and non-pixelated picture quality like never before.

Besides, Cadyce has not compromised on the durability parameters. Both CA-HDCAB70 and CA-HDCAB100 flaunt 24K gold plated connectors to curb the signal loss. These cables adhere to HDMI 2.0, which supports a maximum bandwidth of 18Gbps. Further, this bandwidth helps exhibit 4K video resolutions at a higher frame rate complementing the experience with detailed color information contrary to previous HDMI versions. Besides, HDMI 2.0 is a boon for an enchanting audio experience.

Both CA-HDCAB70 and CA-HDCAB100 have the feature of Audio Return Channel. This functionality sends audio data from the television to the AV receiver or speakers. It ascertains that a single cable can ably send audio data, and there is no need to have a separate one. Not just this, but these single cables are equipped with a plethora of other specifications like an Ethernet channel. With CA-HDCAB70 and CA-HDCAB100 by your side, discard a traditional Ethernet cable because they elevate the entertainment quotient with bounties like internet connection sharing, accessing home entertainment networking for HDTVs, gaming consoles, and so much more.

One of the team members of Cadyce added, “Over the years, HDMI cables are progressing at a tremendous pace. Unquestionably, Cadyce has kept a tab on this progression and similarly designed HDMI cables infused with superlative performance. These cables are a perfect companion to satiate current ultra-high-definition 4K products. Besides, the length of CA-HDCAB70 and CA-HDCAB100 are the prime protagonist, which comes in 70 and 100 meters respectively. We want to offer the finest quality to our customers. Therefore, we perform comprehensive testing to ensure that the products fulfill our quality parameters. Amid this, only efficient and durable products pave the way in the market. Therefore, we assure you that all the products available on our online store and offline have undergone tedious quality checks to provide a satisfying experience to all our national and international customers!”



# ECS launches Superior Performance Mini PC – LIVA Z3& Z3E

Elitegroup Computer Systems (ECS) has introduced the high performance, power efficient and multi-tasking mini PC – LIVA Z3& Z3E. They build in powerful and multi-functional Intel Jasper Lake Pentium & Celeron processors with up to 16GB DDR4 dual-channel memory technology, and expandable through the M.2 socket to meet various needs. LIVA Z3 & Z3E also equipped with the latest 802.11ax technology to effortlessly support your wireless connection. They support dual-screen output via HDMI 2.0 and mini Display Port both up to 4K high-quality resolution. It is not only suitable for commercial office, remote office, online learning and home entertainment, but also an alternative option for smart digital signage, smart education and self-service kiosks and so forth to broaden business!

## Desktop-grade performance

The LIVA Z3 & Z3E feature Intel Pentium & Celeron processors, up to 35% higher processing power than the previous generation. They adopt eMMC 5.1 128GB as the storage capacity and DDR4 dual-channel 16GB memory, which accelerate system performance and improve response speed as well. Furthermore, the M.2 PCIE 2280 interface for SSD and 2.5" SATA interface for HDD/ SSD assist users to easily tackle the daily tasks by experiencing a compact PC.



## Ultrafast Speed Environment

With latest wireless technology, 802.11ax, the transmission speed excels up to 10 Gbps and increases 40% on performance, providing users to enjoy the convenience of a fast-paced world anytime. Besides the wireless network, LIVA Z3 & Z3E provide a Gigabyte LAN port (RJ45) for stable Internet connection. The all-round network configuration and advanced Bluetooth 5.0 assist users to surf on the internet without latency, and establish a home-like studio in the limited space.

excellent audio-visual experience. This systematic deployment best suits various business types including video conferencing, digital advertising, information broadcasting and more in a variety of applications. The LIVA Z3 & Z3E help facilitate your flexible setting of devices at the office, and it's also a good choice for you to build up a home theater.

## Doubles Your Horizons

Standard HDMI 2.0 and mini Display Port can be hooked up to different displays with 4K resolution at the same time. LIVA Z3 & Z3E support amazing 4K resolution at 60 fps to bring users an

## Comprehensive high-speed ports

LIVA Z3& Z3E configure USB 3.2 Gen 2 Type-C with the incredible efficiency of 10 Gbps transmission rate. Users can clearly feel how easier and faster data transmits than before. In addition, LIVA Z3 & Z3E also equipped with three USB 3.2 Gen 1 and A USB 2.0, abundant ports can meet all the needs of users.



InterraIT is a global technology solutions company providing customized software solutions to Fortune 500 companies worldwide. InterraIT prides itself on harnessing to deliver world-class quality services and ideas. Our association provides every client a clear proposition; assured success and tangible business progress. InterraIT prides in its functional expertise and its domain knowledge in some of the most demanding sectors like Mortgage, Banking, CRM, Retail.

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# TECHNOLOGIES AND TRENDS 2022

Multi-Cloud Environment



Zero Trust Security Model



AI for Cyber Security



Hyperscale Datacenters

Hybrid workforce



Network-connected devices



## KEY TECHNOLOGIES AND TRENDS TO IMPACT 2022

The year 2021 was an unusually a different year. It changed the world and impacted everyone. Businesses around the globe faced situations they had never witnessed earlier. As we are approaching 2022, it's important that organizations remain cognizant of emerging trends.

India is expected to be a 10 trillion dollar economy in a few years. Banking & fintech are going to play a big role in achieving this. Multiple fintech ventures have taken the opportunity in 2020 to launch and implement various innovations for consumer growth. This in turn has led to a stronger partnership between the banking ecosystem and the Fintechs.

New technologies give rise to innovative business models and products by simplifying the mechanics of data-sharing across and between organizations. We live in an era of everything connected and the consumer marketplace is no exception. Businesses are expected to not just meet the needs of customers, but anticipate and exceed them.

Having a robust marketing strategy isn't enough anymore. As consumer expectations change, competition becomes more advanced, and data gets more detailed. The Chief Marketing Officers (CMOs) are under immense pressure to modernize their approach to marketing. This has added complexity to their roles and placed them at the heart of organizational success. There is a mind-set of digital-first, using AI to create stronger, more authentic interactions with customers, and effectively using technologies to capitalize data for insights-driven results.

### Cybersecurity is everyone's business

More than 90 percent of IT vulnerabilities are application-based rather than network-based, and these vulnerabilities can grow exponentially complicated on a widespread multi-cloud network. Individuals, businesses, and governments must take a proactive approach to cybersecurity and have appropriate solutions in place to stay ahead of threats.

Ransomware and the cloud are the big stories that impacted backup and storage this year. Backup and data protection looks to have been given heightened prominence by the huge rise in ransomware attacks this year.

As organizations struggle with security breaches, cyber AI can be a force multiplier, enabling security teams not only to respond faster than cyberattackers, but also to anticipate these moves and act in advance. Organizations' attack surfaces are exponentially expanding. Meanwhile, the cost of cybercrime continues to climb; it's expected to touch US\$7 trillion by the end of 2021 and grow to US\$10.5 trillion by 2025.

### Attackers will set their eyes on countries' critical digital infrastructure

Cyberattacks on essential infrastructure, with confidential and lucrative data worldwide, are on rise. These attacks have revealed that the implementation of cybersecurity protocols is significantly slower than the rate of digitalization across countries. With hackers aiming to dent the critical infrastructure, we need to fastrack improved global policies and regulatory collaboration. Governments and businesses must encourage the creation of safeguards against complex threats, particularly those that target critical infrastructure through supply chain gaps. Time-strapped security teams will benefit from technologies like behavioral analytics and SOAR.

The biggest source of spamming and malware attacks is through social media and Digital marketing that are becoming a crowded sector, leading to increased spending in hopes of reaching customers. When faced with such a keenly competitive landscape, AI-powered

marketing offers the ability to make a more meaningful impression on your customers with limited exposure they may have to a brand's message, allowing them to forge deeper bonds and excel in the marketplace.

Increase in network-connected devices, 5G, IoT, Wi-Fi 6, and other networking advances are driving an increase in network-connected devices. When seeking a soft attack vector, cybercriminals will be able to choose from a growing number of network-connected physical assets—29.3 billion by 2023, according to an estimate.

Going forward, Hybrid work is here to stay, and IT managers must balance PC management that not only meet security requirements but also provide employees with resources to get work done without inconvenience. For many workers, remote work is expected to remain the rule, not the exception, providing cybercriminals with many new opportunities.

### **The API economy will usher in a new era of digital frauds and exploits**

With the rise of open-banking and hyper growth of Fintech, poor programming or security misconfigurations at the application interface levels (API) could provide cybercriminals greater opportunities to carry out identity theft, fraud, and unauthorized data collection. Public-private participation through awareness and educational programs would be central to every security strategy. Special focus would be given to groups like the elderly, who may be more susceptible to fraud as new users of digital banking platforms.

Simultaneously, enterprises will need to adopt DevSecOps, which will ensure their infrastructure is tested for security problems before it goes public, allowing their IT teams to plan for any security issues that might appear after deployment. In addition, organizations should implement API security to their inventory and assess the security of external-facing APIs. Monitoring and addressing any anomalous activities within API interactions is also vital.

### **The rising demand of bitcoin will create a well-funded adversary**

Cryptocurrency will fuel the rise and evolution of the ransomware industry, with larger attacks on important infrastructure, while calls for its regulation gain traction. Because of its decentralized character, it will be difficult for regulators to track down the perpetrators. As a result, businesses must concentrate on enhancing their cybersecurity posture and determine their level of preparedness for an attack, as well as conducting tabletop exercises to identify any security weaknesses that must be fixed.

### **Going forward**

The security leaders will step up their protections against third-party risks. In security, you always need to be thinking ahead about what might come down the pipeline. The security hiring boom will continue. We know that cybersecurity professionals are a hot commodity across industries, due to more available jobs than trained applicants. In fact, the U.S. Bureau of Labor Statistics reported that employment for information security analysts is projected to grow 33% from 2020-2030. There is a need to hire highly-qualified security professionals throughout 2022. With this the cybersecurity talent pool grows as more professionals choose to enter the field due to increased demand and in many cases, the ability to work from anywhere.

The rapid growth of hyperscale computing is poised to continue in 2022, but the pace of that growth will depend upon how well the supply chain can keep pace. To support this, hyperscalers are emerging as a powerful vendor to provide necessary digitization platform capabilities.

Advanced analytics and machine learning platforms can quickly swift through the high volume of data generated by security tools, identify deviations from the norm, evaluate the data from thousands of new connected assets that are flooding the network, and be trained to distinguish between legitimate and malicious files, connections, devices, and users.

To adapt to hybrid working environments, more companies will drive to adopt the Zero Trust security model. Conversations around protecting the hybrid workforce from risk will lead security professionals to adopt modern tools and technologies, like multi-factor authentication and the Zero Trust approach to security. Hence, companies need these tools to make sure their employees can get work done as safely as possible from wherever they are - commuting, traveling, or working from home - and that all of their endpoints are secured with continual checks in place.

Finally, the year 2022 will be challenging, but it also holds great promise and opportunity. We are already seeing most edge workloads – and even most public cloud edge architectures – shift to software-defined architectures using containerization and assuming standard availability of capacities such as Kubernetes as the dial tone. This combination of modern edge platforms and software-defined edge systems will become the dominant way to build and deploy edge systems in the multi-cloud world.

## **FINTECH INDUSTRY GETTING REVOLUTIONIZED**

Fintech involves the efficient use of technology to simplify financial processes in a company and build efficiency and automation in transactions, payments processing, etc. However, fintech has further evolved to disrupt our ways of life. It has provided the much-needed convenience with respect to transaction, payments, savings, investments, and insurance. Taking banking to the last mile has been a challenge that many developing nations have been trying to address. With the advent of smartphones and digital transactions, banking needn't necessarily be done through a branch. Windowless banking is increasingly seeing adoption. Even processes as complicated as a KYC can now be done digitally through video and so can activities such as account opening, transactions, fund transfers, utility bill payments, etc.

Buy Now Pay Later (BNPL) is changing the way consumers think about credit. BNPL will come under closer scrutiny from the regulator and banks need to play their part to ensure BNPL is not another way of consumers getting into debt, or the next retail banking scandal. BNPL services are a new form of payment where consumers make purchases and pay them off over a period of time in several installments, often interest-free. While BNPL is typically interest-free, some providers charge high late payment fees. The rise of online shopping and "seamless integration" of BNPL payments with e-commerce platforms has encouraged more purchase decisions to be made.

**“ Collaboration between cybersecurity, cloud and telecommunications providers will help disrupt successful attacks and impose real costs on attackers.”**

# VAR SECURITY

## EZVIZ EMPOWERING ITS PARTNERS WITH A MISSION TO BRING SMART LIVING TO EVERY HOME

EZVIZ has created a safe, convenient and smart life for users through its intelligent devices, cloud-based platform, and AI technology. The innovative products and services from EZVIZ can be applied to homes, workplaces, stores, schools, and more. To build a thriving IoT ecosystem, EZVIZ has empowered partners to share its unique cloud services.

In a chat with VARINDIA, **DEEPAK WADKAR, Assistant Vice President (AVP) Sales, EZVIZ** narrates how EZVIZ is making people's life smarter and safer, while also giving insights about the latest security technologies, its EZVIZ TY1 2MP Smart Wi-Fi Pan & Tilt Camera -



### EZVIZ- EASING THE LIFE OF PEOPLE

EZVIZ has already made its first steps in AI development. Many EZVIZ high-end cameras are now embedded with AI-powered human and vehicle shape detection features, while also making available pet detection. EZVIZ currently excels at its unique dual-lens cameras, which can fulfill color night vision without spotlights. 'More connected' means interoperable controls with the easiest efforts, and tech for everyone. Users can control cameras remotely via the mobile app or integrate their cameras with Google Home or Amazon Alexa to enable voice control.

Discussing the company's mission, Deepak points out, "Due to the pandemic and the stay-at-home lifestyle, the idea of 'security' is way more geared towards daily family protection, rather than public safety. As a leader in smart home security, we believe the overall trend of home security should be 'easier, smarter and more connected,' and the Indian market is moving fast to fulfill such ideas. It also echoes with EZVIZ's mission to bring smart living to every home."

He further comments, "In addition to app- or voice-controlled flexibility, EZVIZ wants to make sure such changes result in truly effortless, easy user experience. As a matter of fact, we've already taken the first big lap, by ditching the traditional concept of CCTV cameras. CCTV usually stands for complex installation, high-level of professional knowledge, and expensive security systems. By contrast, EZVIZ builds products to be easy, affordable and accessible for even tech beginners. In the future, such a trend will definitely continue."

### LEVERAGING THE LATEST SECURITY TECHNOLOGIES

During the pandemic, the key discussions have always been around "homes", as people around the world and in India need to spend

much more time at home alone or with only family members, and they seek to have comfortable, protected spaces more than ever.

Delving deep about EZVIZ security cameras, Deepak says, "The easy installation of all EZVIZ products made them even more wanted by families. Also, families who have relatives living in other cities can use EZVIZ cameras to view, chat and stay connected, despite the fact that traveling is restrained. Small retailers who no longer have many employees in-store for daily operations can use EZVIZ cameras to watch over their property to receive peace-of-mind. More importantly, EZVIZ provides cloud storage that makes it possible for people to store and share moments from anywhere at any time. We have had successful cases across India where our products are applied for web conferencing, distant store monitoring, distant companionship to the elders and more."

### STEPS TAKEN TO SUPPORT THE RISE OF NEW NORMAL

EZVIZ is inherently flexible in business operations and service applications, and has therefore adapted to the new norm quickly. "The key takeaway we had during the pandemic is that we are more convinced in the digital-first approach. Being digital reflects on not only the company's continuous innovation in products and services, but also its fast-paced, tech-driven company culture to deliver business agility and success. EZVIZ advocates productivity and creativity, and that definitely increases the resilience of a company in the time of crisis. With intelligent video at its core, EZVIZ continued to invest heavily," says Deepak.

He continues, "It can be seen from our own experience that the importance of innovation and digitalization to survive or even flourish during the pandemic. And it is

also our obligation to leverage what we have to help people who are also suffering from the pandemic."

### KEY FEATURES OF EZVIZ TY1 2MP SMART WI-FI PAN & TILT CAMERA

The TY1 newly launched in the India market is a new addition to the company's best-selling indoor pan & tilt security camera series. It's a must-have camera to keep an eye on your family and pets for 24/7 care and love. Easily rotating to cover every corner, the TY1 features 1080p resolution and great night vision to see crystal clear no matter in day or night. Privacy is always the priority, so EZVIZ thoughtfully designs sleep mode on TY1 to ensure that the user is the only owner of his life and all the data. Users could live view, pan and tilt, and talk to anyone at home with simple taps on the one-for-all EZVIZ App.

According to Deepak, "TY1 is a good example of EZVIZ's effort to make smart home security accessible and affordable to every home. With many serious features covered, the TY1 is a competent indoor camera one could ask for. At the same time, it gained EZVIZ a lot of smart home beginners who are very likely to come to EZVIZ in the future for more products, like video doorbells, door viewers, smart lighting and so on, to build their own smart ecosystem."

### TO CONCLUDE

In his concluding words Deepak says, "EZVIZ works to change the concept of home cameras from 'surveillance' to 'smart home protection and convenience'. It means that everyone could easily obtain the security gadgets at home, which was only to be used in commercial places, like shopping malls, transportation, warehouses or so. Bulky camera appearance, complicated features are replaced by easy installation, compact design and effortless control via smartphone App."

**“We have been very successful in leading the way in creating a program that offers flexibility, differentiation, and most importantly, profitability”**

The Fortinet Engage Partner Program provides a flexible platform to build a profitable and highly differentiated security practice that leverages the industry's best solutions to drive customer success.

**RAJESH MAURYA, Regional Vice President, India & SAARC at Fortinet, offers his perspective and insights into the program's momentum, success to date, and ongoing opportunity for partners.**



### **CAN YOU GIVE A BRIEF OVERVIEW OF YOUR PARTNER PROGRAM? WHAT ARE SOME OF THE KEY ASPECTS OF INTEREST TO PARTNERS?**

Since the Fortinet Engage Partner program 2.0 was launched in March 2021, we've seen immeasurable channel growth. But all of that is only because our valued partners have joined us and recognized the opportunity offered to them.

The new partner program was designed to provide an expanded set of benefits to partners, such as free training and our Specializations program, so that partners can leverage the full power of the Fortinet Security Fabric platform. This enables them better to meet the dynamic needs of their customers.

In this era of rampant ransomware and remote workers, cybersecurity plays a more important role than ever. We've evolved the program in step with these customer needs. For example, new network ecosystems with hybrid cloud environments require specialized sales and technology skills that specialized partners can intelligently address. Fortinet is committed to helping our partners meet new and evolving customer demands created by work-from-anywhere models through Fortinet's Engage Partner program and enablement tools for partners.

### **WHAT IS THE SINGLE MOST IMPORTANT TAKEAWAY ABOUT THE PROGRAM FOR PARTNERS, AND WHAT MAKES YOUR SOLUTION OFFERINGS UNIQUE?**

We have been very successful in leading the way in creating a program that offers flexibility, differentiation, and, most importantly, profitability. We enable growth opportunity that is unique with our Security Fabric platform. We do not compete with partners, and instead offer sustained sales, marketing, and executive support to help partners grow productive, predictable, and profitable relationships.

When we talk about what differentiates Fortinet from the competition unlike other platforms, the Fortinet Security Fabric is an industry-leading integrated platform that offers the broadest security products portfolio, with the flexibility to build solution offerings as the customer demand grows. Fortinet's breadth of products is tightly integrated into one highly automated, platform and includes tools to connect with adjacent technologies. So we enable our partners to meet and exceed their customers' security outcomes, and we give them the flexibility to grow services as their business expands.

Fortinet enables partners to effectively respond to emerging security risks across the kill chain. We have many patents and an effective threat research and response organization that provides consistently top-rated protection and actionable threat intelligence. Also, our leadership in third party validation and independent analyst reports validate our offerings. Our network security solutions are the most deployed, most patented, and among the most validated in the industry.

### **WHAT ARE THE EMERGING BUSINESS OPPORTUNITIES FOR PARTNERS INTO NETWORK SECURITY?**

As some employees go back into the office and others continue to work remote, many organizations have adopted a flexible hybrid work model. As a result, now is the time for our partners to take advantage to help address their customers' biggest cybersecurity challenges which is keeping up with today's workforce changes. In this period of rapidly expanding and evolving networks, the role that security plays is more crucial than ever. This means that how we position security to our customers

also needs to evolve and expand. For example, new network ecosystems, heavily reliant on multiand hybrid cloud environments, require specialized sales and technology skills that can overwhelm sales teams trained in traditional security strategies.

In addition to the partner's level of engagement and business model, partners are able to select an area of specialization to receive additional support and benefits. Customized training, certifications, and programs are available for specializations in SD-WAN, Adaptive Cloud Security, Zero Trust Access, Operational Technology, Security Operations, LAN Edge and SD-Branch.

Fortinet's broad, integrated and automated Security Fabric platform offers industry-leading technology and proven credibility. Fortinet is committed to helping its channel partners grow their business and exceed their customer's security objectives by helping them tap into market opportunities leveraging the breadth of the Security Fabric.

### **CAN YOU SHARE ON YOUR COMMITMENT ON TRAINING AND CERTIFICATION TO ADDRESS SKILL GAPS?**

Fortinet enables our partners to develop their skill sets through training and certifications provided by the NSE Training Institute.

The NSE Certification Program is an eight-level training and certification program designed to provide technical professionals with independent validation of their network security skills and experience. With more than 680,000 certifications issued and more than 1 million hours of training consumed from the onset of the pandemic to now alone, the award-winning NSE Certification Program continues to gain traction by offering one of the industry's top cybersecurity training programs. Through this program, Fortinet is helping professionals and others to learn new skills, reskill or upskill in cybersecurity. Fortinet has introduced a new OT security course as part of its NSE level 7 certification to expand technical skills for securing OT environments. OT security is also covered in NSE 4, NSE 5 and NSE 6 courses. Additionally, adding to its four existing pathways, Fortinet recently released a new education pathway focused on Operational Technology with information on the potential job opportunities that exist related to this environment. This new OT education pathway serves as a roadmap in training and certifications and is helpful for anyone exploring a career in OT security roles.



## Intel names Steve Long as General Manager of APJ

Intel Corporation announced the appointment of Steven A. Long as General Manager of Asia Pacific and Japan (APJ) region. Steve Long is Corporate Vice President in Intel's Sales, Marketing and Communications Group. Long will be responsible for Intel's overall business in the APJ region, including driving revenue growth, engaging with the local ecosystem to create new opportunities, and strengthening our existing customer and partner relationships.

Long was most recently Global Head of Sales for Intel's Client business. He joined Intel in 2000 and has held a breadth of positions across sales, marketing, product planning, pricing and operations, working in Asia, Latin America and the USA. His previous assignment in Asia was in Hong Kong in 2004, managing the operations team responsible for Intel's business in the region.

Long said, "I am thrilled at the opportunity to continue driving growth and leadership for Intel in this incredibly diverse APJ region, more so at a time where the digitization of everything has been accelerated by the four superpowers of AI, pervasive connectivity, cloud to edge infrastructure, and ubiquitous compute."



## Yotta names Milind Kulkarni as CTO and Head of IT Operations & Engineering

Yotta Infrastructure has announced the appointment of Milind Kulkarni as the EVP, Chief Technology Officer (CTO) and Head of IT Operations & Engineering. With over 26 years of extensive experience in leading IT operations, project planning and designing across IT, ITeS, and IT managed services domains, Milind brings proven expertise in organizing, planning and executing large-scale IT operations.

Milind will be responsible for spearheading Data Center IT operations & Engineering in his new role. He will lead a team of over 250 certified IT services delivery professionals to manage 24x7 IT operations and oversee the engineering and delivery of complex IT solutions for every customer need.



## Veeam Appoints Anand Eswaran as Chief Executive Officer

Veeam Software has appointed Anand Eswaran as its new Chief Executive Officer (CEO) and a member of the company's Board of Directors. William H. Largent (Bill Largent) will step down as CEO to focus on his role as Chairman of the Board of Directors. Veeam, which crossed \$1 billion in ARR this year and has over 400,000 customers, is at the heart of the data ecosystem and orchestrates data movement, control and trusted protection in any environment and across Hybrid Cloud.

Eswaran joins Veeam from a successful tenure at RingCentral where he was President and Chief Operating Officer (COO), overseeing exponential growth and customer expansion. In the company's most recent financial results under Eswaran's leadership, it reported ARR of \$1.6 billion, a 39% increase year-over-year.



## Samsung names new CEOs as it merges its mobile and consumer electronics divisions

In its biggest reshuffle since 2017, Samsung Electronics will merge its mobile and consumer electronics divisions, naming new co-chief executives in the process. The move is believed to "simplify its structure and focus on the logic chip business", the company said. The broad move is also the latest evidence of centralised change after Vice Chairman Jay Y Lee was paroled from a bribery sentence in August.

Two co-chief executives, instead of three, will now lead the world's largest memory chip and smartphone maker. The South Korean firm will now pivot on the two business pillars of chips and consumer devices, including smartphones, to help lead the next phase of growth and boost competitiveness.

Han Jong-hee, the leader of the visual display business, has been appointed vice chairman and co-CEO. He will supervise the newly combined division covering mobile and consumer electronics and continue to run the TV business.



## Druva Appoints Security and IT Veteran Yogesh Badwe as Chief Security Officer

Druva Inc. announced the appointment of Yogesh Badwe as the company's Chief Security Officer (CSO). Bringing nearly 15 years of experience leading mature cybersecurity programs at high-growth organizations, Badwe will oversee all facets of Druva's cybersecurity posture and will be responsible for enhancing the company's security strategy and driving new initiatives to improve cyber and data resilience through the Druva Data Resiliency Cloud.

"Badwe has a proven track record of building world-class security organizations and brings compelling insights into today's ever-changing data security landscape," said Stephen Manley, CTO, Druva. "With extensive cyber transformation and security management experience, Badwe is the ideal leader to ensure our security strategy stays ahead of the continuously evolving threat landscape by delivering new and innovative solutions to keep data safe and secure for our customers."



## iQOO India assigns Nipun Marya as its new CEO

iQOO announced the appointment of Nipun Marya as Chief Executive Officer for iQOO India. Nipun will be responsible for driving the growth of iQOO brand and its operations in India as it focuses on growing its market share to cement its position in the premium performance smartphone segment.

For the last 5 years, Nipun has served as Director, Brand Strategy for vivo India and will now be taking this new role to head iQOO India as the CEO.

Congratulating Nipun on this new role, Jerome Chen, CEO, vivo India said, "Nipun has successfully led vivo's expansion and brand evolution in the India market. His deep understanding and consistent focus on consumer understanding have helped vivo grow its brand strength and preference over the years. We are delighted to see him assume charge as iQOO's CEO and are confident he will play a pivotal role in cementing the brand's position within the India market."



# Reimagining the future of education

We have entered a new era of digital learning. This is the advent of hybrid learning, where technology plays a pivotal role to offer personalized learning experiences and to prepare students for the digital future. Today, in order to unlock students' true potential, education institutes need to enable them with powerful tools to learn, collaborate and create, all in a secure and trusted environment.



**52%**

of teachers in the U.S. have English as a second language (ESL) learners in their classrooms.<sup>1</sup>

**13%**

of school analyzed were infected by ransomware, the most of any sector.<sup>2</sup>

**87%**

of teachers worldwide expect to use more technology to teach this year.<sup>3</sup>

**75%**

of K-12 school worldwide say their ideal school offers digital tools, like one laptop per student.<sup>4</sup>

The rapid adoption of technology in education unleashes a unique opportunity to reimagine how it can empower educators and unlock new possibilities for all learners. It is not just about giving every student a laptop but about giving each child an opportunity for a great education—one that leads to success in career and in life.

## What do education institutes need?



### For Students

Technology that prepares them for the future and enables them to communicate and collaborate at school or online



### For Educators

Make learning personalized for every student, enable learning and engagement from almost anywhere, and maximize class time for instruction & minimize troubleshooting



### For Administrators

Promote equitable access to digital learning for children of all backgrounds while balancing tight public-sector or independent school tech budgets

## Make way for Windows 11 Accessibility for all

Microsoft has made intensive investments in accessibility and assistive technology to advance better learning outcomes. Envisioning a new approach to education, we bring forth Windows 11 and 11 SE that uses the latest advances in user-centered design to create a more intuitive, more productive interface that leaves students and teachers free to focus on education. **Unlock the power of creativity and collaboration with Windows 11.**

“Technology should provide access to education, empower those with disabilities.”

Satya Nadella,  
CEO, Microsoft



# Windows 11 SE for Education

## The new, cloud-first operating system

Windows 11 SE for education is built for teachers who need a simple, distraction-free environment for their students and for school IT admins who need devices that are secure, easy to deploy and manage, and perform well all day across the changing conditions of a school year. The cloud-first operating system is optimized to deliver great education experiences and catered to the unique needs of K-8 education.



Controlled app installation



Full screen app launch



Cloud-first storage + 1 TB



Better battery life

## Simplified and secure experience on devices built for education



Get pre-loaded Microsoft Office Win32 apps for faster deployment



Enjoy a streamlined environment, designed to improve focus and enable student learning.



Control downloads and device deployment and management with IT-only access.



Work seamlessly with familiar third-party apps, such as Chrome and Zoom, so educators can use existing technology.



Get faster start times, so students stay focused.



Experience better performance and improved fundamentals on devices priced for education.



Experience optimized performance with curated, education-first apps and productivity tools designed to run well on budget-friendly devices.

## Learn anywhere with affordable Windows devices

With affordable and secure devices, powerful tools for education, and free professional development opportunities, Microsoft is here to support your educators in creating inclusive online environments that help every student to learn anywhere.



For more information on how Windows 11 helps you transform learning experiences, reach out to authorized Microsoft distributors – Redington India and Ingram Micro.



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### Sources

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<sup>3</sup>Microsoft

<sup>4</sup>Project Tomorrow  
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<sup>6</sup>FBI CyberCrime.pdf (wincoil.us)  
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