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CHANNEL CHIEF OF INDIA 2021

34PG

PM Narendra Modi launches industry association of space and satellite companies – IspA

Prime Minister Narendra Modi launched the Indian Space Association (ISPA) - the premier industry association of space and satellite companies. Also present on the occasion were Ashwin Vaishnav, Union Minister of Communications, Electronics & IT; Ajit Doval, National Security Advisor of India; Dr Jitender Singh, Minister of State - Department of Space; Gen Bipin Rawat, Chief of Defence Staff of India; K Sivan, Chairman, ISRO and Pawan Goenka, Chairman, IN-SPACe.

Speaking on the occasion the Prime Minister Narendra Modi said, "Today is the day the Indian space sector receives new wings. For 75 years since independence, Indian space has been dominated by a single umbrella of Indian government and government institutions."

Facebook, WhatsApp, Instagram faced the biggest Global Outage

Facebook and its WhatsApp and Instagram apps went dark on Monday around noon Eastern Time (1600 GMT) that is around 9 pm (India time), in what website monitoring group DOWNDETECTOR said was the largest such failure it had ever seen. Around 5:45 pm ET, some Facebook users began to regain partial access to the three apps. The outage of six hours paralyzed the social media platform.

The outage was the second blow to the social media giant in as many days after a whistleblower on Sunday accused the company of repeatedly prioritizing profit over clamping down on hate speech and misinformation.

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SAMIR PAREKH
PRESIDENT - TAIT

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"A wonderful way by ViewSonic to encourage consumers to buy from authorised partners at a fair price. New Thinking. New India. ViewSonic partners are now protected against MNC E-com giants and their predatory prices."

VIREN BAVISHI
GENERAL SECRETARY - TAIT

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"This is a great step towards giving an equal ground to traditional businesses via large format online market. I am sure more OEMs should be following the example set by ViewSonic."

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CYBER CROOKS WILL NOT SPARE ANY CHANCE !!!!

Cyber Security Awareness Month is an internationally recognized campaign held every October to help the public learn more about the importance of cyber security. It is recognised as the National Cyber Security Awareness Month (NCSAM) globally. It is the time for everyone to be reminded about the role they play in ensuring cybersecurity, both locally and across the world.

Hackers and cyber attackers no longer target only companies and corporations, but individuals too. Cyber Security is now a part of every individual's life. The more connected we get, safeguarding our digital identities becomes a shared responsibility. The more we share, the more we must care. Hence it is necessary to build your security on a solution you can trust.

During the pandemic where Work from Home was shifting workloads to the cloud and employees to work-from-home models has only expanded the attack surface, creating new opportunities for attackers to leverage. Cyber Security has become more important than ever in today's Digital Life. Companies need Zero Trust solutions that not only defend against threat actors gaining access to enterprise systems, but also mitigate the impact of infections that slip through the cracks.

Social engineering is a general term used to describe how bad actors manipulate individuals into giving them access to personal information. Phishing is the most common form of social engineering for stealing an individual's personal information like IDs or passwords, or for installing malware which can be used for various purposes including ransomware attacks.

Globally, after a slight decrease in the weeks before March 2020, but from March 2020, there was a significant increase in the average weekly number of attacks on each organization over the months including 2021. In September 2021, the average weekly number of attacks on each organization globally reached its peak with over 870 attacks. This is more than double the number of attacks in March 2020, as per Checkpoint survey.

While Africa is the most targeted region for cyberattacks, Europe and North America faced the biggest increases in cyberattacks between 2020 and 2021. Organizations in Africa experienced the highest volume of attacks so far in 2021, with an average of 1,615 weekly attacks per organization. This is a 15% increase from last year. This is followed by APAC with an average of 1,299 weekly attacks per organization (20% increase), followed by Latin America with an average of 1,117 attacks weekly (37% increase), Europe with 665 (65% increase) and North America with 497 (57% increase).

A finding from Fortinet says, Ransomware grew over 1000% between July 2020 and June 2021. This new data from Fortinet's 2021 Ransomware Survey Report shows just how egregious ransomware attacks are today, and how organizations aren't making the connection between the cyberattack and their own users.

1 out of every 61 organizations worldwide is impacted by ransomware every week. Education/Research is the #1 most targeted industry globally, marking a 60% increase in cyberattacks from 2020. In India, there is 18% increase in weekly cyberattacks in 2021, compared to 2020 (1741 cyberattacks a week on average)

Secondly, Trend Micro report states that, it has blocked 40.9 billion email threats, malicious files, and malicious URLs for its customers worldwide in the first half of 2021, a 47% year-on-year increase. In this period, the company detected and blocked a total number of 1,11,028 email spam, malicious URLs and malware, in India.

In India, the total ransomware threats for 1H 2021 stands at 12.98%, the second highest in Asia after China. The banking industry was disproportionately affected, experiencing a 1,318% year-on-year increase in ransomware attacks in the first half of 2021, globally.

Another report from McAfee states that enterprises will face challenges in 2022. Bad actors have taken note of successful tactics from 2021, including those making headlines tied to ransomware, nation states, social media, and the shifting reliance on a remote workforce. Over this past year, the cybercriminals got smarter and quicker at retooling their tactics to follow new bad actor schemes - from ransomware to nation states.

Going forward, a power shift among ransomware threat actors: Self-reliant cybercrime groups will increase and shift the balance of power within the Ransomware-as-a-Service (RaaS) eco-kingdom from those who control the ransomware to those



who control the victim's networks. Ransomware has generated billions of dollars in recent years and it's only a matter of time before some individuals who believe they aren't getting their fair share become unhappy.

Secondly, 5G and IoT traffic between API services and apps will make them increasingly lucrative targets, causing unwanted exposure of information. The connected nature of APIs potentially also introduces additional risks to businesses as they become an entry vector for wider supply chain attacks. In most cases, attacks targeting APIs go undetected as they are generally considered as trusted paths and lack the same level of governance and security controls. Hence, there is a need to keep a Close Eye on API.

Thirdly, hijackers will target your application containers, like expanded exploitation of containers and vulnerable applications will lead to endpoint resource hijacking such as through crypto-mining malware, spinning up other resources, data theft, attacker persistence, and container-escape to host systems.

With the evolving threat landscape and continued impact of the global pandemic, it is crucial that enterprises stay aware of the cybersecurity trends so that they can be proactive and actionable in protecting their information.

S. Mohini Ratna
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mohini@varindia.com

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Printed and Published by **Deepak Kumar Sahu** on behalf of M/s. Kalinga Digital Media Pvt. Ltd. and Printed at Pushpak Press Pvt. Ltd. Shed No. 203 - 204, DSIDC Complex, Okhla Industrial Area, Phase-I, New Delhi-110020 and Published at A-84A/3 Rose Apartment, Paryavaran complex, IGNOU Road, New Delhi - 110030, Editor - S Mohini Ratna.

For Subscription queries contact: info@varindia.com
Subscription: Rs. 500(12 issues)Rs. 1000 (24 issues)

All payments favouring:

KALINGA DIGITAL MEDIA PVT LTD

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LEAD STORY / 55pg



BFSI vertical leveraging AI and Predictive Analytics to reach right customers with RIGHT MARKETING CAMPAIGN

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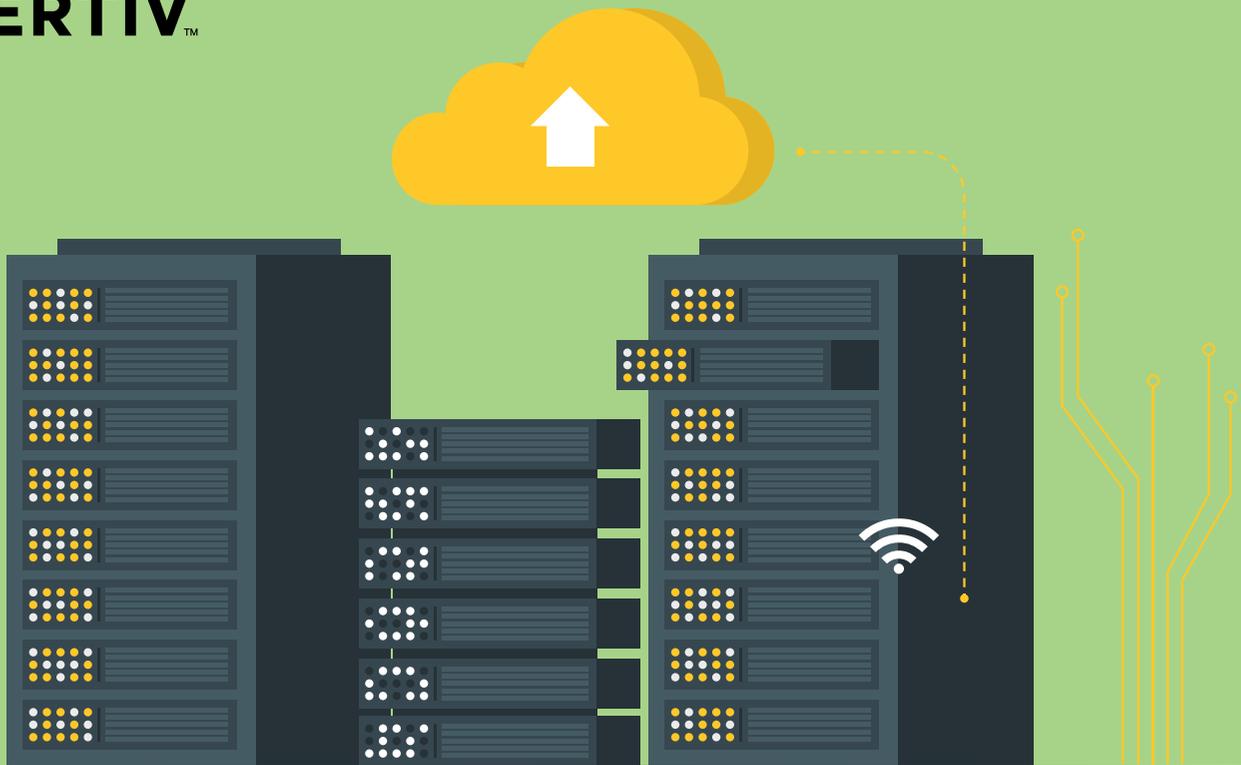
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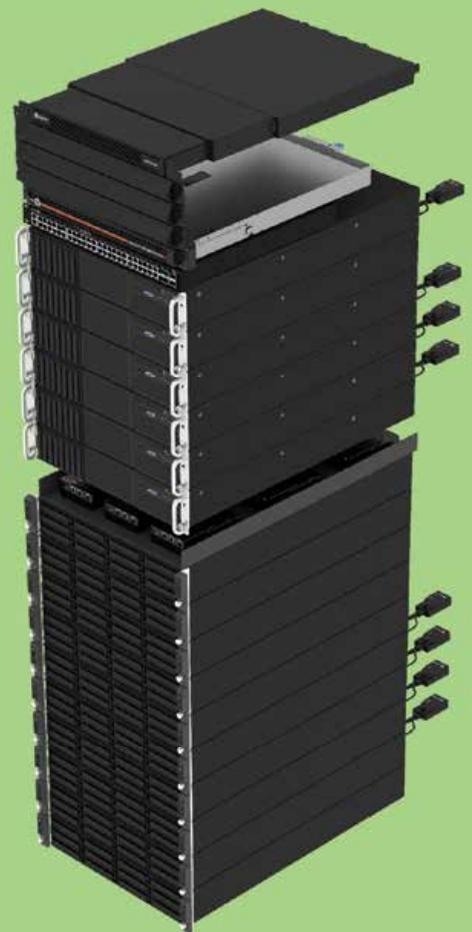
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NUTANIX'S NEW PARTNER PROGRAM ELEVATE REDUCES MANAGEMENT EXPENSES WITH GREATER SIMPLICITY IN ENGAGEMENT

While delivering simplicity and agility of a public cloud, Nutanix also delivers the performance, security, and control of a private cloud. At present, Nutanix is focusing on creating profit and development routes for all of their partners. The company's new revamped channel program, Elevate, is helping the partners to witness reduction in management expenses, and greater simplicity in engagement. In a chat with VARINDIA, RITESH SYAL, HEAD & DIRECTOR, CHANNELS & ALLIANCES, INDIA, NUTANIX emphasizes on the revamped channel program- Elevate, how it is helping partners and future of adopted technologies in India.

ELEVATE - THE NEW DISTRIBUTOR PROGRAM

Delving deep into the revamped channel program, Ritesh says, "We are focusing on creating profit and development routes for all of our partners, regardless of solution areas or company size, so they can expand their service programs and accelerate their offerings. We are focusing on making it even simpler to conduct business with us by simplifying and automating our procedures to allow partners to transact more quickly."

The new Elevate Distributor program will help partners better discover distributors with the skill sets and competencies they need to accelerate and develop their companies. The program offers advantages and tools to help Distributors improve their operational efficiency, sales momentum and profitability.

"This means that partners may utilise the Nutanix partner site to find reputable Nutanix distributors with the necessary expertise, resources, and operational capabilities to help them achieve new levels of success.

The Elevate program level of a distributor will assist partners in identifying the right distributor to work with, one that has competencies to support their own sales and technical teams, as well as digital distribution capabilities to ensure transactions are completed as quickly and frictionlessly as possible," adds Ritesh.

IMPACT OF ELEVATE

Elevate is designed for simplicity and is a result of a lot of discussion with partners across the world. The company has also launched specific programs for Distributors and Service Providers (the Nutanix Elevate Service Providers Program), and launched their Partner Support Center in Bangalore, as a response to their unique needs. Because it has been such a collaborative effort, the results have been very positive so far. Due to the PSCs, they have seen a rise in the number of transacting partners quarter on quarter, as well as greater upskilling within the partner ecosystem.

As per Ritesh, "With Elevate, our partners are witnessing reduction in management expenses, and greater simplicity in engagement. With one-click deployment,



updates, scaling, self-healing capabilities, and troubleshooting, in some cases our partners are able to deliver IT services 80 up to percent faster. Overall, this is helping partners with efficiency in managing IT infrastructure, freeing up significant time to focus on innovation and supporting larger business goals. Elevate has successfully helped us and our partners move away from a traditional tiered program structure to a 100% competency-based program."

MOVING TOWARDS THE SUBSCRIPTION-MODELS

Ritesh feels the appetite for traditional, large, capitalised IT investments is rapidly being replaced by flexible licences since organisations do not want to be locked-in with ownership. Longer-term vendor relationships are no longer approached in the same way they formerly were. A subscription model allows an organization to focus on business outcomes rather than upkeep and maintenance which is not only costly it can slow down their business. When organizations do not have to spend time and resources handling "things," they are freed up to focus on customer service.

Ritesh says, "We have successfully transitioned to a subscription-based business, and our partners remain at the center of this

transition- from adopting subscription-based consumption themselves, to understanding how it works for their customers. Our Elevate program is helping partners with this because it truly emphasizes expertise and capability over size, and pays on a recurring-revenue basis, meaning that thanks to our subscription model partners aren't just rewarded during the initial sale but throughout the customer's engagement with Nutanix."

FUTURE OF TECHNOLOGY ADOPTION

Ritesh points out according to the latest Enterprise Cloud Index findings; majority of enterprises in India ramped up their investment into hybrid multicloud due to the pandemic. Enterprises are still in the early stages of digital transformation, despite the fact that digital adoption accelerated at the start of the pandemic to support remote work. He says, "As companies continue to go digital, they are modernizing their infrastructure and creating modern applications, essentially using cloud as an operating model. In order to do this, simplicity becomes key which is why our customers prefer hybrid multicloud. They have realised it helps them balance agility, costs, performance, and regulatory elements of their IT operations while avoiding the problems of a one-size-fits-all cloud approach. With this in mind, we expect that India will continue to be a big contributor to our projected 25% growth in annual contract value over the next four years."

TO CONCLUDE

In his concluding words Ritesh says, "For India's businesses, the subscription model, intelligent edge computing, and cloud-based automation hold a lot of potential in terms of enhancing customer experience and business agility. The buyer's journey will continue to develop in today's subscription and consumption-based economy, and EaaS will allow organisations to consume software and technology as needed. Customers will demand hyper-personalized experiences via digital platforms and services at a quicker pace more than ever, therefore edge computing, analytics and automation will be a big differentiator for businesses."



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CONFLICT AND INTERGROUP BEHAVIOR

Today we will think of a highly relevant topic which challenges us constantly in corporate life. We cannot avoid conflict and intergroup behavior which is dependent on the negotiation of conflict only.

Accept and acknowledge. Conflict is a state of disagreement and difference between two or more individuals or groups. It's not pleasant and we don't like when it waylays us in the course of our community relations or organizational activities. We consider it disruptive. Yet conflict is essentially part of our lives and it also helps us to find answers to highly relevant questions in social and business life. The first lesson is to acknowledge and accept it. Conflict may develop due to multiple factors such as over ego, difference of interests, resources, difference of values and opinions, and many more. However, our context for today's thought sharing is intergroup behavior; so let us focus on that for conflict management. If we think of organization or corporate life in general, we see various groups and sub groups vying with one another in a more competitive than collaborative spirit. For instance, a standard software company will have broad groups of projects and accounts, HR, Admin and Legal, Quality and internal security, hardware maintenance and network team, sales and marketing division and so on. Despite procedures and policies there would be situations and undercurrents of tension among groups. Actually, there are more than one tension circles cutting across the groups and affecting day to day work. Organizations and their spokesmen do not flaunt these differences before its clients, associates or even in public, to the employees. We try to pretend that all is well and there's nothing to worry about. This keeps issues under the carpet and in many cases forces them to simmer and fester which leads to bigger problems down the line. We forget the old proverb "a stitch in time saves nine."

Address. Yes, we have to address the issues and not ignore them as non-existent or minor. We should not allow finger pointing and blame games to develop as work culture and destroy trust and transparency. But this is not possible unless we as an organization decide to acknowledge and accept the conflict in the beginning. It is how intelligently we handle conflict among groups that decide on the success of the organization or community as a whole. We had to fight two world wars, innumerable battles and civil wars and other pandemics and calamities to reach 2021 and yet we are fighting more and more battles every day. These conflicts turn into great lessons for people who are smart and would not allow themselves self-pity or fanaticism. It's Stephen Covey who spoke of win-win in a conflict situation and we like to swear by his Seven Habits but few smart people and organizations follow his advice.

Negotiation. Groups rarely work in harmony unless there is a bond of interest. Cultural and religious conflicts may turn into political violence and social unrest till the warring groups are made to understand the benefits of working together. Hence the great adage "we agree to disagree". Intergroup behavior gets better and smarter as the leadership acknowledges and accepts the gaps in understanding and interests and works seriously to bridge them. Once this stage is reached and intergroup chemistry addressed then the need for negotiation is realized by all. It's human nature to pay maximum attention to visible interests and ignore long term value based principle oriented deliberations. Either you need enforcement – like police and army – or the carrots and assurance of gains to keep intergroup misbehavior to stop. In corporate life policies means policies and punitive measures but that is only superficially effective. Resolution to a conflict can only come through effective meaningful negotiation among groups and their representatives.

Trust. How do you build trust with people who disagree with you? Is negotiation a compromise? You cannot trust them only at the behest of the top management. Neither can you read the Bible and turn into loving Christians overnight. The smart way to address conflict is to negotiate like impartial, detached problem solvers and not opponents, to view and analyze the issues of conflict objectively and in the light of organizational – individual or group interests. This is what is called enlightened self-interest is it not so? Intergroup behavior can be improved and radically upgraded if instead of factional, partisan, myopic vision we have an integrated and complete picture of the benefits resulting from team work, transparency and harmony. The best armies and navies of the world are the ideal examples for this. Also, a great team of scientists, engineers and social campaigners fall into this class. The latter do not mouth slogans, do not pretend, do not advertise their greatness but put sustained, warm, smart togetherness into their projects to make it successful. In corporate or organization entities negotiation is not merely discussion and bargain. It is a conversation and running review of priorities and strategies which happens through meetings, task forces, exchange of team members across the groups and other avenues.

Patient and sustained work. For a constructive development of positive intergroup



Asoke K. Laha
President & MD, Interra IT

behavior, the leadership should undertake a sustained, patient exercise covering various aspects. It should also be ready for setbacks and new challenges because of complex human dynamics involved. It's a matter of focused work to build an ecosystem which is built on a strong foundation of common goals and interests, regular interaction between groups, facilitation of priority objectives, flexibility to adjust to external changes, powerful leveraging of human resource and psychological factors across the groups.

Leadership and vision. Last but not least, this is a most critical element in managing intergroup conflict and turning it into a productive engine of improvement for the organization or community. I am not talking of a mere top down approach but stress on the value of quality leadership to influence group behavior. Leadership includes management but cannot be defined by managerial command only. Managers try to manage but leaders influence and lead with examples. They are the people whom Stephen Covey in his Eighth Habit identified as people who found their voices. Intergroup conflict is not a matter of continuous mending and patching but it is an active, volatile classroom which should result in lessons for the next level. Mother nature teaches us the mystery of conflicts like diseases and bodybuilding both of which prove the efficacy of gain through losses. You cannot develop great muscles without working hard on them, creating pain and loss. Conflicts show that there is a space of resolution we have not reached. That is a goal to work for. Intergroup behavior can be interpreted and improved by continuous effort to address and resolve the areas of conflict. Conflict within a group or between groups is a problem which is to be solved by intergroup unity which will pave the way to collective intergroup action and synergy. Astute leadership can develop correct organizational behavior and practices which can overtake and fuse intergroup politics and conflict.

Strategies to boost intergroup practices. Contracting or negotiation of a quid pro quo between two groups. Co-opting, that is giving stake of decision making to some from another group. Forming a coalition or strategic alliance with other groups to achieve goals. Finally, we should remember that strategy is meant to take us to the goals. Conflict is acceptable but combat is not. Therefore, a value chain is needed to uphold right intergroup behavior in which groups will have their interests merged into the organizational goals and not the other way around.

GET READY FOR WHAT'S NEXT WITH

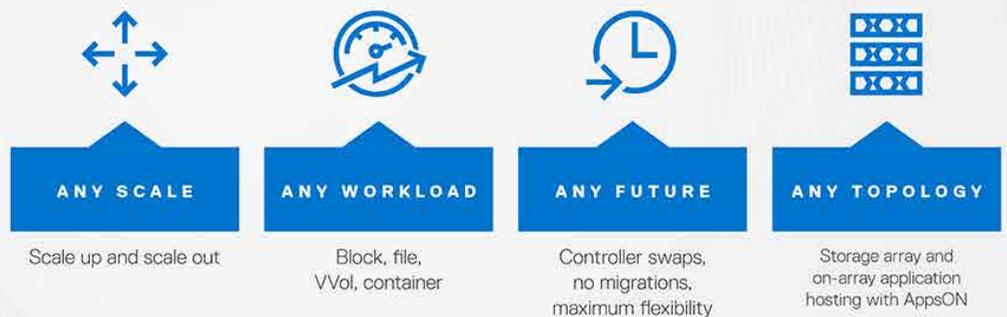
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“TATA AIG HAS TRANSITIONED FROM AUTOMATION AND DIGITALIZATION TOWARDS AUTONOMOUS BUSINESS PROCESSES”

With a vision to be the leader in the general insurance industry by 2025, Tata AIG General Insurance is offering the customers innovative risk solutions. It is a joint venture between the Tata Group and the American International Group (AIG). The company is increasing its general insurance penetration in India with various significant partnerships with leading business names from varied industries. With more than 20 years of experience, the company has leveraged digitization to commence new projects in a cloud-native environment. In a chat with VARINDIA, Shyam Seshadri, Head - Innovation Lab, Tata AIG General Insurance speaks up about the business transformation initiatives, the adoption of cloud and mobile applications, strengthening its cyber-security etc.

Which are the key technologies that led business transformation initiatives in the company?

Tata AIG as a company had already started on a work-from-anywhere policy even before the pandemic hit, and this helped us immensely. When lockdown was imposed, we were able to completely shift and adapt to a remote working model because of the investment and foresight the team exhibited. This initiative helped us figure out the security restrictions and the policies we needed in place, along with the technology solutions, to effectively manage and enable a team to be productive and deliver value while working remotely. As we go ahead, we are embracing the digital first approach as a culture and all upcoming initiatives and technology solutions are embedded with technology based innovative solutions.

What has been Tata AIG's approach on digitalization and how it is faring on the adoption of cloud and mobile applications?

Like many other companies, Tata AIG also started the digitization journey way before time, and now that approach is yielding results. We have adopted multiple cloud migration projects, and will be commencing new projects in a cloud-native manner. Similarly, we released Tata AIG's customer facing application during COVID times to ease customer's needs and try to serve all their requirements real time, at their fingertips, aimed at providing exceptional experiences that delight customers across the entire customer journey. In addition, we have also opted for an omni-channel experience, trying to be present where the customer is at any given moment, from WhatsApp to Chatbots. We are also relooking at all our business processes, and trying to decide what needs to be mobile first and bring out supporting mobile applications as and when needed to enable business processes.

How has the company strengthened its cyber-security to deal with new threats?

For an insurance company that has stringent regulatory and compliance requirements, cyber threats are given a lot of headspace in any new initiatives. We use the latest technologies to regularly and automatically scan for vulnerabilities at various stages to proactively identify threats pro-actively. This is backed by a great InfoSec team that guards and validates new developments as well as actively checks existing developments from a data security, governance and cyber threats angle. It is this multi-step process along with a distributed set of ownership where every team actively guards against threats, and gives us confidence in this day and age.

What is the company's digital transformation roadmap in the year 2021-22?

Tata AIG has transitioned from automation and digitalisation towards autonomous business processes. The focus is on automation of paperless processes, digital apps, services leading to instant or zero touch claims settlement process backed by AI has been the core of our digital strategy.

There is a plethora of work that is happening, both under the covers and explicit customer facing that we are very excited about. We have multiple core systems that are being revamped to be cloud-native and support our growing businesses. Finally, a lot of cutting edge experiments are also happening with new-age technologies like AI/ML, Big Data, Video Streaming and more as we look to bring them as core parts of our business processes.

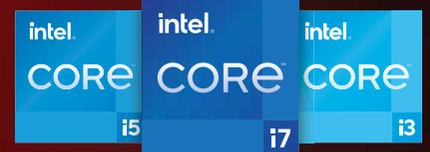


What is your take on impact of Cognitive technologies like AI, ML, DL and Data Analytics in the insurance industry? How is Tata AIG evaluating and leveraging them?

AI and Data related technologies are and will continue to have a massive impact on insurance as well as other industries. In some sense, they will play the key differentiator between businesses as they will allow companies to automate business processes, gain insight through data analysis and effectively resolve customer pain points. I run the Innovations Lab for Tata AIG which solely focuses on these initiatives, as we have even built a small engineering team to work in-house on certain core problems. For other problems, we actively partner with the larger ecosystem to bring in these solutions to our processes. We have seen these impact everything from identifying customers and customer profiles to predicting fraud likelihood etc and have a potential to positively impact our processes.

SHYAM SESHADRI

Head- Innovation Lab,
Tata AIG General Insurance



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Forcepoint to Acquire Security Service Edge Leader Bitglass

Forcepoint, a global leader in data-first security, today announced the company has signed a definitive agreement to acquire Security Service Edge (SSE) leader Bitglass. Bitglass delivers the industry's only truly integrated cloud-native SSE platform for securing access to and usage of information as organizations transform to the cloud.



It brings together best-in-class Cloud Access Security Broker (CASB), Secure Web

Gateway (SWG), Zero Trust Network Access (ZTNA), and Cloud Security Posture Management (CSPM), combined with Data Loss Prevention (DLP) capabilities to enable uniform security policies for accessing the web, cloud, and private data centers managed through a single console.

Bitglass's SSE platform complements Forcepoint's Data-first SASE architecture and will accelerate Forcepoint's efforts to make advanced data security and threat protection technologies easier for organizations to deploy and use.

Oracle gears to Open 14 New Cloud Data Centers to expand its network

Oracle will make a major push to expand its global network of data centers that run cloud services and plans to open 14 new facilities outside of the U.S. by the end of 2022. The 14 new establishments, which the software giant dubs "cloud regions," will increase the total number of cloud data centers by nearly 50%. The expansion plan will be carried out in two phases, with the cities of Milan, Stockholm, Marseille, Johannesburg, and Jerusalem, as well as Spain, Singapore, Mexico, and Colombia seeing new cloud regions first, said Oracle CIO Jae Evans.

The second phase will see additional regions in Abu Dhabi (UAE), Saudi Arabia, France, Israel, and Chile. One of the things that we see as a big differentiator for us is from a business continuity and disaster protection perspective. We're delivering these regions so customers can keep their data and the data sovereignty perspective in place," Evans said.

The cloud expansion was part of the company's plan to achieve triple-digit growth. Evans further said that, there were at least three fault domains inside each region to ensure disaster recovery and business continuity for enterprises.

Citrix and Google Cloud Team to Deliver Future of Hybrid Work

Citrix Systems and Google Cloud are expanding their strategic partnership to deliver the future of hybrid work for enterprise customers. The companies today announced a new collaboration which will include Citrix launching a new Desktop-as-a-Service (DaaS) offering on Google Cloud. The service will leverage Citrix's management plane and market-leading HDX protocol to enable seamless delivery of virtualized applications and desktops on

Google Cloud. The expanded partnership will empower distributed and hybrid workers to securely access the tools and information they need to engage and be productive, wherever they happen to be.

"Enterprises are no longer struggling with whether they should embrace remote work, but how quickly and efficiently they can do it," said Tim Minahan, Executive Vice President of Business Strategy, Citrix. "Through this partnership with Google Cloud, we will help customers accelerate and embrace hybrid work models with new virtual desktop services on Google Cloud's global and secure network."

Intel, VMware unite with vPro Platform and Workspace ONE

At VMworld 2021, VMware announced a partnership with Intel to deliver security, maintenance and intelligent analytics for commercial PCs. Integrating Intel vPro platform technology with VMware Workspace ONE cloud management will enable PC security across silicon, devices and applications and allow automated maintenance to help keep PCs up to date from anywhere, even when out of network or off domain.

Gregory Bryant, Intel Executive Vice President and General Manager of the Client Computing Group, said, "With billions of people working remotely, security has never been more critical for businesses. Our deepened partnership with VMware will enable companies to deliver an enhanced computing experience for employees that is grounded in end-to-end security with our leading solutions: Workspace ONE and the Intel vPro platform. Together, we are addressing the challenges and complexities of keeping employees both productive and secure - no matter their location."

Ingram Micro signs distribution agreement with V-Key

Ingram Micro has announced the addition of V-Key to its Cloud portfolio in India. V-Key is an internationally acclaimed software-based digital security company headquartered in Singapore. Its innovative technology powers ultra-high security solutions on premise and in the Cloud, for app protection, digital identity authentication, smart token authorization and IoT.

V-Key is the inventor of V-OS, the world's first virtual secure element. V-OS is internationally patented and uses advanced cryptographic and cybersecurity protection to comply with standards previously reserved only for expensive hardware solutions. Today, V-OS secures more than 100 million users around the world.

Jyotil Mankad, Director & Head of Cloud Business at Ingram Micro India said, "At Ingram Micro Cloud we are constantly expanding our portfolio and take pride in providing a one stop, comprehensive catalogue of services to help our channel partners be at the forefront of the evolution and adoption of cloud solutions. Our relationship with V-Key aligns well with this strategy, and we are excited to take their ultra-high grade security offerings to the market."



Microsoft takes over Ally.io to enhance employee experience

In order to help improve employee experience by aligning their work with the company's strategic mission and core priorities, Microsoft has taken over productivity platform Ally.io.

An OKR (objectives and key results) company, Ally.io will associate with Microsoft Viva family as part of its employee experience platform (EXP) designed to help companies embrace the new digital work life, Microsoft said.

The financial details of the deal were not disclosed.

Launched in the year 2018, Ally.io has been adopted by over 1,000 high-tech, manufacturing, financial services and healthcare businesses across more than 80 countries.

"Ally.io will power a new Microsoft Viva module. Viva is an employee experience platform that brings together communications, knowledge, learning, resources and insights from anywhere you work," said the tech giant.



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Cisco releases Global Hybrid Work Index, findings reveal Hybrid Work is powered by Mobile and AI, talent sits everywhere

Cisco unveiled its first Hybrid Work Index (HWI) based on millions of aggregated and anonymous customer datapoints. The Index, which will be updated quarterly, examines how people's habits and technology interactions have permanently reshaped work a year and a half into the COVID-19 pandemic. Findings show hybrid workers expect greater flexibility, accessibility and security, while businesses grapple with meeting these increased technology demands.

"We're truly at a unique time, with the ability to redefine work," said Chuck Robbins, Chair and CEO, Cisco. "All employees around the world want a workplace that enables them to do their best, and it is our responsibility as business leaders to learn how best to support and enable our employees, however and wherever they work."

CrowdStrike partners with UiPath to secure Robot-led Processes

UiPath and CrowdStrike have announced that the companies have partnered to deliver a new level of security protection and visibility with the UiPath Robotic Process Automation (RPA) platform and the CrowdStrike Falcon platform.

UiPath and CrowdStrike are the first RPA and Endpoint Security vendors to come together to extend endpoint security to RPA, enabling full visibility to enhance protection and speed of response. The partnership offers joint customers unprecedented capabilities to correlate events to originating RPA processes to enable and accelerate threat hunting, investigation and remediation with CrowdStrike for their UiPath environment.

RPA makes it easy to build, deploy and manage software "robots" that emulate human actions interacting with digital systems and software, bringing scale, speed and consistency for improving business productivity and accelerating digital transformation. Automation needs access to systems and the right privileges to be able to execute and perform tasks with speed and consistency, without the need for manual intervention. While the UiPath platform has been architected with security at the center and its security is attested to via multiple recognized standards, the integration with CrowdStrike helps build a trusted automation environment for allowing RPAs to access critical systems and data with escalated privileges, improving business resiliency.

Hikvision partners with Yeastar for

Hikvision has announced a new technology partnership with Yeastar for IP-based video intercom integration. The integration provides a convenient solution for customers in small-to-medium size enterprises (SMEs) to control and manage their intercom systems remotely, as well as communicate with visitors.

For SME customers, when the employees are out of the office, welcoming visitors is nearly impossible. But integrating Hikvision's video intercom with Yeastar's IP PBX system enables customers to easily and remotely communicate with visitors. Even the receptionist who is not at a workstation won't miss company visitors, since the integration provides SMEs with visualized call management, video communications, and anywhere-anytime connectivity - performing across web browsers, mobile devices, and desktop computers.

Adler Wu, Global Technology Partner Alliance Manager at Hikvision, says, "We are happy to announce this partnership with Yeastar, which will expand the scope of Hikvision's intercom solution and create more value for our customers. More collaboration across the industry is benefiting the market with greater variety and functionality. Hikvision will persist in openness and work closely with technology partners to build a strong and mutually beneficial ecosystem."

NetApp to Acquire CloudCheckr and Expand its Spot by NetApp CloudOps Platform

NetApp has signed a definitive agreement to acquire CloudCheckr, a leading cloud optimization platform that provides cloud visibility and insights to lower costs, maintain security and compliance, and optimize cloud resources. Financial details of the transaction are not being disclosed.



As private and public sector organizations together with managed service providers have deepened investments in cloud services over the last few years, cloud cost has emerged as an obstacle to a company's acceleration to cloud. This acquisition extends Spot by NetApp's leading FinOps offerings by combining critical cost visibility and reporting from the CloudCheckr platform with continuous cost optimization and managed services from Spot by NetApp. Bringing these capabilities together will enable organizations to better understand and continuously improve their cloud resources and realize the benefits of cloud faster and at scale.

Qualcomm and SSW Partners to takeover Veoneer in \$4.5 billion deal

Qualcomm Inc and SSW Partners have agreed to buy Swedish automotive technology group Veoneer for \$4.5 billion.

Veoneer excels in making advanced driver assistance systems (ADAS) and it becomes an attractive takeover target for both Qualcomm and Canada's Magna.

Qualcomm in August offered to buy Veoneer at an 18.4% premium to a July bid worth around \$3.8 billion by Magna that had already been accepted by Veoneer's board.

After inking a deal with Veoneer to develop a software and chip platform for driver-assistance systems called Arriver in January 2021, the bid of Qualcomm came.

Qualcomm and SSW Partners, a newly-founded investment firm based in New York, will buy Veoneer for \$37 per share in cash, Veoneer's statement said.

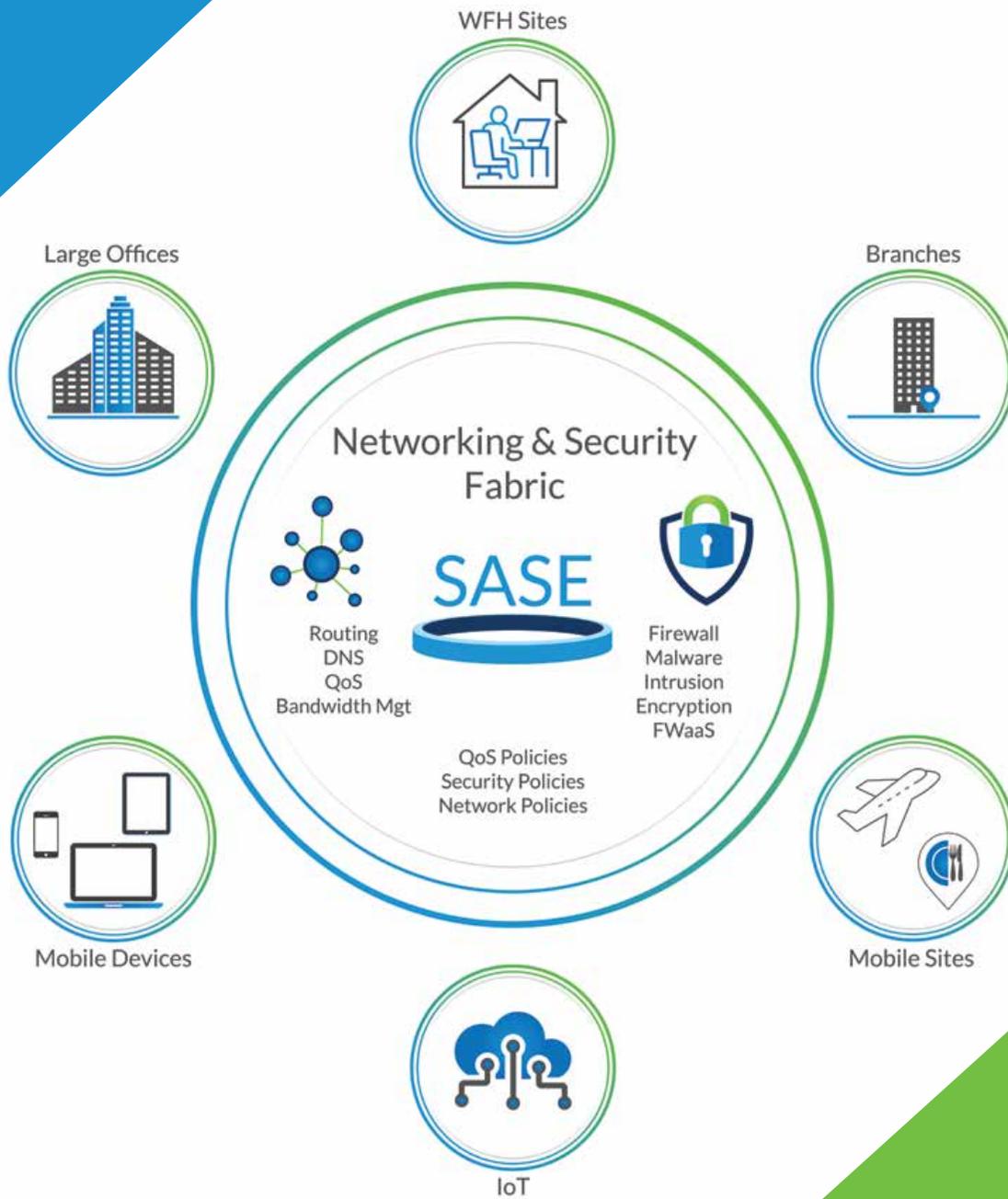
Fortinet runs its Secure SD-WAN Momentum with Global Service Providers

Fortinet has announced six new service providers have selected Fortinet Secure SD-WAN to differentiate their business and deliver new value-added services to customers. These six organizations, including Tata Teleservices, Comcast Business, Granite Telecommunications, C&W Business Panama, Acuative and 1&1 Versatel, are expanding their customer offerings powered by Fortinet Secure SD-WAN, continuing Fortinet's momentum with an existing and expanding list of service providers (SPs).

Rajesh Maurya, Regional Vice President, India & SAARC at Fortinet, says, "Fortinet's industry-leading Secure SD-WAN solution continues to be used by global service providers and MSSPs to power new managed services with a global adoption rate of over 30,000 customers.

Our partners are able to deliver consolidated key functions, ranging from security, SD-WAN, advanced routing and ZTNA services with natively available access proxy, through one solution given Fortinet's security-driven networking approach. As a result, our SP and MSSP partners are able to tap into new market opportunities and grow their business by uniquely meeting customer needs."





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Dell Technologies brings new innovations to Dell EMC PowerScale

Dell Technologies has announced new innovations for Dell EMC PowerScale, the world's most flexible scale-out NAS solution. The new enhancements will provide more flexible consumption, management, protection and security capabilities to eliminate data silos and help users effectively use unstructured data to innovate with confidence.



The power to do more

Amit Luthra, Director & General Manager, Storage Platforms & Solutions, Dell Technologies India, says, "There is a growing demand for the ability to easily support a mix of enterprise file-based workloads. It is crucial in current time for organizations to be ready for any workload, including demanding and modern workloads such as AI/ML/DL, or traditional use cases like file consolidation and archives. With the enhanced Dell EMC PowerScale portfolio we aim to enhance our capabilities and offer the best solutions to our customers. The new solutions are designed to offer customised offerings to our customers, and enable them to thrive in this competitive era."

Acer introduces SIX new laptops with Pre-installed Windows 11

ACER has unveiled a range of laptops with the latest Windows 11 operating system aimed at consumers looking for power-packed performance in an ultra-thin stylish design built around Windows 11.

Windows 11 provides a calm and creative space where you can pursue your passions through a fresh experience. From a rejuvenated start menu to new ways to connect to your favorite people, news, games, and content—Windows 11 on Acer PCs is the place to think, express, and create in a natural way. Access the apps needed, stay organized, and easily navigate with tools like Snap layouts and multiple desktops to maximize productivity. Connect instantly to the people right from the desktop with Microsoft Teams. Call or chat for free all day, regardless of what device they're on. With Microsoft Edge and a multitude of Widgets users can choose from, users can quickly stay up to date with the news and information that matters most to them. Easily find the apps that are needed and the shows loved in the new Microsoft Store.

The laptops also come pre-loaded with Office 2021. In-Office 2021, users will find new inking tools, data types, functions, translation and editing tools, motion graphics, ease-of-use features, and so much more.

IceWarp enhances its Secured Email and Collaboration Solution ensuring security for enterprises

In today's era of the World Wide Web, where there's abundant information available and is being generated every day, there is also an increase in the number of data breaches leading to business collapse. Therefore, addressing the challenge of privacy and security, with the right tools and solutions is a must. One such Global solution provider IceWarp has protected many businesses with its enhanced and advanced end-to-end encrypted Secured Mailing and collaboration suite.

IceWarp's security features combine best-in-class multi-threaded & multi-layered Anti-Virus and Anti-Spam protection, powered by CISCO. A unique combination of more than 20 anti-spam technologies, including Advanced Malware protection, zero-hour protection, phishing protection, forged email detection, and an Intrusion Prevention System, that prevents malicious or unwanted attacks in real-time. Thereby, it empowers users to have control over the system through Black Lists, White Lists, Spam Folders, and Quarantine Reports. Moreover, it also provides a security shield to the sensitive data that needs protection to save the reputation of any organization.

VAIO introduces affordable AMD Ryzen 4000 FL15 notebook

VAIO has announced to launch its first AMD Ryzen 4000 laptop with competitive pricing, available at first only for the Japanese market. The new FL15 model could be viewed as the first AMD-powered laptop that the company releases in Japan, but it is certainly not the first ever AMD device released by VAIO, since the Indian market already got the E15 model with Ryzen 3000 APUs back in January 2021.

Most models launched in Japan usually cost twice as much compared to similar builds available in the U.S., but the new FL15 is clearly an exception, as the starting price is set at around \$710 (JPY 79,200). Granted, the specs are quite modest, with a Ryzen 3 4300U quad-core processor + Vega 5 iGPU, plus 8 GB of LPDDR4x RAM and a 256 GB NVMe SSD. The 15.6-inch display only gets an FHD option, and the design includes the flat palm rest and the tilt-up keyboard from the more expensive models. The FL15 is not exactly thin at 20.5 mm and it weighs less than 1.85 kg (4 lbs).

Commvault introduces its Metallic BaaS Solutions in Asia Pacific

Commvault has announced that its Metallic Backup-as-a-Service (BaaS) solutions are now globally available across 30 countries, including in Asia, with portfolio availability in India, Hong Kong, Malaysia, and Singapore. Metallic is also now generally available in additional geographies through Metallic managed service provider (MSP) partners.

The Indian SaaS ecosystem has come a long way, with the demand for SaaS products seeing a significant increase across industries. This momentum is expected to continue the trajectory allowing organizations across India to drive both cost and revenue efficiencies.

Anshuman Rai, Area Vice President, India and South Asia, Commvault says, "India's Software-as-a-Service (SaaS) industry has the potential to be valued at \$1 trillion by 2030 and the continued increase of cloud adoption by customers in India especially mid-market and small enterprises, makes it one of the largest markets for us to capture. We are excited to bring Metallic's SaaS data protection technology to India as it offers every digital enterprise, proven enterprise-grade performance for cloud data protection and backup as a service, ensuring flexibility and scalability in today's hybrid cloud market."

Barco announces new IEX Series of LED Video Walls



Barco India has expanded its innovative LED video wall portfolio by launching the new IEX series. Offering narrow pixel pitch indoor LED video walls for more dynamic, immersive, and collaborative engagement within corporate spaces and other indoor environments like TV studios and control rooms, the new series will be available, worldwide, from this month onwards. The direct view LED, one of the most sophisticated video wall technologies available today, delivers engaging visualization experiences across various use cases.

Barco is known for being a true pioneer in the visualization space, and with the new launch, the company offers customers easy installations, trademark high-quality products and a great service network, ensuring a very reliable operation. Adjustable for varying lobby, experience center and boardroom set-ups and dimensions, the IEX series delivers the "wow factor" organizational leaders aim for as they welcome and engage both employees and guests. Customers have a variety of options to choose from, including narrow pixel pitch options in 1.2, 1.5, 1.8 and 2.5 mm. Each 27" variant showcases content at a 600-nit brightness level, suitable for indoor environments, and delivers an easy and flexible solution to meet all visualization requirements.

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Pure Storage rolls out Portworx Data Services - a Database-as-a-Service Platform for Kubernetes

Pure Storage announced Portworx Data Services, the industry's first Database-as-a-Service (DBaaS) Platform for Kubernetes.

Modern applications are composed of dozens or even hundreds of microservices, often supported by one or more data services such as databases, streaming and message queues, search, AI/ML pipelines, and more. Managing so many types of data services is complex, but this complexity is augmented further by the number of database instances to manage and scale across disparate test, dev, and production environments, across availability zones and clouds, with varied requirements around performance, high availability, data protection, data security, compliance, and more. As a result of this complexity, DevOps teams spend a large amount of their time firefighting deployments and operations, instead of delivering new features customers want.

HPE GreenLake Edge-to-Cloud Platform Powers Data Modernization

Hewlett Packard Enterprise has announced a sweeping series of new cloud services for the HPE GreenLake edge-to-cloud platform, providing customers unmatched capabilities to power digital transformation for their applications and data. This represents HPE's entry into two large, high-growth software markets – unified analytics and data protection. Together, these innovations further accelerate HPE's transition to a cloud services company, and give customers greater choice and freedom for their business and IT strategy, with



Hewlett Packard Enterprise

an open and modern platform that provides a cloud experience everywhere. The new offerings, which add to a growing portfolio of HPE GreenLake cloud services, allow customers to innovate with agility,

at lower costs, and include the following:

HPE GreenLake for analytics – open and unified analytics cloud services to modernize all data and applications everywhere – on-premises, at the edge, and in the cloud

HPE GreenLake for data protection – disaster recovery and backup cloud services to help customers take ransomware head-on and secure data from edge-to-cloud

HPE Edge-to-Cloud Adoption Framework and automation tools – a comprehensive, proven set of methodologies expertise, and automation tools to accelerate and de-risk the path to a cloud experience everywhere

BenQ India unveils 10 new products during festive season

BenQ, a global leader in display technology and solutions, has announced the most extensive portfolio launch of the year comprising ten new products across the various categories to kickstart the celebrations this festive season. The new launch comprises of BenQ's immersive gaming and entertainment monitors, smart wireless portable projectors, and gaming accessories including, World's First Smart Wireless Portable Projector with 2.1 CH Speakers, MOBIUZ Gaming Monitors, Curved Ultrawide Entertainment Monitors and ZOWIE Mouse for eSports. This portfolio launch is a remarkable one since this is the first time that BenQ is launching a range of curved monitors in India across the gaming and entertainment categories, with four different models catering to four different size segments and providing extraordinary immersive audiovisual experience in their respective segments.

Hitachi Vantara Tackles Cloud Cost Paradox with New Cloud FinOps Services

Hitachi Vantara, the digital infrastructure, data management and analytics, and digital solutions subsidiary of Hitachi Ltd. (TSE: 6501), today introduced Hitachi Cloud FinOps Services. This new offering provides a portfolio of services designed to help organizations optimize cloud economics. The end goal: help organizations save money as they deploy their hybrid, multicloud or distributed cloud services - while still maintaining the proper agility and scale to deliver their business and IT results.

The Cloud Cost Paradox

Cloud is essential to almost every enterprise in every industry because it accelerates innovation, agility, and growth. However, as companies operating at scale deploy more cloud services, they often find that ungoverned on-demand consumption, and unexpected management and operational costs, are eating up promised cost savings and quickly driving budgets to overrun. Indeed, IDC predicts increased investment in public cloud cost management through 2022 as enterprises seek to cut cloud waste by 50%. The challenges from inadequate automation, the lack of visibility across cloud accounts, and duplicate and idle resources from poor application architectural design can add up to thousands – or even millions – of dollars in wasted expenditures every year.

Palo Alto Networks comes up with new Cloud location in India

Palo Alto Networks unveiled its new India multicloud location dedicated to serving local and regional customers. The new cloud location underlines India's importance in Palo Alto Networks' global strategy and commitment to the country.

The new cloud location will enable India-based and other regional organizations to benefit from direct, high-performance access to Palo Alto Networks Prisma Cloud, Cortex XDR, WildFire and Cortex Data Lake while allowing storage of their logs within Indian borders. In addition, customers based in India already benefit from Palo Alto Networks local cloud locations with Prisma Access.

Prisma Access: Customers can securely connect mobile users and branch offices directly to gateways located in India for low-latency secure access to cloud and data center applications.

Prisma Cloud: Customers can secure and meet security compliance requirements for their applications, data, and the entire cloud native technology stack – throughout the development lifecycle and across hybrid and multi-cloud environments.

Lenovo announces its PC Omni channel "Lenovo On Demand"

Lenovo has announced the launch of India's first omni channel platform - Lenovo On Demand. Lenovo India is the first brand in the PC industry to bring this phygital experience for its consumers. This virtual store is an amalgamation of the two major shopping avenues -Lenovo.com and its ~400+ stores across ~200 cities in India. Lenovo's e-commerce platform currently reaches 12000 pincodes and has seen a 2x growth in traffic in the last 6 quarters, and has also seen a 6x growth in revenue.

This platform presents a unified picture of e-commerce and offline retail by integrating the real life stores' products with digital stores, to create a unique virtual experience for consumers looking for contactless purchase.

Rajesh Thadani, Executive Director-Ecommerce, Lenovo Asia Pacific, says, "Customers today have grown to love shopping online and show comfort in their own digital spaces for most retail experiences. That said, the touch and feel of traditional retail as well as live demos for product services are irreplaceable. This is where the concept of 'phygital' enters. We at Lenovo are aiming to provide our customers with an integrated platform as a one-stop-shop. Lenovo On Demand aims to be a unified platform where retail meets ecommerce."



20th Star Nite Awards 2021

Friday, 26th November 2021, Hybrid Event
Hotel Shangri-La, New Delhi

PARTNER TRANSFORMATION KEY ENABLER FOR EFFECTIVE BUSINESS TRANSFORMATION

Star Nite Awards (SNA) known as the DNA of channel, is India's premium annual event. It provides a meaningful and collaborative platform in bringing the key Partners/ VARs from across the country to understand how to accelerate business as newer technology brings opportunities and challenges. SNA invites Technology Gurus, Corporate Honchos, CMOs, System Integrators and Solution Partners to understand how industry, technology, standards and regulatory experts are geared up to face the next wave of digitization.

SNA offers a compelling combination of Super Session, Pre-scheduled one-on-one meetings, VAR Symposium, Awards Ceremony, Technology Showcases and Breakout sessions to bring a comprehensive business development platform for both vendors and partners. About 500 delegates will attend this year's SNA from across the country including System Integrators, Solution Partners, Distributors, ISPs/ISVs, VARs, Industry Associations and Media. To celebrate the 22nd Year, in serving the Indian ICT industry, VARINDIA is dedicating this year's event to the VARs of the country.

AGENDA :

- Partner Empowerment Session: Super Session
- VAR Symposium: Vendors to present
- Recognition Of 100 Eminent VARS in India
- 1 : 1 meetings- During Breakout sessions
- Awards ceremony: 100 Eminent VARs of India
- Awards ceremony: 10 CMO's of India
- Awards ceremony: 10 Channel Chief's in India
- Evening Session: Keynote Address
- Tech talk (5 minutes) – Only Five Corporates
- Star Nite Awards for OEMs

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Partner Empowerment Session

- A dedicated session for partners in which a technology distributor will present the session along with few OEMs
- **Super session: 10:00 AM to 13:00 PM**
- The session has been designed to understand the roadmap and the GTM strategy of the distributor on how they are empowering the channel eco-system in the country.

5 Minutes Tech Talk

The Tech Talk Session is primarily designed where an individual will need to speak in an extempore style on any topic pertaining to technology. The session will be addressed by IT decision makers and influencers. Tech Talks are technology-focused events that provide a marketplace for solution providers and technology decision makers to stay up-to-date in using technology and become better communicators in the workplace.

KEY HIGHLIGHTS :

- Two tracks of Panel Discussion Sessions (VARs & CMOs)
- Fire Side Chat & Corporate presentations
- Channel Leadership Awards Ceremony
- Exclusive interaction session among VARs & Vendors



For More Information Please visit: <https://varindia.com/2021/sna/microsite/index.html>

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Regional offices: Kolkata, Bangalore, Chennai, Hyderabad, Mumbai & Bhubaneswar

Netplus Broadband collaborates with i2e1 to launch PM-WANI Public Data Offices across North India

The Prime Minister Wi-Fi Access Network Interface (PM-WANI) scheme is a significant move by the Union Cabinet to establish public Wi-Fi networks across the country. It is being seen as an attempt by the Centre to elevate wireless internet connectivity in the country. The scheme will completely revolutionize the tech sphere and will also substantially improve the wireless connectivity of the country.

Speaking on the occasion Netplus Broadband Group CEO Prem Ojha said, "Netplus broadband has its presence across 300+ cities and 8 states. Netplus has taken a big leap forward to power the digital transformational journey across North India. We are pleased to join hands with i2e1, for the PM WANI initiative. The PM-WANI will not only boost the 'ease of doing' business but also will also boost 'ease of living'. The connectivity would be provided through Public Data Offices (PDOs). The scheme would enable our small shopkeepers to provide Wi-Fi service. This will boost incomes as well as ensure our youth get seamless internet connectivity."

Airtel with Ericsson conducts India's first Rural 5G trial

Bharti Airtel ("Airtel") and Ericsson have conducted India's first 5G network demonstration in a rural geography. The demonstration took place in Bhaipur Bramanan village on the outskirts of Delhi/NCR using 5G trial spectrum allocated to Airtel by the Department of Telecom.



The trial showcases the massive potential offered by 5G towards bridging the digital divide by enabling access to high speed broadband through solutions such

as enhanced mobile broadband (eMBB) and Fixed Wireless Access (FWA) services.

The highlight of the trial was the demonstration of over 200 Mbps throughput on 3GPP-compliant 5G FWA device at distance of over 10 Km from the site. This translated into an inter-site (between two 5G sites) coverage of approximately 20 kms, thus offering the ability to provide high-speed broadband coverage even in the remotest of geographies. As part of the trial, even a commercially available 3GPP-based 5G smartphone was able to connect to the 5G test network and record 100+ Mbps speeds at a distance of over 10 Km from the site.

Tata Tele Business Services comes up with 'EZ Cloud Connect' for businesses

Tata Tele Business Services (TTBS) announced the launch of EZ Cloud Connect, an easy, fast, reliable, cost effective and secured Point to Point (P2P) cloud connectivity gateway. EZ Cloud Connect enables Enterprises to bypass the internet and deliver data to and from the Cloud Service Provider (CSP) by establishing a dedicated private network connection. EZ Cloud Connect provides improved and consistent network experience with greater bandwidth throughput while reducing capital and operational expenses.

EZ Cloud Connect is a one-stop cloud connectivity solution that has all three elements - leased line connectivity + cross connect + cloud port bundled as a single product offering. Thus, saving an enterprise the cost and effort to deal with multiple service providers and at times sub-optimal solutions that may constraint their network performance.

For Enterprises, EZ Cloud Connect is an all-in-one integrated solution which is easy on the pocket, easy to scale, easy to manage and easy to secure. Enterprises can now experience an all new and easy way of connecting to the cloud.

NETGEAR introduces Unbeatable Festive Season Offers

NETGEAR has announced a "Festive Season Sale" with exciting offers for customers. The brand believes that this is the perfect time for consumers to invest in innovative products to simplify their lifestyles and increase work from home efficiency and productivity.

NETGEAR

NETGEAR strongly believes in providing a remarkable user experience for its valued customers over the years and is continuously coming up with innovative and trendy devices. With the beginning of the festive season, the company is offering great deals on its wide range of products such as XR1000 Pro Gaming Router, Orbi RBK352 Dual-band Mesh System, AX1800 WiFi-6 Mesh System and Orbi RBK50 Tri-Band Mesh System, etc. The customers can get great Discounts upto 30 to 50 Percent across various Wi-Fi categories on the NETGEAR official website and various ecommerce platforms.

Telegram adds 70 million users during WhatsApp and Facebook suffered outage

Telegram has gained from WhatsApp's loss. In a global massive outage which lasted for over six hours WhatsApp was down for the entire duration. Taking advantage of the situation, Telegram added 70 million users. Not only WhatsApp, Facebook and Instagram also suffered for six hours.

The social media company held a faulty configuration change as a reason for the outage that affected over 3.5 billion users across the globe. While Facebook's outage might have incurred losses for the company, its rivals Telegram and Signal surely had a field day.

Telegram CEO Pavel Durov revealed that the messaging app added 70 million users when Facebook and WhatsApp went down. "I am proud of how our team handled the unprecedented growth because Telegram continued to work flawlessly for the vast majority of our users. That said, some users in the Americas may have experienced slower speed than usual as millions of users from these continents rushed to sign up for Telegram at the same time," Drove wrote on its Telegram channel.

Lightstorm selects Nokia's Digital Operations software for faster service rollout

Nokia announced that it has been selected by Lightstorm, India's carrier-neutral network infrastructure platform, to deploy its Digital Operations software. Nokia will automate Lightstorm's service fulfilment and service assurance processes, enabling the company to create new revenue streams by offering Network-as-a-Service (NaaS) solutions to their enterprise customers. The deployment is underway across India and will be implemented on Amazon Web Services (AWS). Once deployed, Lightstorm's customers will benefit from quick and efficient execution of service requests.

The Digital Operations software facilitates business process and operations automation in multi-vendor, multi-technology, and multi-domain networks. This will enable Lightstorm to quickly quote, design, deploy and assure connectivity services with guaranteed service level agreements.

Amajit Gupta, Chief Executive Officer, at Lightstorm, said, "Lightstorm is building a resilient and future-ready telecom network designed to support the ever-growing demand for data and low-latency applications in India. We are confident that Nokia's Digital Operations software on AWS will help us realize our vision of building a software-defined programmable and automated network. We look forward to working with Nokia in our journey to provide a world-class digital experience through our platform."

Selling Lapcare Gets You Rewarded Every Month

Thousands of
Gifts and Freebies
for our top performers



**MONTHLY
BONANZA**
FOR
RETAIL PARTNERS



Happy Selling!

Scheme is valid for retailers and non-distributing partners only



COMPASS organizes its 27th AGM, reappoints Sanjay Chhajer as the President

The COMPASS 27th Annual General Meeting was held on 25th September 2021, at the Spring Club, Kolkata. Sanjay Chhajer, Director of Advance Management Systems Ltd. was re-elected as President of COMPASS (Computer Association of Eastern India).

He had joined COMPASS as a Life member in 1996 and from time to time served the Association as Joint Secretary, Vice-President & the Chairman of the Exhibition Committee of COMPASS IT Fair. He was elected as President in December 2020.

President Chhajer expresses his gratitude to fellow members for the faith shown in him & outlined the focus areas for the future which would ensure that COMPASS continues to play a relevant role in the functioning of computer hardware industry by broad basing the focus areas of the Association to include all aspects of the IT business & also maintain revenue targets. Activities like Exhibitions, Newsletters, Online Product Information, and Sports would also form part of the broader agenda.

The President also emphasized on the importance of team work and continuous support of all members.

ASIRT to host Synergy Business Conclave – 2021

Since the announcement of the newly conceived ASIRT SYNERGY BUSINESS CONCLAVE (ASBC), event, ASIRTers have been gearing up and looking forward with unabashed zeal to see each other in person, after the Covid-19 Pandemic over the past 18+ months.

“ASBC will open a new Chapter for ASIRTers as well as the IT Fraternity with exchange of new ideas along with technological breakthroughs being displayed by specialists from Sponsor Companies,” said Tushar Parekh, Chairman of the Association of System Integrators & Retailers in Technology (ASIRT).



Since its founding in 2012, ASIRT has been a trailblazer in forming collaborations and supporting the SI community in expanding their horizons and

achieving higher goals. With over 200 members and a variety of unique programs such as TechDay, TechEdge, Consortiums, ACPL etc, ASIRT is pleased to announce the launch of a new program, the ASIRT Synergy Business Conclave-2021, which is being held on October 22-23, 2021 at a Resort in Mumbai.

This Conclave will provide an opportunity to network with industry experts, develop ties with fellow Members, and learn about emerging technologies. The ASIRT Synergy Business Conclave epitomizes ASIRT's vision of “Partner, Progress, and Evolve”.

The Conclave Agenda features a number of specialized workshops and numerous networking possibilities between Members and Principals, which is expected to serve as a morale booster and win-win situation for strategic growth with unique Go To Market solutions. As icing on the cake, the evening will blossom with a new feature - recognition of ASIRTers for their Contributions, Innovations and other various categories with ASIRT Synergy Awards.

RP Tech India organizes Switzerland Tour for employees who achieved remarkable business success

RP tech India delighted its employees from 20 different cities of India with a memorable Switzerland tour. Probably the first Indian company to organise a group international tour, RP tech rewarded its branch managers, product/business managers and champions who achieved remarkable business success. Organized during 6th – 11th October, the Switzerland tour was packed with lots of fun activities and surprises for employees to offer them much needed leisure after almost two years of the challenging period.

Foreign Trip Scheme (FTS) is a motivational tool to encourage employees to bring out the best in them to achieve set business goals. It also aims at improving the work quality, foster employee loyalty and reduces attrition.

The tour had lots of fun activities and surprises for employees and their spouses. They visited some of the iconic places in Switzerland like the Swiss National Museum, Old Town, (Alstadt), the Zurich Opera House, Chinese Garden, Bahnhofstrasse and the Fraumunster Church, Interlaken, Schwarzwaldhuren Zentrum and Lucerne. RP tech team ensured seamless execution of the itinerary. All participants appreciated the efforts of the team for giving them a memorable experience of a Switzerland tour.

Lapcare: Celebrating the festive spirit, all year round!

As the tagline suggests, “Expect more, explore more”, the partners know for a fact that association with Lapcare does not limit the perks and advantages they would get to just a festive season, rather, it is an ever-going carnival of offers, schemes and other loyalty advantages. The organization has been benefitting the partners with schemes, lucky draws, bundled offers and numerous other ways. Partner/consumer engagement and loyalty is all that is desired.

The pandemic has changed and evolved the IT Peripherals and Accessories market in more ways one could have predicted. The fluidity and dynamics of the market trend are much more aggressive now. The E-comm market share is increasing and hence the marketing focus has shifted during the current festive quarter. Though at the same time retail marketplaces and shops and much more aggressive in terms of Integrated Marketing communications to keep up with the competition and fill up the holes made during lockdown.

The ones who would adapt to the new norms of keeping the right balance between online and offline channels in accordance with the analytics would for sure be able to keep the consumers engaged.

Lapcare ensures customer engagement through continuous research and modification on consumer touch points, not just for the festive season but all year round.

The behavioural shift in consumers has imposed new challenges in terms of market segmentation and product positioning. The consumer is informed and aware now, more than ever. One must maintain a proper balance of statistics, facts and USPs while pitching or communicating about the product. Other factors for consumer identification such as Age, Income bracket etc have shifted as well.

Although, if the brand is confident of their products and deliverables, the above-mentioned challenges turn out in an opportunity. For a brand like Lapcare, the current scenario is ideally optimised as they believe in providing the best to customers in terms of product, bang for bucks, after sales support and service rather than just talking the talk.

The offers and benefits have never stopped from their end, keeping it joyful and pleasant for every tier of partners and consumers throughout.

Though, if the current schemes are to be stated, they are a part of all festive sales on major E-commerce platforms, offering huge discounts. Also, a monthly bonanza scheme is active for retailers, treating them with exciting gifts and prizes.

Red Hat's Openshift provides secure, flexible, scalable business in Hybrid cloud ecosystem

Cloud computing was becoming popular in last couple of years and with time Hybrid cloud surpassed the popularity. Moreover, the adoption of technology and need for innovation have been geared up by the pandemic and with that businesses are undergoing digital transformation and decision makers are inclining towards hybrid cloud.



In the hybrid cloud deployments Kubernetes delivers some benefits like flexibility and scalability across disparate environments. Kubernetes, in conjunction with a hybrid cloud infrastructure, can be vital for solving the global data-transfer regulation puzzle. Red Hat's Kubernetes based platform Openshift helps organizations offer innovation, flexibility, supports different types of applications, helps to scale businesses and much more. In a chat with VARINDIA, **FRANK FELDMAN, VICE PRESIDENT, APAC OFFICE OF TECHNOLOGY, RED HAT** discusses about hybrid cloud, its challenges, Kubernetes based platform - Openshift, security etc.

HYBRID CLOUD AND CHALLENGES

Cloud computing has completely changed today's network landscape of many organizations. Earlier organizations limit their data and computing operations to private, but with time hybrid cloud is gaining grounds and becoming more popular.

While explaining about the cloud computing Frank Feldman says, "Many businesses from any industry know that cloud computing has radically altered the landscape of today's network environments. Whereas organizations once confined their data and computing operations to private, often onsite data centers, virtualization and the spread of multiple service platforms have made it possible for assets and activities to be located in public clouds that can be accessed from anywhere at any time. Further, the changes in data usage and data demands from end users and applications, require businesses and their IT infrastructures to deploy solutions that meet varying needs, including scalability provided by public clouds, and security of a private cloud for critical and sensitive data." In hybrid cloud, data sovereignty and security are the biggest challenge whereas organizations prefer private cloud to safeguard sensitive data and for compliance. On the other hand in hybrid cloud, organizations need to manage various security platforms.

"Risks associated with data sovereignty and security are probably the biggest challenges facing hybrid cloud adoption. The fundamental objective behind having a private cloud is to safeguard sensitive data and for compliance. With a hybrid cloud model, firms need to simultaneously manage different security platforms each with different requirements. As such, transfer of data between private and public clouds becomes crucial," explains Frank.

RED HAT OPENSIFT

The Red Hat Openshift encourages organizations to deliver innovation and scale business and customer demand. The platform also offers efficient and consistent experience that is built around full-stack automated security and operations.

Elaborating on the same, Frank says, "Red Hat makes open source innovation production-ready, and Red Hat Openshift helps organizations deliver innovation at the speed and scale their businesses and customers demand. It offers flexibility, supports different types of applications (modernized or cloud-native), and is available on any infrastructure with fully managed and self-managed deployment options. For organizations that want empowerment in their development team to deliver higher quality products faster when tools in their kit are familiar and the software pipeline is security-focused and compliant right from the start, Red Hat Openshift Platform Plus offers efficient and consistent experience that is built around full-stack automated security and operations."

ADVANTAGES OF OPENSIFT

Revealing about the advantages of the Red Hat Openshift, Frank states, "There are many factors to consider when deploying an enterprise ready Kubernetes Platform. With the free community versions of Kubernetes you will need to integrate a range of different open-source projects, components, and processes. You will have the ongoing maintenance and support of the environment using internal resources, who could be better utilised creating innovative solutions for your organization."

With Red Hat Openshift, you get the most current features, security measures, and assurance that support and patches will be provided. This is like the difference between buying apples, brown sugar and flour vs a ready-made apple pie.

Users also need to be well informed of the management solutions available to the platform they choose; ultimately they need to rely on these management tools to efficiently and economically scale up their platforms as they increase in scale."

DATA SECURITY & HYBRID CLOUD INFRASTRUCTURE

Security is a major cause of concern for every organization. These days traditional perimeter -based network security is not that effective and security should be implemented at each layer of the application and infrastructure stack. Along with it, people and processes should be aligned accordingly. Red Hat is aiding the organizations to enhance the security of the hybrid cloud infrastructure.

"Containers and hybrid cloud technologies have made the security landscape much more complex. Security teams are increasingly finding it challenging to keep up with the changing risks, compliance requirements, tools, and architectural changes introduced by these technologies. Traditional perimeter-based network security is no longer effective on its own, and security teams must rethink their approach. Security should be implemented with each layer of the application and infrastructure stack. People and processes should be aligned to continuously monitor and address security early in an automated way. More and more customers are adopting shift left practice to find defects and improve the security of their products. Red Hat provides the technologies to build, manage, and automate a hybrid cloud securely in a layered, defense-in-depth security strategy across the entire infrastructure and application stack and life cycle, including operating systems, container platforms, automation tools, software-as-a-service assets and cloud services. These can provide the foundations for an organization's Dev-Sec-Ops capability," describes Frank.

“There are huge growth opportunities in

DATA BACKUP, STORAGE, SECURITY & MANAGEMENT

on cloud as well as on premises”

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

I started my career in IT as a support engineer in 1999 and then started my own business of IT hardware retailing in 2004. My experience of more than 22 years has helped maintain the growth path of our company year on year. Shree IT Solutions is a bridge between business needs in the world of IT products & services. We are a trusted and assured Solutions Partner with an experience of 17+ years of serving more than 500+ clients across PAN India. We understand the needs of our customers and help in creating a more productive and efficient business environment. Our priority is on providing a lower cost of ownership with the latest technological development. We are committed to offer technology products & services to our valued clients to help them grow. We are also Platinum partners with Lenovo and offer various business products & solutions to our business clients.

Briefly explain your business model. What are the growth opportunities you see for yourself in the near future?

We provide a wide range of IT Infrastructure products, solutions & services to corporate clients in a B2B model. We acquire and then manage the client for all their needs related to IT by introducing them to relevant OEM's and help in the integration. Being a Platinum partner with Lenovo, we provide better pricing to our clients. During the tough times of the pandemic, Lenovo was always there to support us in terms of material supply and client servicing. In the last few years, the opportunities received from Lenovo have helped us grow our business and expand our clientele. We are doing pretty well in the space of computing, i.e. PC's and are now aiming to grow in the domain of enterprise solutions. Additionally, there are huge growth opportunities in data backup, storage, security & management on cloud as well as on premises. Lenovo has similar growth plans in these areas and we are certain that we will continue to grow along with them.

What drives your business growth? Can you describe your customers and why they would select you over your competitors?

Our passion to serve our clients with commitment and dedication helps us to grow. With changing technologies and environment, keeping ourselves updated helps us to keep at par with clients for any kind of technical support. Quality products offered by us like Lenovo ThinkPad & Thinkbook laptops, desktops are the market differentiators. It is quite easy to win deals against competition with these products & their aggressive pricing. After sales support offered by Lenovo is certainly at par with the competition and helps us keep our clients satisfied, which results in retainer clients.

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?

There has been an increase in demand for laptops in the past year due to the COVID pandemic. Supply of laptops in the market was impacted. Clients were even resorting to leasing products to match demand. 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 & Onsite Installation along with extended warranty support were the game changer in these times.

How has the organization tackled challenges post the COVID pandemic? How have you supported customers to ensure that the IT remote workforce runs smoothly during this time?

During the pandemic our biggest challenge was to provide material and support to users at various locations. We offered services to ship and manage products PAN India. This helped our clients to continue working seamlessly without any downtime. Additionally we continued to provide our on-site services. This additional offering has allowed us to support our customers and resolve their issues in real time.



AMIT MITTAL

Managing Director, Shree IT Solutions

What are the technology trends to look out for in the SMB segment?

The SMB segment is growing under many government initiatives like Make in India. Clients in this space are looking for technological solutions to help grow their business. As we all know video conferencing is the new buzz in the market where an individual's location is no longer a constraint for business continuation. Similarly, some trends in the SMB segment include Remote Data/Application access, Data Security, Device's integration & synchronization. Cloud solutions & Software as service is also booming among SMB clients as it reduces capital investment.

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

In the last year working styles for clients and our teams have changed due to pandemic. Physical presence & paperwork has reduced while digital documentation has taken over. Clients have moved from physical invoicing to digital forms. We also had to move our invoicing process from on premises to cloud for easy access.

Avail the Prowess of Wired Internet Connectivity with Cadyce



Compact laptops have become the need of the hour. Due to this trend, laptops are losing on some ports, and one of them is Gigabit Ethernet. Though we live in a wireless world with WiFi by our side, wired internet connectivity is a boon, especially for huge enterprises. To help with this requirement, Cadyce has come up with a dual USB-C docking station with Gigabit Ethernet called CA-DUCDG.

This gadget is astounding in every form as it offers an array of other ports too. With Thunderbolt 3 compatibility, this aesthetic docking station comes with dual USB-C connectors that make plugging easy. The reason being the reversible technology with which need not to worry about the ‘right’ side to mount the device. Alongside this, CA-DUCDG also has a USB-C Power Delivery port with exhilarating support of up to 100W. This port is so efficient that it helps in fueling the laptop.

Apart from this, user will get enthralling display standards, thanks to the HDMI port. This port supports a resolution up to 4K x 2K@30Hz, which serves clear, realistic, and non-pixelated images. Additionally, it sports two screen modes – extend and mirror for added productivity.

With this, user will also find the predominance of USB 3.0 that exhibits 5Gbps data transfer speed and fuels mobile devices at a super-fast speed. With two ports, user can charge device on one and connect peripherals like mouse, keyboard, and hard drive to other. Amid this, the most imperative feature is the accessibility to wired internet. Enjoy stable internet speed with Gigabit LAN speed of 10, 100, or 1000Mbps.

“We know that enterprises rely on wired internet connectivity and unfortunately Ethernet port is missing in many laptops. With this thought in mind, we designed CA-DUCDG for seamless connectivity. To serve more ease, we came up with USB-C® connectors because this technology dominates all the laptops. With reversible technology, it has eliminated a grave problem of plugging and ascertaining the right side of the connector,” adds the member of the Cadyce team. They further cite, “we always strive for the betterment of our consumers and to do so, we offer user-friendly solutions like plug-and-play. The same functionality has been embedded in CA-DUCDG to bypass the lengthy installation processes. Besides, it exhibits compatibility with operating systems like Mac, Windows and has slots for Micro SD/ SD cards offering support up to 2 TB.”

Cadyce All Set To Maximize the Capability of Surface Pro

Is anyone looking forward to multiple connectivities on Surface Pro? In such circumstances, a docking station proves to be convenient. One such Multi-Function Dock for Surface Pro 4, 5, 6 from Cadyce is CA-MSD456.

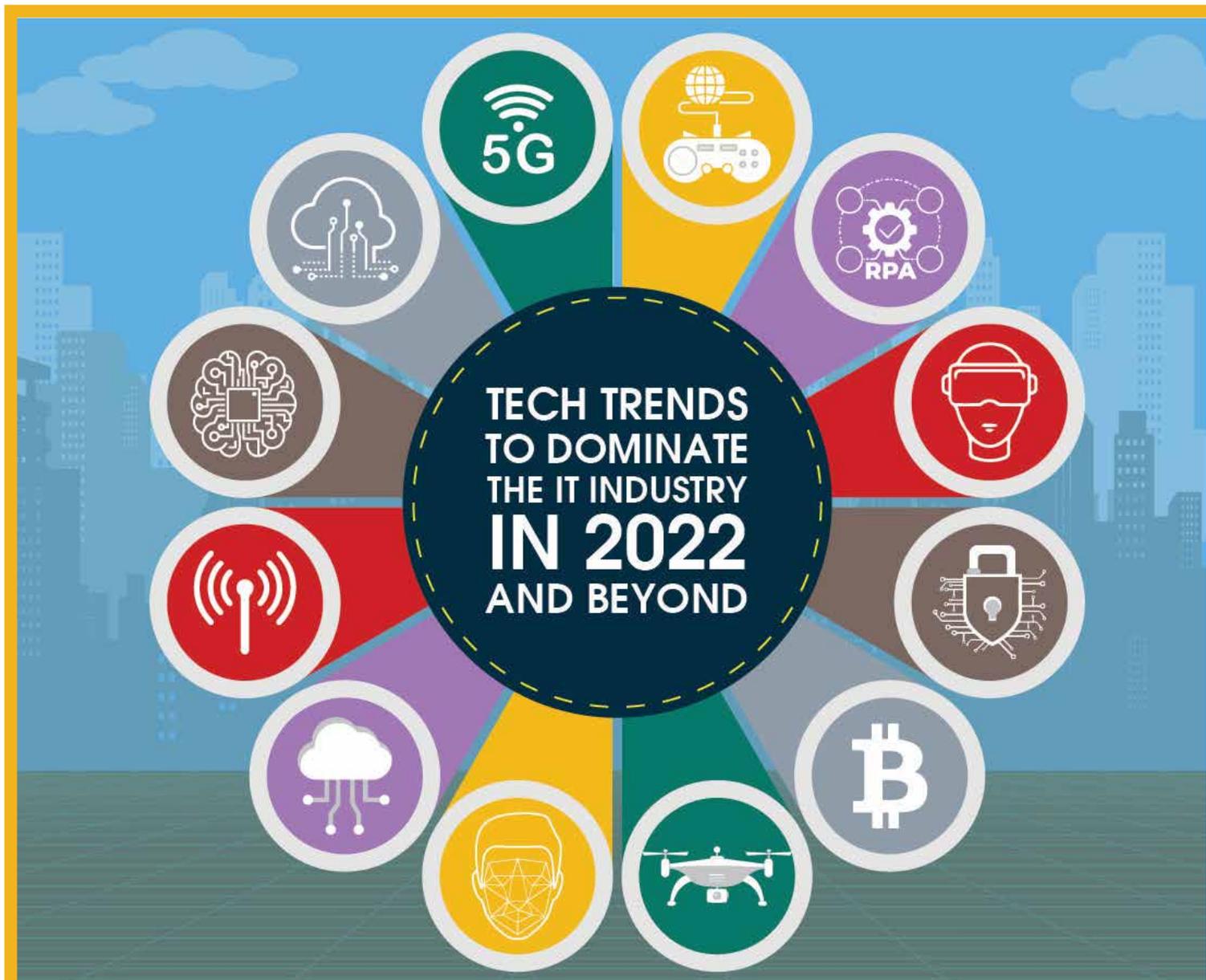
This unique docking has it all to satiate every requirement. It has two ports for displays – HDMI and Mini DisplayPort. They support resolution up to 4K@30Hz, which is Ultra HD. With display standards like this, relishing non-pixelated and crystal clear picture quality is a blessing. Alongside this, user can also avail screen modes – extend and mirror for an added boost in working environment.

Furthermore, to back it up, there are two USB 3.0 ports. Interestingly, they support BC 1.2 charging, with which fueling mobile phones at lightning speed becomes easy. Along with charging, it also supports a data transfer speed of up to 5Gbps.

And the essence of the device is its sturdy exteriors, enveloped in an aluminum housing. Aluminum is lightweight but helps in electrical conductivity. Due to this characteristic, it is extensively used in electrical devices.

“Unquestionably, Surface Pro is the best device to maximize productivity, but sometimes it may have its limitations. That’s when we, the team of Cadyce, step in to bridge those gaps. With CA-MSD456, we intend to offer some extra functionality to make Surface Pro a fully equipped gadget. Therefore, we designed extra ports to amplify the capability of the user to the core,” adds the member of the Cadyce team. They further cite, “to simplify the whole process, we have embedded CA-MSD456 with plug-and-play technology with which users can skip lengthy installation process. Alongside this, it has dedicated SD and mSD card slots that support up to 2TB. Most importantly, the device is designed in a way to be compact and portable. With this, you can carry it anywhere and place it in the most confined spaces.”





TECHNOLOGY IS CRITICAL AND IS THE KEY TO SUCCESS FOR ENTERPRISES AND SMES IN THIS DIGITAL ERA. EMERGING TECHNOLOGIES ARE DRIVING 4th INDUSTRIAL REVOLUTIONS. ARTIFICIAL INTELLIGENCE (AI), ECOMMERCE, SOCIAL NETWORKING, IOT, 5G, BLOCKCHAIN ARE IMPACTING THE INDUSTRIES FROM HEALTHCARE TO EDUCATION TO FINANCE TO MANUFACTURING, THE PANDEMIC HAS FORCED COMPANIES TO USE TECHNOLOGY TO REIMAGINE NEARLY EVERY FACET OF THEIR OPERATIONS ARE BEING LEVERAGED TO BLUR THE LINES BETWEEN INDUSTRIES, CREATING NEW BUSINESS MODELS AND CONVERGING SECTORS.

IN THE WAKE OF THE OUTBREAK, EVERYTHING FROM DOCTORS' APPOINTMENTS TO SCHOOLING TO WORKOUTS WENT ONLINE. AS MORE PEOPLE WORKED, LEARNED, BANKED, EXERCISED, RELAXED, AND EVEN SOUGHT MEDICAL CARE FROM HOME DURING COVID-19, THEY RECEIVED A CRASH COURSE IN HOW MUCH CAN BE ACCOMPLISHED AT HOME. THERE ARE CASES, THE TECHNOLOGICAL CHANGES INSPIRED BY COVID-19 WILL COME IN THE FORM OF AN ACCELERATION OF EXISTING TRENDS — FOR EXAMPLE, INDUSTRIAL AUTOMATION AND CONTACTLESS PAYMENTS.

NEW ADVANCES IN TECHNOLOGY ARE STILL DISRUPTING THE COMMON LIVES—IN MANY CASES—FOR THE BEST. SOME OF THEM ARE ALREADY IN PLACE, BUT THEY ARE STILL EVOLVING AND CHANGING AT A RAPID PACE, MEANING THE IMPACT OF THESE ADVANCES WILL ONLY AMPLIFY. ECOMMERCE WAS RANKED AS THE MOST DISRUPTIVE BUSINESS MODEL. ECOMMERCE CONTINUES TO CAPTURE ATTENTION WITH ITS DRAMATIC GROWTH PROSPECTS. GLOBAL ECOMMERCE SPENDING IS EXPECTED TO INCREASE FROM \$3.5 TRILLION IN 2019 TO \$6.5 TRILLION IN 2023.

IN THIS ARTICLE, WE HAVE SPECIFIED 20 MOST INFLUENTIAL TECHNOLOGIES WHICH ARE GOING TO INFLUENCE THE MARKET IN 2022.

1. 3D AND 4D PRINTING

Introduction: Three-dimensional (3D) printing technology has potential of high-impact implementation in applications ranging from personal tools to aerospace equipment. As 3D printing becomes more than just a simple production process, it has come to support a convergence of technologies and applications such as sports equipment, food packaging, and jewelry, as well as products in the high tech fields of aerospace, medicine, architecture, education, automotive industry, military support, and others. Four-dimensional printing (4D printing; also known as 4D bioprinting, active origami, or shape-morphing systems) uses the same techniques of 3D printing through computer-programmed deposition of material in successive layers to create a three-dimensional object.

IMPACT TO THE INDUSTRY:

3D printing technology consolidates the number of components and processes required for manufacturing. This has a significant impact on global supply chains, decreasing complexities, saving on production costs, enhancing lead times and improving time-to-market. The most obvious advantage of 4D printing is that through computational folding, objects larger than printers can be printed as only one part. Since the 4D printed objects can change shape, shrink and unfold, objects that are too large to fit a printer can be compressed for 3D printing into their secondary form.

OEMS INTO THE SECTOR:

Autodesk, Samsung, 3D Systems, Vicon Motion Systems and Dassault Systèmes

3. ARTIFICIAL INTELLIGENCE (AI) AND MACHINE LEARNING (ML)

Introduction: Artificial Intelligence and Machine Learning is helping to automate models which can analyze bigger, complex data to return more fast and accurate results. AI is projected to have a lasting impact on just about every industry imaginable. Artificial Intelligence is seen in smart devices, cars, healthcare systems and favorite apps, and its influence can be seen to permeate deeper into many other industries for the foreseeable future.

IMPACT TO THE INDUSTRY:

Artificial Intelligence is of utmost importance because AI forms the very foundation of computer learning. Through AI, computers have the ability to harness massive amounts of data and use their learned intelligence to make optimal decisions and discoveries in fractions of the time that it would take humans. Artificial Intelligence is becoming responsible for everything from medical breakthroughs in cancer research to cutting-edge climate change research. Most industries with enormous volumes of data have recognized the value of Machine Learning.

OEMS INTO THE SECTOR:

Google, Facebook, Nvidia, Amazon, Microsoft and IBM

5. CLOUD AND EDGE COMPUTING

Introduction: Cloud computing is the act of running workloads within clouds, while edge computing is the act of running workloads on edge devices. Edge computing is a form of cloud computing. Edge computing is used to process time-sensitive data, while cloud computing is used to process data that is not time-driven. Besides latency, edge computing is preferred over cloud computing in remote locations, where there is limited or no connectivity to a centralized location.

IMPACT TO THE INDUSTRY:

In this unprecedented time cloud is offering new ways to access computing capacity and data quickly and inexpensively. It can also boost innovation and put companies on a fast track to leverage disruptive practices and technologies while Edge computing's most significant benefit is its ability to increase network performance by reducing latency, as speed is the new best practise. By 2024, the global cloud computing market is expected to surpass \$1 trillion. The main benefits of edge computing are: better data management, lower connectivity costs and better security practices, reliable and uninterrupted connection.

OEMS INTO THE SECTOR:

Microsoft, Amazon, Google, Cisco, Dell Technologies, HPE, NetApp and Hitachi Vantara

2. 5G

Introduction: 5G is the fifth generation mobile network. It is meant to deliver higher multi-Gbps peak data speeds, ultra low latency, more reliability, massive network capacity, increased availability, and a more uniform user experience. Higher performance and improved efficiency empower new user experiences and connect new industries. 5G is designed to deliver peak data rates up to 20 Gbps based on IMT-2020 requirements. In addition to higher peak data rates, 5G is designed to provide much more network capacity by expanding into new spectrum, such as mmWave.

IMPACT TO THE INDUSTRY:

With high speeds, superior reliability and negligible latency, 5G will expand the mobile ecosystem into new realms. 5G will impact every industry, making safer transportation, remote healthcare, precision agriculture, digitized logistics – and more – a reality. According to a study, 5G's full economic effect will likely be realized across the globe by 2035—supporting a wide range of industries and potentially enabling up to \$13.1 trillion worth of goods and services.

OEMS INTO THE SECTOR:

TCS, Qualcomm, Ericsson, Cisco, Tech Mahindra, Sterlite Technologies, ITI and Tejas Networks

4. BLOCKCHAINS AND DISTRIBUTED LEDGERS

Introduction: Distributed ledgers and Blockchain technology have rapidly become a part of the FinTech vernacular. The terms “blockchain” and “distributed ledger” are generally employed interchangeably, because the verification protocol on most open-source distributed ledgers is currently implemented on a public blockchain. The first idea of a distributed, permission-less ledger was the form of Bitcoin, emerged in 2009. The original Bitcoin blockchain was designed to create an electronic payment system based on cryptographic proof instead of trust, allowing any two willing parties to transact without the need for a trusted third party.

IMPACT TO THE INDUSTRY:

Blockchain is the most widely-known distributed ledger technology. Distributed Ledgers and Blockchain have potential to give companies a secure, digital alternative to banking processes that are often bureaucratic, time-consuming, paper-heavy, and expensive. Distributed ledgers such as blockchain are exceedingly useful for financial transactions because they cut down on operational inefficiencies and save money. They also provide greater security due to their decentralized nature, as well as the fact that the ledgers are immutable.

OEMS INTO THE SECTOR:

Hyperlink InfoSystem, Accenture, Infosys, Capgemini India, Tata Consultancy Services, Tech Mahindra and Zensar Technologies

6. CLOUD-NATIVE PLATFORMS (CNPS)

Introduction: Cloud-native technologies empower organizations to build and run scalable applications in modern, dynamic environments such as public, private, and hybrid clouds. Containers, service meshes, microservices, immutable infrastructure, and declarative APIs exemplify this approach. This is about speed and agility. These deployed systems become resilient, manageable, and observable. Combined with robust automation, they allow engineers to make high-impact changes frequently and predictably with minimal toil.

IMPACT TO THE INDUSTRY:

To truly deliver digital capabilities anywhere and everywhere, enterprises must turn away from the familiar “lift and shift” migrations and toward Cloud-Native Platforms (CNPs). CNPs use the core capabilities of cloud computing to provide scalable and elastic IT-related capabilities “as a service” to technology creators using internet technologies, delivering faster time to value and reduced costs. For this reason, Gartner predicts that cloud-native platforms will serve as the foundation for more than 95% of new digital initiatives by 2025 — up from less than 40% in 2021.

OEMS INTO THE SECTOR:

Netflix, Uber, Huawei, Pinterest and WeChat

8. CYBERSECURITY MESH

Introduction: A Cybersecurity Mesh involves designing and implementing an IT security infrastructure that does not focus on building a single 'perimeter' around all devices or nodes of an IT network, but instead establishes smaller, individual perimeters around each access point. This is to ensure that each access point's security can be effectively managed from a centralized point of authority; while not providing access to the broader network should a breach occur on a given node.

IMPACT TO THE INDUSTRY:

Now-a-days assets and users can be anywhere; the traditional security perimeter is gone. This requires a cybersecurity mesh architecture (CSMA). CSMA helps provide an integrated security structure and posture to secure all assets, regardless of location. A Cybersecurity Mesh can establish a more robust, flexible and modular approach to network security. By 2024, organizations adopting a CSMA to integrate security tools to work as a cooperative ecosystem will reduce the financial impact of individual security incidents by an average of 90%.

OEMS INTO THE SECTOR:

Fortinet, CrowdStrike, Splunk, McAfee and Palo Alto Networks

10. DISTRIBUTED ENTERPRISE

Introduction: With the rise in remote and hybrid working patterns, traditional office-centric organizations are evolving into distributed enterprises composed of geographically dispersed workers. A corporation may distribute the different types of operations across a large region, or even across international boundaries. State of the art telecommunications and data networks are making distributed operations of this sort increasingly common. Applications developed to implement this type of strategy allow businesses to reduce costs and enhance their offerings of services to customers around the world.

IMPACT TO THE INDUSTRY:

Gartner expects that by 2023, 75% of organizations that exploit distributed enterprise benefits will realize revenue growth 25% faster than competitors. An important goal of a distributed system is to make it easy for users (and applications) to access and share remote resources. In this new work culture, it is cheaper to have a single high-end reliable storage facility be shared then having to buy and maintain storage for each user separately.

OEMS INTO THE SECTOR:

Netflix, Uber, eBay, Amazon and SoundCloud

7. CRYPTOCURRENCY

Introduction: Cryptocurrency is a form of digital payment which can be exchanged online for goods and services. Many companies have issued their own currencies, often called tokens, and these can be traded specifically for the goods or services that the company provides. One will need to exchange real currency for the cryptocurrency to access the goods or service. Cryptocurrencies work using a technology called blockchain. Blockchain is a decentralized technology spread across many computers that manages and records transactions.

IMPACT TO THE INDUSTRY:

Cryptocurrency can revolutionize the Indian economy. Though 2% of the Indian population is crypto users, India's crypto ecosystem has over 300 crypto companies and 60 lakh investors, investing millions of dollars in them. Cryptocurrencies can have a considerable impact on developing countries, by increasing financial inclusion of individuals and companies. In particular, by reducing the transaction fees and time, cross-border payments can be improved. The two main advantages of using the cryptocurrency are its peer-to-peer focus that removes intermediaries and its pseudonymous design that eliminates the need for identification information for both parties.

OEMS INTO THE SECTOR:

CoinDCX, WazirX, CoinSwitch Kuber and Zebpay

9. DIGITAL TWINS

Introduction: A digital twin is a virtual model designed to accurately reflect a physical object. The sensors used in this produce data about different aspects of the physical object's performance, such as energy output, temperature, weather conditions and more. This data is then relayed to a processing system and applied to the digital copy. Once informed with such data, the virtual model can be used to run simulations, study performance issues and generate possible improvements, all with the goal of generating valuable insights — which can then be applied back to the original physical object.

IMPACT TO THE INDUSTRY:

Digital Twin is at the core of the development of future industry, which enfold automation, data exchange, and manufacturing processes, producing endless opportunities for industries to grow. The use of digital twins enables more effective research and design of products, with an abundance of data created about likely performance outcomes. That information can lead to insights that help companies make needed product refinements before starting production. Digital twin technology can empower manufacturers to improve the customer experience as it provides them with better insights into customer needs, which allows them to innovate solutions for existing products, operations and services while identifying new business opportunities.

OEMS INTO THE SECTOR:

General Electric, Azure, Siemens, IBM, Cisco, Oracle, Dassault Systems and Bosch

11. DRONES AND UNMANNED AERIAL VEHICLES

Introduction: Aerial drones or Unmanned Aerial Vehicles (UAVs) are an emerging technology with significant market potential. UAVs are used for observation and tactical planning. UAVs may lead to substantial cost savings in monitoring of difficult-to-access infrastructure, spraying fields and performing surveillance in precision agriculture, as well as in deliveries of packages. In some applications, like disaster management, transport of medical supplies, or environmental monitoring, aerial drones may even help save lives. UAVs are classified based on the altitude range, endurance and weight, and support a wide range of applications including military and commercial applications.

IMPACT TO THE INDUSTRY:

Operators can use Unmanned Aerial Vehicles with the appropriate license to provide security and surveillance to private companies, sporting events, public gatherings, and other venues. Drones can also gather valuable data during and after natural disasters to aid in security and recovery efforts. Drones can capture, store, and transmit data, giving businesses the opportunity to integrate more data into their current processes. The data that drones capture is more advanced than in the past.

OEMS INTO THE SECTOR:

IdeaForge, Aarav Unmanned Systems, Grene Robotics, Skylark Drones and Skye Air Mobility

13. HYPERAUTOMATION

Introduction: Hyperautomation consists of increasing the automation of business processes by introducing Artificial Intelligence (AI), Machine Learning (ML) and Robotic Process Automation (RPA). Where almost any repetitive task can be automated and it is even possible to find out which processes can be automated and to create bots to perform them. It further automates already automated processes, taking business operations beyond individual input.

IMPACT TO THE INDUSTRY:

Hyperautomation enables accelerated growth and business resilience by rapidly identifying, vetting and automating as many processes as possible. The term "hyperautomation" was coined by the research firm Gartner, which called it the number-one trend in strategic business technology in 2020. Gartner research shows that the top-performing hyperautomation teams focus on three key priorities: improving the quality of work, speeding up business processes, and enhancing the agility of decision-making. Business technologists supported an average of 4.2 automation initiatives in the past year, too. Hyperautomation will continually use new tools and technologies, touch even more employees, and accelerate the automation of the next generation of business processes.

OEMS INTO THE SECTOR:

Accenture, IPsoft, and UiPath

15. ONLINE GAMING & ESPORTS

Introduction: Online gaming describes any video game that offers online interactions with other players. Online games are important to understand because they offer a huge amount of fun, enjoyment, teamwork, collaboration and imaginative adventure for children. Played healthily they contribute an essential part of children's development and socialization. Due to Covid-19 outbreak when every child was forced to stay indoors this on-line gaming and different esports have entertained them. Not only kids, even adults have kept them busy with this gaming culture. Millions of people will view esports at Asian Games 2022 as esports has been recognized as a medal-winning event. In India, e-sports is slowly growing popular, and it is expected that the audience will become five times with the upcoming Asian Games in 2022.

12. FINTECH

Introduction: Fintech refers to financial technology and seeks to improve and automate the delivery and use of financial services. Fintech is utilized to help companies, business owners and consumers better manage their financial operations, processes, and lives by utilizing specialized software and algorithms that are used on computers and, increasingly, smartphones. Fintech also includes the development and use of crypto-currencies such as bitcoin. Fintech describes a variety of financial activities, such as money transfers, depositing a check with a smartphone, bypassing a bank branch to apply for credit, raising money for a business startup, or managing investments, generally without the assistance of a person.

IMPACT TO THE INDUSTRY:

According to researchers the Fintech industry will develop unique and innovative models of assessing risks. Leveraging big data, machine learning, and alternative data to underwrite credit and develop credit scores for customers with limited credit history will improve the penetration of financial services in India. The Fintech startups are likely to reduce costs and improve quality of financial services.

OEMS INTO THE SECTOR:

Instamojo, Razorpay, Paytm, Policybazaar, Shiksha Finance, PineLabs, BharatPe and ZestMoney

14. INTERNET OF THINGS (IOT)

Introduction: The Internet of Things makes people live and work smarter. IoT is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers (UIDs) and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction. IoT can make use of AI and ML to aid in making data collecting processes easier and more dynamic.

IMPACT TO THE INDUSTRY:

IoT is essential to business. It provides businesses with a real-time look into how their systems really work, delivering insights into everything from the performance of machines to supply chain and logistics operations. IoT enables companies to automate processes and reduce labour costs. It also cuts down on waste and improves service delivery, making it less expensive to manufacture and deliver goods, as well as offering transparency into customer transactions. It will continue to pick up steam as more businesses realize the potential of connected devices to keep them competitive.

OEMS INTO THE SECTOR:

TCS, Infosys, LTI, HCL Technologies, Tech Mahindra, Mphasis and Wipro

IMPACT TO THE INDUSTRY:

With the practice of social distancing reducing consumer and business activity to a minimum, gaming offers an engaging distraction for people at home looking for social interaction, and initial data shows huge growth in playing time and sales since the lockdowns began. It encourages the boost of the global video game industry. A separate part of gaming is esports, which refers to organized, multiplayer video game competitions. Business models in esports closely follow professional sports – though competitions are far more fragmented – with the majority of revenue coming from advertising and broadcasting.

OEMS INTO THE SECTOR:

Dream 11, MPL, The Pokemon, Cricplay, Zapak, Rummy Circle, Fancy 11, Epic Games and Zynga

16. QUANTUM COMPUTING

Introduction: Quantum computing harnesses the phenomena of quantum mechanics to deliver a huge leap forward in computation to solve certain problems. Quantum computers can create vast multidimensional spaces in which very large problems are addressed. Classical supercomputers cannot do this. Algorithms that employ quantum wave interference are then used to find solutions in this space, and translate them back into forms which can be used and understood.

IMPACT TO THE INDUSTRY:

As per reports, the benefits of quantum computing will extend to all aspects of society. Quantum computing will quite literally change the world in various sectors including privacy, finance, healthcare, entertainment and technology. Quantum computing could easily become a reality within the next five to ten years. One of the major impacts of quantum computing might actually be more cost- and energy-efficient approaches to problems. This “quantum advantage” will enable organizations to perform tasks much more efficiently on quantum systems.

OEMS INTO THE SECTOR:

AT&T, Microsoft, IBM, Honeywell, Zapata Computing and D-Wave Solutions

18. VIRTUAL REALITY

Introduction: Virtual Reality (VR) is a computer-generated environment with scenes and objects that appear to be real, making the user feel they are immersed in their surroundings. This environment is perceived through a device known as a Virtual Reality headset or helmet. VR allows users to immerse themselves in video games as if they were one of the characters, to improve the quality of sports training to maximize performance. It is fully immersive and everything users see is part of an environment artificially constructed through images, sounds, etc.

IMPACT TO THE INDUSTRY:

Though users of virtual reality games have reported a host of troubling effects, including damage to their vision, disorientation, and even seizures, VR has the potential to boost GDP globally by 2030 by up to \$1.5 trillion. VR and AR have the potential to deliver a \$1.5 trillion boost to the global economy by 2030. Virtual reality can provide a safe environment for patients to come into contact with things they fear, whilst remaining in a controlled and safe environment.

OEMS INTO THE SECTOR:

Microsoft, HTC, Samsung, Alphabet/Google, Nvidia, AMD and NextVR

20. WI-FI

Introduction: Wi-Fi has become the most well known technology in every household. It is the wireless technology used to connect computers, tablets, smartphones and other devices to the internet. Wi-Fi is the radio signal sent from a wireless router to a nearby device, which translates the signal into data that one can see and use. The device transmits a radio signal back to the router, which connects to the internet by wire or cable.

IMPACT TO THE INDUSTRY:

Wi-Fi connects hot spots, GSM helps mobile phone enterprises, allows users to stay connected with Wi-Fi at all hours, so it can be used for emergencies. Wireless networks allow smartphone users to access information in real-time so that they can roam anywhere they want without being removed from the network.

OEMS INTO THE SECTOR:

Airtel, Reliance, BSNL, Vi and ACT Fibernet

17. VIDEO CONFERENCING

Introduction: Video conferencing has made our lives easy while the pandemic started. From enterprises to schools every sector has taken help of video conferencing to keep going. It is a live video-based meeting between two or more people in different locations using video-enabled devices. It allows multiple people to meet and collaborate face to face long distance by transmitting audio, video, text and presentations in real time through the internet.

IMPACT TO THE INDUSTRY:

The impact of video conferencing is huge, as it is proven in unprecedented time. With the new work culture, video meetings help teams maintain human connections, irrespective of physical location, which speeds up decision making and improves ability to collaborate globally. Video conferencing boosts productivity, saves time, reduces travel expenses, and overall promotes collaboration. The advantage of video conferencing is the ability to facilitate all of those benefits without requiring constant travel for face-to-face communication. Companies are upgrading their web conferencing providers and finding more value in full video conferencing solutions that include audio conferencing, screen sharing, chat, meeting recording and event live streaming.

OEMS INTO THE SECTOR:

Zoom, Microsoft (Team), Google (Meet), Poly, Cisco, GoTo Meeting and TeamViewer

19. WEARABLE AND HUMAN AUGMENTATION

Introduction: Wearable technology is any kind of electronic device designed to be worn on the user's body. A wearable device uses AI-enabled technology to learn its wearer's patterns and vitals and would use that knowledge to assess that possibly generates warning signals. Human augmentation focuses on creating cognitive and physical improvements as an integral part of the human body. It is generally used to refer to technologies that enhance human productivity or capability, or that somehow add to the human body. Common wearable technologies are smart jewelry, such as rings, wristbands, watches and pins. Body-mounted sensors that monitor and transmit biological data for healthcare purposes and fitness trackers are also examples of this.

IMPACT TO THE INDUSTRY:

Wearable devices have a major upside; they can be easily removed, upgraded, and controlled. However, they do not truly augment the human body; they just provide augmented access. Wearables have achieved major hype and digital tattoos will create the hype. It has been predicted by Forrester that more than 14 million U.S. workers will use smart glasses by 2025. Wearables are the next step in the evolution of the IoT and serve an important role in creating an environment where humans work with machines.

OEMS INTO THE SECTOR:

Apple, Facebook, Fitbit (Google) and Huawei



“OUR MISSION IS TO PROVIDE THE COMPLETE CUSTOMIZED, END TO END IT SOLUTION TO OUR CUSTOMERS”

NEERAJ GUPTA
Director, Park Network

Please give us a little brief about yourself and your company.

Incorporated in 1995, Park Network is a 26-year-old company that provides complete IT Solutions and services. We had a humble beginning from our first office at Noida as distributor for HCL products and spread our wings in the field of IT by opening offices in Delhi, Gurgaon, Greater Noida -- and still expanding. All big brands like Lenovo, IBM, HP-Compaq, Acer, Sony, Microsoft, HCL, AOC, CISCO, Canon, TVS, Sennheiser are under our umbrella. We are Regional Distributors for Sony, AOC, Canon, TVS, Toshiba, Sennheiser and e-scan. Our current turnover is around Rs 125 Crores and our target for next financial year is over Rs 150 Crores.

We started our association with Lenovo in retail and expanded to 5 stores in 2011. We now operate with 10 retail stores (Lenovo /HP/Acer/Asus) and are planning to increase to 15 stores in near future.

Briefly explain your business model. What are the growth opportunities you see for yourself in the near future?

Our business model consists of mainly 4 verticals:

- Retail – Lenovo/HP/Acer/Asus
- Distribution –Samsung monitors/fingers/Jabra and Acer Desktops/ Notebooks/BPE
- SMB Segment – we have around 150 customers in this segment
- Mobile Distribution—VIVO Mobiles

Our mission is to provide the complete customized, end to end IT solution to our customers and committed to provide best of products, services and consultancy to improve the efficiencies of their home and business. We believe in providing the best products and technology solutions to our esteemed customers, maintaining good business relations for the longer time.

How has your business grown and what has been Lenovo's contribution to your business growth?

Our retail market has grown in the last 2 years. The average selling price of the products has increased from Rs 32,000 to Rs 50,000. Lenovo contributes to about 50% of our retail business currently.

What is the most preferred brand/product by your customers? Have you seen any customer trends in the last few months?

We have noticed that Lenovo has recently been the most preferred brand by our customers. They have been steadily increasing its consumer share by introducing a new range of products in gaming and lifestyle.

How have you tackled challenges post the COVID-19 pandemic? What have you done differently during this time? Any best practices that you have followed as change during the pandemic?

The best practices that we have adopted after the onset of the COVID pandemic include- an increased focus on existing customers, door-to-door delivery service and various Digital Marketing techniques.

What are the trends to look out for in the technology segment?

The new trends in the technology segment includes products with more of a lifestyle appeal. The brands that are able to create an entire ecosystem around the needs of customers, will acquire more table share of the consumer.

What are the consumer changes driven by technology?

The Internet has helped increase visibility and provided sufficient knowledge to customers which in turn has increased their spending. The pricing is still a challenge however the brands are taking measures to ensure that the online and offline prices are the same for their customers.

Emerging product lines & accessory biz focus along with Lenovo how?

IOT devices penetration has been increasing. For example - smart wearing devices. Lenovo worldwide has a lot of products to offer but a comprehensive strategy needs to be in place to reach the right customers.

How are they focusing on upsell & maximizing reach to service more consumers?

We ensure that all premium ranges of brands are visible to customers in our stores for their experience. We also ensure the availability of stocks for the same. Our team's sound technical knowledge helps answer any queries that the customers may have on the products and brands. By ensuring uninterrupted and timely flows of information, Park Network helps in quicker decision making and sharpens your competitive edge by compressing time to market as well as increase financial efficiencies that result from better supply chain management and lower inventories.

CHANNEL CHIEF IN THE INDIAN IT INDUSTRY- ALWAYS AHEAD



We live in a world in which experience and personalisation is everything. The market is coming back from a difficult time, caused by the initial shock of the pandemic. The pandemic has taught us how important technology is and how technology is the enabler. In these trying times we have come to see partners as the true transformers.

In today's era of massive digital transformation, technology is the key force behind almost every business. The Partner programme of any corporate is expected by the partners to be innovative and to have the capabilities for business model innovation that can extend across the geographies.

With a clear objective to win partner mindshare and for the future growth, companies must co-innovate, co-invest and collaborate across the ecosystem. The partner ecosystem helps to generate the untapped potential of new markets. They help you increase the marketing and selling of your product in their target markets while getting rewarded in return.

The role of Channel Chief is to enhance the partner experience levels and build services-led go-to-market strategies aided by new incentives and distribution support.

Creating a successful partner program isn't a piece of cake. It takes a huge effort, time and requires teamwork with strategic planning and implementation. The channel chiefs are directly responsible for designing the Partner Program; it must allow partners to "unlock" new recurring revenue streams to increase customer loyalty, aligned to the belief that end-users prefer to buy rather than build.

Corporates are spending billions of dollars to grow the partner business annually by giving direct access to all the critical business tools and information they would need to do business with their customers and partners. Certain corporates follow their Global agenda and some customize the need and demand in the country by embracing partnership and collaboration strategy for their development.

Let's understand from the Tech companies how the Channel chiefs have formulated the competitive and aggressive partner programs, which needs to be robust and partner friendly in their respective organisations to meet the KPIs and at the same time require their command to influence the Influential.

DELL RAISING THE BAR OF PARTNER EXPERIENCE BY OFFERING NEW INNOVATIVE PROGRAMS

"For an organization, one of the key benefits of a partner program is to be able to extend its network and improve its reach within the target segments. This results in increased revenue, enhanced product portfolio and creates a customer feedback loop with an additional connection to customers. Partner program also creates significant growth in sales and distribution of a product or a service.

Key partner strategies and commitments of Dell

Dell Technologies is committed to enhancing partner experience levels and build services led go-to-market strategies, aided by new incentives and distribution support. During Q1 FY22, our order revenue via channels increased 15 per cent year-on-year in Asia Pacific and Japan (APJ), with distribution reporting a 19 per cent rise in deals. India is no different. We continued to break the record even in Q2, with 65% growth year-on-year and 23% growth quarter-on-quarter.

At Dell Technologies, we are raising the bar on partner experience, offering new digital enhancements like incentives Center that gives partners increased visibility and insight across all their program incentives in one centralized location – for Rebates, MDF and MyRewards. We have also invested in configuration, pricing and quoting through the Solutions Configurator (OSC) tool. This will deliver greater pricing transparency for our partners while quoting and it will also enhance their online self-service capability.

We design our rules of engagement (ROE) around deal registration and to govern our internal sales team behaviour in a way that promotes customer choice while protecting the integrity of our partner program principles. We will continue to regularly review our operational model to ensure we are optimizing and simplifying our engagement with partners.



ANIL SETHI
Vice President & General Manager,
Channels – India, Dell Technologies

We are committed to investing in our partner's end to end experience with us and are excited for the opportunities that will allow Dell Technologies and partners to create together, partnering for the future."



HITACHI VANTARA TAKES PRIDE IN OFFERING ONE OF THE INDUSTRY'S BEST REBATE PROGRAMS

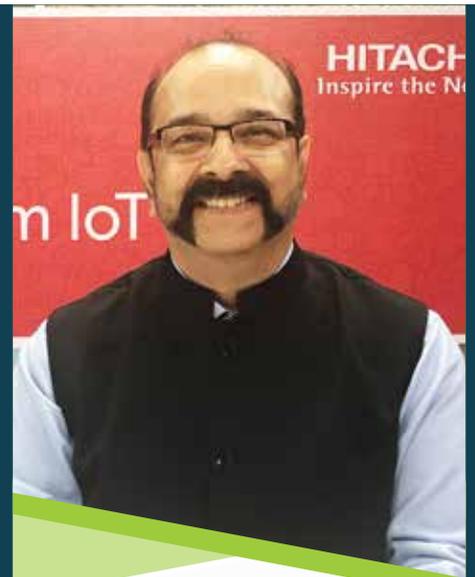
“Partners are a critical part of every business and implementing creative partner programs help drive mutual success. Moreover, effective collaboration with partners helps design joint innovative solutions that can help tackle client challenges better. This co-creation and joint go-to-market along with partners is with the goal to help customers in their business journeys. Our joint business planning process with Partners focuses on core initiatives, solutions, and a route to market, where we and our partners want to go.

Key components of Hitachi Vantara's Partner program

Our Partner Program starts with the new and revamped Partner Portal that provides all information to our Partners in an easy to consume design. This Portal provides partners with inputs on all current programs, resources and benefits available to them based on their Partnership level.

Starting with a joint business plan, our teams work with partners to provide them with full or co-funded resources to augment their sales, pre-sales or services strength as long as the agreed ROI is maintained. To support the joint business plan, our partners and our teams arrive at all outreach activities, and these are supported by MDF. Our Partner Marketing team helps partner execute these activities and track ROI. Partners have access to a very versatile Partner Marketing Hub on our Partner Portal from where they can launch and track all their marketing campaigns.

We pride ourselves in providing one of the best Rebates programs in our industry today. It is very simple to understand, and our partners can easily predict their earnings. It provides stackable rebates to drive the desired outcomes and benefits partners who are certified. Aligned with our Partner Program objective outlined below, and assisted by several seasonal time-bound benefits, our Rebate program provides great earning potential to our Partners. It is important to work closely with your partners and outline clear expectations/goals that you wish to accomplish through your partnership model before



ANUPAM NAGAR
Senior Director, Strategic Partners and Alliances - Hitachi Vantara

designing it. It should also be borne in mind that no partnership models or programs can be static. It must keep changing in line with business imperatives and create the desired positive changes. There should be an easy flow of information and convenient collection of feedback, to ensure smooth operations and constant improvements.”

IBM'S UNIQUELY DESIGNED PROGRAMS HELP PARTNERS GROW REVENUE SIGNIFICANTLY

“The ecosystem is at the heart of IBM’s go to market strategy. It plays a pivotal role in IBM’s journey to capture the USD 1 trillion hybrid cloud market opportunity. The IBM PartnerWorld Program is aligned to support this mission.

We have seen that the client needs are of varied types, causing partner models to evolve. The IBM PartnerWorld Program is therefore aligned to the market needs & is built on key tenants including Simplification, Flexibility, Focusing on partner expertise and capabilities, and Enabling partner differentiation through benefits & skills.

Core components of IBM's Partner Programs

All program tracks are uniquely designed to help our partners significantly grow revenue and take advantage of multiple tracks as their business models evolve. With each program, there is a conscious effort to re-imagine business value for our partners. As our partners evolve in their journey, the critical factor is the Competency that they develop in-house as well as the support required for presales. IBM Technology Zone is the single point of entry for partners to easily access environments to build technical "Show Me" demos that can be shared with peers for customer proof of concepts.

IBM offers a wide array of benefits including the USD 1 billion investment commitment in the ecosystem and providing technical expertise through the Hybrid Cloud Build team to develop their solution or taking it to market. Recently, IBM announced 15 new benefits across technical, go-to-market, financial and skills development. In addition, we unified the framework across Build, Service, Sell Competencies to allow new and existing partners to expand their solutions and build skills. We also launched 10 New Competencies across build and service in addition to the 7 existing competencies.



LATA SINGH
Director – Partner Ecosystem, IBM India & South Asia

Our Chairman & CEO, Arvind Krishna recently shared “less direct, more channel is where we would want to go.” Therefore, we are constantly innovating to provide a framework to guide partners through their journey and showcase clear benefits of the program while ensuring fairness and transparency for all.”



PARTNERS ARE ONE OF THE KEY STAKEHOLDERS RESPONSIBLE FOR DRIVING GROWTH FOR ORACLE CLOUD

“Scalability and rapid growth are top priorities for many businesses today. Partners play a critical role in collaborating with cloud majors like Oracle and helping end customers extract the most value from their technology investments. They are helping drive more large-scale cloud adoption.

We see partners continuing to play a big role in fulfilling this demand as they seek more collaboration opportunities with us to help their end customers realize extreme performance, greater security, and increased cost savings via Oracle Cloud. Partners account for around 80% of all Oracle transactions in one way or another, especially in the Asia Pacific. Therefore, they are one of our key stakeholders when it comes to driving growth for Oracle Cloud in India.

Design elements in Oracle’s Partner Program

We have modernized our partner program - Oracle Partner Network (OPN). The enhanced OPN program has been designed to accelerate our partners’ transition to the cloud as well as drive superior customer experience and business outcomes. Our partners appreciate the fact that Oracle is very focused on each of the tracks, addressing different segments with a sharp focus on different areas of business.

We have also ensured that we are enabling our partners through digital learning initiatives through certain dedicated avenues where they can learn, get certified, access resources - whether it is sales, pre-sales, other certifications, etc. Oracle Digital Marketing Centre (OMDC) is a modern marketing automation platform that provides our OPN community with a suite of fully integrated digital marketing tactics. It comprises ready-to-execute Oracle marketing campaigns and content designed to enhance partners’ go-to-market strategy, improve results, and strengthen a partner’s brand.

We will continue to constantly invest in skilling/ reskilling/ upskilling our partners for a cloud-first world.

From a market enablement perspective, we are focused on helping partners succeed with their customers. With Oracle Cloud Lift Services, customers get guidance from cloud engineers on planning, architecting, prototyping, and managing cloud migrations. On the other hand, with Oracle Support Rewards, the more that customers use Oracle Cloud Infrastructure (OCI), the more they save. Oracle Cloud VMware solution is another key



SANJOY MUKHERJEE
Sr. Director and Head-Technology Alliances & Channels - Oracle India

focus area in our discussions with partners. It’s the best option for organizations looking to pivot their VMware environment to the cloud, be it for scalability or expansion, or both. The opportunity for partners who can help customers in this area is significant.

And last but not the least, Oracle offers unparalleled deployment flexibility with our enterprise-class hybrid cloud solutions to help organizations move from an on-premises configuration to a hybrid cloud.”

A10 NETWORKS WORKS TOWARDS IDENTIFYING THE RIGHT PARTNERS AND THE RIGHT VERTICAL MARKET

“A10 Networks believes one of the best ways to grow our business is through dedicated channel partners who are leaders in the marketplace. Channel partners play a fundamental role when it comes to our A10 Network’s go-to-market strategy. Together with our partners, we ensure that customers’ datacentre applications and networks remain available, resilient, and secure at all times. Hence, it has become essential for us to develop partner programs that help partners throughout the sales cycle to ensure the best possible support and resources are provided to them to expand their customer base.

Significance of the Channel community to A10 Networks

Channel partners are central to A10 Networks’ plans considering that majority of our business are transacted through channel partners. Our Affinity Partner Program is designed to foster growth of channel partners who are leaders in the marketplace. We invest heavily in the development and training of our partners in order to ensure high levels of expertise both from a technical and sales perspective. Our service provider and enterprise customers continue to look to A10 Networks to ensure their applications are secure and perform at optimal levels. Over and above that we also offer other benefits to our partners including – Training and certification, Elevate to Elite Program, Tech Packs, Path to Platinum and Lead the Way initiative.

A10 Networks is focused on working with partners who have specialist vertical market capabilities. We continually work towards identifying the right partners, and addressing the right gap in the right vertical market. We currently have underway five key channel initiatives which include developing our distribution relationships, deal registration, partner ecosystem, organic leads, and channel enablement.

With the channel front centre to all our programme activities, our channel strategy encompasses APAC, EMEA and South Asia, and provides us a unique perspective across



SANJAI GANGADHARAN
Area Vice President - South ASEAN, A10 Networks, Inc.

a large segment. This enables us to consolidate and coordinate our channel strategy to an ever-greater degree while also allowing for flexibility to manage customer and channel needs across individual countries and regions.”



HP BANKING UPON DIGITAL TRANSFORMATION TO NAVIGATE ITS PARTNERS INTO THE NEW ERA

“Technology and digital transformation are advancing at an astounding pace while business models are shifting from simple transactions focused on selling products to contractual relationships. Customers have dramatically altered how they research, purchase and engage with brands, buying more products and services through digital channels, such as e-commerce, partner portals and marketplaces. This requires flexibility in channel offerings, an agile supply chain and, more importantly, the data to predict the impact and address changes speedily to the benefit of the channels and their enterprise customer needs.

HP reinforcing its partner-centric approach

HP is not only transforming the purchasing experience but also the way technology is impacting retail. In a period, where brick and mortar businesses were under pressure, HP has gone ahead and opened new HP World Stores across the country. HP is banking upon digital transformation, data and analytics to support our partners into the new era. Today the brand has over 600+ HP World Stores across India, out of which 100 new stores were in opened in the last year.

The pandemic has forced businesses to innovate and transform significantly towards a digital first ecosystem to survive and overcome the challenges. HP is banking upon digital transformation, data and analytics to support our partners into the new era. The channel program ‘Amplify’ reinvents how we collaborate with partners to collectively advance our customers’ goals and ambitions from the ground to measure and reward partners for a variety of Performance indicators. HP is and will always be a partner-centric company. We understand that there is a growing need for brands to create multiple touch points for customers in their purchasing decisions. In fact, the journey continues even after closing the purchase, on social and after sales. Together with our partners we are working to match the speed and agility demanded by customers and consumers.

Therefore, our channel partner program, HP Amplify has been designed from the



GURPREET BRAR
Head, Channel Sales and Distribution, HP India

ground up to turn data analytics into insights that spark new strategies, steer innovation and reward partners for performance, collaboration and capabilities while accelerating digital transformation with insights, building a driven data culture and augmenting common knowledge with collaboration tools.”

VERTIV OFFERS A 360-DEGREE SUPPORT TO ITS CHANNEL ECOSYSTEM THROUGH ITS PARTNER PROGRAM

“In the current hyperconnected world, especially for B2B organizations like Vertiv, having a strong and efficient partner network is critical. Building a reliable partner network therefore is of utmost importance for us to build relationships with our customers and drive growth. Aside from ensuring our offerings evolve with the changing customer requirements, it is imperative that we build a robust two-way line of communication with our channel partners, to ensure both the company, and its channel network, are informed of all new developments.

Key elements in Vertiv’s Partner Program

Vertiv’s partner program provides a 360-degree support to channel partners, allowing easy access to sales & marketing tools, product documentation, and other partner-related information. Additionally, our dedicated Partner Portal allows them access to the latest online and face-to-face training courses and partner-only events. The partner program enables channel partners to be well-informed of all intricate details of products and services, for best support of their customers. Through a dedicated program, they can undergo training, be informed of all new offerings and thereby gain confidence from their knowledge to help resolve any queries customers may have. The partner program is also equipped with special offers that are available to partners all around the year, incentivising partners to increase sales. Also, with the help of partner programs, subject matter experts (SMEs) train partners on the latest technological solutions that have been launched to keep them updated and highlighting these solutions to customers.

In terms of creating a transparent model, we have identified the major key steps as engage, evolve, empower, evaluate. At the start of the engagement phase, we involve a two-way interaction with the partner as to understand his needs and provide the necessary learning tools. In the second phase, evolve, we prepare the partner through vigorous training modules to elevate his current knowledge about basic industry knowledge and deep dives



SANJAY ZADOO
Country Manager, Channel Business - Vertiv India

into Vertiv offerings. In the third phase, empower, we encourage the partner to get into new markets - especially the untapped opportunities - to build a broader customer base supported with Vertiv offerings. Lastly, we evaluate the partner engagement with customers, along with his current potential, and together understand how we can together increase their sales revenues.”



BUILDING THE BRAND TRUST WITH ITS PARTNERS LIES AT THE CORE OF UIPATH

“UiPath strongly believes in building the right capabilities within our partner community. Our partner tier structures are heavily dependent on the investments our partners make into developing automation practices and the automation community within their organization. The reward for our partners lies in services revenue as every dollar of license sale results in three times services revenue for our partners.

Key initiatives designed for UiPath Partners

UiPath supports its partners to build capabilities for customer consumption and expand the enterprise-wide automation platform. We invest in a host of partner learning courses and persona-based capability building, at no cost to partners.

The UiPath Services Network (USN) program recognizes an elite group of service delivery partners accredited with advanced delivery skills on par with the UiPath Professional Services team. These partners, holding company-level certifications, are defined as UiPath Certified Professional Services, and offer strong automation skills with the capability of providing both customer references as well as best practices to customers.

The UiPath enterprise-wide automation platform is a unique approach that partners can leverage to find more opportunities within their customer segments. We also have a very effective deal registration system which helps our partners identify opportunities early, lock it in with us, and then leverage UiPath resources to successfully demonstrate their capability via demos to the customer, resulting in faster closures.

We proactively engage in joint marketing efforts with our partners to help them acquire new logos. At our core, we strongly adhere to building trust with our partners. We gauge different routes to market that the customer is looking at – it could be an advisory-led approach, an implementation-based approach, a managed services approach, or just a resale from the partner. The first base of building trust is to maintain a quick turnaround time for any opportunity the partner presents via deal registration or via a lead pool. Once the deal is approved, we are invested in the partner’s journey, and jointly engage in customer

Secure your entire network at every stage in the network lifecycle.



HARPREET BHATIA
Senior Director – Strategic Partner Ecosystem, UiPath India and South Asia

discussions. We provide support to our partners throughout the presales, sales, and post-sales cycle. If our partners need industry domain-specific expertise or value engineering support, we make sure that we align the right resources to support our partners, thereby positioning a joint partner-UiPath value proposition to our customers.”

PURE STORAGE STRIVES TO BE TRANSPARENT WITH ITS PARTNERS ON ITS PROGRAMS

“A partner program is essential for any business for several reasons. First, it will help build a loyal and committed community of partners that can represent your company well to your customers. Secondly, you want to ensure that your partners have the training and skills required to install and maintain your solutions. Finally, a partner program will give you a structure to work with as you expand your business.

Key structure of Pure Storage Partner Program

Pure Storage uses the resources in our partner program to reward partners to do several things. The obvious one is to send their staff for training and certification. Another is to bring in new customers who have never used Pure Storage before. Yet another reason is to incentivize them to target emerging growth markets. Our partners also have access to marketing resources to hold end-user events with or without participation from Pure Storage.

Pure Storage has always been transparent with our partners on our program. We do this in several ways. First of all, they can view all the resources available to them on our partner portal site. They are also updated regularly through various channels such as email and social media. Our channel account managers also touch base with them on a regular basis, face to face where possible. Finally, we have our annual global partner event which used to be a face to face event but has been virtual for the past two years.”



JITHESH CHEMBIL
Head Channels, India Pure Storage



TEAMVIEWER TRIES TO MEET THE CHALLENGES OF ITS PARTNERS BY DESIGNING A SUITABLE PROGRAM

“Partners are an integral part of TeamViewer India’s go to market in the region. At TeamViewer India, we have designed the partner program to suite the Indian ecosystem which meets the challenges of Indian partners like low cash flow and non-transparent support models. Today we have engagement models which cut across a small single owner business to a global system integrator. TeamViewer solutions is horizontal which is used in the industry by businesses of all sizes and hence we see our partners, resellers and VARs in each size and scale to resell and use our solutions. So, to reach the customer, partners play a very important role. We support our partners not only in sales but also in presales and post sales to keep the customer happy.

Channel strategies & policies of TeamViewer

At TeamViewer we onboard, train and engage partners in a very systematic manner. We offer a very low entry criteria which precisely means our partners need not invest anything to begin. We have our channel manager who work with partners to scale their TeamViewer business. We have seen increasing interest in reselling TeamViewer solutions. We also have now four large system integrators signed up to promote together our industry 4.0 market offering. The partners’ resources and reach help us service our customers better. We have launched several special incentive programs for our partners other than upfront margin and offer an attractive performance rebate program and sales incentive for lead identification.

We have created a very engaging and transparent partner program. Benefits to our partners are –

- Additional Revenue with Cross Sell- No major investments
- Margin to build a profitable business
- Huge Not for Resale discounts up to 40% on all the TeamViewer Products



KRUNAL PATEL
Head of Sales, India
TeamViewer

- Presales support from TeamViewer on large value business opportunities
- Product training to the presales team – Free of Cost
- Huge Partner incentive
- Sales incentive program for partner sales team
- Market development fund supported by a strong business case.”

INFOBLOX ENSURES TO REWARD PARTNERS WHO STAY UP-TO-DATE ON THE COMPANY’S TECHNOLOGIES

“Infoblox’s BuildingBLOX Partner Program is how we ensure that our partners are best poised to provide an optimal experience for our customers, whether it’s the first day of a new implementation, the adoption of newly-released features, or at the time of renewal. Participating in our partner program ensures our partners’ sales representatives have all the tools they need to best serve their customers. We are committed to a business model that rewards partners for staying up-to-date on Infoblox's technologies for a remote workplace. Our offerings enhance our partners’ profitability and help them win against their competitors.

Key initiatives for Infoblox Partners

Infoblox’s partner program provides compelling partner discount levels that increase depending on the level of investment in the brand. Our enablement teams provide best-in-class sales and technical training on Infoblox’s platforms and solutions.

We enhance partners’ profitability when they bring new business to Infoblox through our deal registration-based incentive, which partners can request in our easy-to-navigate partner portal. Partner sales reps are also invited to participate in our “Guardians of the Network” SPIFF, which gives cash incentives for both new logo and security-based opportunities. Additionally, our Demo and Not-For-Resale (NFR) program provides deep discounts for partners to deploy Infoblox solutions in their lab and demo environments.

Our channel partners who demonstrate increased commitment to Infoblox in terms of portfolio breadth, certification and bookings can achieve “Gold” or “Platinum” statuses. Transparency is one of Infoblox’s core values and we ensure that our Partner Portal is kept updated with all of the vital information that our partners need to succeed. We also continually review partners to ensure we upgrade their statuses in a timely fashion.”



RAJEEV SREEDHAR
MD
Infoblox India and SAARC



AUTODESK CONTINUES TO INVEST IN ITS PARTNER ECOSYSTEM FOR THEIR SUCCESS

“At Autodesk, the Partner program is called the Autodesk Partner Advantage Program, which includes tiering (Platinum, Gold, & Resellers), vertical specializations (eg AEC, Design & MFG, Media & Entertainment, CAM, ACS, etc), and Strategic Investment Program (SIP) – our investments and reward program.

Rewards & Rebates for Autodesk Partners

We are committed to our partners, with a focus on moving to subscription, which would create a more resilient business and even during the global pandemic we saw that promise realized. Autodesk’s success is connected to our partner success, therefore we continue to invest in our partner ecosystem.

We aspire to provide meaningful rewards for partners delivering desired customer outcomes. CDP (Channel development Program) and MDP (Market Development Program) are integral parts of the Autodesk Partner Advantage program. Apart from this, there is significant investment from Autodesk to enable the partner eco-system to deliver customer based outcomes.

For backend incentives, we have the inflection point model which allows us to give partners predictable scaling pay-outs depending on where they are against their quarterly target. In view of the difficult conditions the global pandemic created, we pulled together a core team to support our partners through these challenging times. This was done by introducing our partner business continuity program which we tweaked with quarterly updates to our global framework and incentives. As we look further out to FY23 and beyond we will continue to prioritize investment by finding ways to recognize and reward value, along with acknowledgement of year on year performance through growth, specifically focusing on the development of high value services for our partners as more workloads migrate from the desktop to the cloud.

We have also refined our partner Advantage program. Last fiscal year we went through a significant evolution of our partner program. Based on feedback from our partner community,



ALOK SHARMA
Country Manager – India & SAARC (Channels), Autodesk

we eliminated differentiated pay outs for both new and renewed transactions. We also removed minimum purchase requirements from the specialization framework completely. We want our partners to deliver services for business outcomes to their customers, be committed to their customers and realize a return on their investment with Autodesk solutions.”

ACER’S COMMITMENT TOWARDS ITS PARTNERS HAS GROWN STRONGER THAN EVER BEFORE

“Channel Partners play a critical role in any organisation’s go-to-market strategy. They represent the company to the customers and help create a positive image and build market share.

Channel Strategies & Programs for Acer Partners

As a completely channel-driven company, we at Acer believe in collective growth, wherein we lay a lot of emphasis on partner success and their advancement. We create programs and skilling modules to invest in their learning and progression. Our channel partners are our eyes and ears to the ever-changing market, and they constantly empower us with actionable insights to constantly enhance our offerings. Our Channel Programs enable and empower channel Partner and their team so that company’s products and vision is represented well to the customer.

To succeed as a brand, we must be cognizant of our partner’s needs at all times. Few factors that we need to keep in mind are good rebates and incentives, account management, front-end discounts, regular training, service support, easy partner on-boarding processes, providing the right sales and marketing materials, progress reports, among others. In addition to these, we also tailor our programs for specific regions based on demand and the growth potential of those markets. We aim to design our partner programs in such a way that enables sustainable growth both in terms of revenue and market share, thereby creating a win-win proposition for both.

At Acer, our commitment to partners is stronger than ever before. Challenging times like these, warrant innovative technological solutions that redefine business models in the new normal. To further grow our partner network, we have developed policies that leverage the strength of our partners and allow them to sell from the entire gamut of products in



SANJEEV MEHTANI
Country Manager- Sales, Acer India

Acer India portfolio. Our mantra is to work with our channel partners, up-skill them, and empower them in building a sustainable and profitable business. Our strategy is to empower our partners by offering industry-relevant solutions that they can effectively leverage and ensure continued success.”



CHECK POINT SOFTWARE AIMS TO BE THE MOST PREFERRED CYBERSECURITY VENDOR FOR ITS PARTNERS

“Partner programs are critical in providing partners with the support and skills to help them scale their business with organizations, ensure predictable revenues through the partnership and to help them serve their customers better.

Programs & Opportunities for Check Point Software partners

Our partner program enables partners to have deeper collaboration with Check Point Software, giving them access to support and resources to speed up customer sales cycles. Partners enjoy predictable growth margins and recognition when winning new accounts, closing strategic win-backs and accelerating customer adoption and success in the security domain. Customers also benefit from a positive day-one experience and flexible solutions that give them more versatility and value in their security purchase decisions.

Check Point’s Partner Growth Program adopts a multi-faceted approach to enable and assist partners in their go to market strategy. Some key enablers include Online tools to shorten sales cycles, Partner reward program to recognize alignment, activity and execution, Deal registration program for partner profitability, New customer acquisition support for partners and Enablement assets to optimize customer value.

By using Check Point’s “Engage” app, users can register a deal, collaborate with our field teams, chat with an expert, receive alerts and gain access to useful content. “DemoPoint” unifies our partners and field resources to enable customer-facing demos with pre-constructed demo solutions. We also invite our partner to be part of the extended Check Point community through “CheckMates”, which brings partners, experts and R&D together to share best practices.

Our Enhanced Whitespace Program assists partners in acquiring new customers by combining their account knowledge with Check Point Software and third part data sources. Check Point Software offers partners the best enablement assets, which optimize customer experience and value. Our new training and certification programme offers partners



MANISH ALSHI
Sr. Director, Channels (India & SAARC) - Check Point Software Technologies

best in class training courses to assess, sell, deploy and support security solutions. In India, Check Point Software aims to be the most preferred and profitable cybersecurity solutions vendor for its partners. Check Point is, and will continue to be a 100% focused channel-driven company - it’s been that way now for 28 years.”

FORTINET WANTS ITS PARTNERS TO BE VALUED BY ITS CUSTOMERS AS TRUSTED ADVISORS

“Fortinet’s channel partners play a critical role in helping customers address and navigate some of today’s biggest cybersecurity challenges. We have transformed our partner program so partners can untap new opportunities and rising markets, including SD-WAN. Fortinet’s Engage partner program provides greater flexibility on partner engagement, offers support to partners’ business models and allows partners to specialize in emerging areas through tailored training and certifications.

Fortinet’s channel strategies & plans

Fortinet helps partners be recognized and valued by current and potential customers as trusted partners who have the expertise, services, and technologies they need to fulfil their business needs. Furthermore, Fortinet’s holistic approach to security with Fortinet Security Fabric allows partners to significantly expand their business and revenue opportunities. Partners are leveraging Fortinet’s broad portfolio of integrated solutions and tools through a platform approach available in any form factor. Partners can also develop managed services for endpoint, SD-WAN, cloud, SOC, and more powered by the Fortinet Security Fabric.

The introduction of the new consumption models for Fortinet’s end point solutions enables MSSP and SP partners to offer their customers new security services that can meet their needs for flexibility. By leveraging the Fortinet Security Fabric, MSSP and SP partners can build services and grow their businesses with new consumption models for FortiSIEM, FortiEDR, FortiClient, FortiSOAR, FortiAI and FortiDeceptor.

We have outlined three key areas on why partners should engage with Fortinet and grow their business -

Profitability Through Technology Differentiation as Fortinet’s breadth of products are tightly integrated into one highly automated, high-performing platform.

Business Success with Proven Credibility as Fortinet’s innovation is superior with hundreds of patents and industry-leading threat intelligence.



JITENDRA GHUGHAL
Director Channels, India & SAARC - Fortinet

Long-Term, Sustained Growth as we have no direct sales team and are a 100% partner driven business, and we offer sustained sales, marketing, and executive support to grow productive, predictable, and profitable relationships.”



D-LINK'S PROGRAMS HELP ITS PARTNERS ADAPT TO THE CHANGING MARKET DYNAMICS

“There is no denying that Partners/ System Integrators play a crucial role in business growth, be it expanding sales-foot print, enhancing brand value or growing revenue. It has been at the core of D-Link’s business values to ensure partner engagement and partner profitability. That is why we have always been investing in building a strong partnership with our partners/ system integrators PAN India.

Core elements of D-Link’s Partner Program

D-Link Partner Programs are designed to engage with our partners/ system integrators, motivate them to do better and support them to grow business. At present, D-Link’s distribution and channel network consisting of over 80 Business distributors, 5,000+ resellers and 800+ System integrators are its core strengths. Most of our partners/ System Integrators have been associated with us for more than 15 years and continue to be our key propagators.

We have always believed in the power of collaboration. So, our partner program framework provides for better SI engagement, maximize profitability, and encourages mutual success.

At D-Link, we acknowledged the role of partners in our growth and have always endorsed a partner-centric business approach. Through our well-structured and well-defined Partner Program, we offer special incentive programs on Half-Yearly / Yearly basis, while focusing on ease of doing business with us. Our incentive program with different slabs allows partners/ SI’s to achieve higher level of proficiency & profitability. We also support our partners with Marketing development funds, periodic training & certification programs, along with access to our marketing reservoir to help them drive business & revenue. All this is further complimented with D-Link’s best post-sales support infrastructure.

While we are aligning partner strategy with our organizations business goal, it is also essential that we are mindful of our partners’ business objectives. Also, one of the core objectives of partner program is to ‘Enable partners do business better’. So, D-Link



ROHIT PURUSHOTTAM
VP – Enterprise
Sales, D-Link (India) Ltd

Partner program entails ample resources/ guides to help partners/ SIs adapt to the changing market dynamics, while keeping them abreast with technology updates and providing them with lucrative business opportunities. Mutual success is another significant factor that makes partner programs successful.”

PARTNER PROGRAMS ARE CRUCIAL FOR WINNING THE LOYALTY OF A PARTNER TOWARDS A BRAND

“Partner (Channel partner) is the backbone of the fourth ‘P’ of the marketing ie. “Place”. A channel partner ensures the proper reach and penetration of products of a brand, thus contributing in building up the brand. A partner is basically an extended arm of a company to promote its products and services to end customers.

Technology partners are an integral part of the Solutions world. These partnerships augment the sales teams, broaden the reach, and provide the customers with a complete solution if the technology is vetted, tested, and adds value to your ecosystem.

Thus partner programme is very important to give comfort level and win their loyalties towards a brand. A partner program is a business strategy vendors use to encourage channel partners to recommend or sell the vendor’s products and associated services.

Every company does and invest 1% -4% of their revenues in bringing innovative partner programmes. The idea is to take the relationship to next level and hone the skills of partners to sell the brand. These programmes can be -

- Dealer meets and get together
- Foreign travel schemes
- Designing training programmes for their teams
- Additional turnover discounts
- Appreciating most valuable partners and grading them (Silver, Gold, Platinum etc)
- Rendering marketing assets and demo equipment
- Partner’s news bulletin to encourage partners write on their experiences and share with others
- Helping in online promotions and many more

While designing any partner program, the idea is to take the relationship to the next level and win their loyalties amidst such throat cutting competition. The program and



VINEET MAHAJAN
Director-India Business –
Unilumin

brand equity should be strong enough to make partner feel proud of the association. While designing any program for Unilumin partners, we ensure that the partner feels confident on selling our product in his designated domain area and earn decent profits.”



YOTTA ENSURES THAT ITS CHANNEL STRATEGY LEVERAGES THE PARTNERS' STRENGTHS AND OFFERINGS

“Being on the frontline and exposed to the market dynamics, partners bring immense value to both customers and technology companies. We have always emphasised a 'partner first' approach, and a partner program is a crucial step in this direction. Partners are our extended sales team, facing the customers first, and it's essential to enable them with the correct information, tools, training, and support to build a value proposition for customers. It must be noted that just having a partner program is not enough; it must be seamless, transparent and must provide trust and immense opportunities to the partner ecosystem.

Core Components of Yotta's Partner Program

From day 1, our Partner Policy has included direct incentives for the Partner Sales representatives for every new transaction closed by them. Secondly, our partner's avail commission for the entire duration of the customer contract and have options for a one-time pay-out.

We have also designed Yotta Innovators Club (YIC) Program. Partners signed up for this program get monthly cloud vouchers and access and support to Cloud Partner Portal, listing on the Yotta Technology ISV Program Page on the Yotta website, training support, online training for sales and specific programs, and exhibitor opportunities at Yotta conferences and events.

To enable the sales teams of our partners, we launched a certification program called Yotta Horizon, which covers basic to advance training on data center and cloud services. The objective behind establishing partnerships is to ensure that we jointly provide our customers more value to help them achieve success. One of the key focus areas of any partner ecosystem strategy should be leveraging partners' strengths and offerings.

Trust, Transparency and Teamwork have always been the key pillars of our Partner Program, and we ensure that we try to keep improving on the same lines via continuous feedback.



BHAVESH ADHIA
Head – Partner Ecosystem,
Yotta

Another important step to forge stronger alliances is to recognise the efforts of partners for creating new opportunities and delivering superior customer experience. On the same lines, Yotta's Golden Circle Awards reiterate our commitment towards the partner ecosystem and recognise their contribution to technology innovation, leadership, and growth of Yotta.”

SIMPLICITY IS A KEY INGREDIENT FOR FORCEPOINT WHILE DESIGNING A PARTNER PROGRAM

“Partner program is a very important framework under which the partners and the channel teams can engage and build their GTM activities. Our partner program is designed to encourage deeper engagement and early engagement where the rewards are designed in proportion to the level of engagement. We are a 100% channel company and we strongly encourage our partners to understand and embrace the program. One of the key considerations we have while designing the program is -‘simplicity’. We recognize that simple and easy to understand programs have a wider reach.

Benefits from Forcepoint's Partner Program

- Partners get a variety of benefits from the program –
- Creating stickiness with customers – we would encourage customers to continue the partner incumbency during every renewal and significant milestone of the product lifecycle.
- Enhanced MDF that is directly proportional to early and deeper engagement
- Attractive Rebate programs
- Appreciation program through partner certificates which are very popular in the social media

We have built consensus on some of the local initiatives that we do and the partner management is on-board with us. This helps in deeper acceptability of the program which is effectively co-owned. The programs that we conduct for building awareness and lead generation are co-hosted by the partner. This gives an opportunity for the partner to participate the program with their point of view as well.”



AJAY KUMAR DUBEY
Country Head - Channels,
Forcepoint



TABLEAU TAKES PRIDE IN MAKING BOTH ITS CUSTOMERS AND PARTNERS SUCCESSFUL

“Partner Programs are the foundation for any thriving partner business. The Tableau partner program is built on four fundamentals - Capacity, Capability, Commitment, Customer Success.

Key components of Tableau’s Partner Programs

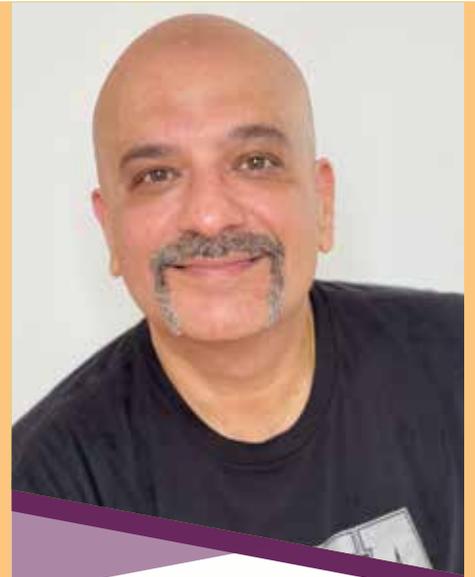
The Tableau Partner Network (TPN) runs across three tracks - Reseller, Services and Technology - and the partners are tiered based on measurable performance metrics. Recently in India, we have also launched Value Added Distribution (VAD) to create touch points across a large and vastly diverse region.

Our Partner Program has been the driving force for our partners and customers. We have a number of programs we drive with our partners which are broadly categorised under two heads -

- Demand Generation: Partner Marketing Funds, Proof Of Concept, Partner Demand Center, and the Partner Concierge Service.
- Partner Engagement: Partner Bootcamp, Partner Advisory Council (PAC), Partner Executive Kick Off & Global Partner Summit.

At Tableau we listen to our partners' feedback and promote open dialogue on ways to deliver value for customers. Further, partners provide strategic guidance on future Tableau initiatives such as product evolution, program policies, and engagement needs. The proof of a successful partner program reflects in the business almost immediately. Our partner business has been thriving and we see a huge headroom for growth in the years to come.

We are a data company and proudly use our products across the ecosystem. On transparency, we have live dashboards for our partners to see their progress and performance. Our program has simple and quantitative measures for our partners in order to track themselves and move up the ladder in tiers thereby unlocking greater benefits and discounts.



PANKAJ GAUBA
Senior Director, India & SEA Partners, Tableau

On the fairness front, our program is aligned by country clusters which has helped accommodate more partners to join our business and help their customers adopt our technology. At Tableau, we take pride in making our customers successful and our partners are joined at the hip with us in our mission to help our customers see and understand data.”

CHANNEL PARTNERS HAVE PLAYED AN IMPERATIVE ROLE IN STRENGTHENING CANON’S BRAND CONNECT

India is a dynamic market with immense potential across regions. In order to continue reaching out to customers across the length and breadth of the country, it is imperative to leverage every possible medium to market ourselves. Thus, channel partners play a critical role in the success story of any business to enhance their marketing outreach programs.

We, at Canon India, have a strong channel partner ecosystem that has helped us strengthen our foothold in the industry and reach out to a diverse range of customers. With a strong network of 100 distributors and 3000 channel partners across the length and breadth of the country, we endeavour to further consolidate our regional presence.

Key components of Canon’s Partner Program

The Canon Partner ecosystem has been infused with strong fundamentals and over a period of years, we have consistently nurtured the partner program management which has given immense bonding. The longevity of our partner association has been consistently growing which itself is a testimony to signify our strong mutual engagement.

As one of our essential stakeholders, our channel partners have played an imperative role in strengthening brand connect, reaching out to customers through CIS stores, PIXMA Zones, and OIC shops. We are helping our B2B channel partners build both scale and competencies in new technologies, for our SOHO/SME/Government customers. Additionally, we are also continuously reviewing the distribution and retail structure as well as actively helping them with personalized retail coverage and customized campaign support to help them expand their business. While we are ensuring easy and quick access to Canon products and services for our consumers, we are also mindful of our channel partners’ profitability and long-term sustenance. Therefore, we are actively exploring new business opportunities from complementing products and brands, which will help our channel partners expand their product portfolio.

Canon’s Partner program management philosophy has been well acknowledged by



C. SUKUMARAN
Director, Consumer System Products & Imaging Communication Business, Canon India

the partner fraternity. Our partners would know the seasons when these programs would be operated and the criteria of these programs. We maintain simplicity and transparency to avoid complexity in program management. Hence, we are proud to share that our partner program fulfilment has been the best in the industry.”



VERSA NETWORKS BUILDING ITS COMPETITIVE EDGE WITH ITS INNOVATIVE PARTNER PROGRAMS

“The Versa ACE Partner Program, a 5-Star CRN rated Program, was created with the goal of enabling partners to -

- Accelerate time-to-revenue by building SASE competency and expertise
- Captivate and retain market attention through the delivery of differentiated customer value with Versa SASE
- Engage with customers to build trust, foster customer loyalty, and preference for Versa SASE solutions

Partners are looking for vendors that will help them to differentiate themselves from other competing solutions. According to Gartner, Secure Access Service Edge (SASE), worldwide, over the next five years, will grow at a CAGR of 36%, reaching almost \$15B by 2025. The ACE Program was created to enable partners to capitalize on the market opportunity.

Key components of Versa Partner Program

Versa ACE partners are rewarded for achieving competency and expertise in their areas of specialty. Partners are eligible for financial (discounts, rebates, etc.) and marketing benefits to uncover new revenue opportunities, unlike the traditional MDF program, where partners are reimbursed after the activity has been completed. At Versa, we offer joint marketing funds where the funds become available upon approval. We believe that this approach fosters a collaborative and genuine partnership between Versa and its partner ecosystem.

When it comes to partner recruitment, we are looking for partners who truly want to foster a highly collaborative partnership to uncover new opportunities. At Versa, our strategy is not to recruit 1000's of partners where 20% of the partner ecosystem brings 80% of the revenue. We believe when all partners win, we win! Earlier this year, Versa SASE



VENKATA SR DATLA
Channel Sales Head – India & SAARC, Versa Networks

won in the ‘Best Emerging Technology Breakthroughs’ awards category, while the Versa ACE Partner Program was honored in the ‘Channel Program of the Year’ awards category for the value we bring to the channel. With Versa SASE, our partners have a competitive advantage that enables them to deliver unique customer value.”

SOPHOS HELPS ITS PARTNERS TURN SECURITY ADVISORS TO ITS CUSTOMERS

“For any business to be successful, structured programs are necessary. For organizations that operate through channel business model, partner programs give necessary structure and growth path, to both vendors and its partners. It helps to create an ecosystem where roles and responsibilities of all the stakeholders are designed and executed.

Key initiatives for Sophos Partners

Our partner program rewards commitment to Sophos. The more partners are committed, more profitability they can achieve. Partners can attain profitability under three aspects of our partner program -

- **Tiered Discounts:** We provide tiered discounts aligned to respective partner tiers: authorized partner, silver partner, gold partner, platinum partner and sub-distributors. These discounts help partners built consistent profitability.
- **Margin Retention Opportunities:** ‘Deal Registration’ and ‘Incumbency’ are the arrangements to provide margin retention to our partners.
- **MDF and Rebates:** We regularly run MDF and Rebate programs to support our partners to capitalise on various opportunities. It helps them to maintain their profitability as well as to provide more value to their customers.

Sophos is committed to its core values as an organization. The core values of Sophos are: Simplicity, Empowerment, Passion, Innovation and Authenticity.

The Sophos Global Partner Program is comprehensive, but simple. It is transparent and clearly defines and informs our channel partners on the registration process, enablement tools, trainings, and growth path opportunities available through the program. Sophos helps its partners to truly be security advisors who are up to date with the fast-changing threat landscape and knowledgeable about how Sophos’ next-generation security products, services and technology to better prevent, detect and stop cyberattacks. Our partners are also empowered with Sophos’ ecosystem as we create products with innovative features designed specifically



SUNIL SHARMA
Managing Director - Sales (India & SAARC), Sophos

for partners, such as the Sophos Central-Partner dashboard that allows partners to centrally manage their customers’ endpoints, firewalls and other Sophos security products from a single dashboard. With our channel strategy, we make sure to maintain the passion of our partners through authenticity of Sophos ecosystem of products, people and processes.”



CRAYON HAS IN PLACE A CUSTOMISED PARTNERSHIP MODEL FOR EVERY PARTNER

“Partners are the extended sales arm of an organization, who drive the incremental business through market reach.

Every organization should have a program that clearly defines how to engage with them and detail out the benefits and levers that are available for the partners to accelerate their business and increase the profitability.

Crayon Partner program is all encompassing for ISVs and Partners. It is the right combination of strategy, technology, and people to ensure we support partners in the area that are key for their growth. We have built IPs like “Cloud IQ” that ensures that our partners can get greater insights in form of BI reports of onboarded customers and this paves the path to offer new services as upsell to existing customers. New workload means possibility of higher rebate and earning opportunities.

We support partners with POC funds and migration Funding along with GTM guidance and execution.

The Partnership model for each partner is customised. It is extremely important to understand their strength, current need of business, delivery capabilities, expansion plans etc.

This knowledge gives us a fair understanding of the model suitable for mutual growth. Partners with own IP, with Solution or LOB application have unique requirements. We ensure that we work closely enough to create the most suitable plan.”



VENKATARAMAN D
Executive Director – Sales & Strategy, Crayon

VEEAM BUILDING AN EXTENSIVE PARTNER NETWORK THAT CONSTITUTES A STRONG ECOSYSTEM

“The pandemic has pushed many organizations into an uncharted territory, several Indian organizations are now adopting hybrid cloud strategies to fuel rapid digital transformation. To sail-through this transition a strong partner program is paramount for an organization to drive critical business benefits such as revenue increase, brand awareness, and customer retention. We at Veeam are firm believers that the success of our partners, in turn, reflects on our success as an organization. We continuously strive to bring constant innovation to our partner programs to stay relevant. Partner programs allow us to scale our business across markets (Tier 1, Tier 2 and Tier 3) and various verticals. Over the years Veeam has built an extensive partner network to constitute a strong channel ecosystem across markets.

Salient features of Veeam’s Partner programs

We are a 100% channel company. Our partner programs are aimed at empowering all our partners to thrive in the evolving business landscape and better respond to customer demands. We have strengthened our Partner Perks program which has been especially developed to increase partner engagement, reward them, encourage focused solutions adoption, and to drive business growth. Veeam also offers a variety of other network programs –

- Veeam Technology Alliance Program (VTAP) - designed to drive higher market share and profitability for our alliance partners
- Veeam ProPartner Network – allows our global ecosystem of partners to work directly and indirectly with one another
- Veeam Accredited Service Partner (VASP) – enables partners to differentiate their offerings and achieve value realization to drive customer success.

These programs will enable us in identifying partners serving both elements of our business which will allow us to recognize the revenue they bring in and treat them as platinum, gold, and silver based on the overall business they are doing with Veeam.



AMARISH KARNIK
Director – Channel Sales, Alliance (India & SAARC), Veeam

If we are keen on onboarding a partner, we discuss the best options and discuss how the partnership can move forward. We leverage our partners to take the solutions to the market and when they need any help at the back end, we are always there to support them.”



TRUST AND PROFITABILITY ARE THE PILLARS THAT DRIVE SONICWALL'S RELATIONSHIP WITH ITS PARTNERS

“Investing resources in a channel partner program can be an overwhelming process for companies across all industries even though there are long term benefits of strategic partnerships that far outweigh the cost. A big factor that could lead to benefits would be to choose the partners wisely and establish strong relationships that are guided by the company’s culture and business goals.

SonicWall's channel strategies & programs

SonicWall is a 100% channel partner organization where trust and profitability are the pillar that drive this strong collaboration. We work with more than 17,000 channel partners worldwide and more than 2500 partners within India region, continuously building partnerships based on trust, loyalty and mutual success.

SonicWall lays great emphasis on knowledge sharing. We provide equal opportunities to both its employees and partners to gain specialized skills from time to time; Weekly Sprint is one such program for the partners wE3to enhance their knowledge and skill set.

SonicWall Secure First program offers great opportunity to earn Rebate without any ambiguity. Partners are also eligible for Market Development Fund which is tried to business growth planning and activities.

This program’s ongoing success is due largely to its philosophy of partnering to win. In addition it also offers a number of perks. These include competitive margins, deal registration protection, technical training, sales enablement, marketing and lead-generation support, and more.

SonicWall University another unique initiative, is an online partner enablement platform designed to keep SecureFirst partner sales representatives, pre-sales and support engineers at the forefront of cyberthreats and security solutions. Recently SonicWall launched its SonicWall MSSP program to empower MSSPs with the resources and tools they need to protect their customers while improving operational efficiency and costs.



DEBASISH MUKHERJEE
VP - Regional Sales,
APAC, SonicWall

SonicWall relies on its expansive base of partners across all regions and is dedicated to continuing to grow programs like these to further meet the needs of our partners in the future.”

PARTNERS CONTINUE TO REMAIN AS AN EXTENDED ARM FOR NETAPP IN SERVING ITS CUSTOMERS

“Given the geographical spread and diverse nature of Indian market, partners play a critical role on coverage and building customer relationship and extend quality service. Apart from the technical features and price, the customer’s trust on the supplier plays a critical role in decision making. Partners help vendors in covering the last mile and build trusted relationship. NetApp looks at partners as an extended sales arm to reach and service customers.

Core competencies of NetApp's Partner program

Our partner program focusses on three aspects broadly. One is enabling partners to understand our technology solution and able to serve their customers better. This is done through programmatic sales, pre sales and technical training organised for partner resources. Second is helping the partner to build their business and grow revenue. We invest our MDF through partners to carry our marketing activities to build the funnel. Third is profitability. Our various rebate and incentive programs are built to reward the partner on the investment and efforts they put on our business.

As NetApp continues to evolve, our partners remain an extension of us and play a key role in our go-to-market strategy. We are dedicated to enabling a profitable and focused partner ecosystem that is committed to driving core business growth and to leading customers to the cloud and beyond. NetApp’s partner program, the Unified Partner Program (UPP) is transparent and consistent across all partners.

A partner-first approach is critical to growing our shared business with investments in award-winning programs, tools, training, enablement, incentives, rewards for growth, differentiation, and support for partner-led services strategies. We are committed to working with partners, hand in hand, providing the proactive management, marketplace



GANESAN ARUMUGAM
Director – Channel Sales,
NetApp

recognition, and open communication that partners need to be successful. The partner management team works with all partners to define joint business opportunities, development activities, and target marketing initiatives and to support their technical needs.”



SCHNEIDER ELECTRIC'S PROGRAMS HELP PARTNERS IN WINNING NEW BUSINESSES

“The Partner Program is at the heart of every organization and it empowers channel partners to expand their offerings, maximise opportunities and harness potential in driving businesses. At Schneider Electric, we call these our ‘Partnerships of the Future.’ Our vision of propelling business goals and enabling collaborative opportunities to broaden networks, buy, sell and promote digital services empowers greater performance, and builds resiliency at every stage.

Salient Features of Schneider Electric's Partner Program

Our Partnerships of the Future create a crux for our partners to scale up and leverage simplified, open, digital solutions that help in winning new business in this evolving digital ecosystem.

Our Partner Program presents immense opportunities to expand their networks, increase connectivity, improve performance and transform products from start to finish. We present our partners with solutions and technologies that enable them to navigate through the deluge and forge greater connections in the evolving all-digital and all-electric world. Our streamlined plug and play networks render faster installation, offer collaborative opportunities and provide tangible insights in transforming businesses.

We have a structured Partner Program in place with vert Transparent Performance Based Channel Incentive programs which gives partners opportunity to earn profitability through rebate and utilise MDF to grow their Business. We run things like Pre-Sales Club, Marketing Concierge Service to enable partners for sustainable business growth.

Schneider Electric's ‘Partnerships of the Future’ encompasses a structured and streamlined framework to help our partners reap benefits from projects and businesses. We provide future-focused solutions and opportunities that drive collaboration, offer support at every stage and extend the knowhow to utilise and deploy the right digital tools for successful business outcomes.

The key steps that we undertake while designing a fair and transparent partnership



SWARUP DAS
Director, Channel -
Schneider Electric India

model include -

- Delivering products for every stage of a project from CapEx to OpEx
- Enabling simple-to-install systems that minimize on-site IT work
- Set business energy and sustainability goals and achieve them.”

MICRO FOCUS DESIGNS ITS PROGRAMS IN A WAY THAT DRIVE THE GROWTH OF ITS PARTNERS

“The pandemic has accelerated digital transformation with enterprises moving to cloud and hybrid environments at an extraordinary rate. The channel ecosystem therefore also had to evolve faster than the pace of this change to ensure business continuity and operational stability for enterprise customers.

The focus on staying ahead of the curve of the business landscape reflects in the channel strategy. Our global network of authorized Partners is at the heart of what makes Micro Focus successful. Micro Focus ensures the highest level of customer satisfaction which depends on the exceptional product and solution implementation together with the skills and specialization that the partners deliver.

Core Principles around Micro Focus Partner Program

We have designed our Partner Program around three central principles. We have modernized the processes and structure of our integrated, new Partner Program to make it easier for our partners to do business with us. Access to world-class sales and technical enablement is provided within our extensive product suite. We also motivate the partners by recognizing and rewarding them with in-depth product and solution specialization cross the four pillars of digitization.

The Micro Focus Partner Program has created an ecosystem around sales, marketing, and enablement and in recognition of the skills and specialization that they bring. Our program returns a range of competitive benefits like industry benchmarked competitive and aggressive deal registration tier, sourced and referral rebates to our Platinum, Gold and Authorized partners. In our Marketing stack, we provide co-branded marketing tools and services and added Marketing Development Funds (MDF) eligibility to our Platinum and Gold partners.

Micro Focus pays special attention to aspects like strategic planning, goal settings, communications, tracking & reporting, rewards, rules of engagement, system deal



JIJU JOSEPH
Country Head Channels
- Micro Focus India

registration process, etc. which are an important part of the cycle. Partners are the essence of Micro Focus' business strategy. Along with our valued partners, we aim to reduce the drama for our customers, delivering a highly differentiated value proposition.”



KASPERSKY'S CHANNEL PROGRAMS COMPLEMENTS ITS PARTNERS TO DO BUSINESS WITH THE BRAND

“Across the world, Kaspersky is recognized for its innovative security solutions. We have developed an innovative program – Kaspersky United Partner Program that does more to help our partners do business with us. Whether you’re a software reseller, system integrator, managed service provider (MSP) or security service provider – and regardless of whichever vertical you sell, the Kaspersky United Partner Program can help partners to grow profitable, new revenue streams.

Key elements of Kaspersky's Partner Program

Partner success is pivotal to our success. Some of the elements are –

- Great margins plus clear & transparent schemes for rebates and deal registration discounts
- Expert support including MDF, training and more
- World-leading brand with award-winning products that help partners to win new customers
- Skills transfer with our experts helping reseller to develop its own skills & knowledge
- Market differentiation opportunities via Specializations that help partners to beat their competitors
- Tremendous Growth potential SMBs and Enterprises are setting aside bigger budgets for security

Our MDF program plays a vital role in helping partners to fund and perform joint marketing activities in accordance with identified goals and priorities. Key partners can submit their marketing proposals via the Partner Portal. The Partner Portal is a central hub for everything associated with the program. It provides an easy way for partners to apply for deal registration, submit MDF proposals, access training courses, download marketing materials and more.

We have created special badges for each partnership level so partners can use the relevant badges to show their status within the program. Partners can also access images, icons and more to help promote joint business with Kaspersky to give potential customers an easy way to find a partner that has the skills to help them meet their IT



SACHIN RELWANI
Head of Channel Sales,
South Asia - Kaspersky

security objectives, and we add details of high-level partners to a Partner Locator tool on the Kaspersky website.

We look at Transparent Business Engagement with Partners and create Business model based on -Partner profitability at the center, Clear & transparent reward scheme, 100% partner focus, Ease of doing business, Unmatched knowledge and Potential for growth.”

CHANNEL PARTNERS ARE AT THE HEART OF EVERYTHING F5 DOES

“Every sales professional understands that making inroads into a new market takes time and effort. Partnering with the right channel partners can provide you with the necessary foothold to reach out to a wider set of customers. You can make a strong first impression by leveraging your partner's existing customer base. Furthermore, they can provide useful information about marketing regulations, local taxes, targeted messaging approaches, and audience personas. In a nutshell, while entering new markets, channel partners can provide a shortcut to profitability. They increase your overall brand awareness among new audiences, thereby assisting your direct sales.

Key channel strategies of F5

At F5, our partners are at the heart of everything we do, and they are a critical component of F5's overall growth strategy. F5's partner program, Unity+, is an innovative channel program designed to -

- generate long-term profitable partner growth
- improve partner opportunities and incentives
- capture new revenue streams and
- drive tighter collaboration to assist customers in their technological transformation

Maintaining a healthy partner ecosystem is critical. Our goal at F5 is to form long-term, mutually beneficial strategic partnerships. We accomplish this by maintaining strong relationships with existing partners and onboarding new partners who can successfully navigate new use cases and routes to market.”



EDGAR DIAS
Regional Vice President-
Channels, APCJ - F5



WESTERN DIGITAL DESIGNS ITS CHANNEL STRATEGY ON THREE PILLARS – EDUCATION, REWARD, ENGAGEMENT

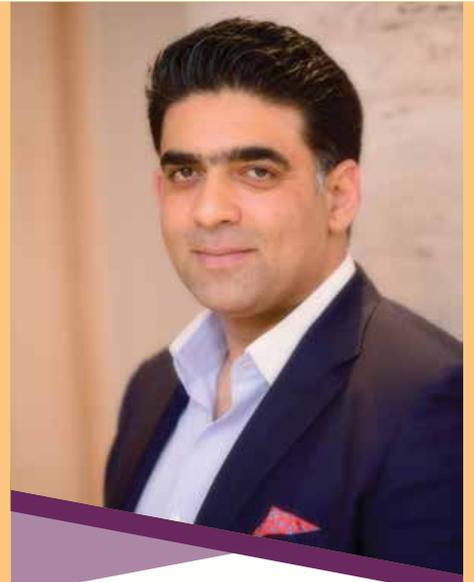
“Our channel partners are strategic assets to us. They help us connect with our customers across geographies and widen our reach. We continuously equip our partners with the right information, products, and tools to identify and reach potential customers and navigate the local market and ecosystem challenges.

Key Programs for Western Digital Partners

We run various channel partner programs to educate and equip them to leverage diverse market opportunities. We also offer them support to better connect with consumers. For example, our Go Digital Kits allow partners to push relevant product information through social and digital media and connect with customers across platforms. We also run various reward programs. Our channel rewards program is designed to reflect the possibilities of the market and support our channel partners in achieving business goals. We also undertake focused initiatives for our partners to understand the products better, linking the technology to the need and outcome.

We have an integrated channel marketing strategy built on three key pillars - Education, Reward, and Engagement. To train our channel partners, we run regular and robust programs for partners to prepare them against the evolving customer needs, dynamic business landscape, market trends and keeping them updated about relevant solutions and products.

To appreciate and reward the value that our partners bring to the business, we have institutionalized several reward initiatives for channel partners - SanDisk League of Heroes, Western Digital Elite Partner Promo, and myWD Partnership Program, to name a few. We have also aided them with digital toolkits which is helping them adapt to the new reality of digital and offer product collaterals and sales generation resources and connect with prospects across social platforms.



KHALID WANI
Senior Director - Sales,
India, Western Digital

We offer a variety of programs such as TechTalkApp- a training tool for channel partners, and WhatsApp business platform for engaging with channel partners to take advantage of new opportunities that are emerging in the current environment. Moreover, we are the first to adopt new initiatives to enable partners to run their businesses efficiently after lockdown.”

NURTURING AND EVOLVING ITS CHANNEL PARTNER NETWORK IS A KEY PRIORITY FOR COMMVAULT

“The contribution and role of partner models have drastically transformed over the years. A strong channel partner ecosystem is the key to visibility and profitability and business must invest in building a robust partner program for optimum productivity and mutual benefits.

Commvault is a channel-led organization, partnering and co-selling our industry leading solutions with a network of 7,000 channel partners globally. We are committed to provide our partner ecosystem with unmatched partner programs and solutions to further aid them to transform their businesses and enhance their core offerings.

Core elements of Commvault's Partner Program

We are following a three-pronged approach this year for our business continuity and partner growth strategies – Tailored, Transparent, and Trustworthy.

Our global partner network consists of key industry alliances with market leaders, solution and service providers, and technology partners, coming together with a shared goal of helping customers store, protect, manage, and use their data. Our award-winning Partner Program is modern, profitable, and predictable. This includes deal support to close sales and grow, performance rewards, deal registration benefits, and new partner seller incentives, combined with more flexibility across program tiers to increase partner profitability.

The three-tier structure enables partners to do business with Commvault that is simple and profitable. A new partner enters the program at the Authorized tier and may advance to the Premier or Market Builder tier upon achieving specific revenue targets and completing required training, certifications, and accreditations.

Our Partner Program inculcate the culture of innovation and growth and build a strong and content partner community at Commvault. Commvault has further evolved its industry-leading Partner Advantage Program to now offer MSPs and Aggregators.



ANSHUMAN RAI
Area Vice President, India and
South Asia, Commvault

This will help our partners achieve goals, meet challenges head-on, and future-proof their business. Our solutions are industry-leading, and we provide the tools, benefits, experience, and support that enable partners to help their customers safely protect and manage their data in any environment – on-prem, cloud, or SaaS.”



DASSAULT SYSTEMES' PARTNER PROGRAM BRINGS THE 3DEXPERIENCE VALUE WITH A LONG TERM GROWTH STRATEGY

“The pandemic has increased the need for organizations for supporting its customers and partners as they prepare for hybrid working model. The “new normal” requires extended set of e-learnings, self-paced training and online certification programs so that partners can enhance proficiency and skills.

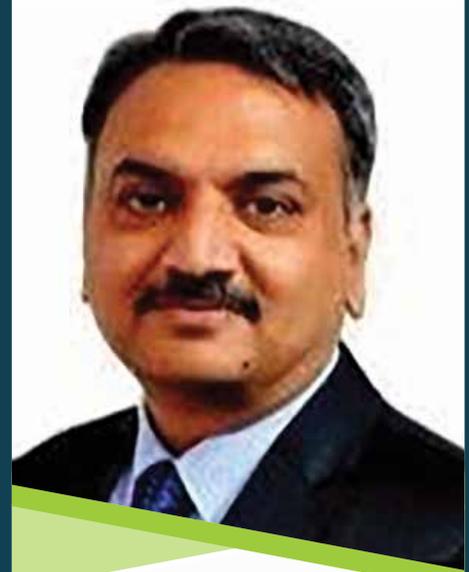
Key elements of Dassault Systèmes partner program

The worldwide network of partners at Dassault Systèmes enables a wider outreach to customers in different segments such as large businesses, mid markets & startups and academic institutes covering entire portfolio of 3DEXPERIENCE Platform powered by the Brand solutions like CATIA, SIMULIA and DELMIA. They also provide local expertise and regional growth in tier 2 and 3 markets across industries such as automotive. The Education Partner Program (EPP) supports the training of resellers through E-learning Solutions developed by Dassault Systèmes and help them to develop the workforce of the future by working closely with academic institutes and skilling related startup companies.

Dassault Systèmes Business Partners resell our offering and complement the same with their professional services as system integration, customization, consulting, training and implementation.

The partner program of Dassault Systèmes brings the value of 3DEXPERIENCE in driving innovation to life with a long term growth strategy. The Partner Transformation program helps partners to grow by establishing and implementing a development plan to build an organization that delivers a profitable, predictable, and repeatable business. It provides a consultative service based on a holistic view of the Partner’s Organization.

With Dassault Systèmes deep expertise and positioning in the core Design engineering, simulation and strong inroads into manufacturing domains, partners can take advantage of the large portfolio of solutions in order to address end to end needs of clients covering all



TANUJ MITTAL
Director – Customer
Process Experience,
Dassault Systèmes, India

areas of enterprise value chain right from product strategy to sales and marketing. Dassault Systèmes is also scouting for new partners in the domain of simulation, manufacturing, mining, infrastructure and life sciences in India Sri Lanka, Nepal and Bhutan & Bangladesh.”

TREND MICRO'S GOAL IS TO CREATE A WIN-WIN SITUATION TOGETHER WITH ITS PARTNERS

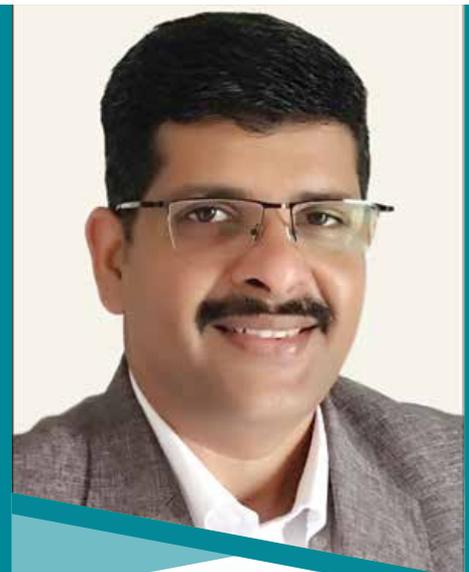
“Partner Programs give us an opportunity to reward as well as to empower our partners to grow alongside us and take our exciting next-gen offerings to the market. As a channel-focused company, we have a structured partner program to enhance the sales and presales competency for partners. The TRENDS CAMPUS Program is a partner enablement and skill enhancement Program that has three parts - Foundation, Advanced and Master Certifications. These programs motivate and support channel partners to drive more business together.

We also have partner tier levels (Bronze, Silver, Gold and Platinum) based on revenue achievement and competency level. The deal registration portal helps our partners to register early in the sales cycle and accelerate the business opportunity.

We encourage partners to maximize business opportunities by providing Not For Resale licenses, for Demo and Proof of Concept. The Silver, Gold and Platinum partners will be supported by our channel team and the rest of the partners will be supported by distributors. Platinum and Gold partners will be eligible for our Rebate program to increase business profits.

Our ‘Partner Ninja’ program is an exciting competency enhancement program that aims to further empower and equip our channel community. Also, our marketing development fund will support our partners to encourage the development activity with customers.

We are 100% partner centric organization and try to deliver all our solutions through the channel. Our channel partners are an integral part of Trend Micro’s success. Transparency in engagement help our partners to conduct business seamlessly with



TOM CHEERAN
Director Channel India &
SAARC – Trend Micro

Trend Micro. We are trying to build an ecosystem where we leverage our channel partners’ existing capabilities and work together with them to deliver innovative solutions to the customers. Our end goal is to grow together with the channel partners, creating a win-win situation.”



NUTANIX'S OBJECTIVE BEHIND ITS PARTNERSHIP MODEL ARE SIMPLICITY, CUSTOMER-CENTRICITY AND FLEXIBILITY

“The objective of a good partner programme should be to deliver simplification, profitability, and an accelerated roadmap towards partners’ business transformation, addressing all elements in a channel ecosystem. Channel programmes should empower partners to improve focus on customers by reducing complexity in their engagement, through a single integrated architecture.

Key Partner Programs from Nutanix

Our main objective for all our partner programs is simplicity, and we achieve this by using a consistent set of tools, resources, and a simple platform for engagement.

Our Elevate program for channel differs from traditional partner programs by providing a unique emphasis on partner capabilities and competencies to sell and support the Nutanix portfolio, rather than revenue targets. Elevate brings a new level of profitability, including front end margins, new mechanisms to help deliver margin-rich services, richer rebate levels for bringing new business.

Additionally, the Nutanix Elevate Service Provider Program empowers service providers to build highly-differentiated hybrid and multicloud services, delivering increased profitability and faster time-to-market. Due to the PSCs and partner programs, we have seen a rise in the number of transacting partners’ quarter on quarter, as well as greater upskilling within our partner ecosystem.

The main intention behind our partnership model, is simplicity. We achieved this through a few key steps- firstly, we had discussions with our partners across the world. Secondly, we focused on customer-centricity. Understanding what the customer needs in the present, and how this may change in the future according to how the industry changes, is a crucial step in this process. The final piece is in bringing all this together while creating simplicity and flexibility in engagement. This allows more focus on innovation and customer needs, and results in growth for us and our partners. Our partner programs thus provide one



RITESH SYAL
Head & Director, Channels & Alliances, India - Nutanix

simplified architecture and removes lock-in and minimum commitment limitations that come with standard contracts and partner programs. This level of focus on support is what drove us to launch our Partner Support Center in Bangalore, as a response to our partner’s needs.”

PALO ALTO NETWORKS WANTS ITS PARTNERS TO STAY AHEAD OF THE CURVE BY ADOPTING DIGITAL TECHNOLOGIES

“A robust partner program is key to unlocking growth, innovation, and driving customer success for a cybersecurity organization. In the post-covid new-normal, cybersecurity vendors can leverage the strong relationships channel partners have developed in markets to reach millions of new businesses across multiple levels. A collaborative two-way handshake between vendor and partner is key for a cybersecurity company to thrive. Palo Alto Networks’ NextWave Partner Program is designed and built to deliver this.

NextWave 3.0 - a new enhanced partner program

At the beginning of 2021, the current iteration of our partner program, NextWave 3.0, was kicked off to sharpen our focus on providing incentives and value for our partners. With Nextwave 3.0, we added specialization benefit plans that gave our partners graded benefits based on the resources invested, business growth, and competencies acquired.

When it comes to developing partnerships within the NextWave program, our models are crafted on three key pillars: integrity, flexibility, and adaptability.

We enable partners to adopt our “differentiation with specialization” approach which allows them to deploy every product in our portfolio as per their specialized needs. This was at the core of NextWave 3.0 which allowed partners to build their security expertise through three new Prisma SASE, Prisma Cloud, and Cortex XDR/XSOAR specializations.

Delivery of such a service on a flexible platform is crucial. A flexible structure that provides our partners more ways to maintain their NextWave level means more benefits to the end-user which, therefore, means success for our partners and us.

Finally, seeing how the pandemic forced enterprises to relook at operations on a global scale, adaptability has become a key part of our channel partner ecosystem. As



KRITHINIWAS NEELAKANTAN
Channels & Alliances Leader, Palo Alto Networks

security partners are now fast adopting new digital technologies, staying ahead of the curve by building services that keep them safe for the long term is essential.”



REDINGTON DESIGNS ITS PARTNER PROGRAMS TO BUILD A STRONG CUSTOMER ENGAGEMENT

In a world where customers expect solutions to their problems rather than specific products, no organisation is going to be able to effectively address these expectations on its own. Partnerships are an integral part of the organisation's offerings. Partner Programs are aimed at solving customers' problems by leveraging network effects and an ecosystem approach. Partner programs are one of the most crucial mechanisms that enable any organisation to bring together the right set of partners, enable this ecosystem to focus on specific outcomes and channel the resources necessary for achievement of these outcomes.

Key elements in Redington's Partner Programs

Partner programs are designed by Redington in sync with brands and seek to drive emerging technologies / business models such as subscription models, annuities, Hardware-as-Service etc., apart from On-prem offerings. These models bring in newer revenue streams for partners as well as other stakeholders. Incremental resources and benefits are geared towards new technologies as well as promoting Partners' digital maturity and enhancing their revenues. Also, our Programs promote affordability programs to help Partners gain from the shift in consumer spending behaviours. Broadly therefore, our partner programs aim to equip Partners with the specific resources required to tap an identified set of opportunities.

Partner programs are designed to build a strong customer engagement, build solutions to customers' problems, enhance customer retention, lengthen the customers' journey with partners and help build demand generation through referrals. As part of the programs, we seek to offer partners' technologies and skill sets that we invest in, and build Lifetime Customer Value. The key principle is to ensure partnerships are clearly a win-win proposition for all stakeholders (including partners, customers, brands and distributors).



RAMESH NATARAJAN
CEO
Redington

Therefore, we seek to ensure the objectives are aspirations as well as achievable. The program is to be simple, clearly understood and drive some "quick wins", as far as possible, to build momentum. Also, we try to build on partners' feedback and the learnings from previous programs.

SEAGATE AIMS TO STRENGTHEN ITS POSITION AS A MARKET LEADER BY ENHANCING ITS CHANNEL PRESENCE

"Partner programs are popular business strategies that organizations use to grow their sales footprint and diversify their network of customers. These program bring in revenue and create important links between vendors and customers. The impact of partner programs on sales, market share, innovation, and even brand recognition can be enormous.

Core components of Seagate's partner strategies

Seagate's initiatives have always been focused towards empowering our partners and distributors to enable them with the right set of knowledge and tools. We are committed to improving their businesses, and delivering compelling results of Seagate's full suite of enterprise and consumer data solutions.

Our channel ecosystem continues to grow in numbers and reach as we better understand evolving opportunities in the current market scenario and double down on our efforts to engage with our partners and customers more closely than ever. In this regard, we have developed the Seagate's SkyHawk Partner App to empower our partners and customers that enables partners to calculate the storage needs and investment required on the spot.

We connect with our customers and partners in the markets through the Seagate Insider partner program. Through our distributors, we offer lots of training programs to our channel partners which are aligned with the latest IT industry trends and channel practices in India. We organise activities for our partners to address the right audience and customers. Some of the notable programs to name are "Seagate Regional Meets" and "Seagate Surveillance Weeks". Held in multiple cities, 'SkyHawk Surveillance week' is one of our marquee initiative that attracts the highest concentration of partners (at least 340 partner stores) with unparalleled peer insights and expertise on business strategy, innovation, and leadership, as we build a robust partnership network with them.



SAMEER BHATIA
Country Manager, India &
SAARC - Seagate Technology

We trust that, going forward, these activities and our efforts will continue to help strengthen our position as a market leader in the storage, software and system industries, while enhancing our channel growth rapidly."



COMMSCOPE'S MODULAR APPROACH TO PARTNERING IS BASED ON CUSTOMER DEMAND AND PARTNERS' BUSINESS MODEL

“CommScope has been pushing the boundaries of communications technology to create the world’s most advanced networks. We design, manufacture, install and support the hardware infrastructure and software intelligence that enable our digital society to interact and thrive. Working with customers, CommScope advances broadband, enterprise and wireless networks to power progress amidst today’s increasingly disruptive world and create lasting connections.

Key elements of CommScope's Partner Program

The Partner Program forms an integral part of our business and as a channel-oriented organization, we build strategic partnerships and alliances, so that we can broaden our offerings and deliver a more complete set of solutions and expertise for shared customers, and collectively drive greater impact within the wider ecosystem.

Beyond incentivized programs to recognize and reward our partner, sales enablement and engagement for valued partners, CommScope’s PartnerPro Program also looks to provide extensive resources and training for channel partners to elevate their marketing and technical expertise, to help build a trusted and mutually profitable relationship. These resources include technical training and support, and marketing tools that allow partners to keep customers and end-users agile, future-ready and able to respond to any network challenge.

We take a modular approach to partnering based on customer demand and our partners’ business model. This structure allows our partners to select the right relationship with CommScope based on their business model and expertise. We offer access to resources like emerging technology training and education, partner portal and enablement tools; opportunity for our partners to offer CommScope warranties, and participation in incentives programs for authorized partners.

With more than 10,000 partners worldwide, CommScope’s partner program and



KALYAN DEEP RAY
National Channel Manager,
Enterprise Sales, India &
SAARC, CommScope

initiatives empower the channel with best-in-class technology along with robust sales enablement and marketing support. Our partner program offers greater profitability and a go-to market engagement model which provides partners with unique insight enablement and demand generation.”

VIEWSONIC CREATING A WIN-WIN-WIN PROPOSITION FOR CUSTOMERS, TRADE, AND BRAND

“Partners play a vital role and they are the main catalyst between the Brand and its Customers. More & more happy dealers mean more & more satisfied customers. Making partners happy is a brand's primary task.

We at ViewSonic are offering Power Play as a digital app based real time reward program. We have also created the industry first Price parity program on a mobile app, besides giving the facility of 48 Hours replacement warranty in all major cities, quick settlement of credit notes, highest focus on stock movement, best ROI, volume to value-based business by offering 50+ SKUs for different GTM, and introduced innovative products from time to time.

ViewSonic is aiming for those value-added partners who are more technology savvy, understand recent trends and are client facing. Major part of our investment is in creating a value system through the digital way, using AI, machine learning and making our partners resourceful. ViewSonic India has a very clear & transparent channel policy. The positive feedback we have received from major trade association heads is a sheer evidence of how channel friendly our policies are and transparent our Price Priority program is -

This is a great step towards giving an equal ground to traditional business via large format online market. I am sure more OEMs would follow the noble example set by Viewsonic - Sanjay Chhajer, President, COMPASS.

I thank ViewSonic for being the first company in the IT Peripheral category to roll out a price parity program for all T3 partners across India - Devesh Rastogi, Sr. Vice President, FAAITA.

ViewSonic's Price Priority program will be a truly game changer in the IT industry of India to protect our members against OLS platforms - Pranav Parikh, Vice President, FITAG.”



SANJOY BHATTACHARYA
Director- Sales and Marketing -
IT Business, ViewSonic India



BFSI vertical leveraging AI and Predictive Analytics to

reach right customers with **RIGHT MARKETING CAMPAIGN**

Frontier technologies like Artificial Intelligence (AI), Machine Learning (ML), robotics etc. are influencing various industry verticals be it BFSI, manufacturing, retail, healthcare etc. These days consumers are flooded with choices and options. They are not restricted to local retails only and this has triggered the need competition in the market. And to cater these customers efficiently, the companies should to understand the needs and requirements of the consumers. In order to maintain the existing customers and acquire new ones, businesses are leveraging various tools, methods models to analyse the customer, their behaviour, the pattern of their spending etc.

AI or to be precise ML and Predictive Analytics are used by various verticals for different usages. The finance and eCommerce companies are taking up ML in a big way for last few years. On the other hand Predictive Analytics are being used by telecom companies for predicting faults in network, eCommerce use it for customer behaviour, and finance companies leverage it for customer analysis and behaviour prediction to offer right and innovative products to the market.

The BFSI has witnessed a paradigm shift due to technological innovations. It is a very crucial industry vertical and rapidly embracing modern technologies so that by analysing the data the organizations can better offer relevant products with superior customer experience. In the insurance industry the predictive analytics is used for better customer reach and customer experience. The BFSI sector is also using it to reduce the underwriting business risk as well as the financial risk.

Lets delve deep into the matter with the technology experts of the BSFI industry.

BFSI leveraging predictive analytics not only for better customer reach and customer experience but also to reduce the underwriting business risk



NASEEM HALDER

CISO, Acko General Insurance

AI AND PREDICTIVE ANALYTICS

AI and Predictive analytics is the new black horse for the marketers to get the targeted customers. AI has the power to analyse large sets of data, including competitor's data (e.g. product, positioning) and predictive analytics indicates what is happening and what will be the next step.

AI is an umbrella term for a wide range of technologies, which help to get the data, read it, predict the behaviour of the users or customers and offer the most relevant products. There was a study published that AI could unlock up to \$2.6 trillion in business value in marketing and sales.

Predictive analytics is the tool to use data to predict the future of businesses or products. For example, predictive analytics can answer questions like, "What will be the chance that any client will buy my product in the next month?" or "What are other products we can pitch to the customer?"

Additionally, predictive analytics also offer value-added services to the customers.

PREDICTIVE ANALYTICS HELPS BUSINESSES TO GROW

As a leading trend in technology, Artificial Intelligence (AI) is gaining huge popularity among marketing and sales professionals and has grown to be an essential technology for companies that is willing to explore a super-personalized customer reach and exceptional customer experience; additionally it will help in cost optimization, high availability and error-free data capturing. The combination of AI/ML along with predictive analytics completes the customer journey.

The combination of Artificial Intelligence and Machine Learning is a complete package to gather customer data, understand their nature, behaviour and enable the brands to gain an accurate understanding of its customer needs which allow them to offer the right set of products. Unlike traditional analytics applications, AI/ML is simultaneously learning and improving from the data and statistical models, and is able to anticipate customer behaviour. This became an opportunity to the brands to provide highly relevant content, increase sales opportunities, and improve the customer journey.

BFSI USING PREDICTIVE ANALYTICS TO AID DATA-DRIVEN MARKETING

Predictive analytics is a methodology that uses data modelling, statistics, and machine learning to predict future events or understand the needs of the customer. In marketing and sales, this can be used to make better decisions regarding media planning, product positioning, customer needs, customer reach and customer experience. Using this tool, marketers can gain a better understanding of which campaigns are working and what sort of advertising will lead to an increase in sales in the future.

Every industry has their own way to use the predictive analytics. As on date, the insurance industry is using predictive analytics not only for better customer reach and customer experience; it also helps BFSI to reduce the underwriting business risk as well as the financial risk.

LET'S UNDERSTAND THE SAME FROM COUPLE OF EXAMPLES:

For a Bank – if they have data of a person's loan and payment history along with credit history it can provide some indication about credit risk. At the same time, the bank also have my salary details and credit card expense details; banks can perform the predictive analytics and offer any pre-approved car loan, home loan or personal loan. Bank can use this opportunity for cross-selling as well.

For Insurance Company – If any insurance company have the data about an individual – whose driving license age is very old, the car rarely cross the highway tolls, data about travel route and condition of road, traffic of the road additionally who uses 5-6 times cab services weekly – then any insurance company can offer very attractive premium to such customers. At the same time, the company can offer very minimum documentation to enrich the customer experience through auto-fill service from stored data.

Another way – Let's say any customer wants to process their claim with any insurance company and company offer an application to upload the photo of damages and using analytics company can verify the authenticity of the image and predict the damage to offer an instant claim settlement. In this process, customer will get a great hassle-free experience and at the same time company is going to save lot of resources; instantly company will pass additional 1-2% benefits to the customer which will ensure the customer loyalty and future business of the company – a win-win situation for both.

“Marketers use predictive analytics to qualify and prioritize leads, consumer behaviour allows marketers to identify ideal audience segments that are closer to conversion”



BHASKAR RAO

Asst. General Manager-I.T, Vasai Vikas Sahakari Bank

AI AND PREDICTIVE ANALYTICS

Predictive analytics is a form of analysis conducted by leveraging AI/ML to combine the insights generated through various datasets, algorithms and models to predict future behaviours derived from the predictive analysis to determine the future and set the goal for new marketing strategies.

Today the consumers are having more choices and options than ever before. The consumers are no longer confined to their local store has in stock or availability, today they can order whatever they want, whenever they want. In the ever changing competitive world, to retain the existing customer and acquire new customer, the business drivers and marketers are using various tools, methods, models to analyse the customer, their behaviour, the pattern of their spending, their likes, dislikes, their past purchases or their spending history, the choice of brand, demographical data etc.

Today the marketers use predictive analytics to qualify and prioritize leads, consumer behaviour allows marketers to identify ideal audience segments that are closer

to conversion. The AI demonstrates how likely a consumer is to act, allowing marketing teams to devote more attention to those consumers and minimize the wastage of resources on consumers who will not respond to marketing.

PREDICTIVE ANALYTICS HELPS BUSINESSES TO GROW

Predictive Analytics helps the business to grow many ways, by using different tools and business strategy. With the emergence of huge historical data for the prediction, the business teams are using the AI-powered predictive analytics to increase the revenue, reduces costs, optimize resources, optimize spending, build competitive advantage prioritise their goals, to improve ROI and the very basic objectives to retain the customers and explore the new avenues.

BFSI USING PREDICTIVE ANALYTICS TO AID DATA-DRIVEN MARKETING

Co-operative banks are less adaptive to the AI/ML as compared to the Commercial / PSU Banks. Co-operative banks are having a specific customer base, there are very few co-operative banks who are using the AI/ML, this is still very new to most of the co-operative banks.

Presently we are also not using the AI/ML in our organization.

Data Analytics helping Mahindra Finance to identify potential customers with right products

NEERAJ BHOPLA

Head - Technology and Engineering - DFB, Mahindra Finance

AI AND PREDICTIVE ANALYTICS

AI is a very generic term. I would say ML and Predictive analytics are certainly growing to be indispensable parts of all industries and organizations. ML has been used by Finance & eCommerce organizations a lot in the last few years. Predictive analytics has been emerging faster in the last couple of years. With better and faster tools, it is only going to grow more in coming years. In Telcos it is being used for predicting faults in the network, eCommerce organizations have been using it for predicting customer behaviour and hence able to finetune their strategy better. In Finance domain as well, customer analysis and behaviour prediction is being used to sell the right products and also to bring innovative products into the market.

PREDICTIVE ANALYTICS HELPS BUSINESSES TO GROW

Predictive analytics can be used to improve performance of the organization by predicting possible issues before they happen - be it at process level or technical level. Similarly it can also help in better behaviour prediction of prospective customers that can then be used to not only sell the right product to them but also to sell them in the right way, through the right and preferred channel. Better prediction means better hit ratio and more efficient revenue generation.

BFSI USING PREDICTIVE ANALYTICS TO AID DATA-DRIVEN MARKETING

We are using data analytics to identify potential customers and targeting them with the right products. Identifying the right customer who is likely to take our products based on a lot of factors, and also likely to repay the loans taken without becoming a NPA, is the key to our business and we are able to do that only with good analytics.



“It is clear that if digital is first lever, Predictive Analytics or AI is next lever for growth”

SIVAKUMAR NANDIPATI
CDO, Fedbank Financial Services



AI AND PREDICTIVE ANALYTICS

Machine learning, an AI technique, is a continuation of the concepts around predictive analytics, with one key difference: The AI system can make assumptions, test, and learn autonomously. Predictive analytics is the analysis of historical data as well as existing external data to find patterns and behaviours. In the BFSI sector, especially NBFC Industry - selecting the right target audience is most important. The results for analytics may drastically vary when the selection of audience and demographics is not proper. In Today's digital world, marketing can be done across all portals. Let us consider social media and for sake of ease Facebook for now. Let us take a simple example of driving R&F – Reach & Frequency Campaigns for the branch presence area in Facebook. CPM – Cost Per Mile – Reach number is around 10-20 depending on the audience and demographics selected. Even on the higher side, 20 INR spent for 1000 people is 2 paise per person. This is much less if we compare to physical branding costs of making a pamphlet which will be easily around 1 rupee. While the 50th part of physical branding costs is digital, using predictive analytics we can reduce another 50% cost from 2 paise to 1 paise. With various amount of campaigns done across demographics, the easier way of classification at tier of city, age, radius etc. are considered in target audience. The selection of criteria can be refined by successful cases of clicks on R&F or Lead filling data on Leads campaigns. Predictive analytics helps to inform and make us reach the optimum classification to be done better TG and there by higher RoMI. AI does the same autonomously. It is clear that if digital is first lever, Predictive Analytics or AI is next lever for growth and leverage.

BFSI USING PREDICTIVE ANALYTICS TO AID DATA-DRIVEN MARKETING

The Predictive Analytics can help the banks and NBFC – grow at digital marketing, R&F, Leads campaigns as discussed. It can also be used in Google – for refining SEM and App Installs as well. This when coupled with seasons/times and considering relevant data from other tables becomes too powerful to deduce important inferences which can help for growth of revenue as well as cost cutting. An optimized sourcing solution and budget allocation is fairly possible with predictive analytics and can be refined further with AI. Coming to the core solution, we can look at all relevant data from multiple tables for NPA accounts and derive a few insightful inferences which can further be input to risk algorithms to make the company better.

Data-driven marketing helps marketers to reach the right people at right time

ARTI DHOLE
CIO, Cosmos Bank



AI AND PREDICTIVE ANALYTICS

When it comes to AI driven marketing, historical data is always a driver for strategy and planning and Predictive Analytics is the use of data, statistical algorithms and AI techniques to identify possible future outcomes and stay ahead of the curve and assess the future of marketing. The main benefit of data-driven marketing is that we get the clarity on the target audience. So data-driven marketing allows marketers to reach the right people at the right time. Using behavioural data with customer journeys, one can predict engagement points on when one think a customer may convert. We can also track “drop-off points” and see where we may be losing people whether it is due to confusing content or a dead end in the journey. By mapping these patterns, at both one-to-many and one-to-one marketing, we can give insight into the outcomes of campaigns and help drive to the outcomes that one want. Using the big data in our business model Data is the most accurate way to predict a customer's next move.

PREDICTIVE ANALYTICS HELP BUSINESSES TO GROW

Predictive analytics evaluates historical and transactional data patterns that can be processed further for finding out future risks and opportunities. Enterprises now are leveraging it to realize their customer base to boost revenue, the efficiency of marketing budget and profits.

BFSI USING PREDICTIVE ANALYTICS TO AID DATA-DRIVEN MARKETING

In order to make the best use of data-driven marketing the following steps are followed:

1. The Bank's Resource department (Business) determines which business questions they want the data to answer, like “How many of my products is a repeat customer likely to buy in the next 12 months?”
2. Accordingly the Data collection is done. The plan is prepared for the data we need, the plan is prepared about how to collect it, and the best ways to organize it.
3. The data is analysed for useful information and form conclusions about the customers.
4. The conclusions are then tested.
5. Modelling is done to predict the customer's future behaviour.
6. The data is then utilized to inform marketing strategies and implement tactics.
7. Model monitoring is done to track and report on the effectiveness of predictive data-driven campaigns.

AI and Predictive Analytics transforming Finance industry big way

DOMINIC VIJAY KUMAR

VP & CTO, ART Housing Finance (India)



AI AND PREDICTIVE ANALYTICS

Artificial Intelligence and Predictive Analytics in finance is transforming the way we interact with money. AI is helping the financial industry to streamline and optimize processes ranging from credit decisions to quantitative trading and financial risk management. With its power to predict future scenarios by analyzing past behaviours, AI helps banks & FI's predict future outcomes and trends. This helps banks & FI to identify fraud, detect anti-money laundering patterns and make customer recommendations. Further to the concept of utilizing large customer data sets, AI is paramount in developing successful marketing strategies. In recent years, open banking protocols have helped financial institutions to share data and facilitate the 'big data' revolution.

However, examining this data in a constructive manner can be incredibly time-consuming, so the need for AI is clear. The systems do not simply scan the data and compile informative spreadsheets: AI can actively identify changes and patterns to formulate novel approaches to marketing opportunities. To drive new customer acquisition, banks & FI can utilize these features to automate the clustering of potential leads into interest-specific groups. With analytical tools like response modelling, AI-enhanced systems can develop personalized and targeted marketing campaigns with high success rates.

PREDICTIVE ANALYTICS HELP BUSINESSES TO GROW

Data and text mining, simulations of future marketing trends, and predictions of how to optimize operations will help your business grow and stay relevant. Predictive analytics concerns itself with the better efficiency of business operations, buyer behaviour, and market trends and all correlations in between.

BFSI USING PREDICTIVE ANALYTICS TO AID DATA-DRIVEN MARKETING

We at AHFL always look for new methods to make our marketing campaigns more targeted and effective. Doing this improves marketing ROI, customer experience and customer retention. To stay competitive, we are leveraging innovations including predictive analytics through unified marketing measurement, marketing analytics tool, AI, and Machine Learning. Finally, Predictive Analytics assists us in customer retention efforts as we are able to better understand consumers' needs. This helps us with product and schemes offerings that complement and also sheds light on cross-sell and upsell opportunities that are not worth exploring.



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SPLUNK BEING A REAL-TIME ANALYTICS PLATFORM MAINTAINS A ROBUST AND SCALABLE ARCHITECTURE

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 about helping the FSI organizations, the latest cyber threats, modernizing security operations centers and improving infrastructure integrity.

AIDING THE FSI ORGANIZATIONS

In this ever changing world, Jyoti feels there is a critical need for FSIs to reimagine existing data analytics strategies to help them manage disruptions by harnessing the power of their data. Data can help organizations improve product innovation, risk management, customer experience and security posture. All this is only possible with the help of a real-time data analytics platform.

He states, “In India, we are working with one of the largest private banks, where we have deployed our cloud services to help them deliver world-class customer experience. Through our cloud and enterprise security solutions, we are enabling them to improve on their operations, cut expenses, and increase agility while maintaining security, expanding their data visibility and stay compliant with industry regulations. Splunk Cloud is also being adopted by Indian insurance companies because of its prescriptive approach with relevant use cases.”

REAL-TIME DATA ANALYTICS AND PERFORMANCE MONITORING OFFERINGS

To uncover the benefits of real-time data in infrastructure monitoring, Splunk observes how this data is collected and processed. It further analyzes the potential of the kind of insights it can provide and the kind of outcomes the organizations can expect.

According to Jyoti, “Splunk platform is a real-time analytics platform with a robust and scalable architecture. It can handle massive volumes of data and fulfill the low-latency requirements that any financial firm demands. It is flexible enough to allow

users or developers to ask any question of the data and get an immediate response.”

THE LATEST CYBER THREATS

Splunk’s Threat Hunter Intelligence Report provides actionable insights on the latest cybersecurity threats and trends — helping organizations stay one step ahead of adversaries. The report unveiled the following cyber threats that are affecting the industry:

- E-crime is on the rise, outpacing state-sponsored activity to account for more than 80% of interactive intrusions.
- Ransomware is deploying malware for financial gains and holding peoples’ data for ransom during a pandemic has been a growing trend.
- Phishing continues to be one of the biggest threats affecting the industry. Indian organizations are also faced with increased phishing attacks.

MODERNIZING SECURITY OPERATIONS CENTERS (SOC)

The Splunk platform is used extensively for security, with deployments in the security operations center (SOC) of organizations. “Splunk’s software covers a broad spectrum of security use cases, from advanced threat detection to orchestration, automation, and response. Splunk provides a platform of security products that allow a firm to conduct a wide range of security activities, from real-time data capture and advanced detection and threat intelligence to orchestration, automation, and response. Splunk products like Enterprise Security and Phantom come armed with hundreds of predefined scenarios that allow a firm to rapidly deploy its SOC and become

effective very quickly,” comments Jyoti.

TO IMPROVE INFRASTRUCTURE INTEGRITY

Jyoti points out, “Splunk acts as the nerve center for security operations and can bring in data from any system and monitor all your systems and operations in real time. It offers a full Security Operations Suite addressing the entire security lifecycle, from threat investigation to monitoring, analysis and orchestration functions. By ingesting both machine data and any type of structured data, anomalous behaviors can easily be detected by identifying correlations between associated data points. Within the FSI organizations, the Security Operations teams are going to take the lead in adopting cloud.”

TO CONCLUDE

In his concluding words, Jyoti further points out, “The security capabilities are coupled with ‘Content Updates’ within Splunk Enterprise Security (ES) — a set of correlation searches developed by researchers and released monthly to all ES users. Splunk also offers a Security Orchestration, Automation, and Response (SOAR) system called Splunk Phantom that combines security infrastructure orchestration, playbook automation, and case management capabilities to integrate with the existing processes, and tools. As soon as detection occurs, Splunk Phantom automates actions that orchestrate the environment and connect to more than 260 third-party technologies to act in real time. It also handles the orchestration and automation of security events, making sure that critical issues are responded to promptly.”

Motorola unveils its Edge 20 Pro with Snapdragon 870, 50x Super Zoom Camera

Motorola has expanded the Edge 20 series with the launch of its much-awaited flagship. The Motorola Edge 20 Pro with Snapdragon 870 5G chipset and 108MP triple camera has finally arrived in India. So without further ado, let's have a look at the key specs and features before the price and availability details of this smartphone.

The Motorola Edge 20 Pro features a 6.7-inch Full HD+ OLED panel with support for a 144Hz refresh rate and 576Hz touch sampling rate. The panel also supports 10-bit color, HDR10+, and DCI-P3 wide color gamut, and Gorilla Glass 5 protection on top. The device also has a 32MP punch-hole selfie camera.

Under the hood, the Motorola Edge 20 Pro is powered by the Snapdragon 870 chipset, along with 8GB of LPDDR5 RAM and 128GB of UFS 3.1 storage. The device supports 11 5G bands in India, along with Bluetooth 5.1 and Wi-Fi 6 to round up the connectivity



options. You also have a 4,500mAh battery that supports 30W TurboPower fast charging technology onboard.

The Motorola Edge 20 Pro packs a triple camera setup. There is a 108MP primary sensor with a f/1.9 aperture, a 16MP ultra-wide lens with a 119-degree FOV, and an 8MP telephoto sensor. The ultra-wide lens also serves as a macro camera whereas the telephoto camera supports OIS and up to 50x Super zoom. The telephoto camera also has 5x optical zoom support. The triple camera setup here is capable of up to 8K @ 24FPS and 4K @ 60FPS video recording.

Nokia debuts XR20 with Military-Grade build in India

Nokia has come up with its XR20 in India. The new device from Nokia has a military-grade design that is touted to survive in extreme temperatures ranging from 55-degrees to 20-degrees Celsius, 1.8-metre drops, and for one hour under water. Nokia XR20 is also promised to receive four years of monthly security updates and major OS upgrades for up to three years.

The new smartphone from Nokia has 20:9 display and dual rear cameras. The phone also has an octa-core Qualcomm Snapdragon 480 SoC and Zeiss optics.

The price of Nokia XR20 in India has been set at Rs. 46,999 for the single 6GB + 128GB storage variant. The phone will be available for pre-bookings starting October 20 in Granite and Ultra Blue colours and will go on sale starting October 30. It will be available through leading offline retail stores, e-commerce platforms, and Nokia.com.

Nokia XR20 is a dual-SIM smartphone that runs on Android 11 with a stock experience on top. It features a 6.67-inch full-HD+ (1,080x2,400 pixels) display with a 20:9 aspect ratio and Corning Gorilla Glass Victus protection. The device is powered by octa-core Qualcomm Snapdragon 480 SoC, along with 6GB of RAM. There is a dual rear camera setup that includes a 48-megapixel primary sensor and a 13-megapixel ultra-wide shooter. The camera setup comes with Zeiss optics.

OPPO rolls out A55 in India with two variants

OPPO announced the launch of the OPPO A55 in India. Featuring an unmatched True 50MP AI Triple Camera and 3D curved exquisite design, the OPPO A55 is all about striking looks and a powerful camera setup.

The OPPO A55 will come in two variants: The 4+64GB variant will be available from 3rd October for INR 15,490, while the 6+128 model will be available from 11th October onwards for INR 17,490 on Amazon and across mainline retail outlets.

Smart Camera

Besides its whopping True 50MP AI camera, the OPPO A55 triple HD camera setup comprises a 2MP bokeh shooter and a 2MP macro snapper. Its main AI camera comes with a dynamic pixel-binning technology that captures brighter pictures in extreme low-light conditions. The 2MP bokeh camera, on the other hand, captures beautiful portrait shots.

Even at night, OPPO A55 ensures clear shots of the subject while preserving background details with Backlight HDR; its Night Mode adjusts the exposure in dim settings. Night Plus Filters for the rear camera also captures more detailed photos.

vivo rolls out Y3s with massive 5000mAh battery

vivo announced the launch of the all-new vivo Y3s in India. Latest addition to vivo's Y-series, the vivo Y3s delivers lag-free smartphone experience through its robust features with a unique design in its category. Priced at INR 9,490 for the 2GB+32GB storage variant (expandable upto 1TB), the vivo Y3s will be available for purchase in three attractive colour options- Pearl White, Mint Green and Starry Blue on vivo India E-store, Amazon.in, Flipkart, Tata CLiQ, Paytm, Bajaj Finserv EMI Store and across all partner retail stores starting 18th October 2021

Commenting on the launch, Nipun Marya, Director-Brand Strategy, vivo India said, "The addition of Y3s, in vivo's youthful Y series portfolio is a testimony of our commitment to offer consumers with products that meet their expectations for a delightful experience. The Y3s caters to the

consumers who are on a look out for a device with a bigger battery and bigger display, all at an affordable price point."

The sleek vivo Y3s sports a 16.55cm (6.51" inch) Halo FullView Display with HD+ (1600x720) resolution, to provide a wide and immersive view for both videos and games. The display also filters out harmful blue light to prevent eye strain. The vivo Y3s is designed to increase efficiency as it comes with iManager, which takes care of tasks such as cleaning up space or scanning for issues at night. The device also comes with Face Access, which unlocks the phone instantly.

The Y3s is packed with a massive 5000mAh battery. The device is supported by AI power saving technology, which provides up to 19 hours of online HD movie streaming and 8 hours of resource-intensive gameplay. The device is also engineered with Reverse Charging Technology, so Y3s can be used to charge other devices.





Toshiba India names its new MD

Toshiba India (TIPL) has appointed Shuichi Ito as the new Managing Director. He will be guiding TIPL to the path of next level of growth across the group's energy and social infrastructure businesses in the country.

He will replace Tomohiko Okada, who was at the helm of TIPL's operations for more than five years.

"Toshiba remains committed to provide the latest technologies and solutions for India to achieve sustainable development. I look forward to reinforcing our long-term partnership with customers and partners to support India in

building world-class infrastructure and turn on the promise of a new day for India," Ito said in a statement.

Ito is associated with Toshiba for 30 years and he held various leadership roles in international operations, business development, sales, and other commercial functions in the energy infrastructure business field across Asia and South America, the company added.

Citrix announces Leadership shift

Citrix Systems has announced that Bob Calderoni, Chair of the Citrix Board of Directors ("the Board"), has been named interim Chief Executive Officer and President, effective immediately. Calderoni succeeds David J. Henshall, who has stepped down as President and CEO and as a member of the Company's Board.

Bob Calderoni says, "I would like to thank David for his many contributions to Citrix. David played a key role in accelerating our cloud transition and has driven significant improvements in our products, with over a dozen SaaS services actively supporting more than 11 million subscribers. David has also been instrumental in helping the Company and our employees navigate the pandemic, and successfully positioned Citrix to help customers around the world and across industries maintain business operations with minimal disruption. The entire Board thanks him for his contributions over nearly 20 years."



Vodafone Idea appoints Abhijit Kishore as Chief Operating Officer

Vodafone Idea has elevated Abhijit Kishore as its Chief Operating Officer. He will replace Ambrish Jain, who will be retiring at the end of this month.

"After a long and glorious 20 years stint, Ambrish Jain, Chief Operating Officer, will be superannuating from the services of Vodafone Idea at the end of October 2021.

"Ambrish started his career more than 40 years back. He has been part of the telecom industry in India since the mid 90s when the first licenses were issued," Vodafone Idea (VIL) said in a statement.

After the merger of Vodafone India and Idea Cellular Ambrish took the position of COO of VIL. He has been part of the senior management team of Idea Cellular.

Airtel names its new CFO

Bharti Airtel has appointed Soumen Ray as its new Chief Financial Officer (CFO) for India & South Asia from December 21. He will replace Badal Bagri Bagri, who is moving on to pursue opportunities outside of India's second largest mobile phone company.

From December 21, 2021, Ray will take over the position and will report to Gopal Vittal, Managing Director (India and South Asia), Bharti Airtel, the telecom company said.

"He (Ray) brings in the right mix of domain expertise, commercial acumen, strategy and business partnering," Vittal said in the statement.

Ray is a chartered accountant with over 23 years of experience in financial planning, management accounting, factory commercial, treasury and corporate accounts. He will be joining Airtel from Bajaj Auto, where he is currently the CFO.



Adobe names Dan Durn as Chief Financial Officer

Adobe has announced the appointment of Dan Durn as Executive Vice President and Chief Financial Officer (CFO), effective October 18, 2021. Durn will assume the CFO role from Adobe Executive Vice President and CFO John Murphy, who announced his retirement earlier this year. Durn will report to Adobe president and CEO Shantanu Narayen and will oversee Adobe's Accounting, Business Operations and Pricing, Financial Planning and Analysis, Financial Reporting, Investor Relations, Internal Audit,

Payroll, Procurement, SEC Reporting, Tax, and Treasury functions.

Durn joins Adobe from Applied Materials, where he has been CFO since 2017. He has extensive expertise in global strategy, financial planning and operations, and mergers and acquisitions, and decades of experience in the technology industry. Durn was previously executive vice president and CFO at NXP Semiconductors N.V. following its merger with Freescale Semiconductor. Before Freescale, Durn was CFO and executive vice president of finance and administration at GlobalFoundries and served as managing director, head of mergers and acquisitions and strategy at Mubadala Technology Fund.

Arcserve chairs Brannon Lacey as Chief Executive Officer

Arcserve announced the appointment of Brannon Lacey as its CEO, effective immediately. A twenty-year veteran of the technology industry, Lacey brings extensive experience and success in building high-performance global software, cloud, cyber security, and infrastructure organizations.

The appointment comes as Arcserve is poised to rapidly expand on its global top five data protection vendor position following the merger with StorageCraft in March of this year. Arcserve brings much-needed data and business certainty to organizations of all sizes globally through the broadest set of best-in-class business continuity solutions.

Said Dave Hansen, Arcserve's Chairman of the Board said, "Brannon is an exceptional business leader. He brings a tremendous track record in leading fast-growth global companies and achieving strong and sustainable growth in highly competitive markets. His deep experience with channel-driven organizations from both vendor and customer perspective will be of immense value to Arcserve as a 100% channel-centric company."



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