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TOPIC: SECURING DIGITAL INDIA

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CYBERSECURITY READINESS ENABLES ORGANIZATIONS TO ACHIEVE FUNDAMENTAL OBJECTIVES

34pg

India all set to have its home-grown OS – IndOS

According to news reports, India is getting ready to have its own operating system which is publicly known as IndOS. This started with the Competition Commission of India (CCI) filing charges against Google for overexploiting the market of the Android mobile device ecosystem in India.

In India close to 97% of the smartphone users are using Android phones and hence the CCI goes ahead to charge a penalty of Rs. 1300 crore and certain other regulations. Amidst all of this, Google claims that doing so will make smartphones in India much more expensive and the proliferation of some unchecked apps.

Odisha to be the next industrial hub of the country: MSME Minister

Startup Mela 2023, the maiden effort of Startup Odisha, aimed at orienting youth toward startups, innovation and entrepreneurship by showcasing Odisha's Startup Ecosystem was inaugurated by Pratap Keshari Deb, Minister MSME, Government of Odisha in the presence of Saswath Mishra, Principal Secretary, MSME Department, Government of Odisha and Dr. Omkar Rai, Executive Chairman, Startup Odisha, Government of Odisha.

Naveen Patnaik, Chief Minister, Government of Odisha in a written statement said, "I am happy that Startup Odisha has been recognized by Government of India as Top Performer. Startup Mela is a great platform that will motivate our students, innovators, and startups to demonstrate Odisha's entrepreneurial zeal, and will inspire the startup culture at the grassroots and institute level. I wish the Startup Mela all success."




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HYPERSCALERS TO FACE TOUGH TIME AHEAD

There has been an unprecedented spike in organizations embracing digital transformation. Organizations trying to “do more with less” often look to the cloud. It has become a common assumption that adopting cloud computing will automatically translate to reduced costs. But the reality can be a different story. Hyperscalers are a critical part of digital transformation but it’ll cost you more every time.

A recent report says, slower cloud spending by inflation-hit businesses is expected to stall the sales momentum at Amazon.com Inc and Microsoft Corp and add to the troubles of the sector that laid off thousands recently. The fact is even a single minute of downtime can cost a datacenter thousands of dollars.

Two particular pain points that have come to the forefront this year for a lot of hyperscalers are rising energy costs and sustainability initiatives. Many data centers, hyperscalers included, are continuously searching out ways to utilize renewable energy sources and minimize their carbon footprint. With the cost of energy soaring, and the sheer amount required to power vast hyperscale networks, providers are having to increase their efforts tenfold.

Two of the biggest challenges hyperscale networks face are continuity and reliability that go hand-in-hand. These terms are typically associated with service or “uptime”. The higher the uptime, the more continuity of service and the better the reliability. After years of strong growth, most recently fuelled by remote working and studying during the pandemic, cloud demand has cooled in the past nine months and sales growth may slow further, as per the analysts.

Nowadays, technology trends are showing the frequency of downtime is increasing, along with the severity and widespread impact. Recently, there was a major outage by Apple, followed by Microsoft Azure, Google Cloud, Spotify, WhatsApp, Teams, Twitter, and others. Consumers and businesses are more interconnected and reliant on cloud-based technology and software than ever, from remote business communication to online learning to simply listening to your favourite podcast on your way to work. Outages can impact any industry.

Constant technological advances are almost amongst the challenges hyperscale networks face. Operating out-of-date technology consumes more space, power, and time, meaning there is always a constant replenishment required. The rapid growth of hyperscale data centers is dependent on the strength of their supply chain.

The most recent outage is that of Microsoft Outlook and Teams terming it as Microsoft Outage where users who are being serviced by the affected infrastructure may be unable to access multiple 365 services. Microsoft also acknowledged the issue and is working towards resolving it. These outages impact businesses and organizations.

We depend on these platforms so much that a mere absence of their services for a couple of hours to a few minutes halts operations and the normal functioning of work. End-user cloud spending for services including those from the world’s largest providers - Amazon Web Services (AWS) and Microsoft’s Azure - is expected to grow 20.7% this year after 18.8% growth in 2022 and 52.8% in 2021, according to research firm Gartner.

A lot of companies are slowing their migration to the cloud or asking for a lower price on their existing plans," say Experts. Satya Nadella, CEO, Microsoft said last week that businesses were exercising caution as "some parts of the world are in a recession and other parts are anticipating one".

Microsoft announced its latest quarterly earnings, reporting its slowest growth in six years, with profit falling 12 percent and revenue rising 2 percent from a year earlier; both figures fell below Wall Street expectations. AWS, Amazon's most popular cloud business from which it gets more than a quarter of its revenue, is expected to post a 24% increase in sales in the quarter. It grew 28% in the July-September period.

The slowdown resulted, Microsoft to cut 10,000 workers, almost 5% of its workforce, at the same time Amazon to chopping down 18,000 positions and began



S. Mohini Ratna
Editor, VARINDIA
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notifying affected employees .The slowdown is also expected to weigh on Alphabet Inc, the third-largest cloud provider, a sign that the overall market was maturing, analysts said.

Having said that, Easy to move “workloads are already on the cloud and it will be harder for providers to encourage businesses to move the next batch of workloads to their platforms”. However, Hybrid cloud is expected to grow, where many enterprises are expected to move out of Hyperscalers to local cloud service providers to balance the payment among on-premise and Private cloud, since hyperscalers are all time very expensive .

Finally, customer confidence is of huge importance to hyperscalers as they aim to convince customers that their confidential data, and the data of their customers, is in safe hands.



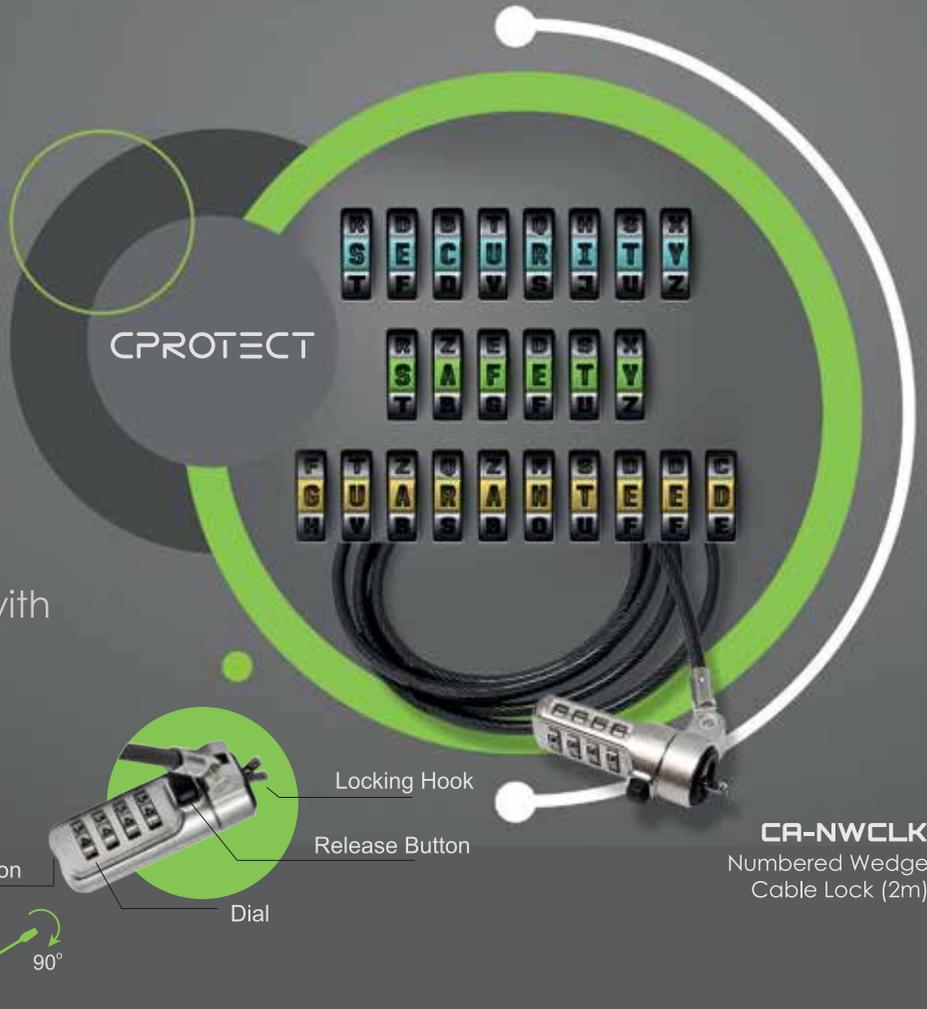
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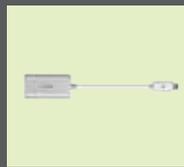
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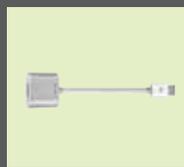
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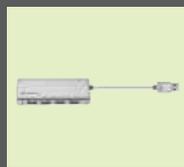
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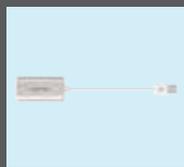
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PENSANDO brings hyperscale DPU technology to AMD's data center capabilities

AMD in 2022 announced the acquisition of Pensando Systems, the addition of which with AMD's hardware and software portfolio will enable it to offer cloud, enterprise and edge customers a broader portfolio of compute engines that can be optimized for their specific workloads. Delighted at having partnered with AMD, Soni Jiandani, Co-founder - Pensando Systems explains the synergies that the company derives from this association and the elements that it brings to the table -

SONI JIANDANI



AMD is making great strides in the data center space with its CPU product lines. With its most recently announced Genoa platform, AMD is clearly ahead in terms of leadership in the CPU space. The second product that they are building is the GPUs and with the acquisition of Pensando Systems, they have added a third product which is the DPUs - the data processing units

“As one of the founders of Pensando, our vision was to democratize the Cloud,” says Soni Jiandani, Co-founder - Pensando Systems. “Whether it is the enterprise customers or Cloud customers, we wanted our customers to have the ability to build the next generation Cloud and to have a single, unified architecture that can handle not only the current applications but also new-age applications like AI and ML.”

She further continues, “AMD Pensando has a cloud scalable and a cloud-first architecture for our customers whether they are enterprises, cloud vendors, some of the largest hyper-scale cloud customers, or whether its cloud service providers. What Pensando brings to AMD is the DPUs - the data processing units. We thus bring a complementary technology to the AMD portfolio. So when you look at all these three elements - CPU, DPU and GPU, with Pensando's offering, we are now filling out the entire portfolio of AMD with a DPU product line in the data center.”

Pensando Systems is also deriving a lot of synergy from its acquisition by AMD.

“If you look at it through the lens of Pensando, once we became part of AMD, the first advantage that we have is that we have taken full advantage of the global reach of AMD. The second advantage that we are drawing upon from AMD is its immense supply chain capabilities,” explains Soni.

Pensando has also been able to ramp up the portfolio after its acquisition by AMD. On the other hand, in terms of synergies, AMD is drawing upon the networking talent and the intellectual property that Pensando has and trying to proliferate the same across its portfolio.

“We are looking at how elements of this architecture of Pensando can make their way into the remaining products of AMD so that we can drive a synergistic approach to offer products, where customers want the best of breed in every category in the data center of CPU, DPU and GPU, and in some cases where they want the technologies to be more tightly integrated,” says Soni.

Pensando smart switch technology

The smart switch that Pensando is building is a vibrant ecosystem to deliver a zero-trust security architecture. This technology essentially allows enterprises and service providers to deliver security and also have the ability to support encryption in the future with software enhancements. Hence, when the data center assets are moved either to the co-location edges or into the branches, customers can have a secure, fully encrypted network that they could build with these smart switches.

“We are delighted that we were the first company to take our DPU technologies, partner with Aruba, and enter the smart switch market, which is a whole new category of switch infrastructure,” states Soni. “HPE Aruba brought their switching as well as their network operating system assets and Pensando AMD brought its data processing unit and all of its software, stateful network services, assets and security services together in the partnership. We also brought together a policy management framework from Pensando that coexists with the fabric management software of Aruba.”

What sets Pensando apart

“The DPU is at least one generation ahead, if not two, compared to the competition. What also differentiates us is the software stack - we not only have the DPU assets, but also the software resources that have system knowledge. We have built out a range of software assets that can run turnkey on our DPU, within cloud and enterprise customers' environments,” explains Soni.

Pensando's software development kit is also another differentiator. It puts the company in a position where it allows cloud customers and sophisticated service providers to take its DPU and some of its software assets and bring their own custom logic that they can build on this SDK. Some of the partnerships Pensando has already driven with this software development kit is with VMware on Project Monterey where they essentially have taken their software hypervisor, the ESX, and NSX and had it implemented in P4 completely running in Pensando's DPU.



AMD bolsters its data center strength with addition of Pensando's data processing unit

AMD's strengths in the data center, including leading performance offerings for both CPUs and GPUs, is now bolstered with AMD Pensando distributed services based on the advanced, fully-programmable AMD Pensando data processing unit (DPU). How do DPUs and the services they enable benefit enterprise and cloud deployments—including providing observability, security and efficiency gains?

The Importance of Data Center Fabric Technology

While modern data center fabrics have evolved over the past decade, providing higher-performing leaf-spine topologies to address the volume and velocity of emerging application architectures, their associated services architectures have not.

Historically, data center switching focused on the fabric for connectivity—but that is only half of the challenge. Today, customers are designing their data center network infrastructure to support distributed services to increase security, performance, and scale, while reducing their TCO and OPEX. Traditionally, these have all been different appliances or VMs as separate components—not part of the fabric. This led to complexity, different vendors to manage, fabric tromboning, and complexity between the networking and security services teams.

With the addition of distributed services technology, customers can realize the benefits of next-generation data center technology without having to rip and replace existing infrastructure, making it faster and easier to scale: data processing units (DPUs) and the advanced stateful software services they enable can now be added incrementally

to the fabric, without adding performance and administrative overhead to application servers.

Pervasive Observability and East-West Traffic Monitoring

Modern data centers require comprehensive analytics of traffic patterns to increase performance and implement zero trust security. Although the data to realize this has long been readily available for traffic to and from the data center (e.g., "North-South" data flows), traffic within the data center has been limited. SmartSwitch technology, as exemplified by the Aruba CX 10000 with AMD Pensando, allows for "East-West" traffic within the data center itself to be gathered and analyzed, either via intrinsic capabilities of the AMD Pensando Distributed Services Platform, or by providing the data to 3rd party Extended Detection and Response (XDR) vendor products.

Simplified Network and Security Operations

By placing observability, manageability and security control within the data center fabric itself, management functionality that once required agents to be placed on application servers can now be centrally managed, integrating new management functionality with existing orchestration and virtualization tools.

Automated Insights and Diagnostics

Full non-sampled network telemetry opens up opportunities for the emerging Machine Learning based solutions that automate security and network operations in ways not previously possible.

Reduce Security Appliance Sprawl

Rather than having to place security services on dedicated appliances off of a services border Leaf or as VM appliances on application servers, SmartSwitch technology not only offloads and accelerates services within the data center fabric, but creates a simplified consumption model, where the expansion of the network automatically scales services support at the same time.

Extend Zero Trust Segmentation Deeper into the Data Center for any Type of Host/Workload

Zero Trust security has been one of the top goals of modern data center administrators. As touched on earlier, East-West observability and security controls, embedded in the data center fabric, are an almost indispensable foundation for Zero Trust implementations, allowing admins to limit traffic within the data center to only the necessary paths, as gleaned from pervasive analysis of application flows. Coupled with centralized administration, and the ability to be alerted to attempts to make access outside allowed traffic patterns, advanced fabric service simplify the establishment of Zero Trust principles in existing data center environments.

Solution – Technology architectures are ever-evolving but rarely do we see a significant development that redefines the architecture of the modern enterprise network. With intelligent data center fabric technology driven by scalable DPU services, customers can add sophisticated new capabilities covering observability and security, while offloading software-defined infrastructures from their valuable application server investments. This enables them to scale data center operations and increase performance while reducing TCO and OPEX.

Collaboration between sales and marketing – Key to making a brand strong

NAVED CHAUDHARY
Head of Marketing,
Ingram Micro India



Marketing is an integral part of any organization and also an effective way to promote any product or service. Over the years various forms of marketing have come up and have evolved every day. Modern day marketing has various forms but the most important factor is to predict customers' desire and their buying habits. This will further help marketers to chalk out strategies and campaigns in a better way. Not only this, a collaboration between sales and marketing is required in order to make brands strong and campaigns efficient.

Naved Chaudhary, Head of Marketing, Ingram Micro India, an astute and a result oriented professional who brings a wide experience of over 20 years spanning over multiple assignments in Marketing Communications & Brand Management discusses with VARINDIA about marketing trends in 2023 and ways to make marketing more effective. He is an expert in launching new products and also has experience working in the areas of brand management, retail and channel marketing.

What marketing trends do you foresee that would be in focus in 2023?

In 2023, the mindset may transition from technical based marketing to anticipatory marketing. This will help marketers to predict what their customers' desire and what are their marketing and buying habits, and accordingly feed that information into automated processes to design the marketing strategies and campaigns. This new way of thinking and planning will not only make things more efficient and result in better ROI, but it will also allow to do personalized campaigns. We are constantly experiencing a systematic and dynamic movement in technology, which will only increase in the future. Key points are as below –

- Performance Marketing which is a result driven digital marketing is going to gain momentum. Under Performance marketing brands only pay marketing service providers once their business goals are met or when specific actions are completed, such as a click, sale, or lead etc. It's a marketing activity based solely on the performance.
- Influencer marketing will evolve into a common marketing tactic. Influencer Marketing picked up steam in 2022, and looks this trend will keep its pace in 2023 as well. When marketers collaborate with influencers and industry thought leaders in their industry, they can expand brand awareness and gain fans from the influencer's own audience.
- Social media will become a customer service tool. Leveraging

social media as a customer service tool is relatively new, but this trend is quickly gaining steam.

- Aligned marketing and sales teams will win. As we execute marketing strategies for 2023, it is becoming increasingly crucial for sales and marketing teams to work together. When these teams are aligned, marketers can get a more complete picture of their customers, including their interests, hobbies, and demographics to design better marketing strategies.
- Experiential marketing is gaining pace and many marketers are making use of the same. Experiential marketing campaigns enable audiences to step into an immersive experience that is often in a physical place or via an AR/VR platform.
- Video will remain the top marketing content format as video creates a deeper connection with your potential customer base. With a lower-cost barrier, video has become a more efficient tool.

How marketing can be made more effective in the current scenario?

Collaboration between sales and marketing is the key to building a strong brand and efficient campaigns. Combining sales and marketing aspects assist in the establishment of a consistent customer experience and enable resource pooling, effective spending etc. Collaboration between sales and marketing, business departments is becoming increasingly important. When these teams work together, marketers may gain a more complete view of their customer's interests, hobbies, buying behaviours and demographics. When this does not happen, it causes a slew of issues for everyone concerned. Most notably, it is more difficult to exchange and access data across teams.

Sales and marketing teams have traditionally operated in silos, but now more than ever, this is not a viable strategy and may result in lost opportunities. In order to meet goals, sales, business and marketing leaders must collaborate across a series of revenue-generating and soft activities. The efforts need to be aligned across go-to-market strategy, communication, enablement apart from other aspects of the business for a win-win situation for the marketers and most importantly for the organizations.



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2023 - THE TECHNOLOGY YEAR FOR INDIA

May I wish you all a happy and prosperous New Year. There are predictions that the coming year will be different from the tumultuous years behind us since 2019. I hope the painful years of Covid-19, which shook the entire world, are finally behind us. Yet, no one can deny that those years gave us a unique experience. As the pandemic snowballed into a major economic crisis, countries have started looking inwards to solve the domestic challenges. More expenditure on health and related avenues made poor countries poorer and rich countries more reclusive. Global trade took a severe beating, so also cross country investments, collaborations, mergers and acquisitions in most of the sectors except, perhaps, technology sector, which registered a marvellous growth mostly on account of the exigencies of the pandemic itself. When physical meetings and cross country travel to implement or execute projects had become near impossible, technology took the role to connect people, effect transactions and a lot more, bringing out tectonic changes not alone in the developed world; but even in the least developed pockets. E-money and e-commerce have become the order of the day across the world. Technology assumed the central stage in every discourse and policy implementation. That heralded a new beginning, a new hope and aspiration to excel in technology.

Every segment of technology is now exhibiting a generational change. It is not alone telephony that these changes are happening, Technology is scripting transformation in health, education, manufacturing, transport, infrastructure and what have you. I have a feeling that the historians would peg Covid-19 pandemic as a new cut off time frame, for a new revolution similar to one that had happened during the stone, bronze and iron ages, that dot the prehistoric period. Technology is the cornerstone for dividing history into various stages.

Everyone knows this present computer age also will merge with the past as we progress and a new set of technologies take wings that can disrupt the accumulated knowledge and pave the way for a new age thinking and evolution of new standards, which can dub the computer age into the lap of history and try to define new set of rules and algorithms.

From the abstract, let me dwell on something that is unfolding under our very eyes. We often hear about Starlink, the technology that is said to revolutionize communication technology. For the uninitiated, let me describe briefly what it is. Elon Musk's project implemented by his company SpaceX, uses rotating satellites for communications, a sort of revolution and as analysts put it an improvisation over

the omnipresent internet. Billed as a satellite internet constellation, which was launched in 2019, the technology provides satellite Internet access coverage to 45 countries. The footprint will be gradually expanded to cover the whole world. The satellites deploy the power-generating solar arrays and use ion engines to climb to an altitude of 335 miles (540 kilometers). The orbit-raising maneuvers can take time between weeks and a few months. The ultra-speed of the internet can make a huge difference in the coverage, particularly creating connectivity with far flung areas and cut off rural segments.

Starlink satellite constellation has distinct advantages, apart from the huge landmass it can cover with connectivity. They include self-Installation, better speed and to a great extent immune to climatic changes. I expect going by the marketing strategy and financial backing the company has, in a few years' time world over people would refer to Starlink and not the internet, though technically it is a clone of the internet.

Digital transformation is taking place in almost all domains, be it in aerospace, health, manufacturing, education or media and entertainment. Those individuals, businesses or countries, which are increasingly putting to use such technologies for the welfare of mankind are surging ahead. Countries which have put the technology in the backburner are paying great price for that. Let us take a simple example of roads, which I believe, speaks in volume the prosperity of a country and its businesses. In the modern times, internet connectivity is an added facility that everyone looks forward to.

Business and technology are inseparable. Corporations that are investing in automation using artificial intelligence, machine language, utilizing cloud services, data mining etc. have been ticking against companies which refuse to move in the value chain. I have a unique hypothesis in this regard developed based on my experiences. Let me take the Indian scene. Some forty years ago, the Indian corporate landscape was dotted with a number of names, which the present generation would have seldom heard. If you take the first twenty companies based on assets, sales, turnover, investments, employee strength etc, there were a few names which stood out including Modis, Singhanian, Khaitan, UB Group, SPIC and the list goes on. Where are those corporations now? Most of them are now either extinct or on the backburner. What had happened to them? A few corporations like Tatas, and a branch of Birla and that is Aditya Birla Group are still in the reckoning. The reason could be their drive to adopt modern business practices and investment in technology. Should we not inquire into what happened to those big names of yester years to find out what



Asoke K. Laha
President & MD, Interra IT

went wrong in our corporate sector? Why do the biggies of yester years fade out? What led to a few corporations like Tatas and Aditya Birla could stand the ground while the rest of the corporations are either bitten dust or not in the reckoning? What made relatively new corporations like Ambanis and Adanis surge ahead? Why do the new crops of businesses like Infosys, Wipro etc, which were unknown and unheard three decades ago, register quick growth? Such studies, I am sure, will give insights about our corporate landscape, past and present and tips on how to move ahead.

I still have a feeling that there is still room for overhauling our policy framework to make our corporations more competitive to create a level playing field for them vis a vis their competitors from abroad. In the white goods sector, I do not think there is any Indian company which has substantial exposure and sales compared to corporations like Samsung, LG, etc. It is a fact that many of the Indian companies, which were producing TVs and computers in the country have either become suppliers to the large corporations or wound up their operations. Can we revive some of the companies, which have the fire in their belly to rough up vicissitudes of uncertainties? Empower them to develop the technology by giving them liberal incentives and asking them to show results. Such perquisites should be neutral to sectors and domains. It should not be something that only biggies can avail, but also businesses of all sizes and hues. Should we exclude software development companies from getting such incentives, which the government has consistently overlooked without any justification. Friends, I also will have some advantages if software solution entities are included in the list to be granted incentives. That is a minor issue. What is compelling is the larger issue of India becoming a technology leader.



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Today, it is safe to say that with the commercialization of ransomware-as-a-service, cyberattacks are getting more brazen, and will continue to evolve in 2023. The world is competing against each other for data and cyber security. Now Crime-as -a-Service (CaaS) is a new emerging attack which is leveraging the attacks such as deepfakes. Influencers with a strong digital presence are the targets.

Cybersecurity and privacy have a key role to play in building and maintaining trust. The daylong summit will attract 200 delegates from the security and Cyber -data security industry to discuss and deliberate on the topic.

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LTTS strengthens position in Communications, Sustainable Spaces and Cybersecurity with acquisition of SWC business of L&T

L&T Technology Services announced that it has agreed to acquire the Smart World & Communication (SWC) Business of L&T, enabling LTTS to combine synergies and take offerings in Next-Gen Communications, Sustainable Spaces and Cybersecurity to the global market.

The coming together of the LTTS and SWC teams will address the entire gamut of digital offerings including design, architect, build & operate, effectively catering to the portfolios encompassing Next-Gen Communications, Sustainable Spaces and Cybersecurity.

SWC's strong expertise in the area of Next-Gen Communications has been instrumental in the network design, planning, implementation and management including Network Operations Center (NOC), OSS, Datacenter, Cloud/Private 5G of over 25,000 locations across India.

Tech Mahindra and Microsoft to bring 5G Core network modernization to Telcos

Tech Mahindra and Microsoft have announced a strategic collaboration to enable cloud-powered 5G core network modernization for telecom operators globally. The 5G core network transformation will help telecom operators to develop 5G core use cases and meet their customers' growing technological (Augmented Reality (AR), Virtual Reality (VR), IoT (Internet of Things), and edge computing) requirements. It will further enable them to modernize, optimize, and secure business operations and develop green networks with reduced costs and a faster time to market.

As a part of the collaboration, Tech Mahindra will provide its talent expertise, comprehensive solutions, and managed services offerings like "Network Cloudification as a Service" and AIOps to telecom operators for their 5G Core networks. The modernization of network core systems and operations powered by AIOps will enable operators to deploy and manage their 5G Core networks and leverage the power of the cloud to deliver new and innovative services to their customers quickly and easily. AIOps will help operators combine big data and machine learning to automate network operations processes, including event correlation and anomaly detection, predicting fault and performance issues, thereby enabling self-serving network operations.

RailTel wins contract from Puducherry Government for Smart City worth Rs 170.11 cr

Ministry of Railways undertaken PSU RailTel Corporation of India has begged a contract from Department of Revenue and Disaster Management, Government of Puducherry for design, develop, supply, install, test, commission and O&M for five years of Integrated Command Control Centre (ICCC) and other associated activities for Puducherry Smart City. The project is worth Rs 170.11cr (including GST) and it will be completed in 10 months.

RailTel has been selected through a competitive bidding and it is the first smart city project awarded by Puducherry Government.

Apart from ICCC, the project includes Data Center Disaster Recovery (DC-DR), On Street Parking Management, Intelligent Traffic Management System, Creation of online/mobile based platform to facilitate tourists and visitors, City level application and Smart Dashboard, Smart Kiosks, Smart Poles with CCTV, Wi-Fi, Air Quality Monitoring, Digital Billboard etc.

Dell Technologies leads the Indian x86 mainstream server market in Q3 2022

Dell Technologies has emerged as the leader in India's x86 mainstream server market as per IDC Worldwide Quarterly Server Tracker 2022 Q3. With businesses continuing to adopt a digital-first mindset, India has proven to be one of the key markets contributing to Dell Technologies' growth in the server category.



"The recognition as a market leader is a testament to our unwavering hold on the pulse of the industry. We are constantly working closely with our customers to understand their business challenges. We believe our customer first approach is one of the reasons why we are seeing a consistent growth path for our server business in India. Businesses are increasingly adopting technologies like cloud computing, virtualization, and big data to cater to their digital transformation journey. To be able to run multiple workloads from the edge to the core to the cloud, they need to deploy advanced servers which can optimize AI/ML and IoT processes for them seamlessly. Dell Technologies' portfolio is well positioned to cater to that need," said Manish Gupta, VP & GM, Infrastructure Solutions Group, Dell Technologies India.

HCLTech selected by The ODP Corporation for IT and digital transformation services

HCLTech has announced that The ODP Corporation has selected the company as its primary IT partner. HCLTech will be the IT partner for ODP for end-to-end IT operations and enterprise-wide digital transformation to support ODP's business strategy in its Office Depot, ODP Business Solutions and Veyer business units.

As part of this agreement, HCLTech will leverage its automation and artificial intelligence (AI) capabilities to enable efficient IT operations with personalized and intuitive IT services. ODP will also benefit from HCLTech's vast experience in application modernization and operating model transformation to further evolve as an agile, product-centric IT organization.

"Consistent with our low-cost business model approach and new four business unit structure, we're excited to partner with HCLTech, a world-class IT organization, to support our evolving IT needs and priorities," said Gerry Smith, Chief Executive Officer for The ODP Corporation. "HCLTech's extensive IT expertise provides greater agility and differentiated IT capabilities to help accelerate our transformation and positions us to expand services to our customers, today and in the future."

InstaSafe Technologies partners with iValue Infosolutions to enter global market

InstaSafe has announced the expansion of their product base across India and SAARC by partnering with iValue InfoSolutions. With this alliance, InstaSafe will be able to reach a larger part of the global market by using iValue's network of partners in these areas. InstaSafe also aims to tap into iValue's strong customer base to create a cohesive, tightly knit, and secure ecosystem. This collaboration will enable customers to overcome the access challenge of enterprise security in the modern era, make their security solutions cloud-ready, and help them resolve secure access from anywhere.

Sandip Panda, Co-Founder and CEO, InstaSafe, said, "We are elated to announce our partnership with iValue InfoSolutions. Through this collaboration, we look forward to expanding our services to the global market. We at InstaSafe always strive to overcome the shortcomings of organization security in the current ecosystem, making their security solutions cloud-ready and helping them provide secure access from anywhere in the world. This collaboration will help achieve this feat."



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TechnoBind partners with DocuSign to offer eSignature technology in India

TechnoBind has announced their partnership with DocuSign, a leader and pioneer of e-signature technology, with a mission to accelerate business and simplify life for companies and people around the world. DocuSign helps organizations connect and automate how they navigate their systems of agreement. As part of its industry leading product lineup, DocuSign offers eSignature, the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time.

“TechnoBind has always focused on understanding the technology gap in the ecosystem to identify the market opportunity. Digital documentation is one such area where we are seeing a lot of interest from customers and for this eSignature is a critical cog and that is where we see the market opportunity for our partners. Our collaboration with DocuSign will help partners leverage the market opportunity available in plenty in India's journey of Digitisation. DocuSign's expert offerings that made Gartner name them Leader for Contract Lifecycle Management makes us confident that we will be in a good position to add value to our partners,” said Prashanth GJ, CEO - TechnoBind Solutions.

Yotta to help Hardcat Pty launch its enterprise asset management platform in India

Yotta Data Services (formerly Yotta Infrastructure) has partnered with Melbourne-based Hardcat Pty Ltd to launch its enterprise asset management platform, Hardcat Lebos, in India. With this partnership, Hardcat will leverage Yotta's infrastructure platforms and service delivery capabilities to help a broad segment of enterprise and government organisations with simplified management of their complex high-value asset footprint throughout its lifecycle.



Hardcat is trusted by over 2,000 organisations, including BAE Systems, Boeing, 3M, Shell, Sydney Opera House, Airbus, Siemens, Honda, Toyota, CAT, Ford, Victorian Police, Avon Fire & Rescue Service, to name a few. Hardcat Lebos is used by several industry verticals, such as Defence, Law Enforcement, Emergency Services, Healthcare, Manufacturing, etc, in over 120 countries, delivering accountability and significantly improving profitability by offering real-time visibility of all types of assets.

Motorola joins hands with Reliance Jio to provide 5G across its extensive 5G smartphone portfolio in India

With customer-centricity and innovation at its heart, Motorola is committed to giving consumers in India a 'No Compromise' - True 5G experience that allows them to discover, connect, and expand in the world around them through 5G. Motorola, in partnership with Reliance Jio has ensured that its 5G smartphones in India support Jio's advanced Stand-Alone (SA) 5G technology, ensuring the most complete and advanced 5G experience for consumers in India.

Motorola's 5G smartphone portfolio in India is comprehensive and cuts across multiple smartphone segments, including mass, mid, and premium. The brand has lived by its promise of providing uncompromised, True 5G support in all its 5G smartphones, which includes support for 11-13 5G bands, by far the highest in the industry. Additionally, the entire 5G portfolio including affordable 5G smartphones such as moto g62 5G from Motorola come with advanced hardware and software capabilities to deliver the most reliable, fast, secure and comprehensive 5G coverage through technologies like 3 Carrier Aggregation, 4X4 MIMO and more.

Savex partners with Accops to distribute its remote access solutions

Savex Technologies announced that it is teaming up with Accops, an Indian origin provider of remote access solutions, offering partners and their customers a better choice for building a secure digital workspace for sustainable growth. Savex will market, sell, and support the complete range of Accops products.



Accops is a digital workspace and converged identity and access management product company that helps organizations build or access on demand work-from-anywhere technology infrastructure.

Accops Digital Workspace suite -- comprising zero trust-based access gateway, EUC virtualization (VDI), identity management solutions and thin client/zero client hardware endpoints -- provides a complete hybrid work solution by replacing multiple point products, ensuring quick rollout and faster support, helping enterprises save 20-40% on their operational expenses and reduce their carbon footprint.

Accenture Completes Acquisition of Inspirage, Expanding Digital Supply Chain Capabilities

Accenture has completed its acquisition of Inspirage, headquartered in Bellevue, Washington. The acquisition further enhances Accenture's Oracle Cloud capabilities, helping it accelerate innovation for clients through emerging technologies, such as touchless supply chain and digital twins. Financial terms of the transaction, previously announced on September 6, were not disclosed.

Companies across industries are becoming mature cloud businesses at record speed. This is the moment to accelerate your own ascent to the cloud—and because you already trust Oracle to run critical parts of your business, to take Oracle even further.

Accenture and Oracle can guide you on your journey to Oracle Cloud and Beyond. With deep expertise, our proven partnership meets you where you are and accelerates your migration to Oracle Cloud Infrastructure (OCI) — a trusted platform that scales with your business and works well in multi-cloud environments. From there, take advantage of built-in AI, Machine Learning and analytics with Oracle Autonomous, the only cloud-native database that automates the full database management lifecycle and runs natively on Oracle Cloud. Reinvention. Innovation. Growth. All are possible when you go to Oracle Cloud and Beyond.

BD Software becomes a communication & Distribution partner for SendQuick

SendQuick Pte has appointed BD Software Distribution as their business partner in India. This partnership brings together two key players in the cybersecurity and alert notification industry.

As a value-added IT security distributor (VAD) across India, BD Software Distribution offers industry-leading consumer, small and medium-sized business and enterprise-level cybersecurity and digital protection solutions.

To value-add to BD Software Distribution's product and solutions offering, SendQuick has a wide range of IT alerts and notifications, enterprise conversational messaging and remote access multi-factor authentication solutions that are designed to facilitate secure communications between businesses, customers, employees and stakeholders.

Zakir Hussain Rangwala, CEO of BD Software Distribution Pvt. Ltd. said, “We are excited to expand our range of solutions offering to include SendQuick's notable enterprise mobile messaging and multi-factor authentication solutions. We are now better poised to provide end-to-end packaged solutions for enterprises needing better responsiveness with IT alerts, improved internal workflow, and enhanced operational efficiency in their organisations.”

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UiPath brings new migration capabilities and connectors to expand and simplify next-gen Test Automation

UiPath announced significant upgrades to allow customers to modernize their software testing practices by migrating testing to the UiPath Business Automation Platform. With migration streamlined and comprehensive software testing natively available to all customers, UiPath provides CIOs and IT decision makers the opportunity to save costs by consolidating and automating testing in a single platform.



Migration accelerator service: migrates both Test Management and Automation assets from

commonly used legacy solutions for customers looking to standardize testing on UiPath. Large enterprise customers using legacy solutions for application lifecycle management (ALM) can use this tool for easy migration to UiPath.

Optoma unleashes GT2160HDR true 4K UHD short throw cinema gaming projector

Optoma announced the launch of GT2160HDR, the true 4K UHD short throw cinema gaming projector in the Indian market.

The new product is empowered by an innovative Texas Instruments 4K UHD DLP chip set containing a high performance DMD using XPR video processing technology with fast switching to display 8.3 million pixels (4x the number of pixels of 1080P) as mandated by the Consumer Technology Association's 4K UHD specification.

The GT2160HDR uses a short-throw lens with 0.496 throw ratio. Practically this means a user can project a 120-in diagonal image from as close as four feet from the screen. Due to the characteristics of the short-throw projector, the screen can be enlarged up to 300 inches in living room of a user.

GT2160HDR delivers intense and spectacular colour performance with 4,000 high lumens of brightness. Optoma's specialized colour calibration and adjusting technologies exceeds HDTV Rec. 709 standards to present the truest and the most accurate tints, for authentic, and in-depth storytelling images.

Acer unveils Nitro laptops with 13th Gen Intel Core Processors and NVIDIA GeForce RTX 40 Series GPUs

Acer introduced a suite of powerful new Nitro gaming laptops, featuring the latest 13th Gen Intel Core processors and NVIDIA GeForce RTX 40 Series GPUs. Whether it's exploring the ever-growing catalog of game titles or editing montages of gameplay videos, the Nitro's solid construction and powerful performance lead users



to experience a new level of gaming. The new Nitro 16 (AN16-51) gaming laptop comes with a 5% larger screen area than its predecessor and features an upgraded 16-inch WUXGA or

WQXGA display with a 165 Hz refresh rate that supports NVIDIA Advanced Optimus, allowing users to dynamically switch between the integrated graphics and discrete graphics without having to reboot. The new 16-inch and 17-inch Acer Nitro laptops come in more compact, thinner, and lighter form factors with higher screen-to-body ratios. Powered by up to 13th Gen Intel Core HX processors, the Nitro 17's power is enveloped in a chassis that weighs less than 3 kg and comes in a slim 400.20 x 293.25 x 27.9/28.9 mm design.

ATEN's PresentON Series enables user to share content easily

ATEN Advance has launched the VP2020 and VP2021 PresentON Series of the Presentation Switches. The ATEN PresentON Series is a wireless BYOD solution that enables anyone including visitors to easily share content from a laptop or mobile device so that users can actively collaborate for enhanced, efficient workflows.

Features:

- VP2020 is a 4K Wireless Presentation Switch
- It features multi-view allowing up to two sources can be shared wirelessly in full screen / side-by-side layout, which is designed to increase content-sharing flexibility
- It is equipped with USB touch back and moderation mode functions, allowing presenters to easily control meetings
- Its PoE connectivity makes installation easy
- It's perfectly suited for both huddle spaces and large meeting spaces and is flexible enough for corporate or educational use
- VP2021 is a 4K Wireless Presentation Switch with Quad View

Kodak Alaris rolls out new document scanners for desktop

Kodak Alaris has enhanced its portfolio of document scanners with the launch of two powerful, compact models. The Kodak E1030 and E1040 provide superior image quality and a simple user interface for fast, reliable information capture.

Backed by services and support including a three-year advanced unit replacement warranty, these new desktop scanners are designed to deliver reliable productivity gains and total peace of mind. Perfect Page technology delivers consistent high-quality images that are better than the original. The new Dual Illumination feature eliminates shadows and other artifacts that often occur when scanning damaged originals, further improving image quality and Optical Character Recognition (OCR) accuracy. The E1000 Series also include USB 3.2 connectivity and an 80-page automatic document feeder (ADF).

With their compact size, the Kodak E1000 Series Scanners are ideal for desktop use in small to medium-sized businesses, branch offices, reception and admin desks, and enterprises with remote workers. Capable of processing up to 40 pages per minute, the E1000 Scanners can handle a variety of paper sizes and weights, including hard cards. The optional Passport Accessory or integrated A4/Legal Size Flatbed Accessory accommodate document scanning for specialized needs and delicate documents.

Micron DDR5 server memory portfolio offers increased performance and reliability for 4th gen Intel Xeon Scalable processor family

Micron Technology, Inc. announced that its DDR5 server memory portfolio for the data center is now fully validated on the 4th Gen Intel Xeon Scalable processor family. Micron DDR5 memory delivers up to twice the memory bandwidth over previous generations, which is essential to fueling the rapid growth of cores in today's data center processors.

Transitioning to DDR5 will help alleviate a potential bottleneck for years to come by providing higher bandwidth to unlock more computer power per processor. Micron DDR5,

in combination with 4th Gen Intel Xeon Scalable processors, benefits a wide range of workloads including SPECjbb, which delivers up to 49% performance improvement on benchmarking for Critical-JOPS (Java operations per second) compared to previous generations.¹ In addition to increased memory bandwidth and performance, Micron DDR5 memory is also designed to improve reliability across the data center with features such as on-die Error Correction Code (ODECC) and bounded faults. On-die ECC corrects single-bit errors and detects multi-bit errors.



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ViewSonic India rolls out limited-edition monitors to support innovation in the technology sector

ViewSonic announced the launch of their limited edition monitors series, VA1903H-2-IN1 (19"), VA2215-H-IN1 (22"), VA2432-MH-IN1 (24") and VA2732-MH-IN1 (27").



ViewSonic has introduced four new work and business monitors variants in full HD in 22", 24, and 27"-inches. The monitors are targeted to allure users giving them the best experience of the latest features and technology. These monitors are equipped with attractive features like clear and stunning images, a wide range of viewing angles, setup flexibility and eye care technology to ensure that the customers get the unique combination of tech and comfort. The monitors are designed to ensure the productivity and efficiency of the customers increases through a set of advanced technology. Adding to the list of benefits, the monitor range also takes care of the consumer health by providing eye-care technology to reduce the strain on eyes during the screen-time.

ADATA launches LEGEND series PCIe Gen4 x4 M.2 2280 SSDs in India

ADATA Technology has announced the LEGEND 710, 850, 960 PCIe Gen4 x4 M.2 2280 SSDs.

The new LEGEND 850 delivers a new level of performance for advanced design applications, such as 3D modelling and animation. The ADATA LEGEND 850 gives users a major upgrade in performance with sequential read and write speeds of 5,000/4,500MB per second. This makes it up to 3 times faster than a standard PCIe Gen3 SSD and 9 times faster than a SATA SSD. What's more, it supports the latest Intel and AMD platforms, desktop and notebook PCs, and is backward compatible with PCIe 3.0 for added convenience.



The LEGEND 850 comes with SLC Caching and Host Memory Buffer for advantages in system loading and data caching. It features 4K random read/write of up to 400K/550K IOPS for smoother multitasking. Plus with LDPC (Low Density Parity check Code) and AES 256-bit encryption, users can rest assured that their data stays accurate and secure. With support for PCIe 4.0, it can be installed on PS5 consoles as expanded storage.

Mavenir launches FWA solution to accelerate broadband coverage in rural communities

Mavenir has announced the availability of its Fixed Wireless Access solution (FWA) combining Mavenir's Open Virtualized RAN, Converged Packet Core and OpenBeam portfolio of radio units. This offering provides a competitive solution in a low-footprint deployment that leverages public and private cloud infrastructure. Mavenir's FWA solution delivers high throughput, differentiated QoS control, geo-restriction, home-zoning, differentiated charging, advanced power savings, and many more features. FWA offers consumers and businesses in urban and suburban areas with more competitive choices to select the best service that covers their needs at affordable prices.

Mavenir's FWA solution supports 4G, 5G NSA (non-standalone) and 5G SA deployments, supporting massive MIMO radio technology and 5G millimeter wave frequency bands to enable gigabit downlink speeds to multiple users in the same coverage area. This positions 5G FWA as a competitive alternative. Mavenir's FWA solution is delivered on converged infrastructure to provide a lean solution with maximum downlink throughput. It can be deployed on any cloud (public, hybrid and public), accelerating time to market and reducing CapEx and OpEx.

MediaTek launches Genio 700 chipset for IoT devices

MediaTek announced the latest chipset in the Genio platform for IoT devices, the octa-core Genio 700 designed for smart home, smart retail, and industrial IoT products.

With a focus on power efficiency, the MediaTek Genio 700 is a N6 (6nm) IoT chipset that boasts two ARM A78 cores running at 2.2GHz and six ARM A55 cores at 2.0GHz while providing 4.0 TOPs AI accelerator. It comes with support for FHD60+4K60 display, as well as an ISP for better images.

"When we launched the Genio family of IoT products last year, we designed the platform with the scalability and development support that brands need, paving the way for opportunities to continue expanding," said Richard Lu, Vice President of MediaTek IoT Business Unit. "With a focus on industrial and smart home products, the Genio 700 is a perfect natural addition to the lineup to ensure we can provide the widest range of support possible to our customers."

The Genio 700 SDK allows designers to customize products using Yocto Linux, Ubuntu, and Android. With this support, customers can easily develop their own products with a minimal amount of effort, regardless of application type.

GIGABYTE launches GIGABYTE G5 series laptops with Intel 12th Gen CPUs

GIGABYTE announces the launch of the newest addition to their line of gaming laptops equipped with Intel 12th Gen CPU in India, the GIGABYTE G5 series. The new range of laptops provides a seamless gaming experience thanks to the Nvidia RTX 30 series GPUs. GIGABYTE's new thin and light offering is designed to serve as the perfect on-the-go device and is more than capable to handle both gaming and productivity workloads without sacrificing its portability. Starting at INR 77,887 with a free Microsoft Office 365 Personal version 1-Year subscription and the GIGABYTE G5 will be available on Flipkart and offline retail stores across the country.

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The G5 series is powered by the 12th Gen Intel i5-12500H CPU with 12 cores, 16 threads, and a maximum clock rate of 4.5GHz. The laptop also packs the powerful RTX 30 series GPU along with 16 GB DDR4 3200Mhz memory. For higher frame rates and better gaming performance, GIGABYTE has also introduced MUX switch technology to the G5 KE laptop which will allow users to bypass the integrated graphics and directly connect the display to the discrete GPU with just one click. The laptops will be offered in three models: the G5 KE with the NVIDIA GeForce RTX 3060, the G5 ME with the NVIDIA GeForce RTX 3050 Ti, and the G5 GE with the NVIDIA GeForce RTX 3050.

Siemens adds to its digitalization portfolio for the Indian machine tool industry

With an innovative and class leading portfolio of hardware and software solutions to bring the real and the virtual worlds together, Siemens announced an expanded portfolio for the machine tool industry. This will enable manufacturers and users of machine tools to design, realize and optimize machines and components faster, react flexibly to market demands and enhance productivity across various user industries. These offerings will be showcased at IMTEX 2023, under the motto "Accelerate digitalization for machine tool manufacturing".

Achim Peltz, CEO of Motion Control, Digital Industries, Siemens AG, said, "The machine tool industry in India can harness the enormous potential of production data for designing, realizing and optimizing operations to achieve scale and profitability. Our portfolio for the Machine Tool Industry enables flexible and sustainable action both in the construction of machines and in their application."

JIO brings True 5G services in 16 more cities

Reliance Jio has launched its True 5G services across 16 cities namely Kakinada, Kurnool (Andhra Pradesh), Silchar (Assam), Davanagere, Shivamogga, Bidar, Hospet, Gadag-Betageri (Karnataka), Malappuram, Palakkad, Kottayam, Kannur (Kerala), Tiruppur (Tamil Nadu), Nizamabad, Khammam (Telangana), and Bareilly (Uttar Pradesh).

Reliance Jio has become the first and the only operator to launch 5G services in majority of these cities. Jio users in these cities will be invited to the Jio Welcome Offer, to experience Unlimited Data at up to 1 Gbps+ speeds, at no additional cost, starting today.

These newly launched True 5G cities are important tourism and commerce destinations as well as key education hubs of our country. With the launch of Jio's True 5G services, consumers of the region will not just get the best telecommunication network but will also get infinite growth opportunities in the areas of e-governance, education, automation, Artificial Intelligence, gaming, healthcare, agriculture, IT, and SMEs.

Lenovo rolls out Premium 5G Android Tablet in India

Lenovo debuted its first premium 5G tablet - the Tab P11 5G. The tablet supports sub-6GHz 5G networks, allowing consumers to enjoy high-speed connectivity even during peak hours, for hybrid work, learning and entertainment.

5G services can be accessed by inserting a 5G-enabled sim through the devices' slot. It allows users to enjoy video chats in real-time, with hands-free login via front camera sensor and background blur that ensure added privacy. The tablet is powered by Snapdragon 750G 5G Mobile Platform processor for a highly dependable performance, with 7700mAh battery capacity for up to 12 hours of non-stop video streaming making it suitable for hybrid work and to seamlessly attend online classes on the go.

Consumers can experience next-level mobile entertainment with Tab P11 5G's 11-inch 2K IPS touchscreen, enhanced with incredible picture quality by Dolby Vision and a spatial audio revolution by Dolby Atmos. The display is also certified by TÜV Rheinland, for consumers' eye safety.

Lenovo has been investing in research and development for 5G technology, to enable faster connectivity, greater capacity, ultra-low latency and improved reliability of their products.

OnePlus partners with telcos to expand 5G technology outreach in India

OnePlus has announced its successful efforts to advance the revolutionary 5G technology ecosystem in India, as OnePlus users can now enjoy ultra-fast, low latency 5G services in India with key telecom service providers such as Reliance Jio and Airtel.

OnePlus devices powered by seamless 5G network include all the 5G-ready flagship series and Nord devices that have been launched since 2020, and also includes the latest OnePlus 10 Series. These devices have also been tested on the Vi 5G network in New Delhi. Users will also enjoy access to 5G services from Vi once it is available across India.

Navnit Nakra, OnePlus India CEO and Head of India region, OnePlus India, shared, "We are thrilled to join hands with the leading telecom players of India to bring the transformational 5G technology to our India community. We are positive that our future-ready smartphones combined with superior 5G network capabilities offered by our telecom partners, would empower our users with seamless technology. And it would help them achieve a lot more through their daily lives."

OnePlus launched the first line-up of 5G smartphones in 2020 in India, with the launch of OnePlus 8 series. Since then, all OnePlus smartphones have been 5G-ready, including the OnePlus Nord CE 2 Lite 5G, the brand's most affordable device in the sub-INR 20,000 price segment.

HMD Global rolls out Nokia T21 tablet in India

Global has expanded its budget portfolio with the roll out of Nokia T21 tablet in India. The tablet possesses an 8MP rear camera along with 8MP front camera.

The new tablet has an aluminium body and 60% recycled plastic. It runs on Android 12 and two OS upgrades promised along with three years of monthly security updates.

The T21 tablet features an 8,200mAh battery supported by an 18W charger. It has a 2K display with a 10.36 inch size and SGS low blue light certification. The Nokia T21 tablet also features HD video streaming, voice calling, and NFC.

The Nokia T21 comes in Charcoal Grey colour and has a memory configuration of 4GB/64GB. The Wi-Fi variant will be available at ₹17,999, whereas the LTE + Wi-Fi variant will be sold at ₹18,999. It will be available in retail stores, partner portals, and leading outlets from January 22.

"Building on the success of the Nokia T20, the new Nokia T21 is designed top to bottom for both work and play. Nokia T21 does it all and can quickly adapt, whether you need to focus on your job or relax with your loved ones at home. It embodies our promise of long-lasting battery, regular software and security updates, premium European-built experience and looks," said Sanmeet Singh Kochhar, VP India and MENA, HMD Global.

Airtel launches 5G Plus service in 7 cities of Uttar Pradesh

Bharti Airtel ("Airtel") announced the launch of its cutting edge 5G services in Agra, Meerut, Gorakhpur, Kanpur, Prayagraj. Airtel's 5G services are already live in Lucknow and Varanasi.

Airtel 5G Plus services will be available to customers in a phased manner as the company continues to construct its network and complete the roll out. Customers with 5G enabled devices will enjoy high speed Airtel 5G Plus network at no extra cost until the roll out is more widespread. Airtel 5G Plus is currently operational in the following places in these cities. The company will augment its network making its services available across the state in due course of time.

Sovan Mukherjee, CEO Uttar Pradesh and Uttarakhand, said, "I am thrilled to announce the launch of Airtel 5G Plus in Agra, Meerut, Gorakhpur, Kanpur, Prayagraj. Airtel customers in these five cities can now experience ultrafast network and enjoy speeds upto 20-30 times faster than the current 4G speeds."

Synology unveils its Wi-Fi 6 router product line in India

Synology has announced the launch of RT6600ax and WRX560 as it expands its product line of critically-acclaimed routers with powerful Wi-Fi 6 routers designed to provide fast, secure, and safe internet connectivity to busy households and businesses. Running on the intuitive and feature-rich Synology Router Manager (SRM) 1.3 operating system and boasting capable hardware, the routers are fully equipped to address the challenges of modern network environments, including the massive rise in connected devices and the resulting necessity to protect users against ever-increasing security threats.

Synology's Wi-Fi 6-certified routers deliver more reliable Wi-Fi thanks to better data encoding, beamforming, scheduling, and signal isolation. Both RT6600ax and WRX560 feature a configurable 2.5GbE WAN/LAN port that enable users to leverage Multi-Gig internet connections or high-performance devices such as a NAS, as well as a high-speed wireless backhaul. Fast connection speeds and snappy operation are ensured by quad-core processors (RT6600ax: 1.8GHz | WRX560: 1.4GHz), even with multiple devices connected and all features enabled.

TAIT organizes workshop on digital marketing and NLP

Keeping a couple of very important aspects of business and personal growth in focus, TAIT Conducted a Knowledge Session for Members to remain updated with SAVEX Technologies as Platinum Sponsors.

Two Prominent speakers were invited and both presented insightful sessions which were appreciated by all the members.

We are now living in the digital first world and are at a stage where our business does not exist if we don't have a digital presence! Hence every industry wants to understand and discuss Digital Marketing and online business threats for their retail or wholesale business.

It was at the end of 1991 when the internet went live for the public and in 1995 when it was launched in India; in more than two decades it made many industries vanished and many who adopted digital technology grew like a monster in no time. It was like flip for few and flop for many.

Watching the changes for the industry and making members aware is the core principle on which Trade Association Information Technology (TAIT), India's leading IT association works.

Prominent digital marketing expert and consultant Manoj Kotak took members on a digital trip. He explained on Digital Marketing - is it a fear or a fact? Is online marketplace like Amazon and Flipkart taking away traditional market's business? What is really changing? Changes due to usage of mobile and finally how to survive in ever-changing new ways of marketing dynamics.



CMDA Mumbai organizes an interactive meeting for its members with FAIITA President



CMDA Mumbai under the leadership of Samir Parekh, FAIITA Vice President (Business Opportunities) on 11th January 2023 arranged an interactive meeting with Devesh Rastogi, FAIITA President.

Mihir Shah, CMDA Mumbai President welcomed the members and the guests. The leading members of CMDA Mumbai and Devesh Rastogi had deliberations on business growth, opportunities and collaboration. He suggested the members have close interaction with FAIITA for the resolution of business challenges.

Rupnarayan Chaudhary, IT evangelist, Consultant NPAV shared knowledge on developing skills to grow business. Rastogi, FAIITA President and Rupnarayan Chaudhary were facilitated by CMDA members. The members appreciated the gesture.

Fortinet organizes SAARC Partner Sync Conference, highlights business opportunities for partners in 2023

Fortinet recently hosted its annual SAARC Partner Sync conference in Egypt, bringing together over 170 partners to discuss emerging trends and opportunities in the field of cybersecurity.

During the conference, Fortinet experts delivered a series of keynotes highlighting the evolving security landscape and provided critical insights into today's most pressing cybersecurity challenges and how Fortinet is helping businesses address the same. In addition, the conference featured several breakout sessions and networking



events, providing partners with the opportunity to learn from industry experts and share best practices with their peers. The discussions broadened perspectives and showcased future opportunities for partners in 2023 and beyond.

Vishak Raman, Regional Vice President, India, SAARC, & Southeast Asia, Fortinet said, "We are excited to bring together our partners from across the SAARC region to discuss the latest trends and developments in the security industry. Their commitment to delivering the best possible security solutions to our customers has been instrumental in our success and we are grateful for their partnership. As threats continue to evolve and become more sophisticated, it is essential that we stay at the forefront of innovation and work together to protect our customers and their businesses. We look forward to continuing to work with our partners to provide the best possible security solutions to our customers."

Hikvision showcases Problem-Solving Retail Security Solutions in National Retail Federation Show

Hikvision is excited to attend the National Retail Federation's NRF 2023 Retail Show in New York City with its remarkable line-up of video solutions designed to address a wide range of retail industry challenges. Hikvision is highlighting advanced technologies in booth 4764, including multi-sensor cameras, outstanding imaging in low and challenging lighting conditions, and advanced analytics, all at practical cost levels for wide deployment.

John Xiao, Vice President of Marketing, Hikvision USA, said, "We've packed advanced technologies into every product we offer to help retailers boost loss prevention and marketing efforts. Our customers face big challenges every day, and we are determined to leverage our retail strength to deliver cost-effective solutions that employ the best possible technologies to deliver the results they need."



See Far, Go Further

Hikvision's HikCentral software platform integrates with video security, helping retailers to reduce costs and manage store locations from anywhere by viewing security footage from their smartphone or laptop.

Hikvision will be highlighting a variety of cameras and software with intelligent analytics and broad video security capabilities at the booth, including:

iDS DeepinView Dome Camera with 2.8-12mm lenses: Features 6 switchable AI algorithms with queue detection that help you improve customer service with its intelligent analytics.

CADYCE INTRODUCES USB-C MULTI-FUNCTION DOCK FOR SURFACE PRO

Cadyce has come up with a USB-C Multi-function Dock for Surface Pro called CA-UCMSD. With multiple ports by your side, CA-UCMSD is a one-stop solution for functionalities at your fingertips. A docking station is a savior during crucial times when someone wishes to opt for multiple connectivity on their Surface Pro. A docking station successfully converts a simple-looking tablet or a laptop into a multifaceted desktop.



To bestow an uncompromising viewing experience, CA-UCMSD comes with one HDMI port with resolution support of up to 4K@30Hz, also known as Ultra HD, offering a real-like and non-pixelated picture quality.

Alongside this, users can also avail screen modes – extend and mirror for an added boost in the working environment. Besides, if a user forgets to charge devices, CA-UCMSD’s USB-C PD charging port energizes your laptops. Also, CA-UCMSD comes equipped with two USB 3.0 ports with BC 1.2 charging that ensures charging other devices at an intriguing pace. Not just this, through USB 3.0 ports, you can transfer data within minutes with a speed of up to 5Gbps.

The most incredible feature of CA-UCMSD lies in its durable exteriors, which is wrapped in an aluminium housing. Though aluminium is lightweight, it helps tremendously in electrical conductivity. Due to this characteristic, it is extensively used in electrical devices.

A Cadyce team member said, “Unquestionably, Surface Pro is the best device when we intend on maximizing productivity. But at one point, devices face limitations, and Cadyce wants to bypass these hurdles with solutions. That’s how the idea of CA-UCMSD struck us. With CA-UCMSD, we wish to multiply the functionality of Surface Pro and convert it into a fully equipped gadget. Therefore, we designed extra ports to amplify the capability of the user to the core. We are aware how painful it is to find appropriate drivers, install them, after which the gadget starts working. To bypass this painstaking task, we have embedded CA-UCMSD with plug-and-play technology with which users can skip the lengthy installation process. Besides, when SD and mSD slots are diminishing from the laptop, we have ensured to have them on CA-UCMSD. Users can easily mount SD and Micro SD cards to access their photo gallery anytime and anywhere. Most importantly, its compact design speaks volumes as it can be placed in the most confined corners. Its intelligence lies in the placement of the ports to strike a perfect fit on Surface Pro 7.”



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

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POCO India launches POCO C50

POCO has announced the launch of POCO C50, a delight for everyday smartphone users who can do much more with it to #SlayAllDay.

Pushing the boundaries in the entry-level segment, the latest addition to the POCO C-series takes the experience to a new level with its unique design, 8MP dual AI camera, massive 5000mAh battery, immersive 6.52 inches display, and stellar performance, thanks to MediaTek Helio A22 processor. The newly launched smartphone offers an added security feature with a blazing-fast rear fingerprint sensor, making it a complete package in the segment.

Commenting on the launch, Himanshu Tandon, Country Head, POCO India said, "We at POCO India are excited to launch the first product for 2023 - POCO C50 and it is here to let the consumers #SlayAllDay. Strengthening our position in the sub-10K segment, the latest addition to the C-series portfolio is a perfect blend of enhanced display, software, gaming, and camera experience. After the resounding success of POCO C3 and POCO C31, the launch of POCO C50 is a testimony to take the user experience a notch higher. We are confident that it will be a market disruptor and will further redefine the smartphone experience."

Built to #SlayAllDay, the long-lasting 5,000mAh battery makes it easy for the users to stay powered through the day. POCO C50 supports 10W fast charging, which guarantees endless fun for marathon gaming, movie watching, or hours-long photo shooting.

The new entrant in the C-series lineup features an 8MP AI dual camera setup along with a 5MP front snapper. Able to capture crisp and vibrant photographs in all lighting conditions, POCO C50 dials up the camera performance like no other. The smartphone also offers a no-compromise video experience with 1080p @ 30fps. Further, it comes with a wide range of innovative photography and videography features and modes, allowing users to capture each and every moment with precision and clarity.

OnePlus unveils the OnePlus 11 5G

OnePlus has announced the availability of two key flagship products in China - the OnePlus 11 5G smartphone and the OnePlus Buds Pro 2 earbuds. The OnePlus 11 5G continues the brand's heritage of fast and smooth performance, supplemented with a refined Hasselblad camera system and purposeful design. Meanwhile, the OnePlus Buds Pro 2 delivers an immersive audio experience with best-in-class sound quality.

Louis Li, President of OnePlus China, said, "The fast and smooth performance is in OnePlus' DNA. The OnePlus 11 5G continues to be the pioneer in terms of smartphone performance."

The OnePlus 11 5G spares no expense in its hardware and software, with advanced technology embedded into its core. It takes the fast and smooth performance to the next level with the Snapdragon® 8 Gen 2 Mobile Platform, offering faster CPU (35% improvement) and GPU (25% improvement) speeds with improved power efficiency.

The smartphone is equipped with a memory of up to 16GB RAM and an advanced RAM management system for better performance in multi-tasking and gaming scenarios. It also comes with a 6.7-inch 120Hz 2K A+ fluid AMOLED display with LTPO 3.0 that allows you to see the world in its fullest with vibrant colors. A 100W SUPERVOOC fast charging system and a 5000 mAh dual-cell battery work in tandem to guarantee an extended usage time.

The OnePlus 11 5G captures everything in sight with its triple-camera system that accurately records each moment and enhances images naturally. It is equipped with an IMX890 50MP main sensor, IMX709 32MP portrait lens, and IMX581 48MP ultra-wide camera to cover all photography scenarios. It also brings about the return of a partnership with Hasselblad that equips the phone with a 13-channel multi-spectral sensor for light-color identifying.

Motorola launches its motorola edge 30 fusion in Viva Magenta

Motorola has announced the launch of its special edition - motorola edge 30 fusion in the stunning Pantone Color of the Year 2023, Viva Magenta.

In its globally-exclusive partnership with Pantone in the smartphone category, Motorola has seen how technology and color can intertwine to provide a vessel of expression, fostering creativity and unlocking immersive experiences along the way. To further this mission, it is introducing a special edition of the motorola edge 30 fusion in the Pantone Color of the Year 2023, PANTONE 18-1750 Viva Magenta, a fearless hue that writes a new narrative. Bollywood celebrity Mrunal Thakur also expressed her love for the colour and the design of this premium smartphone.

Expressing her delight on the motorola edge 30 fusion in Viva Magenta, Bollywood celebrity Mrunal Thakur said, "It feels great to see a smartphone brand coming up with something so high on fashion and trend. The motorola edge 30 fusion in Viva Magenta looks uber stylish with that leather finish at the back and trendy to carry with almost all that one wears. Getting a hand-on experience with this device has given my styling an edge, making something as important as your smartphone a fashion accessory or I should call it a fashion statement."

Motorola edge 30 fusion packs flagship-level performance in an impossibly thin device with a sophisticated design - flaunting the Pantone branding on an uber premium vegan leather back in the stunning Viva Magenta. With class-leading features including a borderless 6.55" 10-bit pOLED 144Hz display, Snapdragon 888+ 5G mobile platform, and an advanced 50 MP camera system with OIS, the motorola edge 30 fusion is the perfect intersection of performance and beauty - and perfectly embodies the Pantone Color of the Year 2023.

Xiaomi expands its Redmi Note 12 series with three new additions

Xiaomi India has added a new dimension to its legendary Redmi Note series with the launch of three devices, which redefine smartphone performance across the mid-segment. The latest additions to the smartphone series bring features like the greatest image resolution seen on a smartphone camera in India, new adaptive sync AMOLED displays, 5G connectivity and incredibly fast charging speeds. While the Redmi Note 12 Pro+ 5G and the Redmi Note 12 Pro 5G, add a pro-level degree of performance to the Note series, the Redmi Note 12 5G combines premium features with amazing affordability.

"The Redmi Note series has always been about democratizing technology, bringing features and functions that are normally associated with premium devices to the mainstream user," said Anuj Sharma, Chief Marketing Officer, Xiaomi India, at the launch of the Super Note. "The Redmi Note 12 series carries this tradition forward, bringing features like the greatest ever resolution seen on a smartphone camera, top notch display quality, cutting edge connectivity and insanely fast charging speeds, all at the trademark honest price that marks Xiaomi's product portfolio. What's more, they deliver all this along with the smooth and reliable performance that has made the Redmi Note the highest selling smartphone series in the country over the years. Which is why we are calling it the SuperNote."

One of the biggest talking points of the latest Redmi Note devices has been its photography. And with good reason. Redmi Note 12 Pro+ 5G and Redmi Note 12 Pro 5G come with the best sensors seen in their segment. Redmi Note 12 Pro+ 5G is the first phone in India to come with the 200-megapixel pro-grade HPX Sensor which delivers the greatest ever resolution seen on a smartphone camera. This combined with Xiaomi's super optical image stabilization (OIS) ensures that you get images of unmatched quality with staggering detail. The presence of atomic layer deposition (ALD), an Ultra-Low Reflection Coating, cuts down on glare and ensures that you get great snaps even in complex lighting situations.

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Quickly inform to enable decisive response.

VAR SECURITY

2023 TO WITNESS A RESURGENCE OF HACKTIVISM

Trellix is changing what security means and what it can do, giving everyone the confidence that comes with being more secure, every day. The company brings a living XDR architecture that adapts at the speed of threat actors and delivers advanced cyber threat intelligence. Trellix's Channel and Alliances Ecosystem today consists of Global and Indian Systems Integrators, Managed Security Solution Providers, Cloud Services Providers, Boutique Security Solution Providers, Specialty Solutions Providers, Value Added Resellers and Distribution Channel. In a chat with VARINDIA, Rahul Arora, Managing Director India & South Asia, Trellix discusses about the current cyber security landscape in India, boosting the data security industry and predicts for the year 2023.

THE CYBER SECURITY LANDSCAPE IN INDIA

Commenting on the current security landscape in India, Rahul points out, "As people have adapted to the hybrid work culture fuelled by the pandemic, with insufficient security measures in many cases, the risk of sensitive personal and corporate data being compromised has multiplied. Instances of cybercrime have increased around the world, making cybersecurity a critical area of focus in both the public and private sectors. India has come a long way in terms of digitization, moving from the time of tedious and tiring physical forms and long lines at government offices to the comfort of people's homes with just a tap on their mobiles or laptop screens."

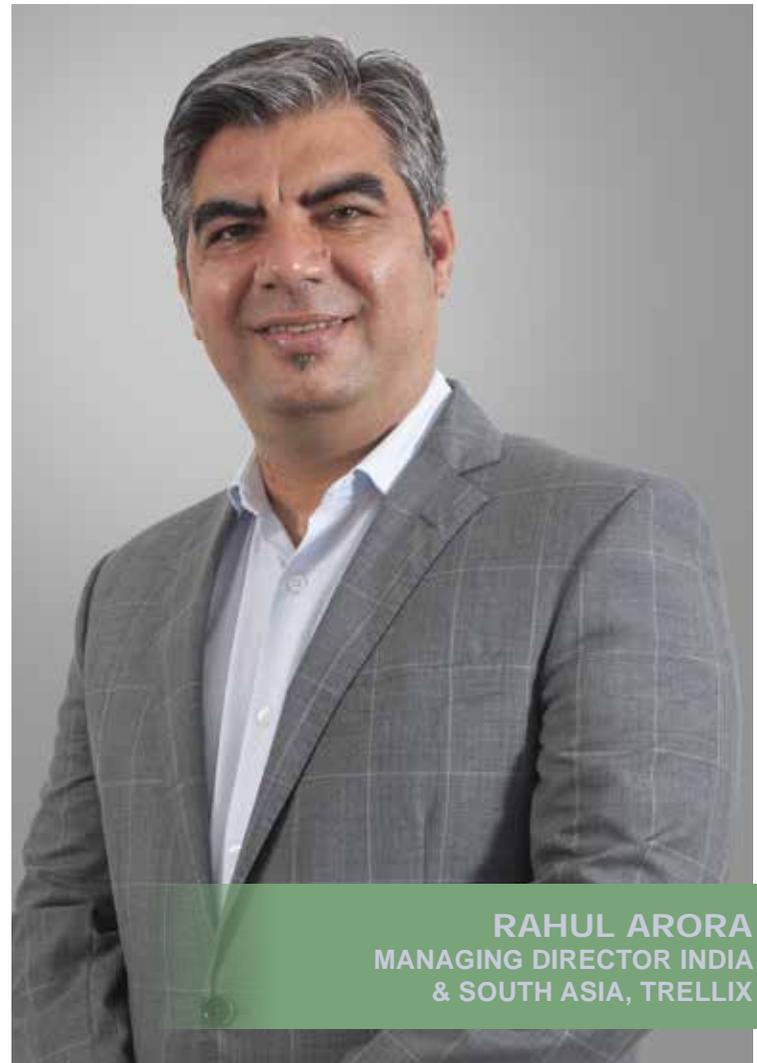
Given the increasing number of endpoints available, cybercriminals now have a diverse set of options for attacking and disrupting users and enterprises. According to a Trellix survey, only 6% of Indian organizations use a fully integrated security model, with another 12% are in the process of doing so. The study also found that 67% of cybersecurity professionals use more than ten different security tools or solutions across their organizations, making their cybersecurity posture siloed and varied, leaving vulnerabilities in the system. Trellix motivates customers to reconsider their options and reclaim the forward momentum that security technology has always promised.

"We are dedicated to fostering a resilient digital world by providing Living Security that promotes trust and success. Our portfolio is based on Extended Detection and Response (XDR), a holistic ecosystem that blends all security products into an interconnected, always-communicating platform that is constantly learning and adapting to new threats. Trellix XDR integrates multiple security functions, unifies telemetry from multiple sources, and uses machine learning and analytics to prioritize and respond to critical threats", comments Rahul.

STRENGTHENING THE DATA SECURITY INDUSTRY

With India switching to a digital ecosystem, there has been a rise in data centers as well. Enterprises are investing in cloud technologies to help keep their organisation scalable and nimble. This growth is further propelled by visionary government schemes and initiatives such as Digital India and Atmanirbhar Bharat.

Rahul says, "As a cybersecurity company that focuses on XDR and living security, Trellix offers security for critical data, removable data, as well as data on the cloud, and also protects data from loss and theft, along with offering simple security and policy management,



RAHUL ARORA
MANAGING DIRECTOR INDIA
& SOUTH ASIA, TRELLIX

and adapts across an enterprise. Trellix provides four products that span discovery, monitoring, prevention, and endpoint. With all these pieces working in tandem, there is a significantly lower risk to organizations, thus helping keep your data secure against cyber criminals. To further data security, Trellix also announced the opening of a new data center in Mumbai in 2022, with the intent of assisting its customers in India with data residency and compliance requirements."

MAJOR TRENDS IN 2023

According to Trellix's Advanced Research Center, geo politically motivated cyberattacks and misinformation campaigns may continue to shape the cyberthreat landscape throughout 2023.

In his concluding words Rahul says, "Given current global tensions, we are already seeing a resurgence of hacktivism, which we anticipate will play a larger role in 2023. We also expect an increase in supply chain-related breaches. Teens and young adults may also become more active, ranging from large-scale attacks on businesses and governments to low-level crime. We expect weaponized phishing attacks to spread across widely used business communication services and apps, as well as a significant increase in reverse vishing attacks, with less tech-savvy users as the primary target."



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OITF 2023 lays stress on how the Digital



Technology is an enabler. It provides the means to create and make a difference, which ultimately brings lasting progress and radical transformation. With this idea in the backdrop, the 14th edition of the Odisha Information Technology Fair (OITF) was organized on 14th January at Hotel Vivanta, Bhubaneswar.



L-R: Mr. Pranav Bhayani, Head of Presales, iValue InfoSolution, Dr. Deepak Kumar Sahu, Editor-in-Chief- VARINDIA, and Group Publications., Mr. Suryanarayan CS, Country Manager - Aruba India, Dr. Amar Patnaik, Member of Parliament-Rajya Sabha, Padmashree Prof. Debi Prasanna Pattanayak, Chancellor- Centurion University, Prof. Arun Kumar Rath, IAS- Chairman Centre of Corporate Governance & CSR - IIM Nagpur, Padma Bhushan Awardee Jatin Das, Artist & Chairman, J D Centre of Art and Mr. Ashok Mohapatra, Chairman Organizing Committee- VARINDIA IT Cup

The theme of the event was "Redefining Digital Workplace & Roadmap Of 2023" and was dedicated to the CIOs and VARS of the ICT Industry in Odisha. The event was supported by the Department of E&IT, Government of Odisha, STPI, ITAO, Aruba - a company of Hewlett Packard Enterprise, Hitachi Vantara, Inflow Technology, iValue and OCF.

The event was inaugurated by Padmashree Prof. Debi Prasanna Pattanayak, Chancellor- Centurion University; Padma Bhushan Awardee Jatin Das, artist & chairman, J D centre of art; Dr. Amar Patnaik, Member of Parliament-Rajya Sabha; Prof. Arun Kumar Rath, IAS- Chairman Centre of Corporate Governance & CSR - IIM Nagpur; Mr. Manoj Kumar Pattnaik, IAS, CEO, OCAC; Mr. Pankaj Sahoo - President Award winner filigree artist; Mr. Suryanarayan CS, Country Manager- Aruba India; Mr. Pranav Bhayani, Head of Presales, iValue InfoSolutions; Mr. Sunil Kumar Mohapatra- Chief Revenue Officer- VerSe Innovation; Mr. Priyadarshi Nanu Pany, Founder & CEO - CSM Technologies; Mr. Brahma Mishra, President - UCCIL; Mr. A.K. Mohanty, MD -Tatwa Technologies; Mr. Dhuru Khandelwal, MD- Esquare System & Technologies Pvt. Ltd and Dr. Deepak Kumar Sahu, Publisher - VARINDIA.

In his welcome speech, Dr. Deepak Kumar Sahu, Publisher -

VARINDIA spoke about today's growth in technological capabilities, accessibility, and how an inclination to adapt is changing the way employees and businesses conduct business. "Automation, AI, and ChatGPT are among some of the (not-so-new) shiny tools that are allowing us to evolve. I have been seeing the continuous transformation for the last 10 years. Today, we can proudly say that Odisha is marching ahead with renewed confidence towards a new Odisha by adopting new ideas, innovation and entrepreneurship. Odisha is now fast emerging as a technology resource hub of India," he said.

This event witnessed the soft launch of a book "JEWELS OF ODISHA" - the coffee table Book on ODISHA. It speaks about the famous people from Odisha whose contributions have made the State proud!

The event also recognized the winners of the 13th edition of the VARINDIA IT Cup, which was held among 16 Corporates in Odisha and the participating companies were - Software Technology Parks Of India (Bhubaneswar), E&IT Dept. Govt of Odisha, World Skill Center, TCS, Wipro, ESSPL, Bhubaneswar Smart City, ABSyS IT, Custom Software Development Company, IN2IT Technologies, IBM, BPO Convergence, Esquare, Inovaare Clouds Solutions, Tatwa Technologies and Tech Mahindra.

Workplace trends are getting redefined

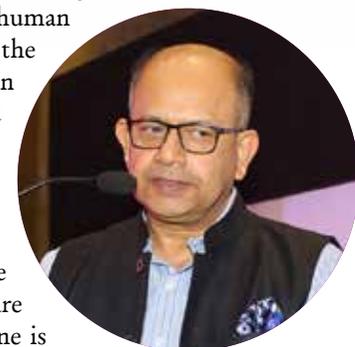


PROF. ARUN KUMAR RATH,
IAS- CHAIRMAN CENTRE OF CORPORATE
GOVERNANCE & CSR - IIM NAGPUR



"I must congratulate VARINDIA for continuing with their service towards the nation. The quality of their work and publication has gone up in the last few years and I must compliment the Group for that. As a Team, VARINDIA has a great commitment and a cause towards IT revolution in the country and also in the Odisha state also. But we need a lot of support in Odisha. With the coming of 5G and Industrial Revolution 4.0 coming to an end, have we really got the benefits of IT revolution or not? Being myself in the government sector and then into academics, I see a lot of deficiencies in the penetration of these technologies into Odisha. I think there is much to be done to support these initiatives. As I see this shift, I notice some dichotomies and contradictions which we must understand. Science is progressing and technology is advancing, but are we keeping in tune with the developments? We have to ponder ourselves and take corrective steps."

DR. AMAR PATNAIK
MEMBER OF PARLIAMENT, RAJYA SABHA



"We are in a world where technology is driving our lives. But the most important thing is if the human mind and intelligence will always lag behind the technological logical intelligence, or if we can regulate the technology, whether we would be able to be ahead of the technological evolutions that are taking place. These are some of the crucial questions that have been agitating the minds of all of us, particularly people like us who are in the parliament legislature. Generally there are three levels of the impact of technology, one is the product; how it changes the product making it more beneficial to the people who are going to use the product, how it is going to deliver more with less cost and faster making it more efficient and impactful. The second level at which technology is affecting other processes depends on how reliable and resilient they are. The last and the most important is the people; how technology is impacting the people. Technology affects society as much as society affects technology."

CORPORATE PRESENTATIONS

SURYA NARAYAN CS COUNTRY MANAGER - PRODUCT CATEGORY AND CHANNEL, ARUBA- A HPE COMPANY

“For me, everybody is an AI. We’re trying to replicate a human being. We talk about AI without connecting it to Machine learning. In the industry, we call this as Telemetry data. So, if somebody talks about AI without Telemetry data, it’s useless. This is where AI turns to be on its own. AI can only work with Telemetry data. If someone is talking about AI, his/her organisation should be doing telemetry data as well. In the cybersecurity front, we were taken as a new norm.

The point is how we make security predictive, proactive and autonomous. So, AI is going to be on all the machines, they are going to be dependent on the machines. We are talking about a network from Aruba which will be an autonomous network. So, management will move to a machine where if someone is not able to connect to the WiFi network of Aruba, it will predict it but will rectify the problem, eliminating human interference. These are the advanced things which we talk about from the industry endpoint. We are also doing advancements on connectivity. When we speak about connectivity, the 2G or 4G revolution and the latest 5G revolution comes to our mind. This kind of revolution is happening with radio frequency. When we think about radio frequency, there is an important technology MIMO (multiple input multiple output), which is leveraged in GSM network and wireless network. The radio frequency which we are leveraging today, is what Aruba does. We powered 300 out of 500 Fortune companies, including Google and Microsoft. In the security arena, we looked at security as a paramount factor. We look at how we leverage tools which we have i.e., the clear past policy manager, how do we coordinate our security attack practice, ensuring that we coordinate with the perimeter security, antiviruses, and predict and protect before the attack happens. These are the great differences which we are doing with Aruba. We innovate solutions based on the use case.

Today, there is a culmination happening where IT/OT will happen, boosting the industry’s evolution. If I don’t bring speed to my country, it will still be at the backup stage. Today, there is a need for the four dots in the industry revolution, like CLC machines, that created a chaos among people, who said that these machines will take away jobs. Instead, machines will always augment humans. It’ll help humans to bring speed to their own business and the country.”



PRANAV BHAYANI, HEAD OF PRESALES, IVALUE INFOSOLUTIONS

“I heard the term Yellow fever vaccination when I was travelling long back to some country and they asked to take the vaccination. And then if you come back to the country they will check the certificate if you have been vaccinated before and if not then they will put you in a quarantine zone and observe the behaviour. Those people who are in the cyber security industry can relate the term quarantine. When the machine is connected to a foreign network and goes back to my own network it is similar to getting scanned and showing a certificate, this is how I will relate cyber security. Things have become a little bit nasty in the last few years with the advent of Cloud. The issue with cloud computing is where you are putting the data.

These days we are listening to the term custodian of the sovereignty of the data. If you want to exchange data between two countries then there are repositories out there. When you exchange data between two repositories, how well is the data covered, are the parties also of same interest, are they also having the same seriousness in maintaining your data. So today, cyber security gives us a couple of solutions which are data diodes, the data can be only sent in one direction. If someone wants to pull back the data it is not allowed. It is in an immutable format.

You have heard the term phishing, it is like someone is impersonating you etc. How to skip it? The first thing one needs to do is control emotions, we need to give a completely different response to the fraud. When you do that to those kinds of attack factors they will be in the friend zone as they did not expect this. This we do in a decoy mode. We create decoy in a network for those who pretend to be vulnerable and by that we understand attack vectors so that we are prepared one step ahead of what cyber criminals are doing. In digital life we put those kinds of new IDs, servers which are not real life servers, this way the attack comes in. You must have heard the term Honeypots, where they will collect the traffic that would be ready to be attacked. This is how you create network decoys.”



FIRE SIDE CHAT

PRIYADARSHI NANU PANY
CEO - CSM TECHNOLOGIES

&

DR. DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF - VARINDIA & GROUP PUBLICATIONS

“The biggest learning from the pandemic regarding the workplace is the paradigm shift that we have worked is physical and digital has become Phygital. It is a new word that has come into place. So the Phygital world has completely changed the way we probably used to work. If I had to go back to a time probably 100 years back when work, workers and the workplace had to be in the same place, it all started probably after World War II. So we have been following it for many years and when we started our industry we never thought that people could work from home and anywhere. All these things actually started with the pandemic.

The other part of the change that we have seen is the gig workforce which is coming in place. We all know that the gig economy is growing very rapidly. That is the shift in the way things happened in the past. NITI Ayog has come up with an astonishing number in India where everybody wants to have a secured job wherein many people are actually cropping out and becoming freelancers. Today, we have 10 million people who are from the freelancing community and NITI Ayog predicts that by 2027 it will become around 50 million people who will be working in this gig economy. So we all need to embrace and keep up with the time. I think this Phygital has completely changed the way we work.

In Phygital environment, technology comes first. Apart from technology, another important area is the channel of communication because we are not meeting people in person and there are a lot of challenges that we need to overcome. So technology and channels of communication are important for Phygital environment. Within technology there are few things that need to be addressed. Many people are working from different places and as per Gartner, 45% of the companies by 2025 will be attacked by cyber frauds and they have to protect themselves. Second, the cloud adoption since the last 10 years has surged. As per market statistics at present the size of the market is \$500 billion and by 2027 it is going to touch \$1500 billion. That is the kind of change the Phygital world is going to do. We know about the co-working space culture, it will grow really fast. Third is the people because culture will continue with it.”



Product display and delegates at the event



PRINCIPAL PARTNER

GOLD PARTNER

NETWORKING PARTNER



Unveiling of "Jewels of Odisha"

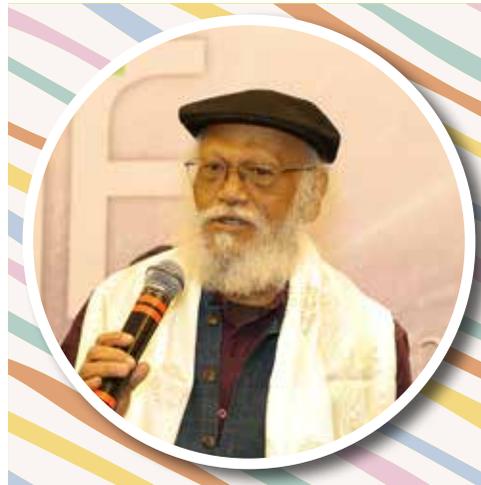


L-R: Mr. Priyadarshi Nanu Pany, Founder & CEO - CSM Technologies, Mr. Dhiru Khandelwal- MD- Esquare System & Technologies Pvt. Ltd, Mr. Brahmananda Mishra, President-UCCI, Padmashree Prof. Debi Prasanna Pattanayak, Chancellor-Centurion University, Mr. Pranav Bhayani, Head of Presales, iValue InfoSolution, Mr. Pankaj Sahoo – President Award winner filigree artist, Padma Bhushan Awardee Jatin Das, artist & chairman, J D centre of art, Prof. Arun Kumar Rath, IAS- Chairman Centre of Corporate Governance & CSR - IIM Nagpur, Mr. A.K.Mohanty, MD-Tatwa Technologies and Dr. Deepak Kumar Sahu, Editor-in-Chief- VARINDIA and Group Publications.



PADMASHREE PROF. DEBI PRASANNA PATTANAYAK
CHANCELLOR, CENTURION UNIVERSITY

“It is very kind to invite us for this event and a lot of discussion is going on about technology, IT. There is an inseparable relation between Art and Science. The whole education system has been much volunteered in nature, physics and chemistry cannot separate that. Today hundreds of artists bring computer generated paintings.”



PADMA BHUSHAN AWARDEE JATIN DAS
ARTIST & CHAIRMAN, J D CENTRE OF ART

“‘Jewels of Odisha’ is the beginning, not the end as it covers only 50 jewels of the state. I want to congratulate those who are responsible for printing out this book. As the subject of today’s discussion we must put national interest before artificial intelligence.”



PROF. ARUN KUMAR RATH
IAS- CHAIRMAN CENTRE OF CORPORATE GOVERNANCE & CSR - IIM NAGPUR

“I must compliment again to the organizers for bringing out this publication. Bringing out top 50 persons must be very laborious and risky as you should do a lot of research. A lot of opinions are needed to complete the job. Odisha became the first languished state in India in 1936; Odia language has been recognized as a great language.”

Odisha is growing and transforming by leaps and bounds, moving beyond the conventional steel and petrochemicals sectors. Today, Odisha is the richest state in the country with a clear focus on transformation in all sectors. Stable governance is the cornerstone of peace, prosperity and progress, which we are witnessing under the leadership of Chief Minister Shri. Naveen Patnaik.

The 14th Odisha Information Technology fair (OITF) witnessed the unveiling of a dedicated book on Odisha by the title: JEWELS OF ODISHA. The book speaks about the prominent people from Odisha who made the State proud! These personalities have helped Odisha to reach the next height by making it what it is today. The book contains the 50 famous personalities from Odisha who have made significant contributions towards making the India of today and also speaks about how the Enterprises in Odisha are working towards Sustainability. Apart from the contributions from these individuals as an Odia, there is a great contribution from the Government/PSUs and the Corporate houses towards Sustainability development through their initiatives.



CRICKET AND TECHNOLOGY ROCKING THE IT INDUSTRY



To keep the ICT industry rocking, the 13th VARINDIA IT Cup was organized in association with STPI, E&IT Dept., Govt of Odisha in two different play grounds - Centurion University Cricket Ground, Jatni, Khordha and IIMT Ground, Acharya Vihar, Bhubaneswar.

16 Corporates participated in the Cricket tournament including World Skill Center, Bhubaneswar smart city, IBM, TCS, WIPRO, Tech Mahindra, ESSPL, AABSyS IT, Custom Software Development Company, IN2IT Technologies, BPO Convergence, ESQUARE, STPI, E&IT Dept, INOVAARE Clouds Solutions and TATWA Technologies.

The 14th edition of Odisha Information Technology Fair (OITF) was organised in Hotel Vivanta, Bhubaneswar was attended by the dignitaries including Honourable Padma Shree Prof. Debi Prasanna Pattanayak, Chancellor- Centurion University, Mr. Pranav Bhayani, Head of Presales, iValue InfoSolution, Mr. Pankaj Sahoo - President Award winner filigree

artist, Padma Bhushan Awardee Jatin Das, Artist & Chairman, J D Centre of Art , Dr. Amar Patnaik, Member of Parliament-Rajya Sabha, Prof. Arun Kumar Rath, IAS-Chairman Centre of Corporate Governance & CSR - IIM Nagpur, Mr. Brahmananda Mishra, President-UCCI, Dr. Deepak Kumar Sahu, Editor-in-Chief- VARINDIA and Group Publications.

Mr. Subrat Kr Behera, CEO, Odisha Cricket Association (OCA) and Mr. Sourajit Mohapatra, Ex Captain of Team Odisha and Mr. Ashok Mohapatra, Chairman Organising Committee, VARINDIA IT Cup were present to honour the winners of the tournament.

The invitees to the event included IT & Telecom honchos, senior Government officials, industry leaders, VARs and SIs. The event was supported by various corporates including STPI, Department of E&IT, Government of Odisha, Aruba - a HPE Enterprise, Inflow Technologies, Hitachi Vantara, i-Value and eSquare Technology.

The world of sports is continually changing over the years, and the use of technology is just one of those areas that has made an impact on many sports in the modern day. Sports have varied in their take up of modern technology. Fortunately, cricket has not ignored the possibilities of using technology to aid the game, for the players, umpires and spectators.

The true vision to start the VARINDIA IT Cup Cricket, an IT Corporate Cricket League, is to bring out the hidden talent of every hard working employee of Corporate/ PSUs/Govt. across the IT and Telecom

fraternity in Bhubaneswar. The cricket matches were played with Tennis ball.

VARINDIA organised the 13th edition of VARINDIA IT Cup as the Annual Cricket Tournament, which is a part of the regular Odisha Information and Technology Fair.

The Sixteen participating corporates were placed in Four different Groups. The enthusiasm and energy of the players was overwhelming. The Final match was played between 'TATA Consultancy Services' and 'BPO Convergence' and the Champions Trophy of the 13th VARINDIA IT Cup Cricket Tournament 2023 was bagged by team 'BPO Convergence'.

The Cricket Tournament awards were felicitated by: Mr. Subrat Kr Behera, CEO, Odisha Cricket Association (OCA), Mr. Sourajit Mohapatra, Ex Captain of Team Odisha, Dr. Deepak Kumar Sahu, Publisher & Editor-in-chief, VARINDIA and Mr. Ashok Mohapatra, The Chairman - Organising committee, VARINDIA Sports & Events.



**RUNNER-UP TROPHY OF VARINDIA IT CUP:
TATA CONSULTANCY SERVICES**



**CHAMPION TROPHY OF VARINDIA IT CUP:
BPO CONVERGENCE**

Cybersecurity readiness enables organizations to achieve fundamental objectives

With the increase in digital adoption triggered by the pandemic, the threat surface of any organization has increased as people are working from anywhere, outside the protected network environment. This has opened a wide opportunity for the hackers. The threat landscape is evolving everyday as with the passing days the cyber-attackers are coming up with various sophisticated attacks. Hackers are gaining access to networks and data. Alongside the consistent evolution of technology is fuelling vulnerabilities. Due to this there are new risks every day, with existing threats evolving at a rapid speed..

Data security and risk management are now board-level objectives, so it is paramount that every CISO has a clear cyber vision and agenda with an emphasis on ransomware attacks, cyber-physical systems, data privacy laws, and board-level audits. There are no guaranteed safeguards, but by adopting a mature, strategic posture to cybersecurity, you can best prepare, defend and recover your organization.

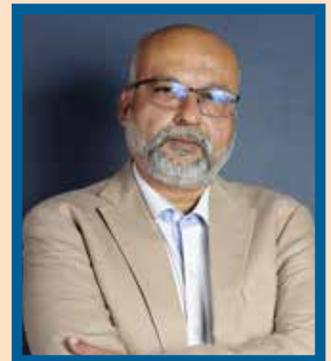


PARTNERS' VIEWPOINTS

Important factors for cyber security readiness

There are several steps that can be taken to plan for cybersecurity readiness within an organization:

1. Conduct a risk assessment to identify potential vulnerabilities and threats. This will help determine the types of cyber attacks that are most likely to occur and the areas of the organization that are most at risk.
2. Develop a security plan that outlines the measures that will be taken to protect the organization from cyber attacks. This plan should include policies and procedures for incident response, as well as guidelines for employee education and training.
3. Implement technical controls such as firewalls, intrusion detection and prevention systems, and encryption to protect against known vulnerabilities and threats.
4. Regularly test the effectiveness of the security measures in place by conducting penetration testing and vulnerability assessments.
5. Develop an incident response plan that includes procedures to be followed in the event of a security breach.
6. Continuously monitor and update the security measures as new threats and vulnerabilities are identified.
7. Regular training of employees on security best practices and how to recognize and respond to potential cyber threats.
8. Have an incident response team in place to handle a security breach, and regularly test and update their incident response plan.



Problems faced by the CIOs/CISOs

There are several common cybersecurity problems that CIOs and CISOs of organizations may face, including:

Advanced persistent threats: These attacks are often difficult to detect and can evade traditional security measures.

Ransomware: Ransomware is a type of malware that encrypts a victim's files and demands payment in exchange for the decryption key. Ransomware attacks can cause significant disruptions to an organization's operations and lead to the loss of important data.

To face the challenges

Some of the several ways to gear up and face the challenges that are brought by customers could be:

Listen and understand: Listen to the customer's needs, wants and complaints. Understand their perspective and try to empathize with their situation.

Communicate effectively: Communicate clearly and effectively with the customer, both verbally and in writing. Make sure that you convey your message in a way that is easy for them to understand. **Be prepared:** Be prepared for any possible challenges that may arise. Have a plan in place to address common issues and be able to respond quickly when a customer has a problem.

Be proactive: Be proactive in identifying and addressing potential issues before they become problems. Monitor customer feedback and complaints, and take steps to improve your products or services based on this feedback.

Stay positive: Maintain a positive attitude, even when dealing with difficult customers. Stay calm and professional, and try to find a solution that will satisfy the customer. **Continuously train and develop your team:** Provide regular training and development opportunities to your team to help them improve their skills and knowledge. This will help them be better equipped to handle customer challenges.

Leverage technology: Use technology to your advantage, such as automation, Customer Relationship Management (CRM) system, and social listening tools. **Continuously improve:** Continuously evaluate and improve your processes and procedures. Take customer feedback into account and make necessary changes.

PRASHANT JAIN
DIRECTOR, JNR MANAGEMENT RESOURCES

Important factors for cyber security readiness

Today's Digital businesses need multifaceted interactions between people, applications, and data anytime, anywhere; resulting in an increase in the attack surfaces that are hard to protect. To safeguard operations and strengthen the security posture, embedding cybersecurity into an enterprise's fabric is vital. It calls for protecting data, networks, assets, and everything online from unauthorized access, breach, or hacking.

Security is no longer limited to just the perimeter or the end point, with employees working remotely security now needs to be managed at various edges whether it is at End Point, Network or for all the cloud applications so strategy may differ for every organisation depending on their environment, however for every organisation data security has to be the key thing to focus on whether on prem or no multi cloud.



Problems faced by the CIOs/CISOs

The arrival of big data platforms and enterprise-wide, cloud-based file sharing services means organisations must review their strategy for data security. They need to protect data from personal information that can identify a customer to sensitive intellectual property or proprietary information. As the cloud environment is more widely adopted, it becomes more of a target for security attacks. Organisations will need to ensure that they have developed security policies and guidelines for both public and private cloud use to mitigate the security risks and to manage the compliance.

With endpoint security breaches so prevalent across the world, many organisations are likely to move away from traditional prevention models and into protection-based security models so there would be a shift of focus from prevention to protection hence more and more organisations are adopting ZTNA as they move on their cloud journey.

To face the challenges

Given the immense opportunity for career growth in the cybersecurity industry today, having the right guidance is a must. The industry faces many challenges from a staffing perspective currently from the skills shortage to employee burnout, this makes the role of a mentor that much more important as others navigate these challenges.

We have of late been hiring fresh talent from good universities and putting them through a program to acquire skills based on their interest and getting them to scale up as a multifaceted resource at the same time ensuring they are learning new age technologies is a must.

In that process we are able to offer our customer the latest technology and are able to keep our customers abreast with the latest, while adopting the technology we do ensure that we bring in our services to ensure smooth transition for our customers.

SANJAY PATODIA
CEO & DIRECTOR, GALAXY OFFICE AUTOMATION

Important factors for cyber security readiness

Taking proactive measures is the first step towards reducing your organization's cyber exposure and protecting data and systems from malicious actors.

There are many steps that organizations can take to improve their cyber security readiness. A few of them are:

- Identifying the organization's critical assets and systems.
- Assess the vulnerability associated with each asset and system and understand the weak points.
- Implement controls to mitigate identified risks and test controls regularly to ensure they are effective against the latest threats. For example, simulating attacks or running regular vulnerability scans.
- And finally, train employees on cyber security best practices.



Problems faced by the CIOs/CISOs

There isn't any silver bullet in cybersecurity. However, there are some great strategies that CIOs can use to secure their environment from the latest cybersecurity threats like Ransomware, Phishing, Malware, Man-in-the-middle attacks, and DDoS attacks.

CIOs in 2023 face a host of new cybersecurity threats and must stay ahead of the game to secure their environment. The key is to utilize the latest technology available and understand which solutions are best for an organization's specific security needs. Investing in measures such as cyber risk assessments, data loss prevention tools, and employee training can help mitigate risks. By having a comprehensive plan, CIOs will be better prepared to protect against malicious actors so that their organizations can thrive in the future.

To face the challenges

It is estimated that over 80% of organizations do not have a comprehensive cybersecurity readiness plan in place. While the need for such plans has been highlighted in recent years by high-profile cyber-attacks, most companies still fail to take the necessary steps to protect themselves.

The key is to create a comprehensive strategy that takes into account people, processes, and technology - all connected through an effective cybersecurity roadmap. As threats become increasingly sophisticated, it's only natural that you stay on top of protection measures too; ensuring your organization remains resilient against emerging cyber threats and ahead of the risk curve.

MOHAN KUMAR T L
DIRECTOR, NETPOLEON INDIA

Important factors for cyber security readiness

Organizations should be aware of their existing attack surface, regular cyber security risk assessment audit, more important is educating users about cyber security knowledge and awareness, essentially organizations should always have cyber security response plan ready and well documented. Factors such as zero trust security, layering of security defenses, regular security audits, cybersecurity training, understanding regulatory requirements and penalties help organizations to better prepare for cyber security readiness.

Problems faced by the CIOs/CISOs

Increasingly complex compliance and regulatory requirements, Cybersecurity talent shortage, and emerging technologies which pose a new threat to cybersecurity, Quick adoption and implementation of new technologies are few of the common problems being faced.

Commonly adopted technologies

Most common ones - API Base Integration, Mobile Technologies, AI and Machine Learning, Integration between Multiple Security Tools, Business Intelligence Tools, Cloud, IOT, Cybersecurity, Asset Inventory Management are the most prevalent technologies being adopted by many organizations to increase productivity.

To face the challenge

The core of all customer interactions is understanding the customer's needs and pain points and finding the best way to satisfy them. It begins with actively listening to the customer as they explain their issue. Essentially, to understand the correct context - follow-up questions are the better option to determine if we can address that issue to their utmost satisfaction.



VIKAS VISHWASRAO
TECHNICAL HEAD, ACCERON INFOSOL

Important factors for cyber security readiness

Understanding the Customer Infrastructure thoroughly is the first step. We meticulously gather customer infrastructure details including Network, Applications, Users, and Data. We also understand their On-Prem and Cloud infrastructure. We do a first level audit to identify the security gaps. We prepare a short-term, mid-term, and long-term technology roadmap for the customers in their journey to achieve total security. The process includes several tools, templates, and interviews with key stakeholders. Vast experience of our Cyber Security Consultants plays an important role here. We don't just limit ourselves to the technology gaps, but also the human factors (User Behaviour, User Cyber Security Awareness etc.).

Problems faced by the CIOs/CISOs

Demand from the business users in adopting latest Digital technologies is the foremost challenge faced by CIOs/CISOs. They need to rapidly scale-up to the demands of their business. In the process, a lot of new technologies and applications are introduced into their infrastructure. Keeping the platform updated, ensuring security for users (internal) and customers (data) are the key challenges. Inadvertent or conscious breaches cost millions of dollars to the business. Today CxOs are flooded with multiple technologies and information overflow. They are looking for a reliable Cyber Security Technology Partner who can de-clutter this information overflow for them as per their requirement and off-load the pressures of securing the organisation. SNS comes into play here.

Commonly adopted technologies

Digital Journey involves anytime, anywhere, and any channel business. Availability of applications for users and customers are vital round the clock. This means, highly available Cloud infrastructure (Compute, Storage, Network), Secure Web Applications, Online business applications (Office Suite, CRM, Mail), and Mobile access. Security on Cloud, Securing the Cloud and Securing the Users (Endpoints) are the focus areas. SSO & MFA, Information Rights Management, Data Loss Prevention are focused on Users and Endpoint Security. While on the higher layers, such as Security Analytics (SIEM, SOAR), Automated Response, Threat Intelligence, and Breach Attack & Simulation (BAS) are helping the customers to ensure strong defence and have a proactive approach to security.

To face the challenges

Point by point solutions or siloed approach is often the cause of failures. You may well sell a large and expensive security solution, yet it may not meet the customer requirements. Thorough understanding of customer infrastructure, business roadmap, how they want to align the technology to their business goals are the areas a true consultant will look at. We, at SNS, are specialised and focused on Cyber Security. While others ALSO do Security, We ONLY do Cyber Security. We look at the 360-degree aspects of the customer (business, infrastructure, IT team skill sets of the customer) before jumping into bill of materials. We back it up with our highly specialised, trained, and certified Cyber Security experts in offering implementation and support. Post-implementation, we are always in touch with our customers through Quarterly Business Reviews (QBR) and Customer Success Management (CSM) activities.



N. K. MEHTA
MANAGING DIRECTOR & CEO,
SECURE NETWORK SOLUTIONS INDIA

Important factors for cyber security readiness

We started our journey on security solutions long back with SIEM etc almost 1 decade back over a period we increased our portfolio to almost all other aspects related to security except SOC.

Problems faced by the CIOs/CISOs

Increased type of cyber threats, less budget and not enough skilled resources internally are the major issues hence dependence on external vendors for solution design and deployments, hence need of dependable partner.

Commonly adopted technologies

It all depends on what is the infra architecture and what are the types of n/w, OS,DB and applications. One solution doesn't fit all, here each solution required to be customised to meet the challenges and budgets.

To face the challenges

If a customer comes for a solution we undertake a view of their IT infra and suggest a road map but if a customer comes after an attack very little we can do to salvage as response time too is critical to restore. Hence we always encourage our customers to be proactive and sensitise them on newer threats and solutions for it.



DEEPAK JADHAV
DIRECTOR, VDA INFOSOLUTIONS

Important factors for cyber security readiness

In the beginning of the year we thought of adding some cybersecurity products along with services in our portfolio and started looking for the same. Meanwhile Sophos launched CyberSecurity as a Service and we just jumped onto it and with this service we could fulfil our gap in Security portfolio. Here the most important thing we saw was a security company providing a service with the Security experts which is very imp and we do not have to invest in skill so we need not worry about the attrition.

Problems faced by the CIOs/CISOs

All the CIOs/CISOs get the alerts very regularly but they neither have time nor have a team to decipher the alerts and mitigate the same. So the biggest challenge is the skill they are facing.

Commonly adopted technologies

By default they install SIEM tools and outsource to the third party advisors for the alerts. We have signed up with Sophos for the CyberSecurity as a Service and taking it to customers to resolve their problems.



JITEN MEHTA
CHAIRMAN, MAGNAMIIOUS SYSTEMS

Important factors for cyber security readiness

Cyber Security is a term comparable to keeping your house and assets safe and free from any theft and misuse.

An organization to keep itself safe and secure must know and segregate the critical and sensitive data/information/applications from the rest. Based on this segregation they need to adopt and implement the security solution in consultation with their information security consultant. The factors to be considered about this are, Categorization of data, training of all in the organization on data and mail handling and System hygiene.

Problems faced by the CIOs/CISOs

There is a lack of knowledge amongst the entire workforce, adoption of right solutions, hefty recurring investments and budget approvals.

Commonly adopted technologies

Multiple technologies available in the market with ease of implementation and maintenance.

To face the challenges

Regular Upskilling and knowledge updating is needed. Regular interaction with customers and the health check of their systems periodically is also prioritized.



KAVITA SINGHAL
DIRECTOR, KAMTRON SYSTEMS

Important factors for cyber security readiness

A cybersecurity readiness presents and discusses fundamental objectives that organizations must achieve in order to consider themselves cybersecurity ready.

Cybersecurity readiness is defined as the state of being able to detect and effectively respond to computer security breaches and intrusions, malware attacks, phishing attacks, theft of data and intellectual property from both outside and inside the network.

Cybersecurity plan objectives are defined and a timetable, milestones, measures and metrics are established for each of critical components that an organization needs to possess for a high degree of situational awareness into its network operations and network utilization. Without a comprehensive understanding of its most important information assets, how its information systems and networks operate, how its information systems support business operations, and what information is moving in, out and through its networks, an organization cannot achieve cybersecurity readiness. Cloud is a shared responsibility. The organization needs to know that Identity, Infra & Encryption needs to be identified and protected by Cloud security products.



Problems faced by the CIOs/CISOs

The CISO leadership position is primarily responsible for establishing the correct security and data governance practices for a company, and for enabling the capabilities for a scalable, low-risk business operations framework for a company in a constantly-shifting technological environment. A CISO cares about a company's entire security strategy and all of the complexities therein: protecting against a data breach, meeting industry data compliance regulations, establishing and refining employee management while developing protocols to reduce the human error weaknesses that impact security, disaster recovery and business continuity solutions, documentations, and finessing senior stakeholder management. It's a big role with an enormous set of challenges.

Commonly adopted technologies

Mobile Technology, Internet of Things (IoT), Robotics, AI & ML, Augmented Reality, Big Data and Real-Time Analytics, Digital Twin, API-Based Integrations etc

To face the challenges

We need to transform and evolve with new Cybersecurity technologies and compliance, come out of legacy and adopt Next Generation Solutions, move from signature based to signature less, focus more on threat hunting, threat detection and prevention, MDR, ZTNA framework, Cloud Security etc.

MANASI SAHA
OWNER & FOUNDER, MACAWS INFOTECH

Important factors for cyber security readiness

Most of the organizations still in puzzled mode on Cybersecurity readiness, either they spend on wrong products or they keep on thinking which way to choose. According to the NIST Cybersecurity framework, an organization must have five functions: Identify, Protect, Detect, Respond, and Recover, to be eligible for Cybersecurity readiness. To intricate, identify the available assets in the network, the vulnerabilities, protect those assets and remediate the vulnerabilities using tools or devices like Firewalls, patch management solutions etc.

Similarly, detection of known-unknown threats, may be zero day attacks, using behavioural analysis and respond effectively by recovering the data or stopping the malware to act further. Many solutions are present in the market now.



Problems faced by the CIOs/CISOs

We all know the kind of problems we faced in Covid Times, most of us suffered with some or kind of losses. Similarly the IT industry has suffered losses due to the change in format of cyber problems. Few points which were the worry factor in those days, in fact they are still challenges for some organizations, like Inability to monitor user in WFH/flexible work hours, Increased number of phishing attacks, More number of Ransomware attacks on end user systems, Absence of solutions with Threat Intelligence and Analytical capabilities, Lack of Internet bandwidth for individuals and many other. Initially it took time for the organizations to reach the right product, hence we helped them to conclude.

Commonly adopted technologies

It was really a challenge for customers to choose the product with a restricted budget. Solutions like Data Leak Prevention, Behaviour based detection, Bandwidth hungry Patch Management Solution, Proxy in Hybrid environment, Limiting access to corporate data for Work from Home users were in demand.

Some of the organizations also went for a Data Encryption solution to prevent data theft. Many organizations adopted the new solutions to address their concerns.

To face the challenges

Initially in post-covid days it was a difficult time for us also. Changing focus of Customers towards end user products, remote infrastructure management solutions, behaviour based detection tools, forced us to keep the on-premise solutions in briefcase. And then we started working on those solutions.

Right now, we are well equipped with the list of technologies to address their concerns and also continuously spending on the technical team training with required level of hands-on. Vendor certifications are also a part of the training progra

AMIT MAHAJAN
VP TECHNICAL, VIBS INFOSOL



CYBERSECURITY CHALLENGES

CYBERSECURITY CHALLENGES THAT CAN POSE A SERIOUS THREAT IN 2023

With ransomware making headlines around the world and cyber criminals continuing to evolve their methods, 2022 has been quite a rollercoaster ride for the industry. It is believed that 2023 will be no less as the industry braces for yet another year of witnessing a large number of cybercrimes.

Recent years have shown how the major cyber security problems and threat actors are modifying their methods to match a developing global environment. The capacity to react fast and accurately to constantly evolving attacks that can hit anywhere within an organization's IT infrastructure is necessary to defend against modern cyber threat campaigns.

Cyber Security is indeed becoming a severe issue for individuals, enterprises, and governments alike. The top cybersecurity challenges faced in 2022 are going to continue in 2023 and even more intense methods and threats are going to replace the ones that the industry was aware of earlier.

Indian businesses continue to be in two-minds about infrastructure and IT strategies but fail to realize that both need to go hand-in-hand to succeed in the digital era. According to Dell Technologies 2022 Global Data Protection Index, despite the rising incidence of cyber/ransomware attacks, 37% of workers admit they have not substantially improved their security awareness/behaviour after hearing about high profile ransomware attacks. While IT teams are overburdened, business leaders are engrossed in reforming organizational roadmaps, resulting in cybersecurity taking a back seat. In order to successfully make digital transformation a success, leaders must make their employees adept in preventing and managing cyber threats. While the scenario is predicted to change in 2023, there is still a need for organizations to accelerate this change with the right kind of training and awareness drills.

Skill shortage is a challenge faced in every technology-powered industry, and is evident in every sector of the economy. Almost every industry in the post-pandemic age is concerned about the lack of qualified workers, and the cybersecurity sector is no different. The root of the problem is becoming increasingly apparent as fraudsters use the most advanced technologies—than regular users—like IoT, AI, machine and deep learning, cloud encryption, embedded hardware authentication, 5G networks, behavioural analytics, quantum computing, etc.

According to ISACA's State of Cybersecurity report for 2022, in India, 60% of firms have unfilled cybersecurity positions, and 40% of businesses feel that their cybersecurity team is understaffed. These statistics are only expected to increase in 2023. One of the causes of this can be the lack of quality training programmes. This trend will continue if we don't compensate cybersecurity professionals well. There is the need to hire the right people into the right positions to ensure each employee plays to their strength.

As security continues to top the list of CIO concerns, leading security players list down the top cybersecurity challenges that are going to haunt the industry in 2023.



Indian businesses will be better protected with a data backup strategy

RIPU BAJWA

**DIRECTOR AND GENERAL MANAGER, DATA PROTECTION SOLUTIONS -
DELL TECHNOLOGIES INDIA**

“Complexities around cybersecurity, infrastructure costs and limited understanding of gaps in cyber-resiliency stand at the fore as challenges against data protection in 2023. According to Dell Technologies 2022 Global Data Protection Index, 86% of the respondents globally claimed to have experienced a cybersecurity incident in the last 12 months. In the absence of purpose-built security across critical infrastructure, detection and mitigation of threats becomes extremely difficult. It is therefore crucial for a business to work on areas where the organization might be lacking in a strong IT action-plan before the core processes are initiated.

Managing data backup and recovery in the current complex IT landscape is extremely difficult for organizations of any size, without any support. The first step to ensure resilience from cyber threats starts with the understanding of protecting critical data. Loss of critical data after a cyber-attack can cripple a business in no time. With a data backup strategy that is rooted in a prevention-first mindset, Indian businesses will be better protected.

Businesses will also soon be expected to integrate the latest encryption technologies to safeguard consumers' data and to minimize the hazards associated with data transfers. This is why mature businesses are adopting a single security orchestration, automation and response (SOAR) platform, and working with security service providers to improve their security operations.”



The need for prevention-first security solutions is expected to rise

MANISH ALSHI

**HEAD OF CHANNELS AND GROWTH TECHNOLOGIES -
INDIA & SAARC, CHECK POINT SOFTWARE TECHNOLOGIES**

“Over the past two years, with the pandemic outbreak, cyber-attacks have witnessed a significant increase making it a top priority for the boardroom agenda for most organizations. As per Check Point's Threat Intelligence report, cyberattacks across all industries have increased by 28% in the third quarter of 2022 as compared to the previous year. The report also predicts a continued rise of cyber-attacks across the globe mainly driven by an increase in ransomware exploits and in state-mobilized hacktivism driven by international conflicts.

From Check Point's perspective, we have a robust product portfolio to provide our customers with the ability to conduct their business on the internet with the highest level of security. We address organizations' most imminent cyber security needs based on three core principles i.e., Prevention-first approach, Gold Standard Management, and Consolidated Solution. With the largest security technology portfolio in the industry, Check Point Software's single-architecture, integrated, intelligence-driven solutions protect customers from the data center to the cloud and all points in between.

With the expectation of an upcoming recession across the world in 2023, and more stringent regulations for organisations who have been breached, with increased penalty fines, we expect to see the need for prevention-first security solutions to rise; this is because detection solutions means that the organisation has already been breached, with the resulting action of searching how, when, why it has been breached.”



With technology advancement, cybercriminals becoming sophisticated in their attack methods

PIYUSH SOMANI

MANAGING DIRECTOR AND CHAIRMAN - ESDS SOFTWARE SOLUTION LTD

“Analysts have projected the Cyber Security market in India to grow from \$500 Million in FY22 to \$5 Billion in FY27. There's a strong reason for it because digital transformation in India is getting into a severe phase, and the bad boys are also getting very serious about getting their share from this growth. Cybercrime will grow at a rapid speed over the next few years. Every day Indian Banks are losing at least ₹200 Crores to Cybercrime. We should also note the latest ruling from the Supreme Court of India. If an account holder loses money to cyber criminals, the bank would be held responsible for the same, not the customer. So those at the top of the large and small organizations need to take cyber security very seriously, or else it can cause massive damage to the business and reputation. As technology advances, cybercriminals are becoming more sophisticated in their attack methods, using advanced malware, ransomware, and AI/ML techniques to evade detection.

Additionally, the increasing use of IoT devices in homes and businesses creates new vulnerabilities that hackers can exploit, making IoT security another major concern. As more businesses move their data and applications to the cloud, the risk of data breaches and cyberattacks increases, particularly for businesses that lack the resources to properly secure their cloud environment. Moreover, Supply chain attacks will continue to be a major concern for businesses as cybercriminals target the supply chain as a way to gain access to sensitive data and systems.”





Addressing cybersecurity skills shortage is a much larger challenge

KARTIK SHAHANI
COUNTRY MANAGER - TENABLE INDIA

“With the rollout of 5G in India this year, it is projected that the adoption of IoT and IIoT will accelerate, exposing organizations to more cyber risk than ever. This technology is expected to contribute greatly to the growth of the Indian government’s flagship Make In India initiative, aimed at helping the manufacturing sector grow. This additional cyber risk is especially relevant in industrial environments. If organizations in India utilize devices with poor security configurations, there could be an increase in zero-day attacks due to supply chain vulnerabilities.

Cloud migration among Indian organizations is inevitable, not just for the private sector, but for governments too. The Indian government recently announced its intention towards cloud adoption. This adds more risk if organizations are relying on legacy technologies to secure cloud environments.

In 2023, we anticipate attackers to target cloud-managed service providers. This is because the cloud service provider (CSP) managed service market is projected to grow to \$117.65 billion by 2028. While there are numerous benefits to cloud adoption and outsourcing cloud services to an MSP, the opportunities for compromise are also vast. Addressing the cybersecurity skills shortage is a much larger challenge than any single company can resolve. It will require major investments from, and collaboration between, public and private sectors to retrain and retool candidates and a concerted effort on all fronts to attract people into our field.”



Cyber-attacks are going to be bigger, louder, and faster in 2023

DIWAKAR DAYAL
MD AND COUNTRY MANAGER FOR INDIA
AND THE SAARC REGION - SENTINELONE

“One of the major challenges in the cybersecurity space is that cyber-attacks are going to be bigger, louder, and faster. More organizations will be breached and more critical infrastructure will be impacted. In 2023, threat actors will target macOS more successfully with cross-platform malware. More supply chain attacks on developers and shared repositories are also likely to feature this year. With social networks, multi-tasking, and the evolution of devices around us, adversaries will keep investing in social engineering and phishing will continue to be a leading factor in compromising identities.

Every CISO is aware that finding skilled cybersecurity staff is not only hard but getting harder and this trend will continue in 2023 as well. CISOs have to take some steps to tackle the skills shortage challenge. They have to move away from ineffective labour-intensive legacy AV security products, toward automated endpoint detection and response solutions.

The cybersecurity skills shortage is related to the complexity of the network. The answer to network complexity is network visibility. Automated AI solutions can help bring visibility to the network so that one can see who is traversing it and what they are doing. However, the next-gen AV product chosen should have the ability to inspect encrypted traffic, as bad actors are increasingly operating with SSL certificates and communicating via https. This is still a blind spot for many next-gen security products.”



Modern-day cyber-attacks are going to pose a significant threat to the business continuity

VINAY SHARMA
REGIONAL DIRECTOR, INDIA AND SAARC, NETSCOUT

“The constant evolution of the internet and global network topology has forced adversaries and defenders to adapt and this trend will continue in 2023 as well. As DDoS defenses become more precise and effective, attackers will continue to find ways to bypass those defenses with new DDoS attack vectors and methodologies.

- We will continue to see innovation utilizing botnets—groups of malware-infected computing systems known as bots. Modern-day cyber-attacks are dangerous and a significant threat to business continuity and growth. There is a need for global, intelligently automated protection from cyber-attacks.
- Deep Packet Inspection (DPI) tools provide the most meaningful content in Threat Detection and Response. It helps organizations create an indelible line of defenses for the network.
- Network Detection & Response (NDR) is a form of cybersecurity methodology designed to protect the complex requirements of on-premises, public and private clouds, and hybrid environments as efficiently as possible.

Businesses are demanding new technologies that can also open organizations up to new threats. New security tools are constantly emerging. Employee training is the most important tool for keeping the organization safe in the days to come. With a skills shortage causing problems for businesses at every level, reskilling and upskilling the existing workforce is essential.”





Attracting and retaining the right cybersecurity talent will continue to be a roadblock

MAHESWARAN SHAMUGASUNDARAM
COUNTRY MANAGER - INDIA, VARONIS

“In today’s data-driven era, safeguarding sensitive data from critical malicious software and cyberattacks should not be taken lightly. 2022 witnessed some very serious attacks which made organisations, and Govt. departments seriously think about their security portfolio and investment. In 2023, there will be more malicious attacks than before. The global workforce continues to work in an ultra-hybrid mode and the adoption of cloud migration for the data has increased. However, the ability of cloud servers to allow users to access company applications, files, and resources from anywhere in the world is one of the biggest vulnerabilities.

Insider threats continue to be one of the biggest threats organisations need to watch out for. While insiders are leveraging cloud apps to access data through personal email and sharing platforms, the pandemic and hybrid work mode have rapidly increased data sharing and storage, which has become a target for cybercriminals. The sense of alarm is growing amongst policymakers throughout the world, not to forget that private netizens and citizen's data are out in the open too which are easily accessible.

Unfortunately, the way the world has witnessed the rapid increase in cyberattacks and the advancement in technology to tackle the same has not quite been favourable when it comes to cybersecurity professionals addressing the problem. Attracting and retaining the right talent has been a challenge in the past and seems to be one of the roadblocks in the future as well.”



Threat of USB-borne malware continues to be a serious concern

KAP PRABHAKARAN
VP ENGINEERING - HONEYWELL CONNECTED ENTERPRISE INDIA

“Cybersecurity has become an increasingly important concern in India in recent years, as the country has seen a significant increase in cyber threats and incidents. In 2022, we issued Honeywell Industrial Cybersecurity USB Threat Report, where through extensive research and analytics we concluded that the threat of USB-borne malware continues to be a serious concern. Data from 2022 indicated that 52% of threats were specifically designed to utilize removable media, up from 32% the previous year and more than double the 19% reported in the 2020 study, clearly indicating that the threats designed to use removable media have reached a dangerously high level. As industrial enterprises digitally transform by connecting operational technology (OT) assets and enabling remote capabilities, securing critical infrastructures is fundamental in protecting business continuity.

To address these challenges, the Indian government has implemented a number of measures, including the creation of a national cybersecurity policy and the establishment of a dedicated cybersecurity agency, the National Critical Information Infrastructure Protection Centre (NCIIPC).

With the increasing use of digital technologies and the growing threat of cyber-attacks, there is a high demand for cybersecurity professionals in India and around the world. The government of India has also recognized the importance of cybersecurity and has established the Indian Cyber Crime Coordination Centre (I4C) to strengthen the country's cyber defence capabilities while also launching initiatives such as the Cyber Swachhta Kendra and the National Cyber Security Policy.”



Some of the most innovative cyberattacks will likely occur in 2023

SONIT JAIN
CEO - GAJSHIELD INFOTECH

“In this era, it is essential to safeguard sensitive data from malicious software, and we should not take dangerous third parties for granted. Given how swiftly data security threats are evolving, some of the most innovative cyberattacks will likely occur in 2023. Dos and IoT/OT attack vectors were crucial targets in 2022. Businesses are at significant risk from phishing since it's easy for unsuspecting employees to click on phoney emails and transmit the virus. As production and supply chains become increasingly interdependent, supply networks are stretched across greater distances and are more vulnerable to interruption. In addition, the pandemic's effects have impacted the manufacturing sector, making it a tempting target for hackers.

The pandemic has spotlighted organisations' data protection and privacy security. However, there exists a severe shortage of skilled cybersecurity professionals in India. According to ISACA's State of Cybersecurity report in 2022, 40% of enterprises proclaim their cybersecurity team is understaffed, while 60% of companies have open cybersecurity positions in India.

India has always been a technology hub for the world. We have been doing a lot of cutting-edge cybersecurity workshops to raise awareness amongst enterprises. Opportunities for cybersecurity are always available since the latest technologies like IoT, AI, machine and deep learning, cloud encryption, embedded hardware authentication, 5G networks, behavioural analytics and quantum computing are growing exponentially. The government's investment and contribution to technology have also added to the various opportunities in the cybersecurity world.”





Solutions like Multi-Factor Authentication can help safeguard businesses against vulnerabilities

JOYJEET BOSE
SENIOR VICE PRESIDENT - TATA TELESERVICES

“Businesses are undergoing massive digital transformation to adjust to contemporary market situations. Hybrid working has taken precedence, further increasing flexibility and accessibility of company data anywhere and on any device. However, as employees work outside the secured perimeter, this makes potential cybersecurity vulnerabilities more common especially due to an ever-changing threat environment. A classic example of this would be phishing practices with employees where confidential data is breached. Thus, to safeguard businesses, it is important to turn to fast and easy solutions like Multi-Factor Authentication that help create an additional layer of user verification and reduce e-risks. Also, enhancing employees' knowledge and awareness of safe and secure cybersecurity practices is now imperative and companies need to spend more on employee upskilling.

However, for many enterprises especially SMBs, limited knowledge and lack of resources remain a crucial problem when it comes to taking care of their ICT and security needs. Therefore, they always look for a cost effective all in one solution that is nimble, capex and asset light and easy to install on ‘pay as you go’ model. We believe that the SMBs in India are poised for phenomenal growth and the onus lies with technology providers like us to develop relevant solutions at the right price point to support SMBs in their transformation journey. To this effect, we have introduced innovative smart tech solutions like ‘Smart Internet’ that enables SMBs to get robust connectivity, security, manageability, and clear visibility of their users and network.”



With the services market maturing, MSSP offerings are becoming more dynamic

STEVE LEDZIAN
CTO, APJ, MANDIANT - GOOGLE CLOUD

“Cyber security has become an increasing concern amongst organizations, especially with the growing adoption of digitization. Mandiant recently released its annual Cyber Security Forecast 2023 Report where experts have collaborated to examine the past year's threat data and trends to create a forecast report for what's anticipated in 2023.

Uncertainty is common in the cyber security space. With the rapid adoption of digital mediums, there is a rise in risks pertaining to security. Attackers regularly change their tactics, techniques and procedures to evade detection, leaving organisations struggling to keep up. The ability to find and retain the expertise and experience across cyber security functions continues to impact an organization's ability to implement effective cyber defenses. There is a prevalent human factor to the success of cyber security; behind the technology lies a team of professionals with a range of technical skills used to implement defensive and proactive hunting strategies. While technology has a big part to play in against cyberattacks, it is the human element which is both the catalyst for attack and defence. Businesses of all sizes can take steps to mitigate their risk including training, changing recruitment processes, machine learning (ML) or outsourcing specialized roles. One possible way to resolve the skill gap is for organizations to develop an in-depth cyber security program in conjunction with experts and combine real-world exercises with actionable threat intelligence. As the services market for cyber security matures, Managed security service providers (MSSPs) offerings are becoming more dynamic.”



Ransomware attacks will continue to grow by taking advantage of the expanding attack surface

HARSHIL DOSHI
COUNTRY DIRECTOR, SECURONIX

“The year 2022 was tumultuous with sustained economic volatility, global unrest, and increased cyber threats to information, operations, and controls.

- Numerous attacks will continue to successfully bypass fundamental security technologies and defenses - Malicious actors will successfully target and reveal the flaws of different security solutions, such as MFA and zero trust, on a much larger scale by building upon their work like LAPSUS\$\$ and other high-profile assaults. In 2023 and beyond, attackers with historically low capacity will be able to operate with advanced resources due to increased cloud migration, the simplicity of using cloud infrastructure, and wider availability of compromised credentials.
- Rates of accidental insider risk will grow - Financial stressors, fatigue and burnout will lead to emotional imbalance and prevent employees from maintaining their usual level of attention and care. This will increase instances of human error, such as clicking on malicious links or failing to adhere to security policies and exacerbate the rate of accidental insider risk.
- Increase in numbers of ransomware attacks - Ransomware attacks will continue to grow in volume and take advantage of the expanding attack surface.

Threat actors will continue to target their victims over the course of the upcoming year by utilizing micro- and macro-level trends. New advanced campaigns should be launched globally to oppose the same by combining tried-and-true methods with novel, as-yet-undiscovered strategies. In recent years, CIOs have stepped forward and assisted in advancing their organizations, and in 2023, this trend will continue.”





The need for bigger cyber budgets and having the right people in place is critical

DIPESH KAURA

GENERAL MANAGER, KASPERSKY (SOUTH ASIA)

“Cybersecurity incidents were plentiful in 2022, causing many problems for industrial infrastructure owners and operators. In 2023, we will witness the formation of a more diverse behaviour-tracking market due to local law enforcement.

- Ransomware attacks on critical infrastructure will become more likely – under the auspices of hostile countries or in countries unable to respond effectively to attacks.
- We face a growing risk of politically motivated insiders and insiders working with criminals (primarily ransomware) and APT groups – both at enterprises and among technology developers and vendors.
- There has been a large-scale shift to working from home around the world. It has led to a convergence between personal and work device usage, raising online privacy and security issues. The most crucial aspect of online privacy is ensuring that your data does not fall into the wrong hands.

We expect cyber threats to rise in 2023 as unrest in the world contributes to increased cybercrimes. IT teams should be prepared to deal with evolving threats posed by emerging technologies becoming widespread, such as geo-targeted phishing or attacks related to Cloud Security, IoT and AI. Employees should be educated and equipped to fight these mature attacks. End-users can prepare themselves with an easy-to-use security solution for upcoming challenges, whether phishing attacks or threats related to multiple layers of security.”



Criminals developing new ways to abuse internet-connected products

MILIND KULKARNI

SVP- DIGITAL & IT, STT GDC INDIA

“As our world is becoming increasingly digital, cybersecurity challenges are mounting. Data security threats evolve at a staggering pace, and 2023's future cyber-attacks are bound to be as inventive as they have ever been. Cloud attacks are definitely a topic of discussion in 2023, with enterprises and individual cloud users. While adoption of cloud is going to grow in the next few years, companies will invest significant money to safeguard data from breaches.

Internet of Things (IoT) devices represent one of the most flexible and pliable attack vectors for malicious third parties. In 2022, Dos and IoT/OT attack vectors were essential targets. The actual contents of the network and the degree of device vulnerability are still a mystery to organisations. Thus, at an unprecedented rate.

Other significant challenges will be blockchain and cybersecurity attacks. The reason why malicious actors would target blockchain tech is rather obvious: the availability of digital currencies. As enterprise-grade users and individuals discover new ways of leveraging the blockchain and making good use of crypto, so do malicious third parties become more interested in breaching their respective defences. There are ongoing challenges with phishing scams, malware, etc. Mobility, web, HW infrastructure, Network & wi-fi which will continue to remain vulnerable from a cyber security threat perspective. New advanced security tools / products, automated AI based SOC, strong threat intelligence, quick / proactive actions through SIRT etc are also becoming focus areas to prevent cyber threat & reduce risk.”



Organizations should be aware of the risks associated with the use of IoT devices

PRAMOD SHARDA

CEO - ICEWARP INDIA & MIDDLE EAST

“The most common cybersecurity challenges for 2023 include business email attacks, phishing, malware and ransomware threats, crypto scams, cloud vulnerabilities, double-extortion tactics, trusted insider threats, crime as-a-service, smart device hacking targets, and lack of investment in security solutions. Additionally, organizations should be aware of the risks associated with the growing use of Internet of Things (IoT) devices, as well as the threat of internal employees who may attempt to sabotage networks or steal sensitive data. To raise the protection level of our organization while also ensuring business growth, we continue to implement comprehensive security protocols and procedures that address both physical and latest digital security threats.

The global cybersecurity workforce shortage is projected to reach upwards of 1.8 million unfilled positions by 2022, and the (IC) ² 2022 Cybersecurity Workforce Study found that the global security workforce gap increased by 26 percent, with 3.4 million additional workers needed to effectively secure businesses. These numbers are expected to increase in 2023, with the average cost of a US data breach at \$9.44 million and cybercrime surging to meteoric heights in 2020 and 2021. Organizations need to pre-emptively address these risks by immediately hiring and onboarding new cyber talent and introducing new tools and resources that comply with global data protection and security norms to help simplify operations for SMBs and other thinly-stretched teams.”





Enterprises may face challenges like IoT security, AI, Ransomware, Supply chain attacks, Phishing etc.

AJAY YADAV
HEAD- IT & SAP, SBL

New technologies like Cloud adoption, Smart Factory Industry 4.0, AI/ML that are being adopted bring their own vulnerabilities to address, and constant issues make to the "top challenges" lists this year. IoT security, AI, Ransomware, Supply chain attacks, budgets and staffing issues, and phishing are the only cyber security challenges that enterprises will face in 2023.

While security is often viewed as benign from budget and staff cuts due to its significance, it is not insusceptible to them. Moreover, security has historically been viewed as a cost centre because its ROI is not easily calculated. CISOs and security teams facing budget cuts and spending reductions as increase in inflation, interest rates and gross domestic product have many predicting an inevitable recession in 2023. An approaching recession could spell disaster for organizations of any shape, size and industry -- must plan carefully to maintain the security of their company and colleagues, while getting more done with less -- and without burning themselves out.

Hiring employees with the necessary skills and retaining those employees -- continues to be a challenge. CIO/CISO must have a robust strategy for retaining employees, not just hiring them, supply and demand is the play here, and the shortage of cybersecurity talent is definitely driving higher salaries, if we do not have salary bands in line with their expectations, then there will be an issue. Opportunities for long-term growth, regular training and a clear career development path will help to retain skilled professionals.



IoT devices need to have in-built protection

VIVEKANANDA NASKAR,
DIRECTOR – IT, INDIA, PROTEGRITY

Apart from traditional threats, with the expansion of IoT, we have made a large surface open to cyber threats. Data poisoning is a way to corrupt the AI Systems that influences the AI outcome.

Traditionally, IoT Vendors take very little precaution to protect the devices from cyber-attacks. The protection needs to be built in the code itself as it is not always possible to add an overhead to make the IoT devices secure given the very small size of it. In addition to general Cyber Security measures, we need to monitor AI results continuously to make sure that the system is not poisoned.

With the availability of different tools and services that educate and make employees aware of most of the Cyber-Security threats, I hope we can make everyone a stakeholder in the Cyber security space. While we have an Information Security Team in most of the organizations, it is important to make general awareness mandatory. Periodic testing of cyber security knowledge of the employees is a great way to mitigate cyber security threats.



WFA, AI, Supply chain, Data Breaches & Data Privacy etc. – Key trends of 2023

ASHTON D'CRUZ
DIRECTOR - CAO, CGO, CISO & HEAD - CC&S GOVERNANCE
NATWEST MARKETS

The top challenges and/or trends that we will observe in 2023 & beyond include:

Work from anywhere becomes permanent: Given the expanding enterprise attack surfaces, brought about by more remote (WFH/WFA) workers, as well as increase in number of network-connected devices, along with a much broader ecosystem of third-party partners and vendors. All this brings with it the challenge of securing and protecting your infrastructure and ecosystem, with the lines becoming blurred by the moment

Shortage of Skilled Resources: Developing cyber security talent becomes essential, as it will be expensive and difficult for companies to hire the cyber security experts they desperately require.

Role of AI: Today, AI and machine learning algorithms can be used to automate tasks, crunch data, and make decisions far faster than a human ever could. This in turn acts as a double-edged sword as it inherently creates cyber security risks that can be exploited and become a major target for hackers.

Recognize the risks from supply chains: We typically trust what our vendors and service providers give us. What's most important at this time is for organizations to recognize and acknowledge the risks from our supply chains and to demand that we all do better.

Data Breaches & Data Privacy: Again, something that will not go away, but needs to be recognised and managed.

Other trends and challenges include, Legacy Technology, which will continue to be an issue, or even Cyber-warfare threats and Organised Industry (State sponsored) attacks and finally the rapidly changing and evolving regulatory environment and landscape, and the need to be compliant to the same.





The capacity to react fast and accurately to evolving attacks is important to defend threats

BHASKAR RAO
CISO, BHARAT CO-OP BANK



The CISO has to deal with various challenges like -

- Security of Remote and Hybrid workforce
- Phishing and Spear-Phishing Attacks
- Software vulnerabilities
- Ransomware Evolution
- Network Access Control
- Emerging 5G Technology
- Regular Patching
- Data Leak Protection
- Protection from Ever increasing Mobile Malwares
- API Security
- Outdated Hardwares
- Social Engineering etc.

Skilled cyber-security force is one of the major concerns and this is going to be continued in the coming years, the ever rising cyber threats and much sophisticated attacks by the hackers are some of the major concerns. It is always advisable to outsource certain products instead of doing in-house.

The CISO always has to think on the safe-guarding the interest of the organization, recent years have shown how the major cyber security problems and threat actors are modifying their methods to match the ever changing global environment. The capacity to react fast and accurately to constantly evolving attacks that can hit anywhere within an organization's IT infrastructure is necessary to defend against all threats. The CISO needs to do various things to protect the organization like (a) multi-factor-authentication, (b) zero trust, (c) micro-segmentation, (d) protect the data from an unknown actor, (e) protection of data leakages, (f) safe and secured connectivity, (g) needs-based access and (h) creation of the user awareness.



AI and Automation – To solve business challenges

DINESH KAUSHIK
GROUP IT HEAD, SHARDA MOTOR INDUSTRIES



With the advent of the digital revolution, all businesses-large or small-corporates, and even governments now rely on computerised systems to manage their daily operations. As a result, cyber security has become a top priority to protect data from various online attacks or ransomware. Here are some of the trends that we will expect to see in the coming future to resolve all the challenges businesses are witnessing in cyber security.

Potential of Artificial Intelligence (AI)

Cybersecurity has seen significant modifications due to AI's introduction into all market areas and its association with machine learning. Hence, the development of autonomous threat detection, face recognition, natural language processing, and security systems has all significantly benefited from artificial intelligence.

Automation and integration

Since the data is increasing daily, automation must be incorporated to provide more sophisticated control over the information. It is more useful than ever because of the pressure engineers and professionals face in the modern and chaotic workplace. As a result, the agile development methods include security metrics to produce safe software.

Cyber security is the process of defending against malicious intrusions on networks, computers, servers, mobile devices, electronic systems, and data. It is also referred to as information technology security or electronic information security.

The ways to raise the protection level:

- Adapting To A Remote Workforce
- Emerging 5G Applications
- Blockchain And Cryptocurrency Attack
- Ransomware Evolution
- IoT Attacks
- Cloud Attacks
- Phishing And Spear-Phishing Attacks
- Software Vulnerabilities
- Machine learning And AI Attacks
- BYOD Policies
- Insider Attacks
- Outdated Hardware
- Serverless Apps Vulnerability





Cloud Security, AI/ML, IoMT, Supply chain security – Top cyber security challenges

BOHITESH MISRA
CO-FOUNDER & CTO, AVEXA SYSTEMS

In the process of developing connected Healthcare Analytics platform, I believe that the top cyber security challenges that are likely to haunt the healthcare industry in the future includes:

- i. Cloud Security: As more healthcare organizations adopt cloud-based systems, the risk of data breaches and unauthorized access to sensitive information increases.
- ii. Artificial intelligence and machine learning: As these technologies become more prevalent in healthcare, there is a risk of malicious actors using them to launch attacks or gain unauthorized access to sensitive information.
- iii. Internet of Medical Things (IoMT) security: As more medical devices become connected to the internet, there is an increased risk of hacking and unauthorized access to sensitive patient data.
- iv. Supply chain security: As healthcare organizations rely on third-party vendors for various services, there is a risk of attacks targeting these vendors and subsequently compromising the healthcare organization.
- v. Cyber-physical systems: As more healthcare systems become integrated with physical devices, there is a risk of hackers causing disruptions to critical infrastructure such as power and ventilation systems.
- vi. Remote working security: With the increase of remote working, there is a risk of cyber-attacks targeting remote workers and their devices, putting sensitive information at risk.
- vii. Advanced persistent threats, in which hackers gain access to a network and remain undetected for an extended period of time in order to steal sensitive information.

It is likely that the lack of cyber security skilled workforce will continue to be a major concern in the future. The demand for cyber security professionals is expected to grow as the threat of cyber-attacks continues to increase.



RPA – The next trending technology of 2023

MEETALI SHARMA
CORPORATE HEAD - RISK, COMPLIANCE & INFORMATION SECURITY,
SDG SOFTWARE

Almost all sectors including education, SME, healthcare as well as public sectors have moved towards cloud adoption in a big way. Digitization and cloud adoption has been seen majorly in finance and accounting, supply chain and logistics and IT management. With the increase in cloud adoption in the coming years as well, it will be a priority for compliance leaders to secure application data and infrastructure within the cloud environment.

Integration of AI, ML, automation, data analytics and RPA has transformed the way business is performed in nearly every sector of the economy. Since it can analyse a huge volume of information and has the ability to automate entire processes or workflows, it will be the next trend to watch for in 2023.

Blockchain and bitcoins have seen a lot of traction since 2016 and will continue to dominate the IT economy in the coming years. In addition to this, organizations would look at partners, tools and platforms who can help automate the compliance activities for the organization and enable a mechanism for continuous monitoring of the environment. This would ensure that the threats and risks to the environment are reported well in advance and threat vectors are actioned upon before they expose any vulnerabilities in the environment.

Lack of cyber security skilled force will continue to be a major concern for organizations in 2023 as well. However, compliance leaders within the organizations are now coming up with new methods to bridge this skill gap by cross training internal teams, providing flexible working hours to employees or better work-life balance, attracting more women to restart their careers after break and retaining key staff.



By taking platform approach than deploying products may raise the security level of an organization

DR. SASHANK DARA,
CTO, CISO & COFOUNDER, SECONIZE

The top cyber security challenges are:

- Products and Services Fatigue: Number of IT products and services being used (to conduct business) are staggeringly high.
- Tools Fatigue: Number of Security Products being used/needed to identify vulnerabilities and threats are high.
- Alerts Fatigue: Number of low fidelity alerts that lack any context, being generated by these tools are high.

The ways to raise protection level are:

- Take a platform approach than deploying point products
- Invest time, energy and resources in automation of vulnerability and threat response
- Upskill, train and increase security quotient of all the stakeholders (employees, executives, partners, vendors)

There are a variety of initiatives by the public and private sectors that are addressing the cyber security skill gap problem but the shortage may continue for some more time even in 2023.





WOMEN CONTINUE TO SCALE NEW HEIGHTS IN TECH LEADERSHIP ROLES

As the digital world has changed our daily lives from the way we work, to the way we live, there has been a growing momentum among the women to climb the ladder in the Senior Management in their respective organisations. Though this has been proven time and again, it gained even more momentum during the pandemic and post pandemic.

Technology has had a tremendous, almost unimaginable impact on human life from the dawn of civilization. It has changed the way people do business, peoples thinking, behaving, communicating and working at different workplaces; at the same time digitisation puts the consumer in the driver's seat, making them more informed, more demanding and more vocal about what they want and what they do not want.

Women have been playing a crucial role in every sphere of the industry, including science and technology. They have gone beyond and literally touched the sky today. Women in Tech activities particularly aim to discuss how women could have a larger role in creating success stories in business and technology. Diversity brings business value. Yet women remain underrepresented in tech in general and tech leadership in particular. But men don't have to contribute to the problem — they can be part of the solution.

Information technology is not only one of the fastest-growing industries in the world, it is also pivotal to the changes in civilization and the development of any nation. The tech industry needs more of the female gender to facilitate better problem solving ability and increase performance at business level as there is a vast market and potential in building.

Organizations need to understand that biases at the organizational level are creating opportunity barriers for women who have the skill set to excel in tech leadership roles. The age-old systemic gender imbalance emerges as the topmost challenge for women in tech. Many reports point out that women face a lack of equity in opportunities which they often cite as the biggest challenge in pursuing a tech-related career.

The scenario is not very different in non-tech companies either; even in these companies women professionals continue to face inequity compared to the opposite gender at every organizational level. It's high time that organizations, be they tech or non-tech, must promote women in leadership positions to usher a significant change toward gender balance and therefore better business practices.

VARINDIA has taken up this mission to put women technology leaders under the spotlight!

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SECURING A WORLD IN MOTION

There are still only fewer female tech executives and tech firms led by women

KOMAL SOMANI
WHOLE TIME DIRECTOR, ESDS SOFTWARE SOLUTION

“In India, the IT business, which men formerly dominated, is now the top career choice for women. In fact, women are now enrolling in double the number of B-Tech courses across all tech colleges. The Ministry of Education reports that between 2016 and 2021, the number of entries increased from 8% to 19.72%. In addition, more women in India have earned tertiary degrees in science, technology, engineering, and mathematics (STEM) than in most developed countries.

Yet, there are now fewer female tech executives, role models, and tech firms led by women. The minimal number of women who succeeded in rising to the top faced countless persistent obstacles. Obstacles that women must overcome frequently differ from those that males must overcome. Only 7% of the 1,004 women tech professionals questioned for the Skillsoft 2022 Women in Tech Report - India Region had executive-level positions (CIO, CXO, CISO), whereas 13% held managing director-level positions. The three primary reasons for these difficult circumstances are the lack of equal opportunities. Even though women have the ability to succeed in tech professions, biases in organizations and society present obstacles. Then comes the pressure to do it all; when it comes to caring for children and the elderly and running the home, women are expected to do different duties than males. The last one is short programs for developing professional skills; while enterprises prioritize learning and development (L&D), they must include training initiatives that address the unique requirements of female learners.”



Organizations are working hard to create cultural shifts to empower women

VICKI BATKA
SENIOR VICE PRESIDENT OF SALES FOR APJ - TRELLIX

“It’s a million-dollar question when it comes to women in tech. We need to encourage young girls to start early by conducting courses in school itself. Today, organizations are more open and are working hard to create large cultural shifts that will empower women in their companies. Despite these efforts, there is still a lot of work to be done in the technology industry to elevate women as leaders. According to a global Trellix survey, when it comes to encouraging more people to consider a career in cybersecurity, respondents reported inclusivity and equality for women (79%), diversity of the cybersecurity workforce (77%) and pay gaps between different demographic groups (72%) as highly or extremely important factors for the industry to address.

Similarly, in India, while there has been a significant rise in the number of women in technology related roles, they still face multiple challenges while climbing the corporate ladder. Organizations should work with government agencies, schools, and any STEM programs to conduct special programs that encourage women to become a part of the technology and cybersecurity space.

Historically, technology programs in India have been heavily based on people’s availability to attend. However, COVID created opportunities for more women to learn ‘in their timeframe’. An increasing availability of home-based e-learning programs, combined with an on-call access to courses have boosted the chances of women professionals to learn and upskill themselves.”



Having access to technology helps women manage home and work affairs better

DIPTI SINGH
DIRECTOR – ASI PORTFOLIO (IRS) & INDIA MARKETING, VERTIV

“According to data shared by LinkedIn, only 15% of C-suite roles are held by women in India. There has been steady progress over the last few years to bridge the gender gap in the IT industry, however, reality is that no industry world over has been able to achieve parity in leadership roles. While tech and non-tech companies focus on increasing the number of women becoming a part of the industry, a lot needs to be done to really bridge the gender gap. Some of the most prevalent issues experienced by women are a lack of equal opportunity and a shortage of women in the IT landscape.

While both men and women receive similar training and learn from similar job experiences, women often take longer to climb the corporate ladder and reach the top. It is critical for women to see other female role models leading teams and participating in the leadership circuit. This is where technology businesses must identify ways to inspire both men and women while also providing equal opportunities to everybody. Having access to technology has helped women manage home and work affairs better, opened up an abundance of job opportunities and enabled them to go beyond traditional roles. However, women’s representation in leadership continues to be skewed. Reports suggest that 43% of graduates in STEM are women, which is the highest in the world, but a mere 14% of them step into the world of employment in these fields, creating a huge gender disparity in workspaces.”



There is a need for a healthy workforce which is diverse and talented

VINNY SHARMA
MARKETING DIRECTOR - ASIA PACIFIC & JAPAN, SECURONIX

“In today's world, every tech organization is working to create a more gender-inclusive workplace. They are slowly realizing the importance of having more female leaders as it is a proven fact that when women become leaders, they bring a unique set of skills and imaginative perspectives driving effective solutions. We, at Securonix, strongly believe in gender diversity and encourage in developing a conducive environment for female leaders to grow. We recently announced the appointment of Nayaki Nayyar as the new CEO of the company. However, while tremendous progress has been made in this area, there is still a fundamental lack of women in leadership roles and a long road to achieve equal representation of women in tech.

Technology is shaping our lives in unimaginable ways and it's not an exaggeration to say that it is fundamental to the development of the country. Therefore, this calls for a healthy workforce which is diverse and talented. But India still lacks women tech leaders. According to Skillsoft's 2022 Women in Tech Report that surveyed 1,004 women tech professionals in the India region, only seven percent held executive-level positions, while 13 percent held managing director-level positions.

The hybrid work culture is here to stay, and the remote working structure is revolutionizing the working environment of every organization. In the post-pandemic scenario, many professionals now engage in hybrid working - dividing their time between their home and their workplace.”



We are in an age when women should be given an equal opportunity

NANDINI TANDON
CO-FOUNDER AND CHIEF PEOPLE OFFICER, INDUSFACE

“From my perspective the growth of an individual is proportional or rather should be mapped to his / her skills and relevant years of work experience. We are in an age wherein women should be given an equal opportunity and platform to compete with men and if that is the case then there would be no special need for programs to be put in place for gender diversity for it will fall naturally.

I represent an organisation which works in the space of cyber security and given that it's a new age technology, we are witnessing a lot of women taking this area up as a profession and hence we are witnessing a surge in potential women candidates applying for job openings in our organisation. These women candidates will over a period of time prove to be able women leaders but time is of essence and provided they are given a fair opportunity, I have no doubt in my mind that gender based preferences for leadership roles will be a thing of the past and excellence is what will matter most.

Like all other organisations, our organisation too faced an uphill challenge to ensure a smooth transition into a 100% 'online virtual workspace creation' during the pandemic. Our organisation has always had work policies in line with the hybrid model even before the pandemic and hence there isn't a very huge change from that perspective.”



Organizations need to foster a more inclusive leadership style

ANITA KUKREJA
HEAD – MARKETING AND CHANNEL SALES, ICEWARP INDIA

“Despite the increasing participation of women in the traditionally male-dominated business, women professionals continue to struggle to obtain their desired objectives. While the government's regulations and progressive policies toward women in the workplace have been vital in increasing the diversity ratio in firms, there remains a long way to go until organizations of all sizes fully adapt to these important regulations.

Today, companies must do much more to maintain momentum and improve diversity ratios in order to address the unconscious and conscious bias that is still pervasive and can be a barrier to offering equitable opportunities and impacting the career development of the varied talent pool. Organizations need to consistently reinforce and foster a more inclusive leadership style. Many Indian corporations are yet to develop a defined succession management framework for future women leaders. As a result, the female talent pipeline continues to be very thin when it comes to filling C-suite positions.

The pandemic resulted in a large majority of employees working from home for an extended period of time. This change in location gave many people a work-life balance they didn't know was possible before, making it much harder for some to come back to the same old office routine. The entire notion of work, workforce, and workplace has evolved considerably, and this has influenced employee perceptions of what the employer value proposition would look like. While hybrid and entirely remote work are fairly common concepts in the West, they were until recently viewed with scepticism in India.”



Organisations are pushing for a more equitable workplace with gender-diverse roles

DEEPA MADHAVAN
VICE PRESIDENT AND INDIA COUNTRY HEAD - GENESYS

“Organisations are beginning to realise that an employee-first approach that focuses on building an engaged, inclusive, and resilient workforce, is the mantra for success. In recent times, gender diversity and the gender wage gap have become important conversations. Now, organisations understand the significance of having a diverse workforce who bring varied ideas, skills, and perspectives to the table. As compared to a decade ago, there are unquestionably more women in tech professions at all levels and tremendous strides have been made, from entry-level to senior ones.



Having said that, we have a long way to go as currently, only around 36% of the five million employees in the tech industry are women (NASSCOM). There is a tectonic shift in the way organisations are pushing for a more equitable workplace by creating better policies and gender-diverse roles, and women in turn are increasingly getting aware of their personal and professional priorities and striving to break the glass ceiling to assume leadership positions.

Over the centuries, our culture has evolved to accept and support women who pursue professions in non-traditional fields, and it is an ongoing journey. The greatest challenge for women in technology is the systematic gender imbalance women had to experience traditionally due to which we have to play catch-up now. Notably, people who have been in their careers longer are more acutely aware of the problem of unequal opportunities.”

Areas like Cyber Security still see a smaller percentage of women associates

ARATI RANADE
SENIOR DIRECTOR, ONEASIA - FUJITSU

“Many organizations support gender diversity programs as a tick mark exercise. There is a definite need to do more. Teams that have been successful follow some simple practices like questioning lack of nomination of diversity candidates in the hiring or promotion process. Looking at attendance of women in the learning and development programs or assigning mentors is equally critical for the growth of women leaders. I was pleasantly surprised when recently I attended an executive program in Tokyo and 70% of the attendees were women. All of them held senior positions and were clearly nominated based on merit and not just gender. To me this seemed like a big shift. A classic case of organizations’/ industry’ commitment moving from thoughts to actions.



In its strategic review of the industry around March 2022, NASSCOM noted that women’s representation in the tech industry in India lies at 36%. This is a significant improvement in the last decade, but a lot of that is in the IT sector and not in all the technology sectors. Even within IT, areas like Cyber Security see a smaller percentage of women associates. The mindset of the parents and society at large needs to evolve to bring in any significant change. The societal setup discourages women from taking risks or making changes to the family structure for career reasons. Women on their part are unable to gather courage to push for these changes. All these factors lead to the lack of women in senior positions.”

Women should play a bigger role in future when technology will reign supreme

MONALISA SAMAL
SVP, OF DATA & RISK ANALYTICS - XCEEDANCE

“In my view, there are 3 key reasons why India still lacks women leaders in the technology field. First, there is a perception that women in the field need to be “super women” who are expected to keep everyone happy, not just at work but also as a mother, wife, and daughter. This is visible in offices when it comes to creativity or fun activities, where women are typically expected to take charge. At home, it comes with expectations to be present and always engaged. As women professionals, we must wear many hats outside of our core work responsibility, and balancing all sides isn’t always possible.

Second, I feel from my experience that being accepted as a leader in tech can be difficult for women. This is particularly apparent when working with a team from a different domain, or working as part of a team with older, experienced, and educated male members. If there is a new challenging task the first challenge a woman faces is being accepted before the “real” work even begins.

Finally, I think we need to broaden our definition of “technology roles.” In areas where technology is a service or enablement, but might not be technology hardware or coding directly, I see a lot of women filling significant roles. Technology is unquestionably the future of the industry and women can, and should, play a much bigger role in that future.”



Women face barriers like workplace gender bias and shortage of female role models

RIMI DAS
HEAD OF MARKETING, INDIA REGION - PURE STORAGE

“A gender-diverse workforce allows the company to serve an increasingly diverse customer base. Gender diversity helps companies attract and retain talented women but it also depends on societal, organizational and individual factors so I do agree with the statement that despite growing awareness of increasing gender diversity in tech, just one-third of Indian enterprises have programs in place with the goal of elevating more women to leadership roles.

Income inequality compared to male colleagues, workplace gender bias and a shortage of female role models are among the main barriers faced by women working in the tech industry. And lack of role models can also lead to a feeling of isolation and discouragement.

The hybrid work culture did give an amazing opportunity to connect to people virtually, probably with more possibilities of learning at a mutually convenient time, also it helped in building better collaborations and relationships.”



VIEWPOINT FROM START-UPS

Many women are playing a key role in the rapid growth of start-ups

RASHI MEHTA
EVP FINANCE - RAHI

“The technology sector is moving ahead at an unprecedented pace with the digital transformations happening around the world. Organizations have already started taking the necessary steps to boost the confidence of women when it comes to leadership roles. The past few years have shown that having a diverse workforce in terms of gender can help enterprises to boost their growth. In fact, a study from Harvard revealed that a higher representation of women on their board outperforms the enterprises that don't by a notable degree. Also, the startup culture in India is encouraging diversity, with many women playing a key role in the startup's rapid growth while also creating a harmonious culture within the organization. Overall, the Indian enterprise industry is slowly moving towards embracing diversity and inclusion that will offer women greater opportunities not only in tech but also in other industries as a whole.

One of the biggest challenges for women to take on the leadership role is the bias towards them that has been engraved in many enterprises, acting as a barrier to opportunities. Additionally, many of them are under significant pressure to not only manage their professional work but also take care of their responsibilities back home. This results in many of them leaving their jobs after a certain point in their career, preventing them from taking on a leadership role at their mid-level or senior level.”



The greatest challenge that a woman entrepreneur faces is that she is a 'woman'

SHARMIN ALI
CEO & FOUNDER, INSTORIED

“Increasingly, the Indian corporate world is opening up to women in leadership positions and many of them already have done so. Others have programs in place to encourage women to become leaders. We have not seen much disparity in the start-up world.

I think the greatest challenge that a woman entrepreneur faces is that she is a 'woman'. A lot of taboos that have been rampant in our society have often restricted women from scaling up at their workplace. Women have come such a long way in the tech industry. Through dedication and passion women's positions in tech continue to grow. I always wanted a team which would have an equal number of women. My CTO and I were very sure that we needed to onboard women techies. I have to admit that earlier it wasn't easy to find them, but we eventually did and now 60% of our workforce are very smart women.



We started during the pandemic so by nature we have had a remote working culture from the beginning. We have been working pretty efficiently in this model with people from across the world in our team. We do not have an office space. I would say the major advantage for us in a remote setting is the access we have to talent from anywhere in the world. Being a SaaS company, this results in having an edge in the market too.”



Vertiv names Giordano Albertazzi as its new CEO

Vertiv has announced that on January 1, 2023, Giordano Albertazzi assumed the role of CEO, and was appointed to the Board of Directors.

Albertazzi said, "I'm looking forward to working closely with our leadership team and employees around the world to continue to increase the value we create for our customers, further strengthen our financial performance and create long-term value for our shareholders. As I've shared with Vertiv employees, we will work to achieve our full potential by focusing on

building a high-performance culture of collaboration and innovation; institutionalizing operational excellence and execution; and ultimately delivering profitable growth and improved cash flow."

Dave Cote, Executive Chairman at Vertiv stated, "Giordano is the right person to drive Vertiv forward. His operational expertise and deep understanding of Vertiv's business and customers will be pivotal in driving continued performance improvement while navigating macroeconomic uncertainty."



Hitachi Vantara appoints Monica Kumar as Chief Marketing Officer

Hitachi Vantara announced that Monica Kumar has assumed the role of Chief Marketing Officer (CMO) at the organization, effective immediately. She reports directly to Chief Executive Officer Gajen Kandiah.

"Great companies are those who can find a way to articulate their value and differentiate themselves in the midst of difficult macroeconomic, geopolitical, or competitive market conditions.

Of course, to do so requires a best-in-class marketing organization that can cut through the noise and the uncertainty to clearly, simply, and succinctly tell its story and spotlight customer, partner, and employee value," said Kandiah. "Known to be a fiercely focused, results-driven leader and champion for her customers and partners, I am confident that Monica can help Hitachi Vantara shine an even brighter light on who we are, what we stand for, and how we can uniquely help organizations achieve their business, transformation, and sustainability objectives."

Kumar was most recently the Senior Vice President, Global Marketing and Cloud GTM at Nutanix.



CrowdStrike ropes in two ex- executives of SentinelOne to its leadership team

CrowdStrike announced that two key executives have joined its leadership team to continue driving momentum across the company's channel and small business segments, and to scale what is widely

recognized by the market as the most innovative modern security platform. Daniel Bernard has been appointed as Chief Business Officer, and Raj Rajamani has been named Chief Product Officer, DICE (Data, Identity, Cloud and Endpoint).

Bernard and Rajamani, who most recently served as the Chief Marketing Officer and Chief Product Officer at SentinelOne, respectively, bring extensive experience with high-growth, disruptive cloud and SaaS businesses, as well as elite reputations in the cybersecurity industry. Both have been widely recognized as key architects of SentinelOne's go-to-market and product strategy.

Schneider Electric announces Manish Pant as Executive VP for International Operations

Schneider Electric has appointed Manish Pant as the new Executive Vice-President for its International Operations, effective 1st November 2022. In his new role, Manish Pant will lead the operations in Pacific, India, Middle East Africa, and South America by bringing solutions supporting our customers in their sustainability journey.

Prior to the appointment, Manish Pant was President of East Asia & Japan Zone from 2021 to 2022, where he spearheaded commercial operations across 14 countries including South-East Asia, Taiwan, Korea, Japan and Mongolia, driving business performance and transformation.

Manish Pant says, "In my new role, I look forward to scaling up our capabilities, accelerating research and innovation, and contribute towards building a climate positive world through enhanced collaborations and partnerships."



NetApp India assigns Ritesh Doshi as Director Commercial for India & SAARC

NetApp announced the appointment of Ritesh Doshi as Director Commercial for India & SAARC, and member of the NetApp India sales leadership team.

NetApp has stepped up their commitment to help customers unlock the best of cloud, and enjoy an optimised and secure environment. Ritesh Doshi's appointment is in alignment with this vision and enables NetApp to continue to provide best-in-class hybrid multi cloud services to its customers.

In his role at NetApp, Ritesh will drive growth across NetApp's portfolio of products and solutions, while working closely with the partner ecosystem. He will focus on driving GTM through partners and expand into areas which will deliver sustainable long term business growth. One of his priorities entails alignment with hyperscalers and the partner ecosystem. In doing so, Ritesh will leverage and drive NetApp's new-age cloud innovations to help deliver direct business outcomes for customers. He will additionally bring in thought leadership on evolving trends and drive local innovation to meet customer expectations.



Jean Hu appointed as CFO in AMD

U.S. chip design firm Advanced Micro Devices (AMD) appointed Jean Hu as its next Chief Financial Officer. She will be replacing Devinder Kumar, who will be staying until April to handle the transition.

Jean Hu joins AMD from Marvell, where she served as the CFO since 2016 and was responsible for all aspects of financial planning, accounting, reporting, treasury, tax and investor relations. Prior to Marvell, she worked at companies such as Qlogic and Conexant.

AMD Chairman and CEO Lisa Su said, "I want to thank Devinder for his many contributions to AMD. He has been an outstanding CFO and partner whose leadership was instrumental in creating the financial foundation that enabled our significant revenue growth and success in recent years. At the same time, I am very excited to welcome Jean to AMD. She is an excellent addition to our leadership team given her deep experience across the semiconductor industry and strong track record of financial leadership."



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